Digitized by the Internet Archive
in 2017 with funding from
Media History Digital Library

https://archive.org/details/exhibitornov193923jaye

THE EXHIBITOR

ITOA MAKES PLEA FOR ELECTRIC RATE REDUCTION

SERVISECTION: 44 FEATURES, SHORTS REVIEWED

BETTER MANAGEMENT:

"SELLING SEATS BY CLEANLINESS AND COMFORT"

EDITORIAL:

"MAKE A SACRIFICE, NOT A CONTRIBUTION"

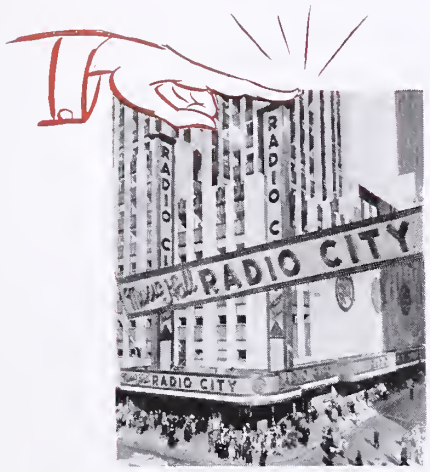
NEW YORK STATE EDITION

ENTERED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST OFFICE AT PHILADELPHIA, PA., UNDER THE ACT OF MARCH 3, 1879

NOVEMBER 15, 1939
VOL. 28 No. 1 PRICE 10 CENTS

TODAY

Special M-G-M Flash!



Radio City Music Hall Got The Lubitsch Touch!

NEW YORK, N. Y.—GARBO'S "NINOTCHKA" is packing the Music Hall. Scarcely a man, woman or child anywhere who hasn't read in newspapers or magazines or heard over the air about M-G-M's delicious comedy. Keep building up the enthusiasm for your play-date. Tell them that "NINOTCHKA" was selected by the world's largest theatre for the World Premiere. It's smart to whet their appetite when you have such an eagerly-awaited entertainment! Never has there been such a build-up for any picture! Keep Them Hotchka for "Ninotchka"! And now the box-office says: "Topnotchka!"

"Balalaika" means Wine, Women and Song!

POMONA, CAL.—Following the sensational Preview here last week of M-G-M's "BALALAIKA" the house manager in his report confirms the audience reaction by stating it is one of the best musical entertainments of years. It is Nelson Eddy's best role since "Naughty Marietta" and it launches a glamorous personality in Ilona Massey.

CULVER CITY, CAL.—A second Preview group has returned to the M-G-M Studios confirming the exciting reaction to last week's sneak showing of William Powell and Myrna Loy in "ANOTHER THIN MAN." The opening flash on the screen of these two popular stars literally brought down the house. The applause was deafening. And now the Preview Post-Cards are pouring in. Seldom have so many been received by the Studio. The overwhelming opinion of the fans is that "ANOTHER THIN MAN" is the best of the entire series. Following immediately after the sensational Preview of "BALALAIKA" at Pomona and in view of M-G-M's succession of hits, this new triumph has set the Film Colony buzzing with talk. Out here the tip-off is "Watch Leo—M-G-M is on the march!"

The applause was deafening!

ONE-WAY

M-G-M

E D I T O R I A L

THE

EXHIBITOR

Vol. 23, No. 1 November 15, 1939

MEMBER AUDIT BUREAU OF CIRCULATIONS

A Jay Emanuel Publication. Covering the film territories in the Metropolitan East. Published weekly by Jay Emanuel Publications, Incorporated. Publishing office: 1225 Vine Street, Philadelphia, Pennsylvania. New York City office, 1600 Broadway. West Coast office, 1119 Poinsettia Drive, Hollywood, California. Representatives in Washington, D. C.; Albany, Buffalo, Boston, New Haven. Jay Emanuel, publisher; Paul J. Greenhalgh, business manager; Herbert M. Miller, managing editor. Subscription rates: $2 for one year; $5 for three years. Address all communications to 1225 Vine Street, Philadelphia, Pennsylvania.

Just In Passing

THE EFFICIENCY MAN IS HERE

The efficiency expert is back with us again.

One company, for the past month or so, has been scrutinized by an efficiency man who has been finding out exactly what the employees are doing, going into the matter quite thoroughly. They are blaming the war for this, too. The foreign revenues have been cut and something must be done to take care of the decrease. They tell us that it is difficult to prune on the Coast where union contracts, guilds, etc., bar the way to wholesome slashes.

All of that may be true, but we don't have to point out just what effect the activities of the efficiency expert is having.

In times such as these, we still like to get back to our friend Nicholas M. Schenck's observation: "There's nothing in this business that good pictures will not cure." Perhaps the efficiency expert can disprove this statement.

"ON THE JOB" HARRY

At any rate, one can't accuse Harry Brandt, president of the Independent Theatre Owners Association of New York City, of not being alert. While everyone was wondering what was the next step in connection with the code, our "on the job" Harry went to Washington and asked. This seemed to be the simplest thing to do, and it is to be wondered why someone didn't think of it before.

We don't know, of course, whether his trip will result in anything constructive but there was no harm in asking. His action speaks for many.

MAKE A SACRIFICE! NOT A CONTRIBUTION

Someone, somewhere once estimated that the chemical value of the human body is less than $1. From looking at some of the individuals with whom we come in contact, we think he overestimated.

There can be no value, for example, placed on a man who says that he can't afford to give to a charitable enterprise because things aren't as good as they should be and absents himself from meetings called for the purpose of raising funds, but turns in his 1939 car for a 1940 one and still takes his two weeks in Florida during the winter.

There can be no value, either, placed on an exhibitor who refuses to pay dues to his organization or support it in any way, but still grabs all the benefits that appear when certain concessions are received after the same organization has worked hard on them.

There can be no value, likewise, placed on a theatreman who cries "bloody murder" against a circuit which is competitive to him and still fails to realize that the house which follows him also has a right to live.

These are but three of the types singled out. In our estimation these kind of gentlemen have no value. True, they exist, like you and I—they have families—they live like normal beings—except that they have no heart as real humans do.

The man who cannot make a sacrifice for a charity usually has never considered making such a sacrifice; the exhibitor who lets the other man do it is nothing more than a chiseller; while the theatreman who cries because he is being hurt and fails to be considerate of other exhibitors is in the lowest industry category.

You may wonder why this has been written—but it must be evident. In one day we met these three men.

We hope they are listening.

Jay Emanuel

QUAD.

FREE!

ANOTHER SERVICE from Your Home Town Trade Journal to its LOYAL READERS

FEATURES
that make it BEST for you:

1. An overall size of 18x24 inches. Large enough to be seen at a distance yet small enough and trim enough to grace the nicest office.

2. All Showmen's Dates and National Holidays clearly shown *on the Calendar days* where they can't be missed. No paragraph of small type where you might forget them.

3. Listing 14 Months (December 1939 and January 1941) in order to facilitate booking by looking either back or forward at the beginning and end of the year.

4. Constructed for booking purposes, and perfected as only the publication with practical theatre operating experience could do it.

5. Ready for your office wall the minute you receive it.

Your 1940 BOOKING CALENDAR

will be mailed to you on NOVEMBER 25th . . . just ask for it!

MAIL THIS **TODAY**

THE EXHIBITOR, 1225 Vine Street, Philadelphia, Pa.

GENTLEMEN:-

Please reserve a 1940 BOOKING CALENDAR for me—and send it to the following address.

Name.....*Theatre*.....

Address.....

TERRITORIAL HIGHLIGHTS

Seek LaGuardia's Aid In Cutting Electric Rates

ITOA Points Out Neighboring Tariffs Lower

NEW YORK CITY—Co-operation of Mayor LaGuardia in securing lowered electric rates in New York was requested last week by the Independent Theatre Owners Association.

David Weinstock, chairman of the exhibitor organization's light and power committee, in a letter to the mayor, pointed out that the electric rates in neighboring cities are cheaper than that in New York. In Stamford, Connecticut, Weinstock stated the rate is 30.4 percent less and in Newark it is 26 percent less, with another reduction in rates scheduled in Newark after the first of the year. Weinstock requests the Mayor to enlist the serviees of the Department of Water, Gas and Electricity or any other city engineering department to compile the necessary data that may be required for a formal hearing before the Public Service Commission.

Await LaGuardia Move In Eastern Production Bid

Richmond Talks Over Plan With Mayor

NEW YORK CITY—The industry was waiting further developments in the campaign started by Mayor F. H. LaGuardia for the return of production to New York City and the East just a few weeks back.

It is believed that the mayor doesn't intend to let the matter drop but will press for more activity along those lines, following a session between him and union heads a fortnight ago.

A plan for eastern production was to have been submitted last week to Mayor LaGuardia by Ted Richmond, producer and representative of Golden West Films, who conferred with the mayor at length. Monogram will distribute three features, all in Magnacolor, made by Golden West.

Syracuse Alliedmen Meeting

SYRACUSE—Rap Merriman, regional vice-president, called the Syracuse unit of Allied to a meeting at the Syracuse Hotel November 21.

E. Souhami, state council, will be present.

Important discussions are slated.

Pettijohn Candidate Wins

HARRISON—Benjamin I. Taylor, Republican, backed by Charles C. Pettijohn, Democrat and counsel for the MPPDA, kept the post of Supervisor at the recent election, being re-elected.

Pari-Mutuel Win Mourned

NEW YORK CITY—Approval by the voters of the state of pari-mutuel betting last week did not bring any joy to theatremen, who had opposed the measure, some very actively. It is felt by the exhibitors that it will be just a question of time before dog tracks begin in certain sections.

Legislation will be required to implement the amendment. The enabling bill, if passed in the 1940 Legislature, would permit pari-mutuel machines at next spring's race meetings.

Saratoga Springs, which felt that advent of pari-mutuel might mean the end of the track there, opposed.

Brandt to Hollywood; Hopeful on Code Matters

Further Developments Expected in Washington

NEW YORK CITY—Scheduled to leave for Hollywood today (November 15), Harry Brandt, ITOA president, indicated last week that he was decidedly optimistic regarding his conferences last fortnight with Attorney General Frank Murphy and others in Washington.

Brandt said he couldn't speak officially on what went on in the Capitol concerning his request for approval of the code, but he was of the opinion that something tangible might result.

Brandt's trip to the Coast should also result in headlines, considering that it is his organization, the ITOA, which brought forward the "poison" charge against certain stars.

Nate Sauber Mourned

ALBANY—Passing of Nate Sauber, one time Universal branch manager here and in Buffalo, and before that time in Washington, was mourned by his many friends last week. Sauber had been ill for a long time, and was in a Washington hospital when he passed on.

He was 40 years of age.

Surviving are his widow and young daughter.

Handler Fifth Arbitrator

NEW YORK CITY—Milton J. Handler, associate professor of law at Columbia University, was last week named as the fifth arbitrator in the dispute between the major circuits and Local 306, operators union.

Others on the board are Charles C. Moskowitz, Loew's; Major L. E. Thompson, RKO; Joseph D. Basson, 306 president, and Bert Popkin, formerly 306's business agent.

Nizer's Appeal Clicks

NEW YORK CITY—Encouraged by a talk by Louis Nizer, prominent film attorney, $26,500 was raised at the 30th annual dinner of the Daughters of Israel here last fortnight.

Jersey Allied Dinner

PASSAIC, NEW JERSEY—Members of Allied of New Jersey held their annual beefsteak dinner here November 9. It was preceded by a meeting of the organization.

Local 306 Wins Ruling

NEW YORK CITY—In a decision handed down by the State Labor Relations Board last week, the validity of a contract between Local 306, and the Aban Amusement Corporaton, Manhattan, was upheld by the board following an appeal by the Empire State operators union to nullify the contract on discriminatory grounds.

The theatre management had discharged operators of Empire working there and subsequently hired 306 men, signing a contract with the union.

Rochesterites Drop Games

ROCHESTER—All local exhibs dropped money games last fortnight in co-operation with the district attorney's edict following charges involving operators of a big downtown game and two arrests in the case.

Wuxtra! "Chips" Leaving

NEW YORK CITY—"Goodbye, Mr. Chips", Metro's 26-week tenant at the Astor, was scheduled to have completed its stay November 12.

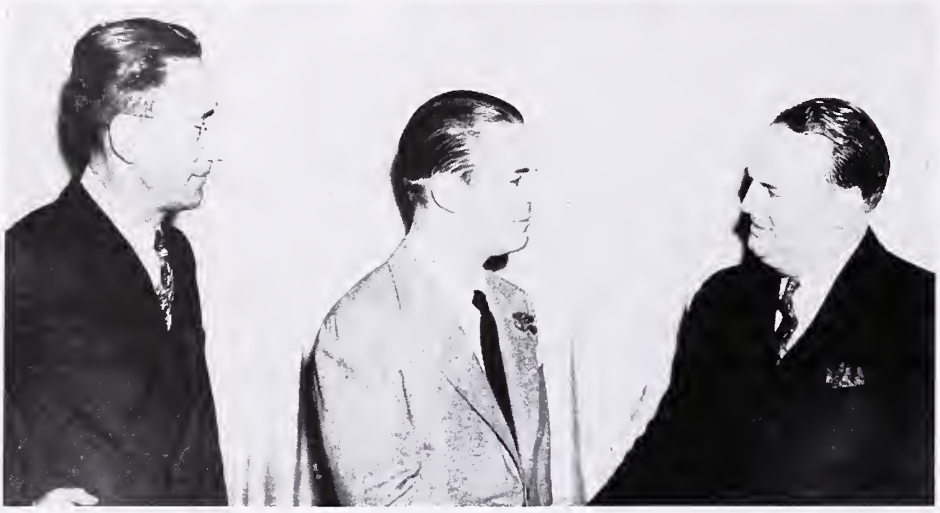
"Columbus" Ellis Appears

NEW YORK CITY—Jack Ellis, RKO's hundred-percenter salesman is taking credit for the discovery of Dick Powell. He told this story of the hows and whys of said event last week when introducing the ex-Warnerite at last week's MPA luncheon:

"Some years ago I dropped into the Stanley, Pittsburgh, on the way back to New York from the coast. On the stage was a singer and emcee named Dick Powell. A friend of mine told me that Powell fellow oughta be in Hollywood. I agreed heartily and loudly. Someone must have heard."

IN THE SPOTLIGHT

ROYALTY. (Right) Harry Black, general manager of the Fabian theatres on Staten Island, crowns the King and Queen of Jitterbugs, the winners of an Island-wide jitterbug contest conducted by the various houses of the circuit. Plenty of interest was aroused in the theatres, not only by the participants, but by the body politic at large.



"FIVE CAME BACK." And one in this RKO-Radio picture was Chester Morris, here being greeted by John Marshall College's Alexander Omsby during an appearance at Loew's, Jersey City. Left is managing director George H. Dumond.

STEM VISITOR. S. C. Sunness, manager, Jarvis, Grand, Binghamton, is snapped at the Loew-Metro booth, Times Square.

"ALLEGHENY FRONTIER." Claire Trevor, star of this RKO-Radio picture, spoke before the Woman Pays Club, visited the World's Fair, RKO theatres, and home offices. Upper left, Miss Trevor chats with the theatres' John O'Connor, and (upper right) Radio City Music Hall's W. G. VanSchmus; (lower left) she buys the first book of Christmas tickets from RKO-Palace's chief of service; (lower right) addresses the Woman Pays Club luncheon.

LATE NEWS HIGHLIGHTS

Mayor LaGuardia Confers On Production in East

Cinema City Plan Proposed at Confab

NEW YORK CITY—Progressing with his plan to induce the motion-picture industry to move from Hollywood to New York, Mayor Fiorello La Guardia said last week that pictures would be made in this city, after he had talked the matter over in a City Hall conference with a large group of labor union officials interested in the transfer.

The mayor said:

"This is one of a series of conferences I have had with all the trade unions, the artists, the stagehands and others concerned with the making of motion pictures —and we have decided that we are going to make motion pictures in New York.

"Additional details will be made public from time to time. I am not going to discuss the details now, because I purposely want to make this statement all-embracing. We will keep you informed from week to week."

In the meantime, it was reported that the mayor had asked the labor group to arrange for newsreels to record his announcement. News of the Day and Movietone News were approached on covering the event, but they decided later that they could not "make the necessary arrangements."

A plan under consideration calls for the building of a Cinema City, patterned after Radio City, on a site near the World's Fair grounds in Flushing Meadows, Queens. The labor unions were reported ready to accept the transfer here of 10 percent of Hollywood's production. It has been estimated that this would involve an expenditure of $25,000,000 a year and would provide steady jobs for 10,000 persons. The union representatives told the mayor that Hollywood producers, because of their huge plant investment on the West Coast, would fight his project "tooth and nail."

Warners Drive Set

NEW YORK CITY—Plans for the Fourth Sears Drive, announced over the week-end, indicate that it will cover 16 weeks, beginning December 24 and ending April 13. District heads will be captains, under the supervision of Roy Haines and Ben Kalmenson, east and west. There will be $25,000 in cash prizes, with money to be split among three winning districts and branches.

Julius Joelson Sells Houses to M and P Circuit

Independent's Massachusetts Holdings Shift

BOSTON—Julius Joelson sold his six theatres to the Mullins and Pinanski circuit, formally transferred ownership November 10.

The theatres are the Capitol, Somerville; Ball Square, Somerville; Central, Somerville; Capitol, Arlington; Park, Taunton. The following changes have been made in M. and P. personnel: Arthur Pinkham to manage Park, Taunton, replaced at Allston, Allston, by Morris Streletsky, former assistant manager, Capitol, Allston; Howard Parker to Capitol, Arlington, replaced by John Van Buskirk at Park, Newton; Harry Mulqueen, formerly of Biddleford, to manage Central, Somerville; J. Suncannon to manager Capitol, Somerville; Steve Bresnahan, formerly Paramount, Lynn, managing Ball Square, Somerville. Managership of the Central, Somerville, was undecided at presstime. Joelson, for many years a Somerville exhibitor, has not reported his future intentions.

IN THIS ISSUE

Advance Shots 12
Editorial Page 3
Hints on Newspaper Advertising 14
In the Spotlight 6
Late News Highlights 7
National Mirror 9
National Mirror Picture Page 16
National Release Date Guide ..... Inside Back Cover
News of the Territory 17
Production Notes 13
Reviews (THE EXHIBITOR Servisection) ..... Blue Section
Territorial Highlights 5
Warren Stokes Hollywood Newsreel 12

and in the

BETTER MANAGEMENT SECTION

Editorial Page 3
Equipment News 18
Is This Your Theatre? 8
Leaders in Equipment Field 17
National Tie-Ups 23
Photolithographic Insert 9
Press Books 23
Seasonal Ballyhoo 23
Selling Features 20
"Selling Seats by Cleanliness and Comfort" 5
Television 24

Business Up Again As Broadway Grosses Hop

"Goodbye, Mr. Chips" Finally Leaves

NEW YORK CITY—Big news along Broadway this week was not the business that "Ninotchka" was doing at the Music Hall, nor that of "The Roaring Twenties" at the Strand, nor even that of "Drums Along the Mohawk" at the Roxy—and there was pretty swell business at all three establishments—but the fact that at long last, meaning yesterday, the Astor brought in its third picture since December 8, 1938. With "The Mill On the Floss" opening yesterday, "Goodbye, Mr. Chips" took a spurt upward, to $7,000, on its final week.

Complete returns, as submitted to THE EXHIBITOR from authoritative sources, follow:

"DANCING CO-ED" (Metro)—At the Capitol, opened November 9, is estimated to do $19,000 on the week, fair.

"DRUMS ALONG THE MOHAWK" (20th Century-Fox)—At the Roxy, opened November 3, with stage show, did $30,494 on Friday, Saturday, Sunday of the second week, good. First week-end attendance was 69,031.

"FIRST LOVE" (Universal)—At the Rivoli, opened November 8, is estimated to do $30,000 on the week, good.

"GOODBYE, MR. CHIPS" (Metro)—At the Astor, opened May 15, did $7,000 on its 26th and final week, ended November 13, good.

"NINOTCHKA" (Metro)—At the Radio City Music Hall, opened November 9, with the stage show, did $68,000 on Thursday, Friday, Saturday, Sunday, very good. Estimated to take between $108,000 and $110,000 on the week, and to run at least a second week.

"THE ROARING TWENTIES" (Warners)—At the Strand, opened November 10, with stage show, did $31,200 on Friday, Saturday, Sunday, very good.

"RULERS OF THE SEA" (Paramount)—At the Paramount, opened November 8, with stage show, did $20,000 on Friday, Saturday, Sunday, good.

Pathe Shows $192,002

NEW YORK CITY—Pathe Film Corporation showed net profit of $192,002.20 in a nine months' report released last week end. Net operating profit for 1938 was $77,158.

Brooklyn Lottery Arrest

NEW YORK CITY—Manager A. L. Green, Oceana, Brooklyn, was arraigned in Coney Island court on a lottery violation charge last week, after police stepped in when "Lite-O-Win" was being run. He was held for a further hearing, indefinitely postponed.

Krassner-Lasoff Troth

NEW YORK CITY—Ted Krassner, buyer and booker for the Cinema Circuit, was last week end engaged to Miss Jacquelyn Lasoff, it was announced. Wedding takes place in January.

World Pictures Host

NEW YORK CITY—Archie Mayers, Irvin Shapiro and Ed Barison, World Pictures, were host at a Hotel Astor buffet last night (November 14) after the opening of "Mill On the Floss," which they distribute.

"Tower" World Bow in Prov.

PROVIDENCE—U's "Tower of London" gets its world bow here November 17 at Fay's Majestic, it was announced early this week.

QUAD.

Paramount Earnings Estimated at $2,840,000

Third Quarter Shows $377,000 Profit

New York City—Paramount Pictures, Inc., last week estimated its earnings after interest and all charges for the third quarter ending September 30, 1939, at $710,000.

This amount includes $377,000 representing Paramount's direct and indirect net interest as a stockholder in the combined undistributed earnings for the quarter of partially owned non-consolidated subsidiaries. Computed on the same basis, earnings for the nine months ended September 30, 1939 are estimated at $2,840,000 including $1,355,000 share of undistributed earnings of partially owned non-consolidated subsidiaries.

"Gentleman" to Monogram

New York City—W. Ray Johnston, president, Monogram, announced last week that he had closed a distribution agreement for the release of "The Gentleman from Arizona" made in color in Arizona by Golden West Productions. Feature will be released nationally December 5.

Picture will have its world premiere at Phoenix about November 22. Local Chamber of Commerce will sponsor the opening and stage a "Gentleman from Arizona" week. W. Ray Johnston and other Monogram executives will arrive in Phoenix for the occasion with Ted Richmond representing Golden West Productions.

Fred Ullman, Sr., Passes

Buffalo, New York—Frederick Ullman, Sr., pioneer Buffalo motion picture theatre owner, whose son, Frederick Ullman, Jr., is general manager of Pathe News, died after a five days' illness. His age was 75.

Ullman first converted an old barn into a nickelodeon in the nineties. Later, with Mitchell Mark, he built the old Family here, and became owner of theatres in Syracuse, New York, and Youngstown, Ohio.

"Great Commandment"

New York City—Twentieth Century-Fox last week purchased "The Great Commandment," a religous picture finished by Cathedral Pictures Company and produced by John T. Coyle and the Reverend James Friedrich, an Episcopal minister. The picture has a biblical theme based on the Commandment, "Thou shalt love thy neighbor as thyself."

Rensselaer Sunday Hope

Rensselaer, New York—Defeat of Mayor William Wright at the polls here last week had led to the hope of Sunday films being okayed. The former mayor opposed approval by the city fathers.

Henry Ginsberg Resigns

Hollywood—Henry Ginsberg, vice-president and general manager of Selznick International, resigned last week end. He was succeeded as V-P by Daniel O'Shea.

Korda Brings "Lion" Print

Baltimore—Landing here when the Clipper from Europe couldn't buck headwinds at New York City, its destination, Alexander Korda, UA producer, told newspapermen that he is here to arrange for the presentation of "The Lion Has Wings," with Merle Oberon, his wife, in the starring role of a story dealing with the British air force.

He said the show has something of propaganda, and that he is here to visit his wife and attend a meeting of the company.

Korda also revealed that "Major Barbara" is soon to go into production in England, with Gabriel Pascal producing. Theatres in England are open, although business is well below last year.

"The Thief of Bagdad" is being cut and will be released soon.

McCoy Wins $37,000 Award

New York City—Colonel Tim McCoy last week was awarded $37,000 by a jury in Supreme Court in a breach of contract suit against William M. Pizor. Of the award $32,000 represents damages and the remaining $5,000 interest.

According to the actor, he signed a contract February 4, 1936, with Pizor as president of Imperial Pictures, Inc., by which he was to make eight westerns at $4,000 each. The pictures were never put in production and meantime he was kept from other employment, he said.

Pizor, as part of his defense, contended that he could not be sued indivdually for a corporate contract.

Exhibs Win SLRB Case

New York City—The State Labor Relations Board last week dismissed charges of unfair labor practices against Aban Amusement Corporation, operating the local Manhattan. Empire State Union had complained that two of its projectionists had been dismissed and three Local 306 men had been hired in their place.

Kyser Show Has Premiere

Rocky Mount, North Carolina—All roads lead to Rocky Mount today, November 15, with 25,000 visitors expected here to participate in the parade and in the homecoming celebration in honor of Kay Kyser and to cheer the world premiere of his first movie, "That's Right, You're Wrong," RKO show.

Fraser Promoted by Para

New York City—Announcement of the appointment of George Fraser as foreign publicty and advertising manager of Paramount was made last week by John W. Hicks, Jr., foreign department head. Fraser, who has been with Paramount for the past four years, was formerly assigned to the domestic publicity department.

Allied Directors in Philly

Philadelphia—Leaders of eastern Allied units met for an eastern regional conference meeting here November 13.

General counsel Abram Myers was scheduled to have been in attendanece along with representatives from several Allied units.

Lockwood President of Connecticut MPTO

Reorganization Finds New Setup for Unit

New Haven—Announcement of the reorganization of the Connecticut MPTO last week indicated that Arthur Lockwood, who operates the Strand, Winsted; Stuart, Lakeville; Windsor, Windsor, had been elected president, with Irving C. Jacocks, Jr., Branford, Branford, and Adolph G. Johnson, Strand, Hamden, vice-presidents.

Treasurer is George Wilkinson, Wilkinson, Wallingford; recording secretary, A. E. Robbins, Strand, Hamden; executive secretary and counsel Herman Levy.

On the board are Max Tabachman, West Haven; Joe Quittner, Jewett City; Sam Rosen, Lakeville, Winsted; Harry F. Shaw, Loew-Poli division manager; B. E. Hoffman, Warner zone chief; Hy Fine, M. and P. Connecticut district head; Harold Eskin, Stamford; Lou Anger, Bridgeport; Ralph Pasho, Nauagatuck, and Robbins. On the budget committee are Shaw, Hoffman, Fine, Jacocks, Tabachman and Rosen, with Hoffman and Johnson revising the by-laws.

A new policy of administrative activity is planned.

Lottery Case Argued

New York City—Appellate Division last week reserved decision after hearing argument in the lottery case involving the Atlantic, Brooklyn. James May, manager, had been convicted, fined $500 and sentenced to 30 days in jail. The assistant district attorney asked conviction be reversed and sent back for a new trial on the grounds that the Judge who heard it did not have jurisdiction. Harry Kosch, defense counsel, opposed the move.

UA Asks Folley Dismissal

New York City—United Artists last week filed notice in Federal Court that it will on November 17 apply for an order dismissing the triple damage suit for $250,000 brought against it by the Folley Amusement Holding Corporation. UA asked for a bill of particulars and extension of time to answer the complaint if the dismissal is denied.

"Mill" Goes Into Astor

New York City—Standard Pictures' "Mill on the Floss" opened at the local Astor yesterday (November 14) as one of the few outside pictures to play the house, which has been using Metro product.

Picture is on a grind policy.

Allied of N. Y. Asks Meeting

New York City—Major distributors last week received letters from Max A. Cohen, president, New York Allied, asking for a meeting to discuss a code for the industry for New York State.

Einfeld to Coast

New York City—S. Charles Einfeld, Warners ad and publicity chief, was scheduled to return to the coast November 14.

"STUDENTS!"

"WHAT'S THE ONE BIG REASON FOR TWO THANKSGIVING DAYS THIS YEAR?"

RKO RADIO SAYS IT'S

KAY KYSER

THE OLD PROFESSOR HIMSELF... AND

ADOLPHE MENJOU

IN

"THAT'S RIGHT—YOU'RE WRONG"

WITH

MAY ROBSON • LUCILLE BALL • DENNIS O'KEEFE
EDWARD EVERETT HORTON
ROSCOE KARNS • MORONI OLSEN

AND **KAY KYSER'S BAND** FEATURING

GINNY SIMMS • HARRY BABBITT
SULLY MASON • ISH KABIBBLE

AND **"THE COLLEGE OF MUSICAL KNOWLEDGE"**

The Old Professor himself...with the biggest bunch of great picture names you ever spilled over your marquee...in a laugh-swing-story sensation built for the biggest business your theatre can play to!

PRODUCED AND DIRECTED BY
DAVID BUTLER
SCREEN PLAY BY
WILLIAM CONSELMAN
AND JAMES V. KERN

RKO RADIO PICTURES

THE NATIONAL MIRROR

RKO Creditors Seek Supreme Court Review

Claim Approved Plan Bars Rights

WASHINGTON—The United States Supreme Court was asked last week by the creditors of RKO to review a decree of the District Court for the Southern District of New York approving the reorganization plan of the company as put forth by Atlas Corporation.

Petitioning were Hugh Cassel, Karl Nathan, Juston Condon, Ignatius Wahl, Jack Heller, co-partners under the name of H. Cassel and Company. They claim to be creditors to the amount of $300,000.

The petitioners contend the approved plan deprives the debenture holders of their property rights without just compensation.

Under section 77B of the Bankruptcy Act, the plan of reorganization must be determined by the court to be fair and equitable and not to discriminate unfairly in favor of any class of creditors and stockholders, petitioners state. They contend they are not to receive equivalent compensation and that therefore the plan is injurious to their interests.

Joyce Aids FR Film

FALL RIVER, MASSACHUSETTS—Chris Joyce, manager, Durfee, announced recently that he is producing a sound motion picture depicting Fall River's industrial advancement of the past few years and emphasizing its natural and architectural beauty. Film will secure excellent advertising and publicity for Fall River in connection with inducing other industrial plants to locate here.

Textile industry has been selected as the first subject in the series. The Fall River Civic Movie Committee has been organized to sponsor the production, with manager Frank W. Dunham, Chamber of Commerce, as chairman.

Project is being financed by the Interstate Durfee, which will display the films. Garment industry will be second in the series.

K-A-O Nets $887,486

NEW YORK CITY—The 52-week report for Keith-Albee-Orpheum Corporation ended September 30, 1939, amounted to $887,486 net profit, according to a report last week. B. F. Keith Corporation reported net profit of $540,301.32 for the same period.

Plenty of Headaches as Neutrality Act Operates

Prints Are Tied Up, Costs Rise

NEW YORK CITY—Plenty of headaches for the foreign departments of the various companies arose last week following signing of the Neutrality Act.

Prints of some pictures were tied up on the SS. President Roosevelt, that failed to clear port. Shipping rates went up from 33⅓% to as high as 50%. Cost of sending by air is very high, prohibitive in some cases.

Foreign departments have been reaching markets through other countries, with a great deal of trouble.

In short, there are a lot of problems.

"Angels" Appeal Denied

WASHINGTON — The question whether "Hell's Angels," the moving picture produced by Howard Hughes, had its origin in stories by Richard Barry or in a conversation in a Havana bar room will not be reviewed by the Supreme Court, it developed last week.

Barry, author and former war correspondent, sued Hughes, the Caddo Company, Inc., United Artists Corporation and United Artists Theatre Circuit, Inc., for plagiarism. The district court and the Second Circuit Court of Appeals ruled against him, so he approached the Supreme Court which denied the review.

Coast Crafts Won't Cut

HOLLYWOOD—It became evident last week that the Coast unions were not considering the idea of cutting their wages very seriously.

Business agents and IA representatives of 16 unions met and declared themselves opposed to relinquishing the 10 per cent wage increase recently given the IATSE. It was hinted that the 10 per cent increase would be asked for some crafts not getting the raise at that time.

A call for a conference of unions, studio heads and Guild folk was made, with the union's William Bioff indicating that before the unions would take a slash, it would make certain that others would, too. Bioff pointed out that 246 contract employees at one studio earned $7,800,000 in one year, and of this 46 received $7,000,000.

Dramatists Guild Okays Financial Aid

Endorses Hollywood Support for Plays

NEW YORK CITY—Plan designed to allow a resumption of Hollywood financing of Broadway plays, representing nearly three years of negotiations between the playwrights and motion-picture concerns, was unanimously adopted last week by members of the Dramatists Guild at their annual meeting at the Hotel Lincoln.

The League of New York Theatres, the organization of Broadway producers, met later to consider the plan. League's approval is necessary before the plan could be put into actual operation.

As against the existing method of paying an outright amount for the screen rights to a play, the new plan calls for the payment of specified percentages of the play's weekly grosses for the rights. The schedule of percentages is divided into three groups, depending on whether a play's operating budget is $7,500 or less a week; more than $7,500 and less than $15,000, and more than $15,000.

The film concern backing a show would also have to make an additional payment for the rights, amounting to $15.000 if the play runs three weeks. Elaborate machinery has been devised to guard against premature closing of a play to reduce the cost of the rights and to determine a play's actual operating cost.

It was reported that at least some of the film concerns wanted an optional arrangement under which they would have two weeks after a play's opening to decide whether they wanted to proceed under the plan.

At the meeting Robert Sherwood, president, reported that the Guild's financial condition was "acute" and asked for contributions to meet the organization's back debt, reportedly in excess of $20,000. The Guild's council has recommended a two percent levy on receipts from a member's sale of screen rights to his play.

Elmer Rice was elected president to succeed Sherwood. He will serve for two years.

Canada Modifies Regulations

TORONTO — Foreign Securities Control Board of Canada last week modified its ruling regarding money, announcing that foreign currency bank accounts will again be allowed.

This is a break for American and British companies with branch offices in Canada, who will be allowed to operate with as little check as possible, provided that each company makes itself responsible to account to the Foreign Exchange Board for moneys passing through those channels.

Samuel Goldwyn Honored

HOLLYWOOD—Samuel Goldwyn was last week awarded the 1939 citizenship medal by the Hollywood American Legion post in recognition of his outstanding American citizenship and kindness to former service men.

Coast Test Strike Leading to Conference

Walkout at Selznick Internat. Signal for Confab

HOLLYWOOD—A "test strike," called last week by the IATSE against Selznick International because of the failure of the company to grant a 10 percent increase in pay to all technicians, ended when Pat Casey, labor relations authority of the Motion Picture Producers Association, and union officials agreed to a conference to be held November 15 at which the status of "flat salaried" employes in all studios will be determined.

The strike, called suddenly, resulted from the refusal of the producers to include key- and flat-salaried technicians receiving above union scale in the wage increase agreed upon Septembebr 27. Believing that a general strike would be inadvisable, the IATSE centered on the Selznick lot where but one company was on call but was not working because of the illness of Joan Fontaine, one of the players. The studio said that 125 men left the lot when the order was issued.

Para Sets Three Premieres

NEW YORK CITY—Paramount will launch three holiday specials—"Gulliver's Travels," "The Great Victor Herbert" and "Geronimo!"—with unique and widely different stunt premieres, Neil Agnew, vice-president in charge of Paramount sales, announced last week.

Heading the list of world premieres will be "Geronimo!" to be given a double world premiere November 24 at both the Orpheum, Phoenix, Arizona, and the State, Tucson, Arizona. National release date on "Geronimo!" is January 12.

For "Gulliver's Travels," Max Fleischer's forthcoming feature-length Technicolor cartoon, Paramount has arranged an unusual premiere which will take place December 17 at Miami, where the picture was produced. Engagement will be followed by additional engagements including the New York Paramount December 20.

Plans for the introduction of "The Great Victor Herbert" to the public are still in the formative stage.

Gell Heads Transatlantic

NEW YORK CITY—Harry J. Gell is the new president of Transatlantic Distributors, Inc., it was announced last week end. Eugene Sharin is treasurer and general manager, with Robert Renys, secretary, and Gustav Gavrin, vice-president in charge of Central Europe for 20th Century-Fox.

Company handles French features in this country.

Decorative Lighting • Glass and Metal Work
Exit and Direction Signs • Ornamental Plaster
Drinking Fountains • Air Distribution Plaques
36 Years in Business Is Your Assurance of Our Reliability.
VISIT OUR SHOWROOMS OR WRITE US
VOIGT Designers-Engineers-Manufacturers
1745 N. 12th Street, Phila.

"Lynton" to Supreme Court

WASHINGTON—The United States Supreme Court again had the Metro-"Letty Lynton" case before it when Metro filed a petition for a review of a decision of the Second Circuit Court of Appeals.

Petition alleges that the court erred in reversing a decision of the district court and erred in disregarding the findings of that court without reversing them. The petition also contends an error of the court in its refusal to limit the copyright prohibition, as the company claims is provided in the law, by holding that the components parts of a play were copyrightable although not new and in excluding material from the public domain.

Zukor Goes to Mexico

HOLLYWOOD—Continuing his role as a good will emissary, Adolph Zukor, chairman of Paramount's board of directors, will leave Hollywood November 21 for the company's annual Mexican sales convention to be held in Mexico City beginning November 29. Zukor will take with him prints of Paramount's "Disputed Passage" and "Rulers of the Sea." Trip will be a preliminary to a more extended journey next spring to Cuba and Panama.

Embassy Newsreel Award

NEW YORK CITY—To stimulate interest in newsreels and reward the newsreel companies for meritorious work in reporting news on sound film, W. French Githens, president, Embassy Newsreel Theatres, announced last week the yearly award of a cup to the company making the outstanding subject of the year in the opinion of an impartial committee. The first award will be made about January 15, 1940.

Massey Records Lincoln

NEW YORK CITY—Raymond Massey's recording of some of the most brilliant passages of the Pulitzer Prize-winning play, "Abe Lincoln in Illinois," in which he is starred as the Great Emancipator in both the stage and screen versions, is being used as the basis of a nation-wide tie-in program between RCA Victor dealers and theatres in which either version of the show is played, it was announced last week.

"Gulliver" Set Record Record

NEW YORK CITY—Paramount's forthcoming Max Fleischer Technicolor feature-length cartoon "Gulliver's Travels" has been given the greatest number of recordings ever made on any motion picture, Lou Diamond, head of Famous Music Corporation, announced last week.

U. S. Break in New Zealand

WASHINGTON—The European war is likely to result in making New Zealand dependent on the United States for its motion picture films, according to Nathan D. Golden, chief of the Motion Picture Division, Department of Commerce, last week.

"Harvest" Passed by Censors

NEW YORK CITY—The French Cinema Center, Inc., announced last week that "Harvest" was passed by the Pennsylvania and Maryland censors without a single elimination.

"Bluebird" to be Roadshowed

NEW YORK CITY—"The Blue Bird," 20th Century-Fox's Technicolor picturization based on Maurice Maeterlinck's famed play, has been withdrawn from the release schedule, it was announced last week by Herman Wobber, general manager of distribution.

This latest Shirley Temple work, said to be one of the most pretentious ever made by the company, will be held for national road-show treatment, it was decided after Wobber, production head Darryl F. Zanuck, and other executives came out of a recent huddle.

Replacing "The Blue Bird" as the Christmas release will be "Everything Happens at Night," starring Sonja Henie, supported by Ray Milland and Robert Cummings.

Ruling in N. J. Suit

TRENTON, NEW JERSEY—In the New Jersey Court of Chancery, suit was instituted by Frank Henry and Helen Hildinger, to compel Gertrude Bishop to transfer Greenwood Theatre stock to them, and invalidate an agreement entered into June 6, 1938, between Mrs Bishop and James and Margaret Lamont, Vice-Chancellor James J. Fielder filed an opinion last week, ruling that the theatre stock must be transferred to the Lamonts for $22,500.

Coming and Going

NEW YORK CITY—Andrew Kostelanetz, featured in Columbia's "Music In My Heart" arrived November 13 from the Coast, at the same time as Tony Martin, star of the show.

David Gould, Puerto Rico manager for Metro, arrived last week for a business trip.

U May Get "Dinner"

NEW YORK CITY—That Universal would get the picture rights to "The Man Who Came to Dinner," Broadway's biggest legit box-office plum, was broadly hinted lasted week after conferences between Nate Blumberg and director Henry Koster.

11 P. M. British Closing Hour

LONDON—All Great Britain theatres were last fortnight permitted to remain open until 11 P. M. West End houses retain the stagger system.

This was expected to boost revenues considerably.

Warners Districters Meet

NEW YORK CITY—District heads of Warner Brothers Pictures met here last week with home office execs, let by Grad Sears, sales chief. Forthcoming pictures and the next Sears Drive were discussed.

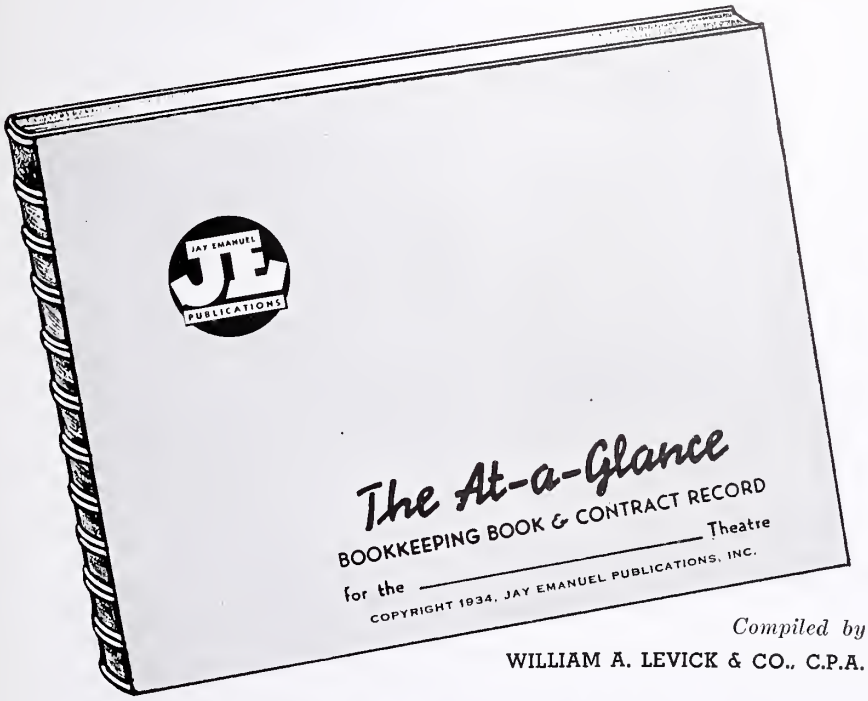
Wanger Starlet Bows In

NEW YORK CITY—Ruth Terry, newest screen discovery of Walter Wanger, was guest of honor at a press reception here November 13, with Wanger and UA as hosts.

"Hitler" Okay in New York

NEW YORK CITY—The state board of censors reversed itself last week end and okayed showing of "Hitler—Beast of Berlin" in the state.

Another Exhibitor Service . . .
Originated By Your "Home Town Trade Paper"



Compiled by
WILLIAM A. LEVICK & CO., C.P.A.

THE AT-A-GLANCE Bookkeeping Book and Contract Record is a most complete and simplified method of theatre bookkeeping.

REALIZING THE NEED IN THE THEATRE FOR A SIMPLIFIED METHOD OF BOOKKEEPING AND AN ACCURATE SYSTEM FOR THE RECORDING OF CONTRACTS, THE EXHIBITOR RETAINED WILLIAM A. LEVICK & CO., CERTIFIED PUBLIC ACCOUNTANTS, WHO NUMBER AMONG THEIR CLIENTS MANY INDEPENDENT THEATRES, TO COMPILE SUCH A SYSTEM.

AFTER SIX YEARS OF PRACTICAL USE BY THOUSANDS OF EASTERN SHOWMEN, AND REVISED, RE-EDITED TO FIT UP-TO-DATE NEEDS, IT IS THE BEST SYSTEM FOR KEEPING AN ACCURATE RECORD OF FINANCIAL AND OTHER DETAILS.

Book is 9½" x 12½" in size, printed on a special ledger stock that is particularly easy on the eyes. Covers are sturdy, with genuine "wire-o" binding, holding ledger sheets firmly and keeping them absolutely flat. Designed so that a flip of the sheet gives the exact page wanted.

Individual sections include: 1—Amortization of fixed overhead, 2—Weekly Profit and Loss Statements, 3—Daily Ticket Record, 4—Weekly Operating Facts, 5—Record of Weather, Opposition and Daily Gross, 6—Daily Tax Record, 7—Loose-leaf Social Security Card System, 8—Perpetual Clearance Calendar, 9—Contract Record, by Companies of Terms, Clearance, Availability, Number Offered, Number Bought,etc.

CLIP AND MAIL COUPON TODAY →

THE EXHIBITOR, 1225 VINE STREET, PHILADELPHIA

How do I get a copy at actual cost?

Name _____

Address _____

City and State _____

Theatre _____

WARREN STOKES

HOLLYWOOD NEWSREEL

• HOLLYWOOD'S FORMULA PICTURES, which have been worrying the exhibitors, and which we believe are responsible, more than anything else, for the decline in box-office receipts, tell their own story of a gross misconception of the public's attitude on the part of the moviemakers who still believe they can dress up the old situation because of a new generation of picture-goers is continually coming out of high school ready and willing to patronize carbon copies of earlier releases. Unless this plague of carbonitis is halted, we might soon expect the major and independent studios to merge into one unit under the general heading of Formula Pictures, Inc.

His Own Quizz

• OUR OWN MOVIE QUIZ, in which we have questioned writers and producers, gives us a cross section of alibis that furnish food for thought by which this industry can perhaps better judge the entertainment appetite of the public and perhaps avoid the now contageous desease of cinematic indigestion. Movieland's pet excuses fail to hold water when we take into consideration the complete structure of this industry, which, despite its claim to art, eventually emerges as a vast commercial enterprise. Its commercial angles extend into every branch of the business but, differing from the suit, overcoat or spats, which the purchaser discards at will for something new to suit his taste, this industry has begun to believe pictures can be renovated to fit the measurements of the new generation neglecting the desires of the old customer.

Getting New Customers

• THE CLOAK AND SUIT business, or any other merchandising organization, builds its future by catering to the new customers without losing the old ones. By the same token it is a fallacy for this industry to pacify itself with the excuse that the old merchandise can be made over for today's audience because it will be new to them. The old adage "They are coming out of high school every day" is a poor alibi. They are not coming out of high school fast enough to fill the theatres through the screening of rehashed product. The old customers must be retained if the theatre box office is to show a profit. They cannot be retained under the carbon copy method. There is nothing to be gained by enlisting new patrons at the expense of losing the old. This industry needs both. The only way to accomplish this is to abolish the present re-hash system and concentrate upon worthwhile entertainment especially created to meet the demands of both old and young. The industry's biggest problem today is that of bringing the old patrons to the theatres. If it will do this the younger generation will come of its own accord. Then and not till then will the old SRO signs be dusted off. The industry should concentrate upon the idea of getting the old timers back to the theatres.

Honor for Westerns

• SPEAKING OF OLD-TIMERS, Darryl F. Zanuck is about to do for the old-time two-gun heroes of the westerns what he did for slap-stick and the early screen days in "Hollywood Cavalcade." The business this picture is now doing offers some proof that the old-time movie fans are still the backbone of this industry. Zanuck plans shortly to place before the cameras another cavalcade story of the evolution of the Western type of pictures from the days of the serials and Broncho Billy Anderson to such epics as "The Big Trail" and "The Covered Wagon." We sincerely hope, and we believe, that Zanuck will take into consideration the present status of western pictures in which, unlike many of the things discarded by this industry as revealed in "Hollywood Cavalcade," have remained unchanged because of their typical American appeal and that, in the final analysis, have shown more progress than any other part of this industry. The picture has been temporarily titled "The End of the Trail," which is a little suggestive of the end of western pictures. We are inclined to believe however that Mr. Zanuck selects that monicker because the picture will mark the end of the trail for many of the industry's western players portrayed therein who have gone beyond the borders of the range. The end of the trail marks another beginning. There really is no end. And there seems to be no end to the western picture which continues to ride the celluloid trail into more and more theatres of the nation every day. The western has outlived every other form of screen entertainment and contributed more big names to this industry than any other source. It is still the proving ground of tomorrow's stars. The western picture deserves every ounce of genius Mr. Zanuck can put forth to establish its proper status in this industry.

The Patriotic Problem

• PATRIOTIC FEATURES AND SHORTS have been getting, according to reports, some excellent patronage throughout the country. We were reminded of this while attending a VFW meeting where Harold B. (Billy) Lull, VFW Commander, Department of California, complained about a serious situation in San Bernardino. Billy, in no small words, condemned the lack of patriotism on the part of the citizenry of this community during a parade in which hundreds of the townspeople failed to recognize the U. S. flag in the customary manner of doffing the hat and placing it over the heart. He described very vividly the lack of enthusiasm for blocks until one lone Mexican took off his hat shaming the rest of the people in the line of march into doing likewise. This is a sad situation and looks like virgin territory for Warner Brothers who should lose no time booking some of their fine patriotic subjects in this territory. It might also be well for Columbia to send Mr. Smith to San Bernardino as soon as possible.

Advance Shots

PHILADELPHIA—Received too late at THE EXHIBITOR'S office here to be included in this week's Blue Section were reviews of the following pictures. These Advance Shots are given pending the publication of the next issue of the Six-Point Reviews (Blue) Section.

Features

ANOTHER THIN MAN (Metro)—William Powell, Myrna Loy, Virginia Grey, Otto Kruger, C. Aubrey Smith, Nat Pendleton. 95m. The return of this popular box office pair in another of a profitable series is a signal for happiness at the box office, with the grosses undoubtedly in the best tradition. With the usual quota of murders, laughs, etc., directed by W. S. Van Dyke, II, this should get the dough.

FLAMING LEAD (57m.), with Ken Maynard and Eleanor Stewart, and SONGS AND SADDLES (65m.), with Gene Austin and Lynne Berkeley, are being distributed by Monogram. The former is the first of a new series of six.

THE HIGGINS FAMILY IN "THE COVERED TRAILER" (Republic) — James, Lucille, Russell Gleason, Harry Davenport, Mary Beth Hughes. 66m. Once again the Gleasons play the celluloid Higgins right up to the hilt, and once again Republic comes through with okay family-nabe fare. What happens when the family goes on a trailer tour adds up to pretty nice nabe entertainment.

THE PHANTOM STRIKES (Monogram) —Wilfred Lawson, Sonnie Hale, Louise Henry. 58m. Monogram's tie-up with England's Pathe is the happy cause for the importation of this suspenseful and exciting film version of Edgar Wallace's "The Ringer." The picture proceeds at a speedy clip, and should not fail in pleasing the whodunit fans.

Shorts

HOLIDAY GREETING SHORTS (National Screen Service—Trailers). DeLuxe, 1½m.; junior, about ¾m. Excellent.

QUAINT SAINT AUGUSTINE (Metro-FitzPatrick Traveltalk). 10m. Excellent.

RAIDERS OVER ENGLAND (Monogram). 18m. Fair.

SKI BIRDS (Metro—Pete Smith Specialty). 8m. Excellent.

Production Notes

West Coast News Items

HOLLYWOOD—So that its readers may keep abreast of the times, be in the know on the major developments and interesting sidelights, THE EXHIBITOR offers the following items from the various lots.

Metro-Goldwyn-Mayer

It looks like Czech and double Czech for 28-year-old Emil Zarek, a native of Czechoslovakia, who came to Hollywood five years ago, hoping for a chance on the screen. Studios told him to get rid of his foreign accent. For five years he became associated with English books and teachers. He recently landed a part as the ballet dance-master in the Our Gang comedy, "Alfalfa's Double." Throughout the picture Zarek is required to speak with his native Czech accent.

Myrna Loy and Greer Garson are being considered for the title role of "A Lady Comes to Burkburnett," by James Edward Grant. Clark Gable and Spencer Tracy will have the male leads.

The parallels between modern government problems and those which faced the founders of the U. S. will be drawn in "The Dawn's Early Light," which the studio purchased from Columnist Dorothy Thompson and Playwright Fritz Kortner.

Clarence Brown, whose latest work is "The Rains Came" for 20th Century-Fox, will direct "Edison the Man."

Robert E. Sherwood's play, "Waterloo Bridge," will be remade, with Vivien Leigh starred. Mervyn LeRoy will direct.

W. S. VanDyke will direct the forthcoming "New Moon," based on the Sigmund operetta of the same name.

Jack Chertok's first feature production will be "Our Home Town," an original story by William Ulman, Jr

"Cathleen," an original story by Kay VanRiper, collaborator on the Judge Hardy stories, has been purchased.

"The Shop Around the Corner," with Ernst Lubitsch directing, is now before the cameras. Picture stars Margaret Sullavan and Jimmy Stewart, with a supporting roster including Frank Morgan, Joseph Schildkraut, Felix Bressart, and Sara Haden.

"Edison the Man," with Spencer Tracy in the top spot, gets the starting guns with Clarence Brown directing.

Title change announced is "New Moon," for the Jeanette MacDonald and Nelson Eddy starring picture.

Paramount

"I Wanted Wings," an aviation story by Lieutenant Beirne Lay, Jr., has been purchased. Arthur Hornblow, Jr., will produce the picture based on it.

Andrew Stone, producer-director of "The Great Victor Herbert," has been resigned.

Susanna Foster, as a result of her work in "The Great Victor Herbert," was given a new contract.

"French Without Tears," the English-made Ray Milland-Ellen Drew co-starrer, has been released in London.

In January, there will go before the cameras "I Want a Divorce," "The Ghost Breaker," "Triumph Over Pain," "The Night of January 16" (which Mitchell Leisen will direct), "King of the Ice," and an untitled George Arthur production.

Five stars will head the cast of Cecil B. DeMille's "Northwest Mounted Police." First two set are Joe McCrea and Robert Preston.

Paramount joins the army of title changers with "The Night of Nights" set as the final release title on the Pat O'Brien-Olympe Bradna-Roland Young picture formerly called "Happy Ending." Picture was produced by George Arthur and directed by Lewis Milestone.

Option on Ruth Rogers, currently playing an important role in Harry Sherman's celluloid version of the Zane Grey story, "Light of Western Stars," has been picked up.

RKO-Radio

"Married and in Love" is the new title, replacing "Distant Fields," just completed by producer Robert Sisk. This one features Alan Marshal, Barbabra Read, Helen Vinson and Patric Knowles.

20th Century-Fox

The 16th of the Jones Family series will be "Young as You Feel," went before the cameras November 9 with John Sloane as associate producer.

Louis Bromfield, author of the eminently successful "The Rains Came," will write the screen play for "Marching As to War," a story of the Salvation Army's Booths.

Shooting has been completed on Sonja Henie's "Everything Happens at Night."

Contacts for the service of George Sanders and Marjorie Weaver have been renewed. That for director H. Bruce Humberstone was also extended.

United Artists—Small

Camera work on "My Son, My Son!" is expected to start November 15, with Brian Aherne and Carole Lombard in the leads, and Charles Vidor directing. This is a celluloid version of Howard Spring's best selling novel. Capturing the important role of Dermot O'Riorden, Henry Hull has joined Brian Aherne and Louis Hayward in the cast of principals.

Florence Ryerson has been engaged to write the scenario on "The Life of Rudolph Valentino."

Third in a cycle of Alexandre Dumas' stories will be "The Corsican Brothers," the central characters of which are Siamese twins.

United Artists—Wanger

Walter Wanger has borrowed George Raft from Warners' studios for the co-starring role with Joan Bennett in "House Across the Bay," which Archie Mayo is directing.

Clarence E. Erickson has resigned (after 20 years) as business manager for Douglas Fairbanks to devote his entire time to being WWP's business manager and treasurer.

Warners—First National

"Klondyke," a gold-rush story, has been added to the schedule for Wayne Morris and Lya Lys.

"We Shall Meet Again" is scheduled to go into production November 15, with George Brent co-starred with Bette Davis. Emil Goulding will direct.

A nine-car train transported the 200 players and production men to Cameron City, Arizona, where the majority of the scenes for "Virginia City" will be shot. The principal roles are played by Errol Flynn, Miriam Hopkins, and Randolph Scott.

Because she considered it inappropriate in the picture, Mrs. Joyce Kilmer withheld permission to use Joyce Kilmer's "Trees" in the forthcoming "The Fighting 69th." "Trees" was written before the war.

Nell O'Day, popular stage actress ("One for the Money," "Many Mansions"), has been signed to a long-term contract.

THE EASTERN THEATRE MAN *speaks*

Number 57 of a Series:-

BERT PARKER
Manager, FOLLY THEATRE
Castine, Maine

"I consider THE EXHIBITOR the best magazine of this kind that we have ever had. Its many services are definitely of great value to us."

Nearly every Exhibitor reads THE EXHIBITOR!

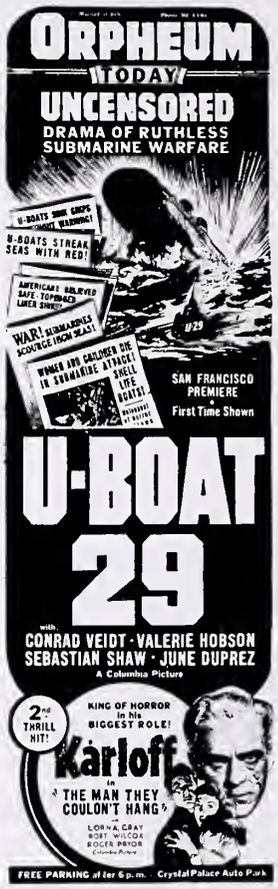
AN INVITATION

Throughout 1939, expressions of praise, comment, criticism or suggestion from our many Exhibitor Friends will be carried in similar form in every issue. We welcome the expression of every reader and will use them in the order in which they are received.

SEATTLE

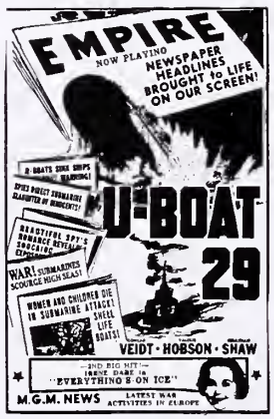
PORTLAND, MAINE

SEATTLE



NEW YORK CITY

PORTLAND, MAINE



BALTIMORE, MARYLAND

SAN FRANCISCO

LOS ANGELES

SEATTLE

HINTS ON NEWSPAPER ADVERTISING

No. 86—"U-Boat 29" (Columbia)

This is an importation which broke just about the time that U-boats started to make headlines, so the result saw some important money in the first engagements.

The picture is English-made, and the cast shows it, although there are three names familiar to American audiences, Veidt, Hobson and Duprez (last seen in "Four Feathers"). However, this is not a job of selling people but a topical break—the U-Boat, and we do not have to point out to you that Seattle went to town with a set of heavy reverse plate ads which seem to be quite common on the West Coast.

There is no denying that the Seattle ads steal the page, because white space has been used on this layout, but what would happen if all ads were in reverse plate we hate to think about.

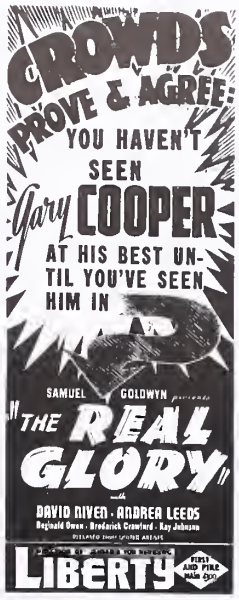
The Los Angeles and San Francisco ads are more or less original, as is the one from New York City, while the two from Portland, allowing for mortise and second feature, are from the pressbook. Baltimore's contribution is also striking.

"U-Boat 29" has done business where it has been sold. The reason is obvious.

NEW YORK CITY

SEATTLE

SEATTLE



SAN FRANCISCO

SAN FRANCISCO

NEW YORK CITY

DAYTON, OHIO

LOS ANGELES

OMAHA

NEW YORK CITY

SAN FRANCISCO

HINTS ON NEWSPAPER ADVERTISING

No. 87—"The Real Glory" (United Artists)

Here is a striking page, consisting mostly of originals, with good representation from the west.

Somehow, it seems that the westerns ads have more flash and get off the beaten track. For example, note the Seattle idea, represented in two ads in the top center. Using reverse plates, common to the town, the ad really shouts its way out of the page.

Omaha, in the left bottom corner, also manages to present plenty of angles. Here, again, the romantic note is emphasized, although there is not very much of it in the show.

It is interesting to see that none of the ads says anything about the locale of the story, although the military background is not hidden.

Apparently, the copy writers must have thought that if the Philippines were mentioned, people would think this a jungle picture.

One more thing: See how the Los Angeles ad sells the highlights of the newsreel.

SANTA CLAUS VIES WITH RKO-RADIO'S PERSONNEL, PICTURES FOR ATTENTION

"THAT'S RIGHT, YOU'RE WRONG." Vice President Ned E. Depinet, garbed in Kay Kyser's usual cap and gown, points out a few things to the maestro, whose College of Musical Knowledge is a popular radio program. The RKO-Radio picture's title is one of Kyser's famed lines.

SEASONAL BALLYHOO. Here is a photographic reduction of National Screen Service's "Little Santa," wired-for-sound novelty.

"ALLEGHENY UPRISING." Again at the Pittsburgh premiere, Claire Trevor acknowledges plaudits at the Allegheny Centennial dinner.

SALUTE TO A GOOD JOB. Last week in New York, RKO theatres tossed a party for Henry Koster, director of Universal's Deanna Durbin starrer, "First Love." Seen here, left to right, are Fred Meyers, J. J. O'Connor, Lewis Howan, Koster, and Rochesterians William Cadoret and Jay Golden.

"ALLEGHENY UPRISING." Crowds storm the reviewing stand opposite Loew's Penn, Pittsburgh, when Claire Trevor, star of the RKO-Radio picture, and author Neil Swanson attended the world premiere of the show that also presents John Wayne in an important role.

"VIGIL IN THE NIGHT." RKO-Radio's Ned E. Depinet, Carole Lombard, and Producer-Director George Stevens are seen on the set.

NEWS OF THE TERRITORY

NEW YORK CITY

Crosstown

Suit of L. Abelson and Son against Bobby Breen Productions, Inc., was settled last fortnight in New York Supreme Court. . . . Board of directors of the Roxy Theatre, Inc. declared a 37½ cent quarterly dividend on the outstanding preferred payable December 1 to stockholders of record at close of business November 17. . . . Isabella Austin, secreary to Homer Harmon, Roxy publicity head, vacationed in Atlantic City. . . . Joseph I. Breen, code head on the Cost, was a visitor in town. . . . "Gulliver's Travels" opens at the Paramount December 20. It's the Max Fleischer cartoon feature in Technicolor.

Election and Armistice Days hit the same week, with some of the home offices knocking off early, and theatres getting two holiday admission scales. . . . Actors Equity, Screen Actors Guild and American Federation of Radio Artists will meet soon to settle the problem of television jurisdiction.

Marquee of the Radio City Music Hall was cleaned last fortnight. . . . Arthur Alvarez, of Mytho-Legend Pictures and Arthuro Alvarez Productions, announced last week that he was working on a horror picture of Mytho-Legend dragons with a 30-foot cyclops with one eye. He states that he and co-authors James Souland, George Ferrer and Don Luis Gomez have been active on it for some time and that it will be called "Cyclops Valley", taking eight months to complete.

Newsreel department of the World's Fair gave a reception and buffet supper at the Hotel New Yorker last week for all of the newsreel personnel, with over 100 present. Certificates of merit were handed out. . . . A suit by Select Theatres Corporation in New York Supreme Court against Universal popped up last week. Plaintiff asks that the company be restrained from using "First Love," and for accounting and damages. Select also asks for temporary injunction, pending trial. Plaintiff claims it produced a play under that title in June, 1926, and charges the defendant with infringement.

Paramount house manager Ben Griefer and Elaine Conhein have announced their engagement. . . . Screen writer Hershey Burnet was one of the main speakers at the Advertising Club's Armistice Day Luncheon. . . . Some of the wags are wondering what kind of an apartment is that triplex penthouse into which Oscar Homolka is movng. . . . Oldtimer Raffaele Odierno is located in Astoria where he's conducting a "make your own record and hear your own voice" business.

Marc Connelly is back at his office in the Sardi Building after completing cinematic chores on the coast. . . . Concord's "Rasputin," according to the management of the 55th Street Palyhouse, spurted in business after the Legion of Decency condemned it. Distributors claim the film has passed the censor board of each state to which it was submitted. . . . "Hap" Hadley was feted at Lindy's by lots of film folk after it became known that he recently became a benedict. . . . Cine Roma is showing Italian film week ends only. History and Latin teachers in local schools and colleges have expressed great interest in Cinecitta's presentation of "Scipio Africanus," and the management has arranged a number of special showings for them. . . . Elisabeth Shumann, the famous singer, was a guest at the opening performance of "First Film Concert" at Martin Lewis' Fifth Avenue Playhouse. Miss Shumann is featured in the picture. . . . A weird-looking exploitation truck featuring a frog in the front and a huge papier mache face being shaved in the rear, was seen traveling the streets advertising the horror dual, "Return of the Frog," and "Barber of Fleet Street." . . . Saint George Playhouse's Herman Pett is looking romantic again. . . . National Screen had a special trade showing of its holiday trailers.

44th Street

REPUBLIC: A salesman's Date Drive for weekly cash prizes is creating excitement aplenty. Awards are based upon total number of playdates obtained rather than the amount of $$$$ involved. Bookers are having their own personal drive. They are getting commissions for all reissues booked. . . . Venetian blinds are giving the office an appearance of "home office class." . . . Sometime get Morris Epstein to relate the tale behind his new specs. It seems as if he didn't trust his own optometrist. And therein lies the story. . . . Gene Picker played host to a trio of cowboys and their covered wagon.

MERIT: Jerry Thomas has applied for membership in the Motion Picture Associates. Jerry's new position, by the way, is that of assistant service manager. . . . Etta Segall informs us that she's booking "Adventures of Chico," holiday fare.

20TH CENTURY-FOX: Harry Buxbaum, Jr., football-playing son of branch manager Harry, is now working with his dad.

MOTION PICTURE ASSOCIATES: Largest attendance in the Motion Picture Associates' history marked the luncheon meeting at Moore's last week when Joan Blondell and Dick Powell were the guests of honor. President Jack Ellis introduced the film players who made short talks urging suport of the charitable organization. Ellis asked the members to get busy selling more tickets to the annual dinner-dance as well as more advertising space in the souvenir program. Jerry Wilson and Moe Fraum were appointed to the membership committee. It was announced by publicist Dave Kent that Ben Boyar, the Max Gordon office, who handles the "Night of Stars," will again provide the entertainment for the annual affair. Dr. Simms, a riot in dialect, handled the comedy chores of the meeting and brought down the house with a story of the exhibitor who "had with what but not with whom."

Brooklyn

New Kent, a 590-seater, opened November 11 by Justin Realty Corporation, Irving Sockol, Melvin Miller, and Sam Sockol are the principals. Nat Steinberg is managing. House employs Western Electric Sound.

Staten Island

Fabian managers feted Charlie Bruns, well-known local band leader, at the swank Blue Room of the Atlantic Rotisserie where Bruns and his orchestra are now holding forth. Bruns was honored for the co-operation he gave Fabian managers during the recent Island-wide jitterbug contest. In appreciation, Harry Black, general manager, Fabian theatres, presented him with an engraved watch. A watch was also presented to Eileen Wall, local dancing teacher, who was instrumental in rounding up many of the jitterbug contestants. Highlight of the evening designated as Fabian Night at the Rotisserie, was the managers taking over the bandstand and playing several numbers while Charlie Bruns and his orchestra sat at the tables and had a drink on the Fabian personnel. Among those present were Harry Black, general manager; Edgar Goth, director of publicity; George Evans, manager Saint George Al De Fazio, assistant manager, John Firnkoess, Bill Keeley, manager and assistant manager, respectively, Paramount Elihu Glass and Mike Garzetta, Liberty; George Trilling, manager, Ritz, and his assistant, Francis Hicks; Art Lane, Strand; Roy Sherkey, Stadium; John Solimando, district office.

Art Lane, manager Fabian Strand, is having a jam session every Wednesday night on the stage. . . . Fabian managers were successful in promoting over 200 turkeys to be given away prior to Thanksgiving. . . . Francis Hicks, assistant manager, Fabian Ritz, and Glenna Traeger, radio warbler, are a twosome. . . . Fabian managers report a flood of registrations for their giant Talent Quest. . . . Three members of the Paramount usher staff discovered a demolished automobile and injured occupants strewn on the road while driving home the other night. They rushed accident victims to the hospital in their car. . . . At Tottenville's Fabian Night, Sig Kasse's mimic stole the show. . . . John Firnkoess loves that trip to New Rochelle each day—he says (?) . . . Some of the Fabian theatres plan to have special candy matinees for the kids Saturday before Christmas.

Roy Sherkey broke a house record with his Anniversary Week. . . . Moses theatres plan a jitterbug contest for the end of November, finals to be held at the Palace. . . . Art Lane makes sure to crash the local Gazette. He hires one of leading columnists as doorman. . . . Messrs. Lane and Trilling are set with special cartoon matinees to lure Santa mad kids. . . . District manager Harry Black is working overtime doing speeches and acting as m.c. here and there.

CIRCUITS

Brandt

National Theatre Supply has installed complete projection equipment and lamps in the new Pix. Alden, New Rochelle, has changed its corporation name to Alden Rochelle, Inc., with George Goldson and Morris Elson as principals. House remains

under the Brandt banner. . . . Crystal, Brooklyn, now known as Towne.

Consolidated

Unless the biggies get a notion to change their minds, the new Times Square house will be known as the Atlas. Simplex projection will be installed.

Interboro

New Trylon will have Simplex projection equipment and a carpet installed by National Theatre Supply.

Randforce

Simplex projection and sound have been installed in the Clinton.

Reade

One of the largest screens in the state has been installed by National Theatre Supply in the Kingston.

Skouras

Nemo's Bob McGreggor programmed an all-cartoon and comedy festival for Election Day with five Disneys listed. He distributed several thousand throwaways reading "Vote the Straight Entertainment Ticket." . . . Terminal, Newark, formerly in the circuit, has been converted into an auditorium.

HOME OFFICES

Alliance Films

Evelyn Lee Jones points with pride to "Dead Men Tell No Tales" being booked into the Lincoln Troy and "Birth of the Movies" into the entire Stanley-Warner circuit in Philadelphia.

Columbia

It'll be wedding bells for press bookman Seymour Roman and Brooklynite Shirley Nadel on December 15. . . . There's been talk about a humorous play on words in a recent issue of the "Beacon."

Samuel Goldwyn

Fred Storm last week actively took over his new duties as eastern press representative and will headquarter here. Storm's first assignment will be a nation-wide campaign on "Raffles."

Alexander Korda

Alexander Korda arrived November 9. Korda attended the annual stockholders' meeting Novembebr 14.

Metro

William Herbert, Perry Charles and Mel Heymann are working with Howard Doetz, ad and publicity chief, on "Gone With the Wind," which opens in Atlanta December 15 with top stars attending. Show then opens here and in Los Angeles.

King Vidor left over the weekend after a short New York vacation. . . . Robert Taylor and Barbara Stanwyck are in town on a brief vacation visit.

Monogram

George Weeks was down with a cold for a spell. . . . Lou Lifton, ad and publicity chief, insists that he doesn't help his wife with her contests, but that she would win more often if he did.

Paramount

Mrs. David E. Rose, wife of Paramount's managing director of production in England, has arrived, with their baby. Rose remained in England.

Once again home-office talent invaded the radio, this time on the "Battle of the Sexes" program. Irene Scott, Aileen Brenon, Lenora Korenstein, and Frances Kanes upheld female honors against Fred LeRoy, Sam Palmer, Charles Brouda, and Harry Nadel. At the end of the program the double quartette received wrist watches from the program's stars, Julia Sanderson and Frank Crummit.

Hal Roach

Grace Rosenfield is busying herself with the reading of story material. She claims there are several warm prospects on the fire. . . . Adding his voice to the numerous raves on "Mice and Men," Monroe Greenthal, having attended a coast sneak preview last week, has nothing but praise for the latest Roach release. . . . "1,000,000 B. C." has gone before the cameras with John Hubbard playing the lead.

Selznick

David O. Selznick, who came to New York to confer on the distribution of his productions, "Rebecca," and "Gone With the Wind," left for his studio.

Edward Small

Edward Small announces the addition of three important members of his production staff: Erle C. Kenton, who joins as an associate producer; Florence Ryerson, who has been engaged to write the screenplay of "The Life of Rudolph Valentino"; and Don Cash, who has been assigned as makeup director on Small's forthcoming production, "My Son, My Son!"

20th Century-Fox

Lew Schreiber, casting director at the studios, who had been here, cut his vacation short due to the illness of his daughter and returned to Hollywood.

Sidney Lanfield, who recently completed the 20th Century-Fox Technicolor production of "Swanee River," arrived for a vacation. . . . Joan Davis, who came east to attend the premieres of "Drums Along the Mohawk," Darryl Zanuck's latest Technicolor picture, returned to the 20th Century-Fox studios.

United Artists

Monroe Greenthal, exploitation head, came back from the Coast.

Universal

Henry Koster, Universal director, was guest of honor at a reception given by

JOE JOEL SAYS:

Among Other Things . . .

Nominations of officers for Local B-51, Motion Picture Employees, took place at the Capitol Hotel November 2. President Lou Johnson and Leo Braun were nominated for their respective offices without opposition. Election comes Monday, December 4. . . . Rosana Kennedy, operator, RKO, has been absent for the past four weeks. She had an attack of pneumonia and was in the Post Graduate Hospital for two weeks. She is now at the Saint Francis Health Resort, Denville, New Jersey, convalescing. She is beloved by all who come in contact with her. They are praying for her speedy recovery. . . . Gus Nestle. manager, Lyceum, Bayonne, New Jersey, is one of the oldest managers in the Rosenblat-Welt circuit. He has been with them 11 years. He was a visitor to the Film Center.

I attended the Metro exchange annual Hallowe'en party. I congratulate the members for the way the affair was managed. There was a marvelous buffet lunch and no one was dry. They were all in good spirits both in and out. There was a potato race for the ladies and gents. Louis Falkoff won the gents' race. Sheila Rosenberg won the ladies'. Ed Richter was disqualified for using a fork instead of a spoon. The exchange can well be proud of their talented members. May Ellis, telephone operator, should meet with great success either in pictures or vaudeville. Her imitations of well-known artists were wonderful. Her balloon dance created an uproar. Bert Bluhm gave an imitation of Groucho Marx. He received quite an ovation. There was fancy dancing by Joe and Gertrude Lalima. I congratulate the Metro exchange for the success of their party. . . . Sam Freedman, Jewell, Regun, and Hispano in New York City and Jewell, Brooklyn, has moved his office to the Paramount Building. . . . Murray Ginsberg, well-known exhibitor, and his partner, a well-known exchange man, (a pinochle partner) bragged that they were the champions of the film industry and could not to be beaten in pinochle. Some day that assertion is going to be challenged—by whom I do not know—but any statement like that could hardly be thought to go in this here industry without a fight. So, maestro-of-the-cards Ginsberg may, in the not far distant future—especially after my many pinochle-playing friends read this item—expect to have his neck jumped on—with the demand that he prove his claim. You know, put up, or else!

Oscar Kantor, Abby Premiums, is a very busy man these days. He has booked his marvelous book offer in some of the leading circuits' theatres. . . . Behrend Supply Company, Film Center Building, is now ready to supply theatres with decorations for Christmas. Behrend decorated the Paramount, Brooklyn. It was admired by all who saw it. He is also exploiting some very beautiful advertising novelties. . . . Jack Rosenfield's son, Mortimer, has returned to the Film Products' New York office. He had been in Philadelphia for the past three months where he met with great success. Jack informed me his business in New York is better at present than it has been for some time. . . . Lew Levy, booker for Universal about 20 years ago, is a steady visitor at the Film Center. Lew has not changed. He still has that smiling face. . . . Don't forget to pay our old friend, Al Glaubinger, former motion picture salesman, a visit. He has a wonderful wine and liquor store, 86th Street and 4th Avenue, Brooklyn. To his many friends he offers special inducements for the holidays. He said he still reads the New York edition of THE EXHIBITOR.

He had no money for rent for food

He had been in the Motion Picture Industry

for years

But something happened—He lost his job

His family waited for him to get work—

But nothing happened

Desperate—He tried to borrow from friends

But found no friends

Except

Motion Picture Associates'

Helping hand

Willingly outstretched to aid

ANNUAL DINNER AND DANCE

Charity Fund
Motion Picture Associates
Hotel Astor, November 25, 1939

The only source of income for the charity fund is the souvenir journal issued in conjunction with this annual affair.

May we count on your support and patronage for this worthy cause?

Please Make Checks Payable To

MOTION PICTURE ASSOCIATES

c/o JACK ELLIS—RKO-RADIO PICTURES

630 Ninth Avenue, New York City

Universal at the Rockefeller Center Club Lounge November 8. With Koster was Lewis Howard, young actor.

Walter Wanger

Ruth Terry, the young actress whom Walter Wanger will soon present in her first important role in "City For Sale," arrived November 13.

Warners

Ben Kalmenson, western and southern sales manager, has returned from a business trip to Chicago, Minneapolis, and Pittsburgh. . . . J. S. Hummel, foreign department executive, sailed for Rio di Janeiro for a three months' intensive investigation of the possibilities for expansion of the company's business in Brazil, Argentina, Chile, Uruguay, Peru, and other Latin-American countries.

NEW JERSEY

Bergen County

Fox, Hackensack, gave away 300 passes to "The Real Glory." . . . Harry Sklarin, former manager, Skouras Englewood, Englewood, will take the marital plunge November 19. . . . Bicycle was given away at Park Lane, Palisades Park. . . . Hallowe'en party was held on stage of Rivoli, Rutherford, and awards given winners of contests. . . . Mayor's Christmas Fund Committee of Cliffside Park will hold a show November 16 and 17 at Grant-Lee, Palisade.

—P. C.

Elizabeth

Theatres here, as elsewhere, have their troubles with wayward boys or lads seeking thrills. Lately, says assistant manager John Patete, Ritz, seat-cutting was attempted. Manager Clem Murphy believes that a word of caution and advice serves a good purpose. . . . Manager Ed Batlan, Regent, and his chief aide, Jack Starling, handled thousands of boys and girls at "They Shall Have Music." Local school music director gave picture a big boost. . . . Manager Al Windstrom's new amateur night Thursdays is going big.

Jersey City

Mickey Rooney-Judy Garland Club at Loew's, seems to be going over very big. . . . Bill Stillman, assistant manager, Loew's lost his father-in-law. . . . Ted Meyen, Loew's, has been passing around the "mike" to the audience, and the other night he really got something on a fellow by the name of Anthony Riggio who sang so well that he stopped the show. In the audience there happened to be one of the big men of WAAT, who gave the kid a job. . . . George Dumon, Loew's, is up to his neck in work planning for the managers, assistant managers and publicity men and their wives dinner to be held at the Waldorf-Astoria in the Starlight Roof Thanksgiving night.

Kathryn DeForge is the pretty new secretary at the State. . . . Fulton, Tivoli, Apollo, Capitol, Rialto and Monticello, all Skouras theatres, combined to run unusual advertisements on their Hallowe'en shows. . . . Herman Starr, Skouras executive, who was believed to have selected Englewood for his home, is expected to settle in adjacent Teaneck. . . . Robert Deitch, Ritz, is a football enthusiast.

—P. C.

Morristown

Palace Operating Company, Ezekiel Hausner and Meyer Schreiber, principals, have opened the Palace. House will be in competition with Reade interests.

Passaic

Walt Jacobs, Playhouse, has been promoted to the Ritz, Newark. Edward Molteni, Clifton, has been brought to the Playhouse from the Warners' Eureka, Hackensack. Jack Kleinfeld remains here as assistant manager. . . . Montauk has been chosen by Police Commissioner Julius Cinamon for the Christmas Basket Fund show December 1. Mayor Thomas J Kennedy is general chairman.

Paterson

State, Henry Lake, proposed to show "Tobacco Road," but a church opposed it so it was withdrawn. . . . Mrs. Annie Dawson Bernnan, mother-in-law of Edward Molteni, Playhouse, passed away after a sim months' illness.

A. Gordon Reid, Maplewood, made a flying trip to Port Jervis. . . . Warner, scored with a Hallowe'en party inaugurated by the Chamber of Commerce. . . . Valerie Cronk, cashier, State, middle-aisled with Jack Hanson. . . . Hugo Rosenberg, formerly, Playhouse, Passaic, now of the Butler, Butler, has a new car. . . . Henry Lake is the new manager, State. He was formerly with the Gramercy Park and the Eighth Street, New York City. . . . Jack Barrett, assistant, Fabian, has a new car. . . . Howard Gardner and Joseph Breslin are new ushers, State. . . . Warner, Frank Costa, Ridgewood, celebrated its seventh anniversay by inviting all married couples whose wedding anniversary fell on that week to be guests.

Summit

Special film depicting the parade in Morristown Columbus Day, celebrating the 200th anniversary of Morris County, with Lowell Thomas as narrator, was tacked to the regular program at Roth-Strand.

Union City

Annual theatre party will be held by Township of West New York at RKO Capitol, Union City, December 5 to raise funds for Christmas baskets. . . . Mayfair, West New York, started presentation of stage show. . . . Manager Emanuel Light, Loew's Embassy, North Bergen, realized that his women patrons might be busy with shopping on Saturday afternoon and thus be unable to see "The Women" scheduled to go on late, so he arranged a special early opening for his theatre.

—P.C.

NEW YORK STATE

Albany

Chris Buckley, Bennington, Vermont exhibitor, made a trip to New Haven to take in the Yale-Dartmouth game, and also to visit his son. . . . Mrs. Katherine Shea, secretary to Metro's Ralph Pielow, was ill with la grippe. . . . Bill Gaddoni, Metro booker, is back on the job after a three weeks siege of illness at his home in New Rochelle. . . . Joe Sternberg, Franjo, Boonville, whose recent role of auctioneer at a farm sale was reported in this column, evidently gave a most successful performance. He is now making a regular practice of conducting auctions, and has formed the Boonville Livestock Sales Company. . . . Mr. and Mrs. Alex Papyanakos, American, Canton, spent a few days in Albany, doing some fall shopping as well as visiting exchanges. . . . Home office auditors Irving Altshuler and George Haupert spent several days at the Columbia office captained by Joe Miller. . . . Amos Curry, Norfolk, Norwood, went a-hunting. . . . Mrs. Jerry LaRocque, wife, Warrensburg exhibitor, fell and fractured a kneecap, and has her leg in a cast as a result. . . . Fred Keenholtz, mayor of Altamont, chairman of the motion picture committee of the masonic lodge which shows pictures once a week in the village, gave his mother a birthday present of a round trip to Arizona. . . . Leo Politis, manager, Alex Papyanakos' American, Canton, has been having great success in putting shows with collegiate talent. In Canton, Leo is known as the "Duke of Sparta," but in Albany he is "The Mad Russian." . . . Bill Benson, former RKO salesman here, spent a week end in town to arrange moving of his family back to New York, where he is special representative of Universal in the metropolitan area.

Miss Elinor Paradies, Pamo Films, has been working day and night since she took over Budd Rogers' Alliance Pictures for Buffalo and Albany. Ditto Ben Smith, who represents her in the Albany area. . . . Bill Murray, Grand National, hit the jackpot in one of those football pools. . . . Seth Fields, Schine circuit booker, was seen doing the row. . . . Mitch Conery, Ravenna circuit operator, is enthusiastic about business prospects, and reports a noticeable pickup in the Scoharie valley. . . . Schuyler Beattie, Paramount booker, visited Washington, Philadelphia, Scranton on his recent vacation.

Mrs. Edgar S. Van Olinda, wife of the Times-Union movie-drama-music critic and columnist, broke her nose. . . . Harry Berkson, Monogram franchise-holder, breezed in from Buffalo. . . . Artie Newman had the entire Republic office plastered with front pages of the New York Sunday News—issue that featured a full color front cover photo of Gene Autry.

Our own Quiz Program . . . see if you can identify the following Albany filmfolk: (Prizes for the first five correct replies a 1940 model reversible film-stretcher). 1. His brother is a famous film star and director. 2. Amateur movies are his hobby. 3. He was once in vaudeville as a member of the celebrated headline act "The Primrose Four—1000 Pounds of Harmony." 4. India was once his home. 5. He raises pedigreed dogs. 6. A Lieutenant-Commander in the United States Naval Reserve. 7. He sings with Albany's well-known male chorus, the Mendelsohnn Club. 8. An exchangeman now, was once an area exhibitor. 9. He plans to become a gentleman farmer. 10. He once played with the Cleveland Symphony Orchestra.
(Answers at the bottom of this page.)

Mitch Conery, Ravenna circuit operator, Abe Stone, Eagle, and Morris Slotnick, Waterville and Oriskany Falls, attended an Allied meeting in Syracuse. . . .Ralph Pielow arranged for an unusual advance

---

1. Bernie Kranze, RKO branch manager. 2. M. A. Silver, Warner theatres zone manager. 3. Tony Ryan, Universal sales. 4. George Tucker, RKO salesman. 5. Artie Newman, branch manager, Republic. 6. Larry Cowen, managing director, Fabian's Grand and Leland. 7. Times-Union movie critic Edgar S. Van Olinda. 8. RKO's Abe Van Deusen. 9. Ralph Pielow, Metro resident manager. 10. Charlie Ost, National Screen Service.

FOR PICTURES AND THEATRES, VARIOUS EXPLOITATION STUNTS ARE EFFECTED

"DRUMS ALONG THE MOHAWK." Arleen Whelan and manager Richard Murphy entering the Proctor, Schenectady, for the premiere there of the 20th Century-Fox production. Similar showings were held in Albany, Utica, Gloversville, and Amsterdam.

MELODEARS. Drum major Camille Lobatt, Fabian division manager Harry Black, PAL head A. Kelly seem pleased.

"NURSE EDITH CAVELL." Manager Arthur Krolick, Regent, Rochester, had this attractive, sachel-carrying "nurse" parade streets for RKO-Radio production.

"MAN ABOUT TOWN." For this Paramount picture, manager Holly Hollister, Babcock, Wellsville, had this pony-drawn advance ballyhoo to attract attention.

"ALL QUIET ON THE WESTERN FRONT." This ballyhoo front and sidewalk display was arranged by manager Sid Sommer, Lincoln, Troy, for the engagement of Universal's "uncensored version" of its picturization of Erich Maria Remarque's best-seller. The guarded collection of war materials attracted plenty of attention to the show.

teaser campaign in Albany papers on Metro's new Garbo film, "Ninotchka," Fabian's Palace. . . . Wife of Bud Morrill, Paramount assistant shipper, underwent and appendicitis operation. . . . Al La Flamme, Madison, is mourning the death of his father. Friends extend condolences. . . . Irving Mendelsohnn, assistant booker, Paramount, is happy that his wife and daughter are again with him in Albany; they had been visiting Boston relatives. . . . Joe Engel, Universal, is anxiously waiting for a print of "Destry Rides Again." He predicts it'll be a real surprise smash. . . . Neil Hellman, Paramount Royal, and Artie Newman, took in the Union-Williams game at Williamstown, Massachusetts, rooting for Union, which once again emerged undeafeted, to the delight of Bernie Mills, whose son, Myron, is on the team. . . . Artie Newman is working hard to end up in the money in Republic's playdate drive, which ends January 27. . . . Joe Sternberg, Franjo, Boonville, went deer-hunting—and got just as many deer as he got pheasants a couple of days later—zero!

Batavia

Sick list included Ralph Booth, the grippe; and Joe Florio, infected throat. . . . Jack Eischen, service staff, Family, has been away from duties with illness. Arthur Weber has been subbing.

Binghamton

A few of the managers and doormen finally got together a fortnight ago and the first bowling game was held. On the managers' team were Bud Kornblite, Bus Shelton, Harry Balin, Frank Garrison, Jake Ruppenthall, Fred De Rado. On the doormen, were John Tighe, Eddie Charlier, Archie Cayaffa, Roger Edwards, Billy (Two-Ton Gallento) Vetrino and John Pugh. Jeanne Meeker, Mrs. Fred De Rado, Mrs. Bud Shelton and Mrs. Eddie Charlier made up the "cheering section." Ed Renton, Capitol, Waverly, was spotted along the main stem. . . . Walter Stanzel, manager, Colonial, Lebanon, Pennsylvania, came to town with his big new 1940 car. . . . A newspaper editorial in the Binghamton Press, which panned "Mr. Smith Goes to Washington," brought big smiles to the Riviera box office. . . . Projectionists Earl Tuttle, Strand; Ed Parry, Capitol; Jerry Marsh, Regus, spent three days at the Adirondack North Woods hunting for deers and came back empty handed. . . . Stagehands Carl Winters, Yeo Curry, Ralph Schyndler and James Willour journeyed to Wilkes-Barre and Scranton to see new theatres, old friends and also Charles A. Ryan, Comerford executive, who OK'd the new 1940 contracts. . . . Mr. and Mrs. Kornblite and Jerry Burke, manager, Star, took in the Army-Notre Dame game. . . . Tom Walsh, booker, journeyed to Ithaca to the Cornell-Fordham game. . . . Four men wheeling baby carriages with appropriate copy was used for "The Women," at the Symphony by manager Harry Balin.

—F. D. R.

Branchville

Branchville is closed.

Buffalo

It was with a great sense of loss that exhibitors and distributors received the tragic news of the death of Nate Sauber in Washington November 2. Nate, who was branch manager of the local Universal exchange for four years, left here a little over a year and a half ago to take up the duties as Universal's branch manager in Washington, his home town. He had only been there a few months, when he was taken seriously ill and was forced to spend most of his time in the hospital until his death last week. His host of friends in the Buffalo area extend to Mrs. Sauber their deepest sympathy. . . . T. D. Hammer has taken up his headquarters in the local Warner exchange as checking supervisor, having charge of the Albany and Buffalo territories. . . . Eddie Meade, Shea's Buffalo, came back with a vengeance in the weekly football pool with Bob Murphy. . . . Phil Engel, Warners publicity represenetative, working in Boston, Massachusetts, Providence, Rhode Island, and New Bedford, Massachusetts, assisting with the advance campaign on "The Private Lives of Elizabeth and Essex," blew into town to lend support on the local campaign for Shea's Buffalo. . . . Mr. and Mrs. Bert Stern, district manager, United Artists, came in town. Mrs. Stern remaining for the week as guest of the Sydney Lehmans and Bert flying down to New York for a conference. . . . Phil Fox, Columbia's branch manager, tells us that Mrs. H. Belinson, Little, Rochester, intends to play "Mr. Smith Goes to Washington" for an extended run. . . . Shea's Buffalo conductor, Ken Sisson, spent the week-end with his family in New York. . . . Ida (Voak) Smith, formerly cashier, Columbia, visited the local exchange looking very fit. . . . Edith Mauer, Shea office, is on the sick list. . . . Leland LaTart, Strand, Dundee, made one of his very infrequent trips to film row.

There were 70 guests present at the stag dinner sponsored by the Variety Club November 6 in honor of Stanley Kozanowski, Rivoli, whose marriage to Edna Rose takes place soon. Following the speech-making and the varied entertainment, Stanley was presented with a beautiful set of flat silver and a scroll. . . . Joyce Mayers, secretary to the advertising manager, Paramount, succeeds Mary Schumacher, resigned. . . . H. Panepinto, brother-in-law of Charles Martina (Martina circuit), has leased the Star, Middleport, from T. Amerose and will open it November 19. . . . Jack Zurich, Syracuse, and Howard Minsky, Rochester, attended a sales meeting at the local Warner exchange. . . . Charlie Taylor, Shea ad chief, reports the Nestle Hot Chocolate free drink to patron stunt is going over with a bang in Shea's Buffalo. . . . Heard along film row: "Harry Berkson, Monogram's branch manager, sure likes fruit salad—he partakes of it with each course." . . . Ohman, Lyons, recently completed a smart publicity stunt on "The Star Maker," giving away a number of bushels of apples to school children in the vicinity as a plug for the hit "An Apple For the Teacher." . . . Carl Heerdt, Universal's booker, is confined to his home. . . . George Ferguson, salesman, Columbia, and Emmy Dickman, salesman, 20th Century-Fox, braved the rainy weather to attend the Canisius-Bonaventure football game. . . . Minna (Feinsinger) Lewis, secretary, Metro, and husband Bernie will be a threesome come January.

Mrs. Sydney Lehman, wife, United Artists branch manager, gave a lovely buffet supper in her new home in honor of Edna Rose, fiancee of Stanley Kozanowski. There were 30 girls present, bearing gifts of all descriptions. . . . It is rumored that Jim Wallingford, former exhibitor, and well known along film row, is planning on re-entering the exhibition end at the Orpheum. . . . Maurice Chasen, Republic office, is quite a bowler, having attained the high single at the bowling alley, which, if it holds up, will give him a season pass to the Bison Stadium. . . . Mr. and Mrs. A. Charles Hayman celebrated their 25th anniversary November 3. . . . Mr. and Mrs. Nick Basil, Basil circuit, have closed their home in Sheridan Drive and have taken an apartment at the Commodore. . . . Bill Rosenow, head booker, Paramount, has just completed a tour of all streets between the Rivoli and Genesee—quite a trip, with new sights. . . . Jack Bellman, branch manager, Republic, spet the week-end in New York attending a sales meeting and then on Sunday, he and Mrs. Bellman, formally announced the engagement of their daughter, Marjorie, at a cocktail party at their home, at which 200 guests were present. Jack tells us that lovely Marjorie is coming to Buffalo. . . . Maurice Love, formerly with the Artistic, is now representative of the Movie Cash Coupon Company. . . . Nan Scully, daughter of John, Universal's branch manager, attended the Cornell-Columbia football game at Ithaca. . . . Paramount screened "Our Neighbor—The Carters" for exhibitors and guests at the Court Street. . . . That was a very clever announcement Jack Berkowitz, former franchise holder, Republic, sent to the trade, changing his name to "Berkson." . . . We noticed Ralph Crable, Max Friedman, George Tooker, Ray Pashley, Messrs. Davis and Keith, Clyde Lathrop, Lou Pressler, Bill Tischkoff, Max Vogel, Don Stevenson and Don Wittington in town booking.

—M. G.

Elmira

Tom Roberts, Colonial, held a benefit on "The Mikado." . . . Fred Schweppe, Capitol, has a full week of money giveaways. . . . Mel Conhaim, Regent, went hunting for the first time. . . . Anthony Ventemiglia, projectionist, Regent, has taken that fatal matrimonial step. . . . Fred Schweppe, Capitol, completed the new marquee. . . . Edwond D. Yarbrough took up his duties as manager Keeney, Elmira, upon the resignation of Franz Westfall, who has taken a position in the East. Yarbrough was manager of RKO Capitol, Union City, New Jersey for the past five years. Warner managers of Hudson County welcomed Yarbrough into the organiaztion with a testimonial dinner. Friends and associates will greatly miss "Doc" Westfall.

Fredonia

Merton Osborne, Winter Garden, put on an Anniversary Week. . . . Rumors are current in Fredonia that a new theatre estimated at approximately $55,000 entirely modern, air-conditioned, etc. will be constructed in the city of Fredonia. Those interested in the project we were advised are Herman Lorence, Cattaraugus, Cattaraugus; M. Keith, B. M. Garfield, New Randolph, Randolph, and J. Dixon.

Gloversville

Schine Home Office News

Frank Boucher, Harold Sliter and Lou Hart were reaping praise here all last week for the marvelous premiere arranged for "Drums Along the Mohawk." Premiere brought to the city a host of 20th Century-Fox executives headed by Rodney Bush, and also two Hollywood starlets, Joan Davis and Arleen Whalen. Lynn Bari, slated to be present with them, was under a doctor's care after falling in the Union Station in Albany and fracturing a bone in her left arm. . . . Premiere here was featured by a welcoming escort of motorcycle police, a luncheon given by the Chamber of Commerce at the Kingsborough hotel, two personal appearance

at the theatre after a formal welcome outside by the mayor, Chauncey C. Thayer, and Messrs. J. Myer and Louis W. Schine. In the afternoon a cocktail party was staged in honor of the guests, with a trip to historic Johnson Hall and a farewell dinner at the Johnstown hotel. Both Misses Whalen and Davis, as well as accompanying executives praised the "great time" the Schines had given them, Miss Whalen declaring it "positively the best yet."

Home office is busy making plans for Christmas-time shows. Christmas gift tickets for all Schine houses are to be sold this year. . . . Lester Martin, Consolidated Book Company, was a home office visitor, conferring with H. F. Sliter on possible book deals for Schine theatres. . . . Charles Stern, New York, and Bert Stern, Cleveland, were home office visitors. Both represent United Artists. . . . Harold F. Sliter and family are finally settled in their new home on Sixth Avenue. . . . Seymour Stern, Rochester Games Company, was in for home office conferences, as was Jack Marpole, National Screen Service. . . . Monroe Greenthal, United Artists, was a recent visitor, conferring with chief film buyer George V. Lynch.

—J. B.

Hornell

Lew Pressler, Hornell, presented County Champ Shag Dancers on his stage. . . . William Leggiero, Steuben, has received much favorable comment on theatre's opening and closing show with "Star Spangled Banner." . . . Mrs. James Macris and son, Phillip, have joined her husband, now manager, Majestic.

Jamestown

R. E. Crabill, district manager Warners, inspected theatres in Hornell, Wellsville, Olean, Elmira, with M. A. Silver, zone manager, Albany; Herman Maier, Warners construction department, New York City; and Henry Blatner, Albany. . . . Murray Lafayette Haven, Olean, knew "the rains came" when he drove to Jamestown in a downpour and got his car stalled. . . . Bill Stevens, Palace, projectionist, is justly proud of son Frederick, on the debating team at Hobart College in his Junior Year. . . . Joe Hockenberry, Roosevelt, has been busier than an ant. . . . Joe Armella, assistant, Steuben, Hornell, visited his family in Jamestown. . . . J. P. Brennan, IATSE, New York City, was in Jamestown for conference with R. E. Crabill, Bill Stevens, Charlie Hemphill.

Medina

Paul Williamson, artist Family-Batavia, has been commuting between Medina to assist in the Diana sign shop during illness of Stanley Palmera. . . . Cliff Schaufele, Diana, presented a police dog rescue act.

Olean

Benny Bordonnaro, Palace, pulled the kids in Saturday matinee with free donuts, sweet cider, candy and hillbilly acts.

Rochester

William Tishkoff, Murray, who attended Syracuse Allied meeting with Max Fogel, Webster, says Rochester exhibs believe their problems will be best solved by the state organization. Therefore, they are backing Max Cohen, president, in his stand. . . . Donald Duck cartoon show for kids at RKO Palace broke records for this type of show with 3,500 present, beating similar Mickey Mouse party some years ago Manager Jay Golden gave the youngsters regular show in addition to the cartoons and Democrat and Chronicle's Uncle Dan Club distributed monograms. . . . Marty Weiser, Warners' publicity staff, sends greetings from Hollywood. . . . Manager Lester Pollock, Loew's, is mapping a Garbo contest he expects will be used nationally. . . . Louis Levitch, Schine city manager, is arranging turkey giveaways for Thanksgiving and special Christmas parties for children. . . . Saturday night vaudeville shows at Madison is still clicking and likely will go into other Schine houses after the holidays.

Syracuse

If Gus Lampe would spend more time at practice and less on the coaching bench, Syracuse might win another game. . . . Abe Corrin must have found the solution to his problem of painting the front. . . . Frank Allen is busy atending Masonic functions. . . . Jack Karp rates among the best as mc for "Bingo." . . . George Phillips has been doing some remodeling at the Schiller Park. . . . Rap. Merriman was so busy at the last Allied meeting collecting for lunch he nearly missed his own. . . . Mrs. Mina Rosen, Buffalo, added color to the meeting. . . . Welcome smile never wears off from Ed Byrne. . . . Herbert Meyer is doing a nice job in RKO-Schine art department. . . . Sid Grossman got some nice advertising for his Elmwood in the South Side Ad-Viser. . . . Fred Donohue and assistant Rennie Coats have added easy seats and palms to standee room, Regent. . . . Morris Fitzer has provided radio for Empire projectionists . . . Al Gilbert's gasoline bill between his three houses will soon be more than his former phone bills to New York. . . . Fay Woodford helped close the World's Fair. . . . William Maxon is looking for more members from Local 376 for screw ball club. . . . Bob Sardino is trying to interest fellow members in horseback riding.

Gus Lampe, Professor Newton, Schools Department, others addressed high school teachers. . . . Carl Blair and Mike Lavine have rigged up an elevator for marquee letters at Keith's . . . Eddie Cummings would like to sit on the coaches' bench. . . . Hymie Menter will soon become the fashion plate. . . . For efficiency, watch Murphy to Boyle to Bolton. . . . Harry Gurnes, Regent projectionist, was recently held up by snow. . . . Harry (Little Chief) Burley's favorite sport is calling friends while asleep. . . . Members of Local 376 extend sympathy to Louis Lavine, Local 253, whose wife died recently. . . . Syracuse football reminds Ray Roe of his playing days. . . . Harry Burgess, Jr., qualifies as a champion cake eater. . . . Andrew J. Seeley quietly practises for his balloon ascension. . . . "Bill" Doss attended a wedding and gave Frank Brodock a chance to substitute. . . . Phil (Charlie Chan) Rossomando is reported improving. . . . Fred and Louis Fishers, ushers (Kallet's Regent) had their tonsils out. . . . It is rumored a certain manager thinks Frank Brodock and Howard (16 mm.) Kelley a little upstage. . . . Martin (Coyne) Wazlohowsky was recently on the sick list. . . . Jack Meany challenges Gus Lampe to a golf match, substituting baseball bats for regulation clubs.

Some local Alliedmen are talking about taking headquarters down-town.

White Plains

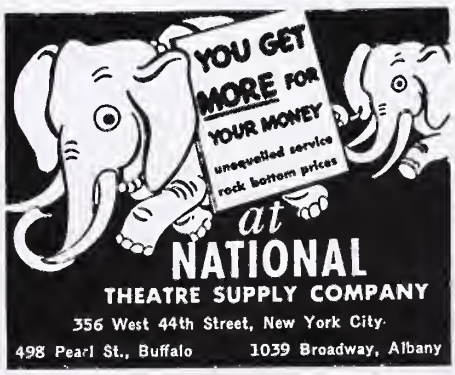
Pix gets alterations, with Ben Schlanger the architect.

Yonkers

Warburton is closed.

★ ★ ★ ★
DEPENDABLE
THEATRE FURNISHINGS
and
EQUIPMENT
• HIGHEST QUALITY
• UNEXCELLED SERVICE
• ECONOMY
• PERSONAL ATTENTION
Theatre Modernization Carefully Planned and Financed
AMUSEMENT SUPPLY CO. INC.
341 West 44th Street
NEW YORK CITY
Circle 6-0850

EXPERTS . . .
in every field of theatre design and maintenance will be found listed on
THE EXHIBITOR'S PAGES



LUCKY AND DUCKY
The ONLY GUARANTEED Theatre Games!
DENNIS GAMES, Inc.
N. E. Cor. 13th and Race Streets, Philadelphia
RUS COHEN, 353 W. 44th Street, N. Y. C.
"Pioneer of Theatre Games"

NEW YORK CITY EXCHANGE LISTING

ADVANCE

630 Ninth Avenue—CIrcle 6-6765

President—Emil Rosenbaum.
Salesmen—Mike Thomas, New York and Brooklyn; Al Spector, New Jersey.

ALLIANCE

630 Ninth Avenue—CIrcle 6-6660

Vice-President—Budd Rogers.

General Manager—Arthur Greenblatt.

Salesmen—Julius Levine, Brooklyn and Long Island; Jack Farkas, New York City and Upstate; Sidney Hess, New Jersey.

Booker—Louis Solkoff.

COLUMBIA

630 Ninth Avenue—CIrcle 6-0900

District Manager—Nat J. Cohen.
New York and Brooklyn Supervisor—Saul Trauner.
New Jersey, Upstate, Long Island Supervisor—Irving Wormser.
Office Manager—Edward Helouis.
Salesmen—Jack Sokoloff, Brooklyn; Moe Fraum, New Jersey, Upstate; John Wenisch, New Jersey; Seymour Schussell, Long Island, Upstate.
Bookers—Sam Feinblum, Head Booker; William Katz, Brooklyn; Jack Safer, New Jersey; Gilbert Fillet, Upstate, Long Island; Ira Michaels, city.

GRAND NATIONAL

630 Ninth Avenue—CIrcle 6-2828

Branch Manager—Dick Perry.
Booker—Marvin Mirisch.

MERIT

630 Ninth Avenue—CIrcle 6-0271

Office Manager—Etta V. Segall.
Salesmen—Jack Farkas, Jerry Wilson.
Booker—Etta V. Segall.
Asst. Shipper—Jerry Thomas.

METRO

630 Ninth Avenue—CIrcle 6-6200

District Manager—E. K. O'Shea.
New Jersey, Long Island, Upstate Manager—Ben Abner.
New York, Brooklyn Branch Manager—Jack Bowen.
Office Manager—Harold Goldgraben.

Salesmen—Harry Miller, Brooklyn; Howard Levy, New York City; Lou Allerhand, New Jersey; H. L. Ripps, Long Island, Upstate.

Bookers—Eddie Richter, New Jersey; Moe Rose, New York City; Johnny Cuniff, Brooklyn; Al Arnswalder, New Jersey; Harry Margolis, Upstate, Long Island.

Head Booker—Robert Ellsworth.

MONOGRAM

630 Ninth Avenue—CIrcle 6-8886

Branch Manager—Joseph J. Felder.
Office Manager—Sol Kravitz.
Salesmen—Irving Landes, Upstate and New Jersey; Charles Penser, Manhattan, Bronx; Ben Schwartz, Brooklyn, Long Island.
Bookers—Sol Kravitz, Phil Horowitz.

NATIONAL SCREEN SERVICE

630 Ninth Avenue—CIrcle 6-5700

Salesmen—Harold Bennett, Joe Friedman, Jack Judd, L. George Ross, Henry Reiner, Louis W. Vogel, Arnold Cohen, Charles Ost, Stanley Neal, Herman L. Booth, E. Feldberg, A. J. Edman.

PARAMOUNT

331 West 44th Street—CIrcle 6-6160

New York State District Manager—Milt Kusell.
Brooklyn Branch Manager—Henry Randel.
New York Branch Manager—Myron Sattler.
New Jersey Branch Manager—Edward Bell.
Salesmen—Ted Aber, Max Mendel, Brooklyn; Irwin Lesser, Jack Tuohy, New York; Herbert Kaufman, Albert Gebhardt, New Jersey.
New York Bookers—Kitty Flynn, Nat Stern, Irving Baron, Victor Bikel.
Brooklyn Bookers—L. Bergson, Sam Lake, Ruby Greenberg.
New Jersey Bookers—Jack Perley, Seymour Berkowitz, Richard Magan.

PRODUCERS DISTRIBUTING CORP.

630 Ninth Avenue—CIrcle 6-8866

Eastern District Manager—Harry Rathner.
Salesmen—Bert Kulick, Melvin M. Hirsh, Sidney Kulick, Larry Kulick.
Booker—Larry Kulick; assistant, Dora Fried

RKO

630 Ninth Avenue—CIrcle 6-4700

Branch Manager—R. S. Wolff.
Assistant Manager—F. L. Drumm.
Sales Manager—Phil Hodes.
Salesmen—Jack Ellis, New York City; Louis Kutinsky, Ed Carroll, New Jersey; John Dacey, short subjects; Harry Zeitels, Long Island, Upstate.
Bookers—F. Laurie, New York City; Jean Slade, Brooklyn; D. Post, Long Island, Upstate; H. Silverman, New Jersey.

REPUBLIC

630 Ninth Avenue—CIrcle 6-0760

Exchange Head—Herman Gluckman.
General Sales Manager—Morris Epstein.
Office Manager—Sidney Picker.
Salesmen—Anthony Ricci, New Jersey; David Black, Brooklyn; Dave Sohmer, New York City; Robert J. Fannon, Long Island, Upstate.
Bookers—Jen Dennett, Anna Plisco, Pearl Goldstein.

SACK AMUSEMENT

723 Seventh Avenue

In charge—Lester J. Sack.

SYNDICATE

630 Ninth Avenue—CIrcle 6-8866

President—Melvin Hirsh.
Salesmen—Bert Kulick, Larry Kulick, Sidney Kulick.
Booker—Larry Kulick.

TIMES PICTURES

630 Ninth Avenue—CIrcle 6-0980

TREO FILM EXCHANGE

630 Ninth Avenue—CIrcle 6-4724

20th CENTURY-FOX

345 West 44th Street—CIrcle 6-6700

Branch Manager—H. H. Buxbaum.
Sales Manager—J. J. Lee.
Office Manager—Moe Sanders.
Salesmen—Moe Kurtz, New Jersey; Seymour Florin, Upstate; J. St. Clair, Long Island; Willie Schutzer, Brooklyn; Abe Blumstein, New York City.
Bookers — George Blenderman, head booker; Al Mendelson, New Jersey; Lou Kuttler, New York City; Pete Fishman, Brooklyn, Long Island; Norma Bernstein, newsreels.

UNITED ARTISTS

630 Ninth Avenue—CIrcle 6-5480

District Manager—Charles Stern.
Branch Manager—Clarence Eisman.
Assistant Branch Manager—Nat Beier.
Office Manager—Eddie Mullen.
Salesmen—Sam Rifkin, New Jersey; Dave Burkan, New York City; S. Stern, Brooklyn; Larry Brown, New York State.
Bookers—Herb Richek, Ben Levine, Tony Agoglia.

UNIVERSAL

630 Ninth Avenue—CIrcle 6-4747

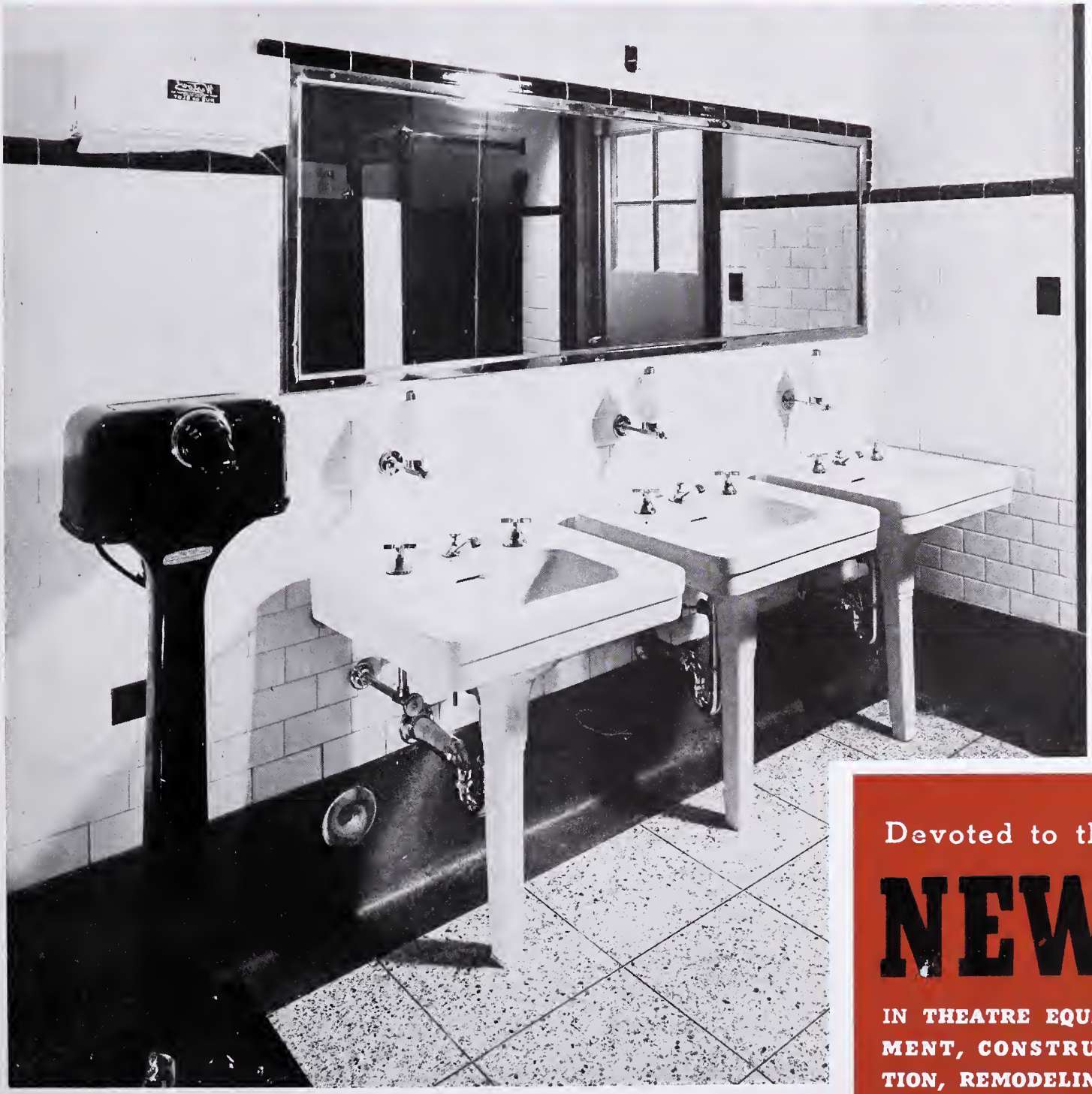
District Manager—A. J. Herman.
Branch Manager—David A. Levy.
Sales Manager—Max Cohen.
Assistant Manager—Nat Goldberg.
Salesmen—Ben Price, Bronx, New York City; Phil Winnick, New Jersey, Staten Island; Jules "Sonny" Liggett, Upstate, Long Island; Harry Furst, Brooklyn.
Bookers—Sam Phillips, Harold Weisenthal, New York City; Leo Simon, New Jersey; James Cummings, Brooklyn, Long Island.

WARNERS

315 West 44th Street—CIrcle 6-1000

District Manager—Ed. M. Schnitzer.
New York and Brooklyn Manager—Harry P. Decker.
New Jersey Manager—Harry Hummell.
Office Manager—Sam Lefkowitz.
Sales Supervisor New York and Brooklyn—Gus Solomon.
Short Subjects Sales Supervisor — Paul Swift.
Salesmen—Leo Jacobi, New York and Brooklyn; I. Rothenberg, Upstate, Long Island and Brooklyn; A. Berish, New Jersey.
Bookers—S. Macomber, head booker; Max Fried, Upstate and Long Island; Dan Ponticelle, New Jersey; P. Saglembeini, New York; Al Blumberg, Brooklyn.

BETTER MANAGEMENT



Devoted to the

NEW

IN THEATRE EQUIPMENT, CONSTRUCTION, REMODELING, SUPPLIES AND OPERATION

A MONTHLY SECTION OF THE EXHIBITOR

You wouldn't call this the modern way to roast that turkey

But isn't it just as old-fashioned to use an outmoded sound system on modern movies?

Here's an important fact to remember—Hollywood is now producing finer sound than ever before—because movie fans demand good sound. To properly reproduce it—and build up your business—install...

New RCA Photophone Magic Voice of the Screen

with Rotary Stabilizer plus Shock-Proof Drive

—available at low cost to theatres of every size!

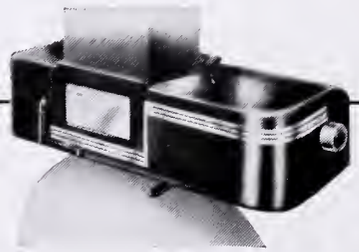
LET'S LOOK AT FACTS. You can show the finest pictures in the world—but you'll have empty seats in your theatre if the sound is poor. Because nowadays movie fans know good sound from bad—and patronize the theatre where listening is as much fun as looking.

Hollywood knows this and that's why Hollywood puts such excellent sound on its films. But how about you—are you letting an outmoded sound system hurt your takes?

It will pay you to find out about the *new* RCA Photophone Magic Voice of the Screen. For here's the equipment built for true reproduction of modern movie sound. It's the tonic your box office needs. And its low cost will surprise you, just as its many new features will delight you. Full details from your RCA Photophone representative.

• • •

Better sound means better box office—and RCA Tubes mean better sound.



Only the New Magic Voice of the Screen offers all these Features!

This splendid new equipment gives you full assurance of constant film speed by adding the amazing new Shock-Proof Drive to the famous Rotary Stabilizer! Besides this great feature, the new Magic Voice brings you new styling, new protection, new convenience, new added reserve power and many other outstanding *proofs* that it's the best value you've ever seen! Ask your RCA Photophone representative for complete information.

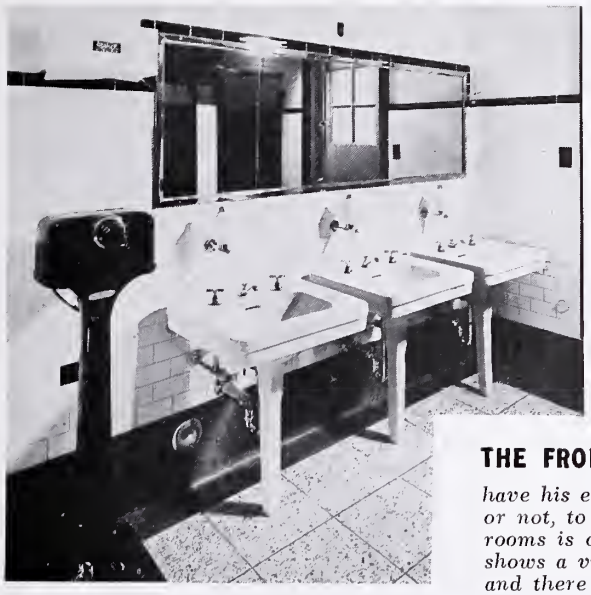
RCA Photophone's service organization has a low cost theatre service plan in which you'll be interested.

RCA *Photophone*

MAGIC VOICE of the SCREEN

MAGIC VOICE OF THE SCREEN

RCA Manufacturing Co., Inc., Camden, N. J. A Service of the Radio Corporation of America



BETTER MANAGEMENT SECTION

NOVEMBER · 1939

THE FRONT COVER—*In modern theatre operation, quality programs, shown under ideal conditions of sight and sound, are not enough: the patron must have his entertainment under conditions he knows, whether he is consciously aware of it or not, to be clean and pleasing. In this regard, the condition of one's toilets and rest rooms is of paramount importance. On the front cover, Better Management this month shows a view of a modern theatre toilet. Note carefully how spotless the place is kept—and there is no more odor in reality than does this picture itself emit.*

STINK BOMBS, AND TOILETS

NO THEATREMAN wants to have his theatre stink-bombed, and no theatreman, who has ever had that experience, wants it to happen again. But how many theatremen are there who, wittingly or not, maintain a stink-bomb far more offensive than any charge of hydrogen sulphide ever tossed into a cinema's ventilation system?

Almost every theatreman knows what to do—and is prepared to do it—should the emergency arise when he shall have vented upon him some crank's ire.

Yet in hundreds of theatres throughout the United States—with the degree of the offense rising almost proportional to the decrease in the number of seats and the admission price—the stink-bombs maintained under the euphemistic guise of "rest rooms" constitute a far greater menace to a theatre's prosperity than any set off with malice aforethought.

THE GENERAL PUBLIC well knows that stink-bombing of theatres is but a temporary matter: that on the morrow the house will be as good as ever, but it cannot forget, or forgive, the presence of unsanitary toilet conditions, which not only assault the nose but establish a breeding place for vermin of all kinds.

One does not have to walk far into a theatre to have an excellent understanding of the management's ideas on the subject of cleanliness and comfort. One needs only to notice the condition of the lobby matting, the foyer carpeting, the wall covering. And a quick view over the auditorium from the back of the house completes the appraisal.

WHERE IS FOUND sloppiness in the care of floor coverings, where is found wall coverings suffering from too brutal treatment, and where are found chairs which should long since have gone to the upholsterer (to be retacked if nothing else), there also is found sloppiness in other items of management—and it is an even-money bet that that theatre's toilets would not pass a critical sanitary engineer's close inspection. His nose would know, even if his eyes failed to detect anything.

We know matters of sanitation and cleanliness are not easy to keep under control, but it is far easier to do that than to bring that condition about after filth has been allowed to accumulate and the rest rooms—and probably the rest of the theatre—are overrun with crawling, creeping things that may or may not be obtrusively apparent.

Eternal vigilance is needed in all branches of theatre operation, and especially where the public health is at stake. Make your rest rooms really be rest rooms, not stink-bombs. It will pay you dividends in good will, and good will pays off in hard cash!

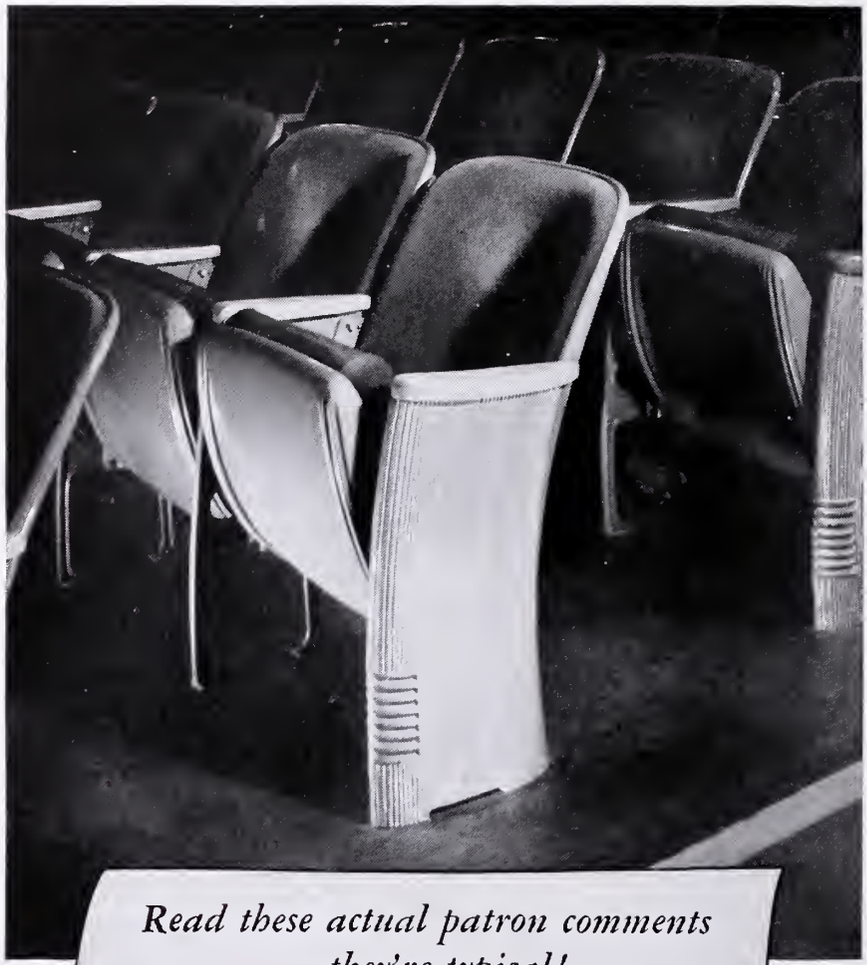
What patrons say MEANS BUSINESS

. . . and they're enthusiastic about American BODIFORM Restful Chairs

YOU know how quick patrons are to register disapproval and how few and far between are unsolicited compliments.

That's why exhibitors who have installed American Bodiform Chairs are frankly amazed at the flood of outspoken enthusiasm aroused by these more attractive, more comfortable chairs.

It means only one thing—American Bodiform Chairs have patron pulling power to a degree never before built into a theatre chair. And that means better business. Better get in on it yourself. Write us today for full information regarding your seating problems.



Read these actual patron comments —they're typical!

"Why, they're as comfortable as the easiest of easy chairs."

"What a relief to find a seat where there's no danger of snagging stockings."

"The self lift-up seats are energy savers."

"They're a perfect fit for the body—I feel rested when the show is over."

"I like the automatic seat lift which makes it easier to get out or in."

AMERICAN
Bodiform
RESTFUL CHAIRS

AMERICAN SEATING COMPANY
GRAND RAPIDS, MICH.
REG. U.S. PAT. OFFICE

In the low price field—see

AMERICAN
Avion
THEATRE CHAIRS

American Seating Company

GRAND RAPIDS, MICHIGAN

Pioneers and pacemakers in theatre, auditorium, school, church, stadium and transportation seating • *Branch Offices and Distributors in Principal Cities*

SELLING SEATS by CLEANLINESS and COMFORT

COMPILED AND PRESENTED BY THE EDITORS OF BETTER MANAGEMENT

(EDITOR'S NOTE. The theatres mentioned in the following rather imaginative yarn are actual houses, located somewhere in the seven exchange areas served by THE EXHIBITOR. *Any identification the reader may make is probably erroneous, but it is not the intention of the Editors to permit it, although some of the conditions are sufficiently general that there is hardly a theatre operator but who might have the idea that we are speaking of his particular house. If our editorial shoes fit, blame yourself or compliment us, as we may have pointed out with equal censure or approbation conditions to be depricated or praised.)*

THE DAY had been long, but the three members of one particular Smith family—Poppa Smith, Momma Smith, and Willie—did not mind it at all, for, since Willie had celebrated his eighth birthday, it had become Poppa Smith's habit on a Friday night to take the mother and the spring-off to the "moon pitchers." Mother always enjoyed the relaxation of the theatre, and, of course, Willie was a virtual paragon on all juvenile virtues from the time he arose of a Friday morning. Of course, the poppa realized that it was for the most part a sham—no healthy he-boy of 11 could be *that* perfect, even for a day—but he did not mind, for he, too, found solace in the cinema after a day at the office. And Willie? Well, did you ever see a kid who would not want to go to the movies when he got a chance—and at night, too, when, normally, he would have been sent off to bed about the time it got dark?

Yes, the day had been long. Father Smith had that morning found himself facing a particular exasperating task, one which needed concentration lest the deadly monotony of the work become a soporific. As the pater familias longed for the quietude of a boiler factory, where the task at hand might be accomplished with some reasonable degree of celerity, he could not but think of the evening when, after a quiet meal, the mother, and Willie, and he would seek out a cinema and become lost in some vicarious adventure.

Yes, the day had been long. Mother Smith had seemed to spend the entire day running between the front door and the back door to answer calls of all sorts of Fuller Brush men, and a miscellaneous crop of peddlers, and hand-out seekers, so that when Minnie Gutz called in the middle of the forenoon, she was not as peeved as she usually would have been. For Minnie was one of those smart women who seemed to have her housework done before she started (Mrs. Smith, however, always had an urge to peek under the carpet and back of the old-fashioned sofa across one corner of the parlor) and, so, took her greatest pleasure—after, of course, spending most of the morning with her elbows hooked over the back fence—in calling up the more reserved of the neighborhood and discoursing in extenso on the things she had heard in the morning. And so it has gone all day with the mother of our family, and she, too, anticipated the evening date with romance-without-drudgery.

Yes, the day had been long. And Willie himself found that life could have its downs as well as its ups. For had not he, Willie Smith, been accused that morning of smacking Cyril Throckmorton on the back of the neck with a spitball? Sure, he was accused, but, worse luck, he had not done it, much as he had wished to hell he had. And how he got blamed for it. Then in the afternoon, it happened that what might have been perfect recitations were spoiled because, with unerring accuracy, the teacher asked questions from a page whose acquaintance he had failed to make. And, Willie looked forward to the evening when there would be no Cyrils or teachers to intrude on his unalloyed pleasure.

● POPPA, Momma, and Willie Smith sat down to supper. Not a great deal was said, for none had anything about which he was particularly interested in discussing. It was literally meaningless small talk that took place that evening, and even that seemed to die out by mutual consent. As the mother was about to serve the dessert, it was Willie, who, excusing himself momentarily, brought up the subject about which all had tacitly been most concerned. When Willie brought the evening paper and gave it to his father, it was already turned to the amusement page.

"Where'll it be tonight?" asked Mr. Smith, for it was sort of an unwritten law that the father would first give voice to the evening's pastime. And then he read off the programs at the theatres nearby, as well as some of the programs at some of the more distant houses.

"Let's try the Ichabod tonight. It's been quite a while since we were there, and I hear they have fixed the place up lately." That was mama, and, of course, she was always interested in places "just fixed up"—even it it was a theatre.

So the matter was decided, and that was how three theatres hard by the Smith menage lost a trio of customers that night: all the houses had attractive bills—but there was lacking a certain something extra that made the decision.

The dinner dishes were packed neatly beside the sink (as if dirty dishes could be neat, however nicely packed)—for the colored girl was coming in the morning, and she would do the job of cleaning up the effects of the nights gastronomics, and the Smiths, all three of them, inched into the front seat of the family jallopy, and they sped off (at a legal rate).

● FOR SOME REASON not quite clear, the theatre owner had decided that Ichabod Crane should have more recognition in this day and age than mere reading of the Washington Irving story in the schools of the city, and so he had named the house the Ichabod. But no headless horseman—or even brainless operator—haunted this house.

As our friends the Smiths approached the theatre they admired the brilliant lighting of the front, the fascinating display of colors of the plain yellow brick front of the set back, and the promi-

Straight from the owners . . .

TENNESSEE

"Suzore Theatres have used Alexander Smith Carpet two successive times in our 20 years of entertainment to a large and loyal patronage. So you see--! You can really pull service out of this carpeting."--F. Suzore, Suzore #1 Theatre and Suzore #2 Theatre, Memphis, Tenn.

MINNESOTA

"We cannot say too much in praise of our Alexander Smith "Crestwood" Carpet which was installed ten years ago, and today, looks almost new. When the time comes that we find it necessary to replace, you may rest assured that we shall waste no time investigating other makes. It is unbelievable that a carpet could be manufactured to withstand the wear and give such complete satisfaction. There may be better carpet available at the same price, but we are not aware of it, and are not even going to attempt to find it . . . we are entirely satisfied that we have the BEST."--Will J. Glaser, Paradise Theatre, Faribault, Minn.

ARKANSAS

"Approximately 100,000 people traverse an Alexander Smith Carpet in the small lobby of our New Theatre in Hope, Arkansas each year. There is not a day of fair or bad weather that every punishment is given this carpet and it stands up 100% under all wear. We like our Alexander Smith & Sons carpets for their beauty, service and fair prices."--R. V. McGinnis, New Theatre, Hope, Ark.

ALEXANDER SMITH CARPET

"The Carpet that can take it"

Alexander Smith & Sons, 295 Fifth Avenue, New York

nence given on the marquee and the mural display boxes of the current attraction. There was no doubt in their minds as they found their stall in the theatre's parking lot, but what they had made a wise selection. Surely this snappy, up-to-date edifice must be equally up-to-date throughout.

And they were not wrong. The cashier was attractive, with a smile which really meant "The Ichabod is pleased to entertain you this evening" and not one of those insipid, frozen smirks characteristic of Impressario Minsky's (and even others) front line. And what the cashier had not implied, the doorman did, with his cheery "Good evening," spoken in a tone of voice that was personally sincere, despite the fact that he had said those same two words a couple of hundred times before this very evening.

No detachment of a Roxy army met our little family, now even more anticipatory than before, as they entered the doors to the auditorium, rather a smartly groomed usher who actually asked where they might like to sit—not in any way suggesting where they gotta park their bodies.

So, Papa Smith, Momma Smith, and Willie Smith were escorted (not shown) to their seats about midway down on the left. And there we will leave them for two hours or so, while their selection of love and hate, of comedy and tragedy passed in shadowy forms before them.

● A STRANGE SILENCE was upon the Smiths as they nosed the jallopy in a homeward direction. Not that there had been anything particularly moving about the picture, for it had been what word-shy reviewers would merely term "just a dualler," but it did have a competent cast, a deftly articulated story, and enough of everything to make it an all-entertainment offering, and supported by a newsreel (reasonably up-to-date) and short subjects, with (this being, you will recall, Friday) a western added for the countless other families just like our Smiths.

At last Mrs. Smith spoke, not so much as addressing either Mr. Smith or Willie, but rather sort of audible thinking.

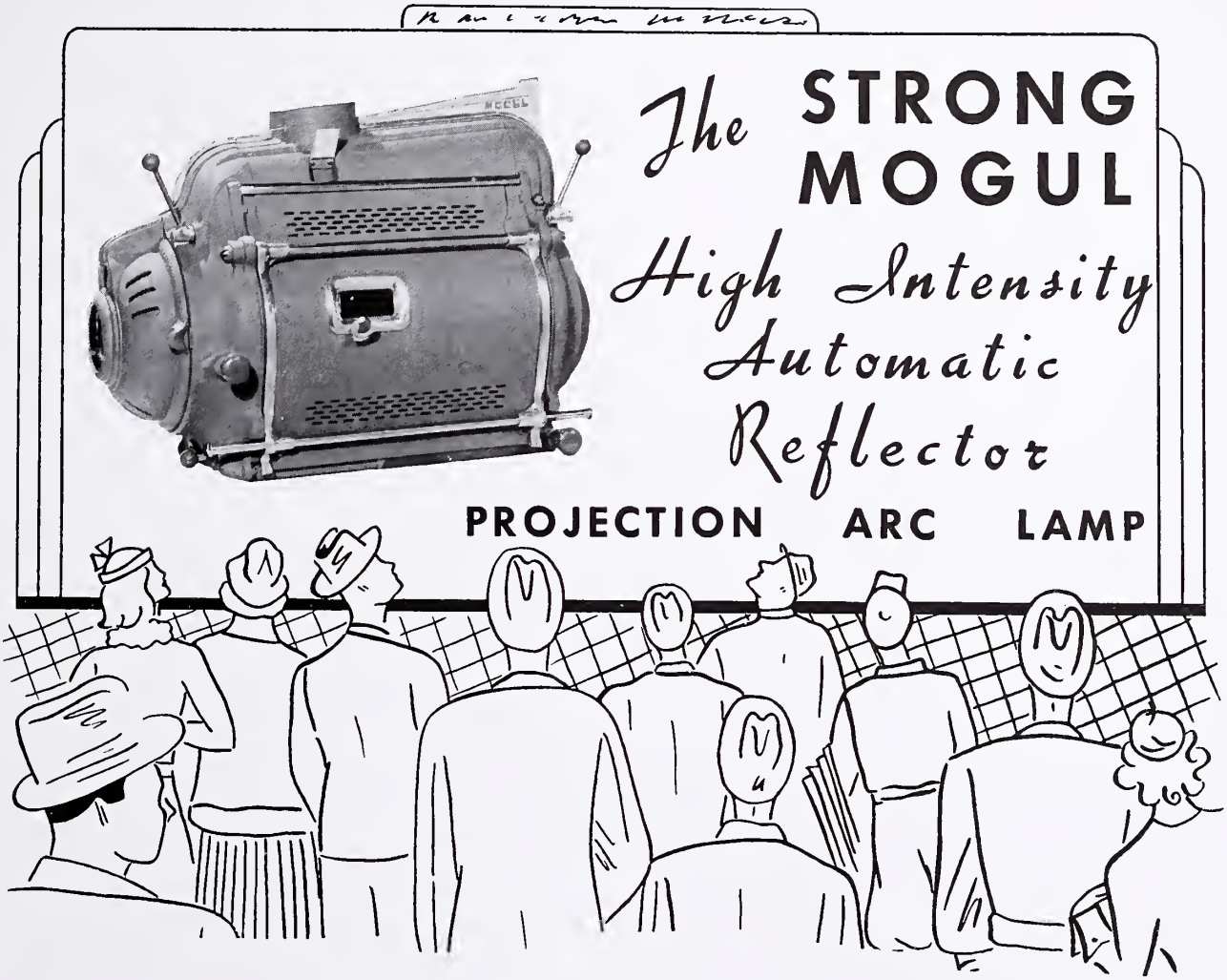
"Why doesn't the Reeal have shows like that?" she queried. "It was all good, and I haven't enjoyed a western like that for a long while."

A slight twinkle appeared in Willie's eye, a twinkle that was part questioning and part knowing. At least, he remembered that it was only last week that that same show—at least the main feature—was at the Reeal, and mama had suggested Tate's, but his father had seemed to discount the program.

"That used to be a dump," mused Father Smith, as unmindful of the mother's rhetorical query as though it had never been said; "I can remember, and it wasn't so long ago, either, when the Ichabod—it was the Four Star De Luxe then, remember?—was a place you wouldn't even want to be found dead in. God! What a joint that was! Did you . . . . ?"

But Mrs. Smith stopped him.

"That's the place old Snigglebritches used to run. I remember now. But when I was a girl it was an all-right theatre even though it was quite a way from home. You would never know the old place now. Why, did you notice the nice lobby, and that gorgeous carpet in the back of the auditorium?"



A *Distinct* ADVANCE IN DESIGN AND CONSTRUCTION

The Strong Mogul admits to no competition for it is in a class by itself, and provides many fundamental advantages available only in Strong lamps.

Every exhibitor should see a demonstration in his own theatre and prove to his own satisfaction all that is claimed for the Mogul. Independent Theatre Supply Dealers everywhere are glad to arrange these demonstrations.

THE STRONG ELECTRIC CORPORATION
2501 LAGRANGE STREET • TOLEDO, OHIO
Export Office: Room 2002, 220 W. 42nd St, New York City

"Wonder where they got those seats?" countered the papa, ignoring mother's question, even though it was not meant to be answered. "I'd swap my morris chair for one of those any time. 'Member those seats down in the whajamacallit, at Third and Upsal. Those were seats to make the electric chair seem comfortable. I've often wondered how it is that plain boards could be so hard, and in such a short time."

"That was the house, wasn't it that Willie went off to that day and came home with those things? And was I scared?"

"But the place," continued the poppa, nodding his head affirmatively to his wife's question, "that I think was about the worst was that dive over on Four-and-a-Half Street. It is still there, and it seems to be the same place—only worse— that the South City gang used to sneak off to. It was really the filthiest place I ever saw. 'Course it was only a dime, but, then, even our dimes would have bought enough disinfectant to prevent that odor from permeating the auditorium. Even if you had to go, it was much as your life was worth to venture into the cupboard they called a toilet. Even some of the down-town theatres aren't much better. They still have gobs of paper cluttering up the floor, and odors only less worse than that other place.

"Say, when you were powdering your nose, did you see that gadget that squirts hot air, so you don't have to use towels? That's a neat gadget. And I never saw a place—not even your bathroom, mama—cleaner than that men's room.

"And another thing, I never saw a porter like that in a theatre before—he actually swept up the dropped ashes without making even a non-smoker feel that he should apologize for being there!"

"Those were my thoughts, too," said Mrs. Smith. "The man who runs the Ichabod must have a wife to keep him primed on cleanliness. No mere male"—and she looked at Mr. Smith as if to remind him that he was one, too—"would know how to keep a spic-and-span place like that."

"By the way," broke in Mr. Smith, as if to protect his sex from further malicious allegations, "this was the first time, I think, that we've been to the movies when you did not complain of some one stepping on your toes while clambering to a seat?"

"Yes, I believe it is. And you, Mr. Griper, didn't squawk this time about having to park your knees under your chin." And Mr. Smith smiled, for, although his legs were not overly long, lack of room between rows of theatre seats was his perennial complaint.

As Mr. Smith turned into his drive way, almost as one they declared, "We'll have to go there again." But Willie, who had been taking in all the conversation, to himself smiled, and smiled, for HE had seen pictures—to hell with the rest of it!

MAKE YOUR SEATING PAY FOR ITSELF

Theatremen who have installed Ideal Chairs will tell you that their unusual comfort attracts enough *extra* patrons to more than pay for themselves.

So, with an eye to the box office, you'll appreciate Ideal Seating just as you do a top grossing picture.

There's an Ideal chair for every taste and every budget. Write for catalog describing the superior features of the full line of unsurpassed values. Dealers everywhere.

IDEAL BUILT TO EXCEL NOT JUST TO COMPETE CHAIRS

IDEAL SEATING COMPANY • GRAND RAPIDS, MICHIGAN

EXPORT OFFICE: 334 W. 44th Street, New York City: *Attention* J. E. ROBIN

Is This YOUR Theatre?

THE THEATRE: Key house of a large independent circuit, this theatre plays day and date with the second-run houses of an important affiliated circuit. It is situated on one of the busiest corners of a growing middle class neighborhood. Games or giveaways are not used, although a wide-awake management does occasionally sneak in some sort of an interesting contest. Admission ranges from 25 cents to 75 cents for week-end loge seats.

REPORT: House was visited on a Saturday evening when one of the year's biggest box-office attractions was the main feature. The theatre usually does hold-out business on Saturday night, but this time the mobs presented an unusual test for the staff. Two ushers were outside announcing the length of time before seats could be obtained. Inside, the ushers miraculously kept their respective tempers while some of the more ornery patrons complained because they paid their "55 cents and I'll be darned if I stand." The manager and his two assistants were kept busy placating the customers. When the feature was over, again the staff demonstrated its ability by emptying and refilling the seats with the minimum of disturbance. Projection is excellent.

SUMMARY: Outstanding management by independent circuit. If the staff did as grand a job under those trying circumstances, it must be the acme of efficiency and politeness under ordinary conditions.

Glass Exhibit in 1940

NEW YORK CITY—The million-dollar Glass Center at the New York World's Fair, sponsored jointly by the Owens-Illinois Glass Company, the Pittsburgh Plate Glass Company, and the Corning Glass Works, will again be a feature of the Fair in the coming 1940 season, a spokesman for the three companies announced early this month. Highly pleased by the large attendance at the building, which has exceeded 6,408,000 persons, the glass companies plan innovations to the present show for the coming season's activities there.

THE FRONT is faced with black and ivory Vitrolite which has been trimmed with stainless steel bands. A small, simply designed triangular marquee carries the theatre name as well as that of the current attraction and though not massive it adequately fills this small town theatre's needs.

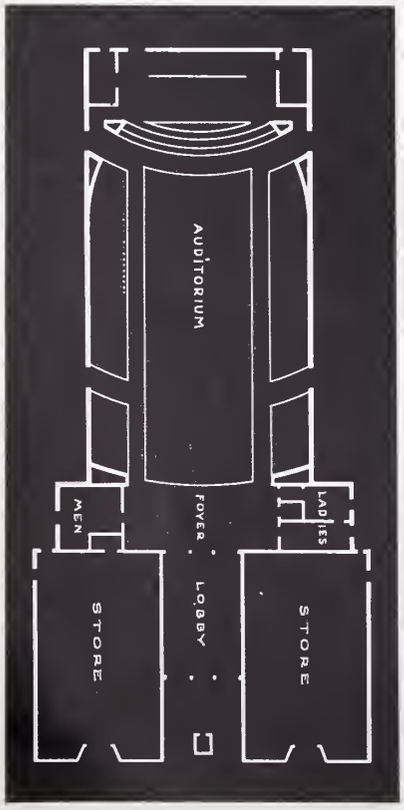
The Editors of BETTER MANAGEMENT are proud to present to its readers this modern 599-seat house recently erected in the town of Orleans, Massachusetts. Though the town boasts of a population numbering less than 2500, Mrs. Bertha M. Wilcox was able to visualize the need for a modern show-shop in the community. Constructed at a nominal cost, it is one that the smart independent exhibitor will give his attention to for future reference.

1939 PRESENTATION No. 32

The New
ORLEANS
Orleans, Mass.

Owner: Mrs. B. M. Wilcox
Architect: Herman L. Freer

THE PROSCENIUM, is perfectly plain, its only claim to distinction being the set of steps leading from the auditorium floor to the stage. Extending the full width of the auditorium, it allows for a stage large enough for the presentation of stage shows, if planned on a not too elaborate a scale. Note that on either side of the proscenium two grilles have been set in, the lower ones for heating and the upper for summer cooling.



REFERENCE FACTS:

Size of Lot: 54 x 170

Seating Capacity: 599

Cost Without Ground: $70.000

Acoustical Treatment—Armstrong Temlok Tiles. Manufactured by Armstrong Cork Products Co.

Air Conditoning—Installed by Capitol Engineering Co.

Carpets—Crestwood. Modern design in red, yellow and green. Manufactured by Alexander Smith & Sons Co.

Chairs—Manufactured by American Seating Co.

Construction Materials—Brick, steel and Vitrolite structural glass. Vitrolite manufactured by Libbey-Owens-Ford Glass Co.

Curtain Controls—Vallen. Manufactured by Vallen, Inc.

Decorator—Capitol Theatre Supply Co.

Display Frames—Manufactured by National Interior Finish Co.

Draperies and Stage Curtains—Manufactured by Capitol Theatre Supply Co.

Furniture—Royal Chrome. Manufactured by Royal Metal Manufacturing Co.

Generators—Robin Imperial. Manufactured by J. E. Robin, Inc.

Projection Lamps—Brenkert Enarc. Manufactured by Brenkert Light Projection Co.

Projectors—Motiograph Model K. Manufactured by Motiograph, Inc.

Screen—Dalite. Manufactured by Dalite Screen Co.

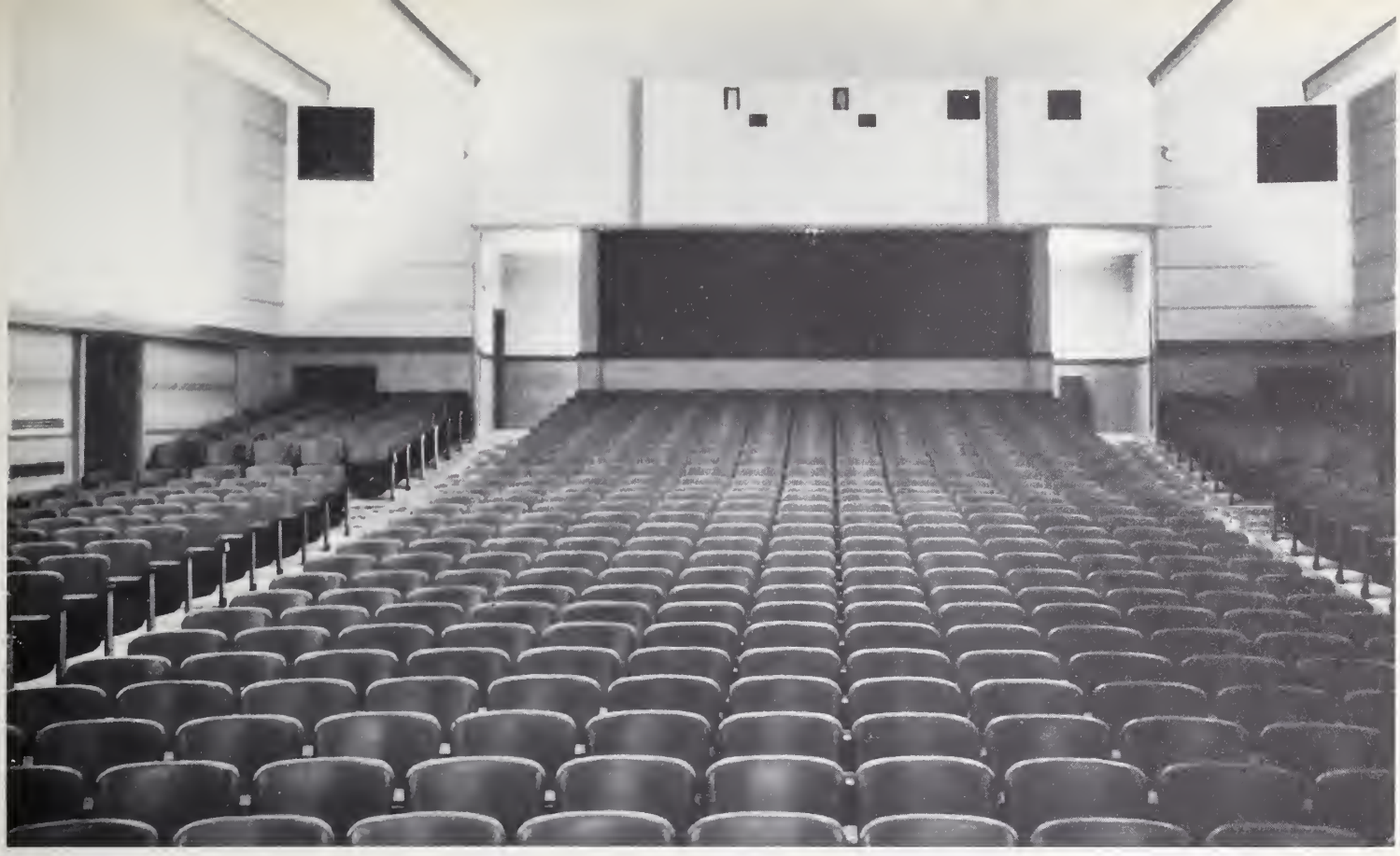
Sign and Marquee—Fabricated and erected by Louis Score Co.

Sign Letters—Manufactured by Wagner Sign Service, Inc.

Sound—Motiograph-Mirrophonic. Manufactured by Western Electric Co.

Supply Dealer—Capitol Theatre Supply Co., Boston, Mass.

Ticket Register—General Register.



THE AUDITORIUM, looking from the stage, shows the modest simplicity of the overall design. The lighting here emanates from three troughs placed in a ceiling recess. Armstrong Temlok Tiles cover the walls and ceiling for perfect acoustical results. Heavy drapes have been hung across the back of the middle bank of chairs thereby cutting off the viewing of the screen from the center of the standee room.

THE LOBBY looking toward the standee room, has vertical panels on the sidewalls to accentuate the height of this room. Here both rubber matting and linoleum have been used for floor coverings. The linoleum covers the center while perforated rubber matting has been used on the sides where patron traffic is the heaviest. Through the doors can be seen the candy counter which is used here in preference to the automatic candy machines more popular in metropolitan areas.

1939 PRESENTATION No. 33

The New
PENN
Titusville, Pa.

Owner: Warner Brothers
Architect: Victor A. Rigamount

THE EXTERIOR is without ornamental ginger-bread or lavish design. Straight construction lines plus a marquee built to attract patrons and not just to decorate are the only features discernible here. However, it should be noted that several shades of face brick were used in the facade to break up what would otherwise have been a monotony.

Though it is situated outside the territory ordinarily served by this publication, the Editors deemed this theatre's construction merits worthy of attention in BETTER MANAGEMENT. Pittsburgh architect Victor Rigamount, in association with Warner Brothers' Herman R. Maier, capably fulfilled the assignment given him: to plan a theatre which upon its completion, would be all that a modern cinema palace should be, one that would be able to compete in design with the best of the Metropolitan area's neighborhood deluxers.

REFERENCE FACTS:

Seating Capacity: 1000

Cost Without Ground: $100,000

Acoustical Treatment—Rock wool and fabric.

Air Conditioning—Deep well system. Manufactured and installed by American Heating and Ventilating Co.

Carpets—Modern design Crestwood. Manufactured by Alexander Smith & Sons Co.

Chair—Full upholstered back and spring edge seat. Manufactured by Ideal Seating Co.

Construction Materials—Brick, steel, concrete and Carrara structural glass. Carrara manufactured by Pittsburgh Plate Glass Co.

Curtain Controls—Vallen. Manufactured by Vallen, Inc.

Decorator—Rambusch Decorating Co.

Draperies and Stage Curtains—Manufactured by Charles H. Kenney Studios.

Furniture—Manufactured by Whitcomb-Meyer Co.

Projection Lamps—Ashcraft. Manufactured by Ashcraft Mfg. Co.

Projectors—Super Simplex. Manufactured by International Projector Corp.

Rectifiers—B. & L. Westinghouse. Manufactured by Westinghouse Electric Mfg. Co.

Rubber Mats—Manufactured by U. S. Rubber Co.

Sign and Marquee—Fabricated and erected by Outdoor Advertising Co. of Pittsburgh.

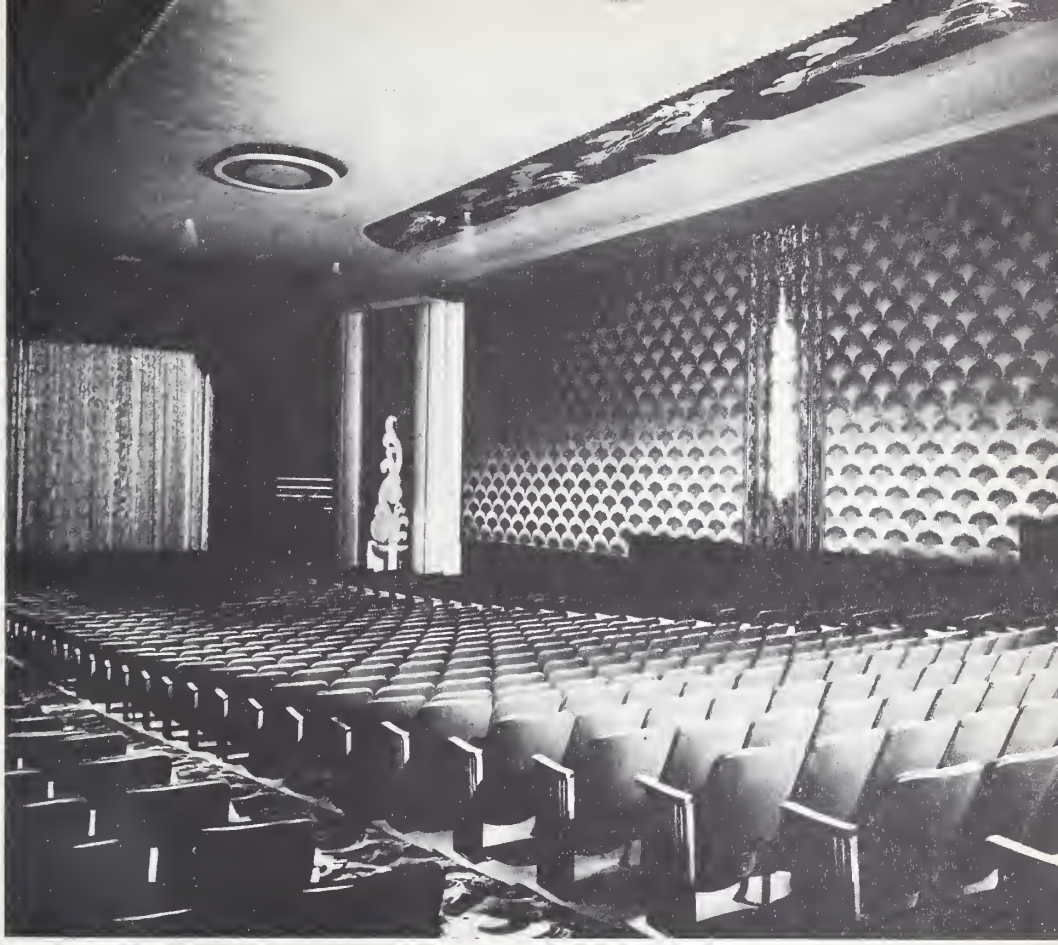
Sign Letters—Manufactured by Wagner Sign Service, Inc.

Sound—RCA. Manufactured by RCA Mfg. Co.

Supply Dealer—Continental Theatre Accessories, Inc.

Ticket Register—General Register.

THE LOBBY is unusually long, and its decorative motif is the same as that of the standee room.



THE AUDITORIUM has been gayly decorated in a most modern theme which assures the theatre's patrons a pleasant setting in which to view the cinematic offerings. The brightly colored fabric on the side walls, aside from being a decorative touch, assists in the absorbing of sound to prevent echoes.

THE AUDITORIUM, looking toward the rear, permits the obtaining of a much broader glimpse of the decorative scheme. On the ceiling, broad bands with a floral design on a deep colored background run the length of the auditorium to add an appearance of greater length to the overall effect.

THE FRONT of this recently renovated house is a definite departure from the architectural theme used before. Modern in every respect, it is a real cause for added boxoffice receipts. Black ivory Carrarà structural glass trimmed with stainless steel covers the entire facade. An almost triangular marquee with much space for current attractions, makes this house the bright spot of the neighborhood.

THE STANDEE ROOM is not large and the two candy machines shown here have been built into the wall to allow extra space. A modern drinking fountain with columns of glass blocks flanking it, is the highlight of this part of the house.

1939 PRESENTATION No. 34

The Renovated
SENATE
Philadelphia, Pa.

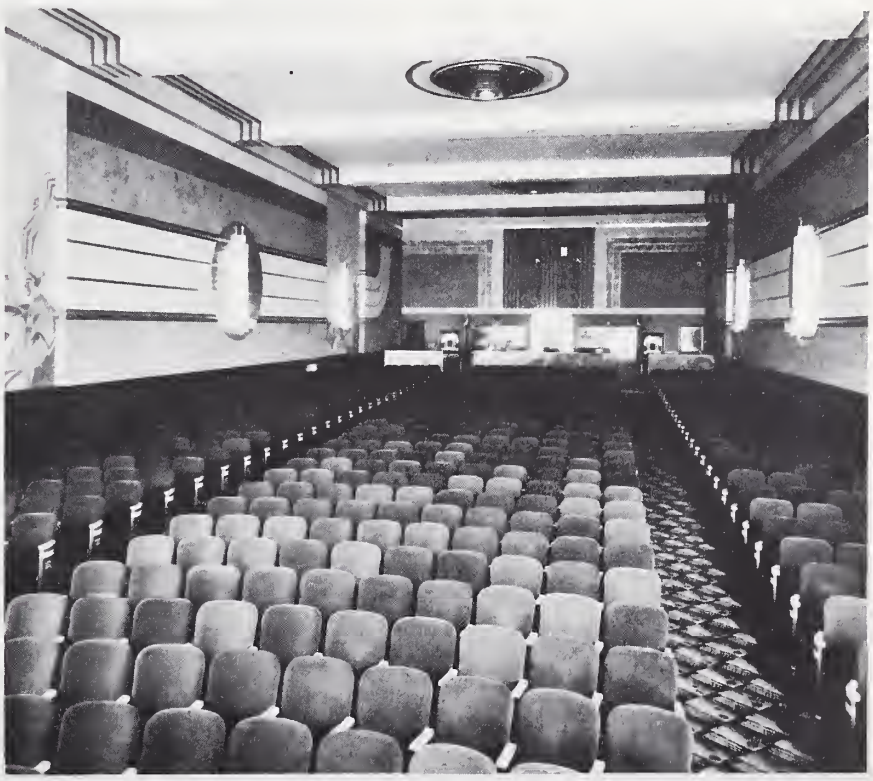
Owner: Sol Amusement Co.
Architect: David Supowitz

THE PROSCENIUM theme from this angle seems to be oddly different, giving the appearance of being entirely covered with fabric and of the same general pattern as the stage curtain, though in a darker shade. The decorative scheme for the rest of the house is perfectly balanced with the modern motif not being overdone. In the foreground, we note the standee rail with its leather upholstered arm rest and illuminated glass block aisle head.

REFERENCE FACTS:

Size of Lot: 41 x 132
Seating Capacity: 650
Cost of Renovation Including Equipment: $65,000

Acoustical Treatment—Thermax walls. Manufactured by Northwest Magesite Co.
Air Conditoning—Frigidaire system. Manufactured by General Motors Corp. Installed by Elliott-Lewis Co.
Carpets—Crestwood. Red design on an amber orange field. Manufactured by Alexander Smith & Sons Co.
Construction Material—Blue and ivory Carrara structural glass. Manufactured by Pittsburgh Plate Glass Co.
Chairs—Blue upholstered back with red leather spring-edge seat. Manufactured by Irwin Seating Co.
Curtain Controls—Vallen. Manufactured by Vallen, Inc.
Decorator—Philadelphia Decorating Co.
Draperies and Stage Curtains—Manufactured by American Drapery Co.
Generators—Hertner. Manufactured by Hertner Electric Co.
Lighting Fixtures—Voigt. Manufactured by Voigt Co.
Projection Lamps—Peerless Magnarc. Manufactured by J. E. McAuley Mfg. Co.
Projectors—Super Simplex. Manufactured by International Projector Corp.
Rubber Mats—Manufactured by O. W. Jackson Co.
Screen—Walker white. Manufactured by Walker American Co.
Sign and Marquee—Fabricated and erected by Apex Sign Co.
Sign Letters—Adler. Manufactured by Adler Sign Letter Co.
Sound—RCA. Manufactured by RCA Mfg. Co.
Supply Dealer—National Theatre Supply Co.
Ticket Register—General Register.



THE AUDITORIUM, looking toward the rear, reveals a most interesting touch, in the manner in which the rear wall design has been worked into that of the side walls and ceiling without bringing into play the broad bands of color used on the side walls.

MODERN SUPPLY DEALERS

Number 11 of a Monthly Presentation of the Leading Dealers in the East
NATIONAL THEATRE SUPPLY CO.
1039 Broadway, Albany, New York

One of the smaller branches of the NTS chain of supply stores is this one in Albany, New York, managed by O. E. Williams. As you probably would have guessed, he is the gentleman behind the desk in the topmost photo in this pictorial layout. Because the branch is small, we should not construe Mr. Williams as one of the lesser lights among NTS managers, for his wide experience in the equipment field and years of service with NTS places him in the upper strata of equipment store managers.

BETTER MANAGEMENT

VOL. 2 NOVEMBER 15, 1939 No. 11

LEADERS in Equipment Field

GEORGE MEAD
General Sales Manager
General Register Corporation

By Louis Sanford Mentlik

GEORGE MEAD, general sales manager, General Register Corporation, tore into his office, whipped off his coat and jacket, made himself comfortable behind his neatly-arranged desk, lit a Herbert Tarryton, eyed this reporter in appraisal, rubbed his hands, and said: "Okay, whataya want to know?" Taken somewhat aback by the spryness of a gentleman who has reached the age where most folk would

General Register's Mead
His business is his hobby

rather relax and call it quits, we just sat down and forgot to ask any questions.

"I was born in London, England." He didn't wait for a query to start the wheel rolling. After that it was easy.

HE WAS EDUCATED at England's Mistley College, Essex County, and emerged as a Chartered Accountant, the British equivalent to a CPA. Leaving England in 1906, young Mead obtained work in the office of yeast magnate Julius Fleischmann, a friend of the family. After gaining invaluable practical accounting experience in the Fleischmann office, he went to work as chief accountant for the United Cigar Store Company.

In 1918, at the tail end of the first World War, he began his career in the ticket machine industry, when he reorganized the Automaticket Ticket Register Corporation, the pioneer in the field. During his two decades in the business, he made countless friends and "enjoys personal and long acquaintanceship with all the leading exhibitors, both in the States and in the Dominion of Canada."

OVER A PERIOD OF YEARS, George Mead was executive vice-president in charge of sales for Automaticket. From 1932 to 1936 he operated his own company, the Standard Ticket Register Corporation, with offices at 1600 Broadway. General Register acquired Standard, and

(*Continued on page BM-19, column 2*)

World Premieres Prove Helpful As Many Companies Line Up Shows

Exploitation Shows Continuing But Not On Former Expensive Scale

New York City—The spurt of world premiere openings has begun again, with expectation that it will continue during the current season, a survey by the Better Management department of The Exhibitor showed this week.

During the summer there were several premieres, with critics being taken to the center of attention, but while the bally openings continue, it is doubtful whether they will be on such an expensve scale as heretofore.

Paramount opened its "Disputed Passage" in Detroit, bringing in critics from nearby cities; Columbia had a gala Press Club premiere of "Mr. Smith Goes to Washington" in Washington, with the trade press, exhibitors, nearby critics and others invited; Warners set its world premiere bow of "The Private Lives of Elizabeth and Essex" in Philadelphia, without any attached tours for critics or trade press, although all theatres in the zone participated in the publicizing; 20th Century-Fox made the most of its New York State premieres of "Drums Along the Mohawk" just a fortnight ago in several cities, while RKO is scheduled to bow in with the Kay Kyser musical, "That's Right, You're Wrong," in his North Carolina home town.

RKO also had a gala premiere for "Allegheny Uprising" in Pittsburgh last fortnight.

Showmen generally agree that having these openings in various parts of the country is smart selling. Not only does it help business in those particular towns, but it keeps the merchandising division keyed up to top pitch.

Naturally, a show which gets such attention always looms as more important in the eyes of the exhibitors, with significant results.

It may not always be necessary to spend a fortune on the premieres, but by keeping the budget down and handling the matter in a sensible manner, everyone can benefit.

FTC Announces Rules For Public-Seating Trade

Washington—The Federal Trade Commission early last month promulgated the Trade Practice Rules for the public-seating industry. Among the practices the rules outlaw are misrepresentation of products; false invoicing; use of false or deceptive selling methods; misuse of the terms "close-outs," "obsolete items," "discontinued lines," etc.; defamation of competitors or disparagement of their products; commercial bribery; threats of infringement suits; procurement of competitors' confidential information by unfair means or the wrongful use thereof; inducing breach of contract; enticing employes of competitors, substitution of products; discriminatory prices, or rebates, refunds, discounts, credits, etc., which effect unlawful price discrimination; and aiding or abetting use of unfair trade practices.

It is pointed out in the document that "compliance with the trade-practice provisions . . . is considered to be conducive to sound business methods and is to be encouraged and promoted individually or through voluntary cooperation exercised in accordance with existing law," but that "non-observance of such rules does not, per se, constitute a violation of the law. Where, however, the practice of not complying . . . is followed in such manner as to result in unfair methods of competition, or unfair or deceptive acts or practices, corrective proceedings may be instituted by the Commission. . . ."

The rules suggest the keeping of "proper and adequate records for determining costs," and discourages the employment of "blind bids" (where a stated discount is offered, applicable to the lowest bid made).

Zenith Testing Television

Chicago — Through arrangement with Burton Holmes, Inc., producers of motion pictures, the Zenith Radio Corporation will transmit film regularly on its television test-program schedule. A partial objective will be to test the television possibilities of commercial and educational motion pictures. First picture, "To the Ladies," transmitted October 11, is an educational feature of the Milwaukee Lace Paper Company. Zenith, which has been transmitting visual programs twice a week, is contemplating stepping this up to three a week.

Equipment News

Westinghouse Offers New Sealed Compressor

East Pittsburgh, Pennsylvania—Particularly suited for theatres, stores, factories and other air-conditioning applications requiring high capacity, a new ultra-compact 100-ton, hermetically sealed compressor is announced by the air-conditioning department of the Westinghouse Electric and Manufacturing Company at East Springfield, Massachusetts. For equal capacity, the new 16-cylinder, V-type, 1,150-rpm. unit is smaller, lighter, and more efficient than previous commercial compressors.

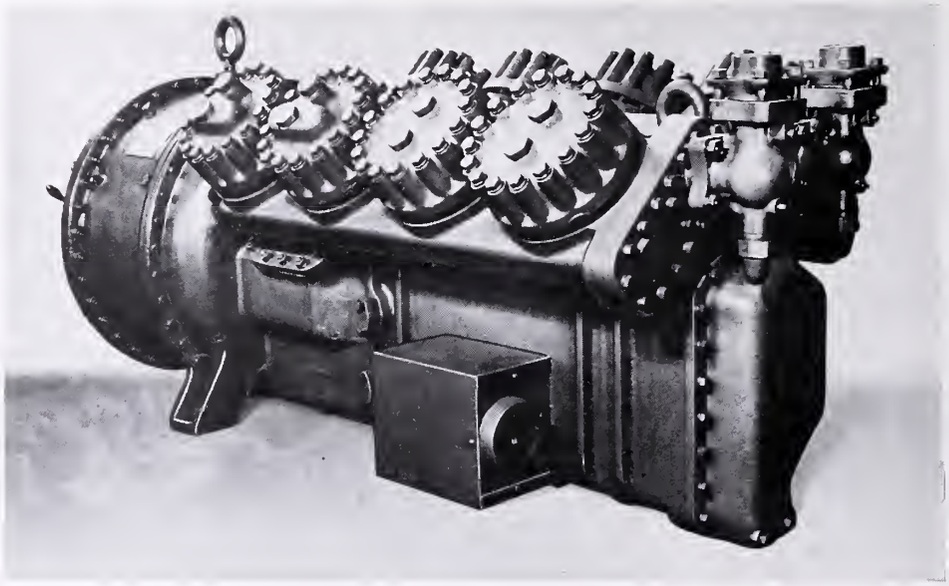
Installation of the new compressor is simplified by a refrigerant-cooled motor which require no external ventilation. Small for its capacity, the unit fits in corners or odd spaces ordinarily too small. The reduced weight makes the compressor easier to handle and avoids the necessity of providing special foundations.

Maintenance expense is reduced by the hermetically sealed design that has no shaft-seal to leak. The motor is completely enclosed with the compressor, eliminating the troublesome shaft-seal or ordinary units and preventing dust, dirt, and moisture from reaching working parts and lowering the efficiency and increasing the wear. The direct drive motor and compressor are mounted on a common crankshaft, avoiding "lining up" problems, power losses incident to belt-drive and any need for lubricating the driving motor. A further safeguard to low maintenance is the use of a reversible oil pump which provides positive lubrication regardless of the direction of rotation.

Servicing is a simple operation, since the entire operating mechanism can be exposed by removing the side plates from the crankcase. No pipes need be disconnected nor is the unit disturbed in any way.

The 100-ton compressor is available for use on two- or three-phase, 60-cycle circuits for 208, 220, or 440 volts. Standard magnetic "across the line" starters, or step-type starters, may be used, depending on the starting current limitations.

The new 100-ton compressor weighs 4,200 pounds, and overall dimensions are 90 inches long, 34 inches wide, by 36 inches high. Normal rating is 1,212,000 Btu an hour, based on 37 pounds to the square inch of gauge suction pressure, 65 degrees Fahrenheit suction gas, 75 degrees Fahrenheit water in 95 degrees Fahrenheit out.



Westinghouse Electric's Compressor

Here is a general view of the new hermetically-sealed, V-type, 16-cylinder, 100-ton Westinghouse air-conditioning compressor. Engineering features also include no shaft-seal, a refrigerant-cooled motor, and reversible oil pump. Starting is by line starter on reduced voltage, with capacitors being added for high power applications.

EXCELLENCE . . .

in construction, comfort and economical maintenance

Here is the reason William I. Greenfield again chose

INTERNATIONAL

The THEATRE CHAIR of Tomorrow-- AND TODAY!

This time in the reseating of his newly acquired and renovated Sherwood Theatre, Philadelphia

Write for Our Latest Catalogue

INTERNATIONAL SEAT CORP., UNION CITY, IND.

Eastern Sales Offices: 1501 Broadway, N. Y.

New RCA Conversion Kit

Camden, New Jersey—The Photophone Division of the RCA Manufacturing Company has introduced a new conversion kit, which will substantially increase the volume output level of certain types of sound-film reproducing equipments. It will also effect a saving of over 70 percent in photo-tube replacement cost, according to Edward C. Cahill, RCA Photophone division manager.

The conversion kit consists of three photo-tubes (one for each projector, and a spare), a pair of metal brackets with the new tube sockets, and a lens. The kit, that is applicable to the Western Electric, Universal base and 206 and 208 soundheads, permits the use of the RCA 868 photo-tube in place of the more expensive 3A and similar types of photo-tubes.

"Invisible Sound Transmitter"

Hollywood—One of the most perplexing problems arising from sound in pictures has been solved by Warners through the development of an "invisible sound transmitter," which enables a player to hear music, cues, and instructions which must not figure in the final sound track.

Radio transmission is the basis of the new device, invented by the Warner sound department, under the guidance of Major Nathan Levinson.

Sound of any sort, it was stated, is sent into an offstage microphone and is conveyed to the player working before the cameras through a tiny bone conductor, affixed to his spine under his clothing. The conductor, in turn, transmit the impulses to the brain. The entire device, consisting of a conductor and receiver, is not much larger than a man's fist.

The invention permits the transmission of inspirational music to the player, and the director can give detailed instructions without his voice being recorded, and better timing in telephone and dictation conversations can be accomplished.

Lack Gets Mohawk Line

New York City—Harry Lack, president of the Lack Carpet Company here, announced recently that, as of December 1, his company will become distributors for the Mohawk Carpet Mills, Inc. Lack Carpet Company has been one of the leading distributors of soft floor coverings in the metropolitan area for years.

New American Seating Folder

Grand Rapids, Michigan—Exhibitors and others in the chair market will be interested in the new folder recently issued by the American Seating Company, describing in words and multiple colors illustration the Bodiform and Avion chairs. The attractive folder is free upon request.

GARVER'S NEW RECTIFIER
The Kurrent Changer is superseded

Clancy Gets Wiedhaus Patents

SYRACUSE, NEW YORK—An important development, which will probably interest theatre owners, is the recent acquisition by J. R. Clancy, Inc., of this city, of the full and exclusive rights to the original Wiedhaus patents covering contour curtains.

Heretofore contour curtains have been adaptable only to large theatres and auditoriums. A recent development by Clancy now provides an inexpensive type of contour curtain adapted to and within the price reach of motion picture houses and small stages.

In keeping with the unusual architectural effects that have been used to modernize the theatre, the contour curtain has introduced beautiful and striking proscenium effects which have added greatly to the interest of the modern stage.

New Garver Rectifier

UNION CITY, INDIANA—A new 15- to 30-ampere capacity rectifier for low-intensity operation, superseding the Garver Kurrent Changer, has just been introduced by the Garver Electric Company here.

Features of the new rectifier include an improved winding and a higher grade steel, which assure greater efficiency, longer bulb life, and a smoother performance. A natural draft cooling is obtained through the new case design, that is said further to increase the overall efficiency.

Recent Installations

PHILADELPHIA—Among the lighting fixture installations recently completed by the Voigt Company were those in the following theatres: Olympic, Altoona, Pennsylvania; Tremont, Tremont, Pennsylvania; Palace, McAdoo, Pennsylvania; Goldman's Park, Hanover, Pennsylvania; Penn, Royersford, Pennsylvania; Lyric, Minersville, Pennsylvania; Hippodrome, Pine Grove, Pennsylvania; Comerford's Shawnee, Plymouth, Pennsylvania; Comerford's Capitol and Colonial, Lebanon, Pennsylvania; Capitol, Harrisburg, Pennsylvania; Strand, Lancaster, Pennsylvania; Warner Brothers' Germantown, Philadelphia; Senate, Philadelphia; Bethesda, Bethesda, Maryland; Princess, Washington; Jewell, Washington; Capitol, Fall River, Massachusetts; Kallet's Capitol, Rome, New York; RKO-Royal, New York City (Bronx); RKO-Proctor, Yonkers, New York.

NEW YORK CITY—October sales of Simplex Four-Star Sound, according to National Theatre Supply Company's president W. E. Green, have set a new high for the company, with a total of 55 complete installations throughout the country. Among the orders recently received by NTS are those for the Balaban and Katz's screening room, Chicago; the Tower, Camden, New Jersey; 20th Century, Juneau, Alaska; Park, North Canton, Ohio; Pocatello (Idaho) High School auditorium; the projection room, Arrowhead Hotel, Arrowhead Springs, California; the Pix, Chicago; an installation for the Schine circuit, Gloversville, New York.

PHILADELPHIA—Still producing in one of the biggest seasons of his career, Carl Keatch, local sales representative, American Seating Company, comes through with the report of still more orders, including a sale to Benjamin Amsterdam, Atlantic Theatres Corporation, of 1,100 chairs for the new Wood, Woodbury, New Jersey, and to the Hirsch Amusement Company of 500 chairs for the Ruby, Philadelphia, and 500 chairs for the Pike, Philadelphia.

CHICAGO—The General Seating Company reports the following items:

Capitol, Capitol Heights, Maryland, is installing General seats, purchased through Ben Lust Theatre Supplies, Washington.

GRC's Mead

(*Continued from page BM-17*)

Mead went along as General Sales Manager, a post he is holding down very capably today.

"Of course," said Mead in response to a question concerning the part ticket machines have played in the progress of the movie business, "there have been many changes in the method of selling tickets during the past 20 years—that is, from the old method of hand selling until this extremely important theatre operation was gradually improved and finally modernized by General Register Corporation. Today the machines we manufacture are used as standard equipment in all the leading theatres and cinemas throughout the world, and recognized by the exhibitors more in the light of a revenue control system rather than as just another piece of equipment."

RETURNING to his personal life, we discovered he is married, has two sons and one daughter, all three of whom are also married. His daughter, Vivian, was on the stage for several years, her biggest success being in "Hit The Deck," the Broadway musical success of a few years ago. His son, Percy, is chief engineer at radio station WWRL, the up-and-coming "Voice of Queens County." George, Jr., "is trying to follow in my footsteps in the ticket machine industry to keep to the family banner."

MEAD IS A MEMBER of the Trinity Church and St. Luke's Episcopal Club. He is an honorary member of the Loyal Order of Moose.

When we inquired as to his hobbies, the answer was "I have no particular one other than keeping the goodwill and business contacts that I now enjoy with all the motion picture exhibitors.

Paramount's CENTURY Theatre
Rochester, N. Y.
Architect: CHARLES S. BURTON
Signs by: GENERAL OUTDOOR ADVERTISING CO.
Letters by: WAGNER SIGN SERVICE, Inc.

These Photographs Show Two Marquees of the Century Theatre Fronting on Two Separate Streets. See the Different Methods of Handling the Same Copy on These Two Marquees—an Example of the Versatility of Wagner Multiple-Size Letters.

No One but Wagner Is Authorized to Make This Type of Equipment.

WAGNER SIGN SERVICE, Inc., 218 S. Hoyne Ave., CHICAGO • 123 W. 64th St., NEW YORK • 706 E. Hancock Ave., DETROIT • 6 Britain St., TORONTO

Selling Features

"All Quiet on the Western Front"

SYRACUSE, NEW YORK—Manager Pat McGee, RKO-Schine Paramount, built his campaign with emphasis on see the uncensored "version." Marquee and trailer featured this catch line.

A special record was made in the studios of WSYR by the leading man of the Little Theatre group. Feature of the two-minute speech was that Universal had replaced the parts eliminated from the original prints because of protests of foreign governments. This record was played and amplified under the marquee. Local Peace Council chapter reviewed the show and used a group of club women in a chain telephone stunt, urging others to see the picture

Newspaper story was secured on giving free tickets to those bringing German souvenirs of the World War during the first hour of the show. Six film shipping cases were wrapped in cellophane, labeled "uncensored," and put in prominent store windows together with theatre cards.

TROY, NEW YORK—A routine, yet comprehensive, campaign was staged for Universal's re-issue, "All Quiet on the Western Front," by manager Sid Sommer, Lincoln, here.

Besides trailers on his own screen, they were also used at the Troy, American, and Proctor's. Flags borrowed from the American Legion adorned the stage and were illuminated during the showing of the trailer. A lobby display, material for which was borrowed from the local armory, was used in advance. For the engagement, ushers and doormen were dressed in regulation army uniforms, the cashiers in Red Cross uniforms.

A canvas-mounted 24-sheet was suspended from the roof of the theatre and the front was decorated with flags. A large bombshell-effect banner was mounted over the box office. Two mounted three-sheets were also used at the front. Co-operation was obtained with the local Red Cross, for flags and a first-aid display.

Other items included the house-to-house distribution of 10,000 heralds; 100 window cards posted in the city's outlying areas; a street ballyhoo of an old-fashioned mule-drawn buggy, with three-sheets attached.

Besides announcements, with art and readers, in the local dailies, Sommer also had plugs in Rensselaer Polytechnic Institute's Poly, in Russell Sage College's Quill, the Troy Observer, and in the Cohoes American. Announcements were posted on bulletin boards of down-town hotels and at the YMCA, as well as at the drill period of the National Guard unit.

THIS LITTLE GIRL WILL HAVE A HAPPY CHRISTMAS *but*

Tuberculosis is still the greatest killer of youth . . . and takes *fifty per cent more girls* than boys between the ages of 15 and 25!

Two modern aids that help the physician detect tuberculosis in its earliest, *curable* stage are the tuberculin test and the chest X-ray.

Your purchases of Christmas Seals make it possible, not only to teach people that tuberculosis is preventable and curable, but to look for early stages of this dread disease among children who *seem to be* in good health.

So from now 'til Christmas, mail no letter—send no package—unless it is decorated with the Christmas symbol that saves lives!

BUY CHRISTMAS SEALS

The National, State and Local Tuberculosis Associations In the United States

"Drums Along the Mohawk"

SCHENECTADY, NEW YORK—As might have been expected, the quintuple-barrelled world premiere of 20th Century-Fox's "Drums Along the Mohawk" was backed by five splendiferous campaigns.

As a sample of those conducted THE EXHIBITOR here presents some of the items in the campaign of Richard Murphy, conducted in association with S. J. Ullman, Fabian city manager, and manager R. C. Murphy, Proctor's, where the Schenectady festivities were held.

A proclamation was issued by Mayor Baxter proclaiming a "Drums Along the Mohawk" Week.

The main street in Schenectady (State Street) was gaily decorated with flags bearing "World's Premiere—Drums Along the Mohawk."

A double truck appeared in both the morning and evening papers in advance of playdate. Top of both pages carried bold banner—"Drums Along the Mohawk." Morning paper, Gazette; evening paper, Union Star.)

Sixty Union Star newsboys wore Indian hats, bearing "Drums Along the Mohawk" copy for one week in advance of playdate.

Twelve trucks used by Star carried "Drums Along the Mohawk" copy for one week in advance of playdate.

A telephone canvass was carried out by the local Chamber of Commerce announcing World Premiere of "Drums Along the Mohawk" at Proctor's.

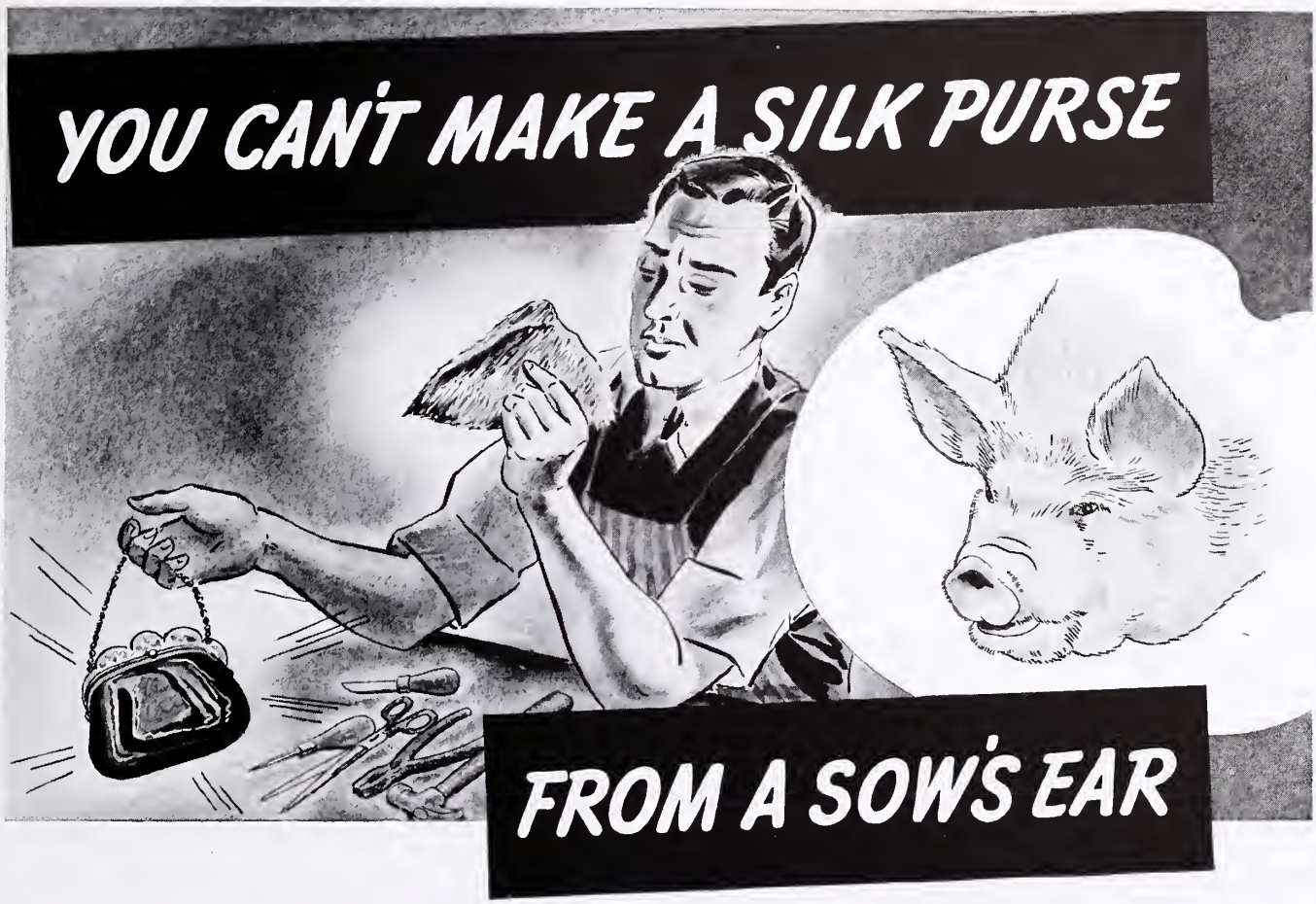
Two High Schools and four Intermediate Schools carried notices on bulletin boards, with stills and copy announcing playdate.

Five local stores on the main street displayed museum pieces and historical data on the showing of "Drums Along the Mohawk." Relics were secured through Schenectady Museum.

Five thousand heralds were distributed to schools as a follow-up on the bulletin announcements.

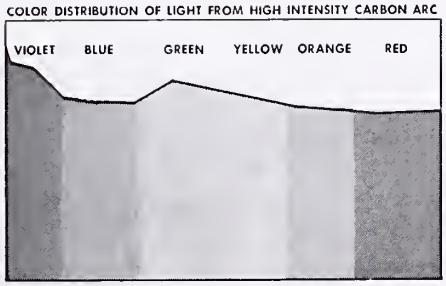
Ushers and cashiers wore sashes bearing "Drums Along the Mohawk" World Premiere copy for one week in advance of playdate.

Spot announcements were made over WGY ten days in advance of playdate. Each announcement being directed to the locale of the picture and plugging World's Premiere at Proctor's.



. . . and you can't show color features in natural hues with unbalanced light

COLOR DISTRIBUTION OF LIGHT FROM HIGH INTENSITY CARBON ARC



● The audience sees on the motion picture screen only those colors that are present in the projection light. If certain colors are absent from the light, the dye on the film can't put them on the screen. Excess of certain colors likewise distorts the natural hues of color features. ● High intensity carbon arc projection assures an evenly balanced light with all colors present in essentially equal intensity. This is apparent from the chart of color distribution here shown. ● This is the quality of projection light for which color film is processed. It is the only quality of light that gives *natural* color reproduction.

USE HIGH INTENSITY PROJECTION LIGHT FOR HIGH QUALITY PROJECTION

SIMPLIFIED
High Intensity
PROJECTION

ECONOMICAL AND MODERN

WITH "NATIONAL" "SUPREX" CARBONS

NATIONAL CARBON COMPANY, INC.
Unit of Union Carbide and Carbon Corporation
CARBON SALES DIVISION, CLEVELAND, OHIO
General Offices: 30 East 42nd Street, New York, N. Y.
BRANCH SALES OFFICES: NEW YORK PITTSBURGH CHICAGO SAN FRANCISCO

The words "National" and "Suprex" are trade-marks of National Carbon Company, Inc.

If you'd like the *big* end of the holiday rush, here's how to pull 'em in. Just install Stanley Magic Door Controls — actuated by a beam of light — that open a door automatically as a patron approaches, and closes it automatically when he has passed through.

There's real publicity in such doors — it's been proved wherever they've been installed! And they make your theatre easily the most *modern* in town! Send for the 24 page Magic Door Book — read the facts for yourself. The Stanley Works, Magic Door Division, New Britain, Connecticut.

STANLEY
MAGIC
DOORS
REQUIRE NO HAND TO OPEN

"Elizabeth and Essex"

WILMINGTON, DELAWARE—Manager Lewis S. Black, Warner, gave a private screening for theatrical critics, newspaper men and women and a few others a week in advance. He and his assistant, Leonard Howard, arranged an attractive lobby display and also had a girl dressed up like Queen Elizabeth, distributing cards, showing the picture of the theatre on one side and announcement of the film on the other. Heralds were distributed at two Saturday football games, one at the Newark High School and the other at the Pierre S. DuPont High School grounds. Cards were posted on all school bulletin boards and teachers were notified by letter. Besides this, a radio questionaire contest was conducted over WDEL with a free ticket offered for the first correct answer to historical questions concerning Queen Elizabeth.

"The Cat and the Canary"

NEW BEDFORD, MASSACHUSETTS—Morris Simms, manager, Olympia, inserted the following notice in The Standard-Times, Mercury, to promote the picture "The Cat and the Canary," advertised like this:

"One Woman, in addition to being $5 richer, will experience the thrill of her life when she sits alone at midnight tomorrow at a private screening of Paramount's terrifying thriller 'The Cat and the Canary' at the Olympia Theatre! The judges are now selecting the woman. Watch for their decision in our ad tomorrow!"

Simms said the ad, which was run for two days only and requested "would-be frightened" women to send their names and addresses to the Olympia management, brought hundreds of requests.

"Jamaica Inn"

SYRACUSE, NEW YORK—Manager Sid Holland, RKO-Schine Eckel, arranged with a down-town restaurant whereby it paid entire cost of several thousand heralds, numbered for the award of free meals and refreshments to the 25 persons bringing in the herald to the restaurant.

Menu books at all tables had a small card affixed with the 25 numbers enumerated. Restaurant adopted the name "Jamaica Inn," for the run of the picture. Painted foot prints "This way to Jamaica Inn" were affixed to the side walks from nearby corners and led to the theatre.

"Roaring Twenties"

SYRACUSE, NEW YORK—Daily Orange, Syracuse University publication, used a contest for manager Harry Unterfort, RKO-Schine Keith's, devoted to naming five former football players of the University who were now engaged in coaching football.

This ran five days. Syracuse Herald and Valley High School paper ran separate contests

"U-Boat 29"

PORTSMOUTH, VIRGINIA—Three thousand heralds and special lobby displays taxed the capacity of the Virginia. This seaport city, home of one of the largest Navy Yards on the east coast, gave the picture a warm reception. A banner across the entire front of the theatre was included in the build-up.

"The Women"

NORTH ADAMS, MASSACHUSETTS—Manager Francis Faille, Paramount, had effective tie-ups with local business concerns.

A 36-inch co-operative advertisement was run by the gas company in the local newspaper and there was a hook-up with the picture in the gas company's show window. In addition, the gas company supplied inserts on the picture in mailing out its gas and electric bills, without cost.

As a further promotion, window and counter displays as a tie-up with the picture were arranged and a large window display at the city's largest department store. To top off the promotion, Faille had a sandwich man parade the business section of the city, the placard reading, "The Paramount Theatre is unfair to men, playing 'The Women' only."

"Mr. Smith Goes to Washington"

SYRACUSE, NEW YORK—Manager Frank Murphy, Loew's State, used a 40x60 in lobby entrance for week in advance. Ten leading clergymen of the city were invited to the opening. Comment cards were passed out to late exit crowds and those returned were posted in lobby. Tie-up was arranged with nearby luggage store, displaying stills and theatre card, featuring in window the luggage carried by "Mr. Smith" whether to Washington or elsewhere. Quiz blanks were distributed and best answer received guest tickets.

"Smashing the Money Ring"

SYRACUSE, NEW YORK—Manager Erle Wright, RKO-Schine Strand, arranged a tie-up with the FBI and a local police department and secured the services of Patrick Hanlon, finger print expert, who gave brief talk on finger printing for identification and then took impressions of over 50 volunteers on regular FBI blanks whch were sent to Washington, Albany and local department for file.

"The Wizard of Oz"

SYRACUSE, NEW YORK—Sid Grossman, Elmwood, posted life-size cutouts of principals in the picture not only in his entrance doors, but in stores in the neighborhood. A picture of his marquee with the attraction and play dates was run in South Side Ad-Viser together with two-column write-up of the theatre and picture.

"At the Circus"

FALL RIVER, MASSACHUSETTS—Bill Canning, manager, Interstate Empire, built up his patronage by dressing a man up in an old-time ringmaster's costume of brilliant hues, topped off with a silk topper. and parading him up and down in front of the theatre and having him "barking" the movie near the box office.

GENERAL
GENERAL SEATING COMPANY
CHICAGO

Press Books

"The Private Lives of Elizabeth and Essex"

NEW YORK CITY—Warner Brothers is distributing the press book on "The Private Lives of Elizabeth and Essex," co-starring Bette Davis and Errol Flynn to exhibitors this week. The campaign has been planned to sell the picture effectively and completely in all types of situations, and contains a wealth of stories, stunts, ads and accessories.

The book opens with a two-page spread, quoting the rave reviews, which the picture has received from the trade papers. Following are six pages of publicity stories, lavishly illustrated with scene cuts available in mat form to exhibitors.

Following the publicity section is a two-page spread describing the national tie-ups which have been arranged by Warners with several large manufacturing companies. These include tie-ups with Lux, House of Westmore, and Pocket Book. In addition, the large national advertising campaign is also outlined. Five pages of stunts, promotions, lobby displays, and general exploitation ideas are next in order, embodying a six-day serialization of the film's story which is available to newspapers gratis.

The rest of the book carries accessories, window cards, photos and posters, giving complete descriptions and prices. A sample herald is also inserted.

A six-page advertising section carries numerous ads designed to meet every type of situation and to sell the picture from every angle.

Seasonal Ballyhoo

NSS' Santa Claus

NEW YORK CITY—For the coming Christmas season, National Screen Service is offering a novelty which should appeal to exhibitors, especially those possessing $100 to spend on a single item of seasonal ballyhoo. The novelty is a four-foot "Little Santa, the Talking Wonder," so constructed that when the two-way communication system (carefully hidden from view) is operated, the lips move as in speech.

General sales manager George F. Dembow points out that the Little Santa has many uses other than being merely a fascinating attention-getting lobby display. For example, says Dembow, it can be used in store tie-ups, with newspapers, co-operative tie-ups for eleemosynary institutions, tie-ups with midget automobile distributors, and other types of exploitation coming quickly to the mind of an astute seller of pictures.

NSS in support of Little Santa has a supply of announcement trailers. (The company will also, of course, have its regular line of holiday trailers.)

Because of the demand for Little Santa, Dembow states that it may be necessary to limit the number to any NSS office, so exhibitors are urged to place their orders as quickly as possible.

National Tieups

"Uncle Sam—the Farmer"

NEW YORK CITY—One of the most direct-to-the-public campaigns ever to be created for a March of Time subject was launched for "Uncle Sam—The Farmer."

Stories and stills from the subject were planted in the nine farm publications. Illustrative mat and story were sent to approximately 600 of the more important newspapers in the larger rural county seats. More than 1,000 writers who prepare material for newspapers with heavy farm circulation received special stories. The NEA Service sent a feature story to its more than 900 member newspapers, discussing one of the farm problems depicted in the picture.

More direct contact was established through the cooperation of the U. S. Department of Agriculture, through which the following activities were started:

Thirteen thousand National Grange Organizations, located in the rural country seats—of which most farmers are members—were contacted.

The Federated Farm Bureau, which is comprised of representatives of local farm organizations, sent a telegram to their 35 regional offices urging them to contact RKO branches and stressing that every farmer should see "Uncle Sam—The Farmer."

IRWIN No. 127 "The Lap of Luxury"

No pampered infant ever nestled more contentedly in the lap of luxury than will your patrons in this exceedingly comfortable chair. It's got what it takes to overcome the seatitis that's usually generated by a double feature. And that, sir, is something that folks remember — something that brings them back again and again. End standards are gracefully curved, nicely panelled, striped and topped with wooden armrests with harmonizing contours. They reach right down to the floor—free from toe-catching legs and dust catching designs. Thoroughly modern, in a very attractive manner, this chair constitutes an investment in theatre seating that will pay unusually good dividends. See it at the nearest National Theatre Supply Company display room or write for full particulars.

Distributed by
NATIONAL THEATRE SUPPLY COMPANY
Branches in All Principal Cities

IRWIN Seating Company
GRAND RAPIDS, MICH.

TELEVISION

A monthly department of BETTER MANAGEMENT devoted to new developments in television science, presented and interpreted in the light of the Cinema.

Jurisdiction Split-up Due

NEW YORK CITY—A three-way split-up of jurisdiction in the television field by the American Federation of Radio Artists, Equity, and the Screen Actors Guild may be made soon, it was reported in mid-October. It was stated that Equity and the AFRA would control the stage and radio end of the field, with Equity to have a controlling membership on a board which the two unions would create to administer the field, and SAG would have jurisdiction over all players filmed for television broadcasts.

Strengthening these reports was the fact that Equity was reported to be working now on a new draft of working conditions and wage scales for the television field with the draft expected to be ready for presentation to television broadcasting stations and stage producers shortly.

The SAG later advised the NBC that all television films will have to be made under SAG contracts at regular rates and under SAG conditions. The question arose when NBC filmed certain scenes to be used in a telecast recently of "The Milky Way." SAG's Florence Marston notified SAG officials of the Guild stand.

Sports Being Televised

NEW YORK CITY—The National Broadcasting Company has altered its television schedule to carry special Saturday evening and Sunday afternoon programs and had dropped its Tuesday telecasts, in addition to the Mondays. Boxing matches and pro football games are televised.

Tele Celebrates Jubilee

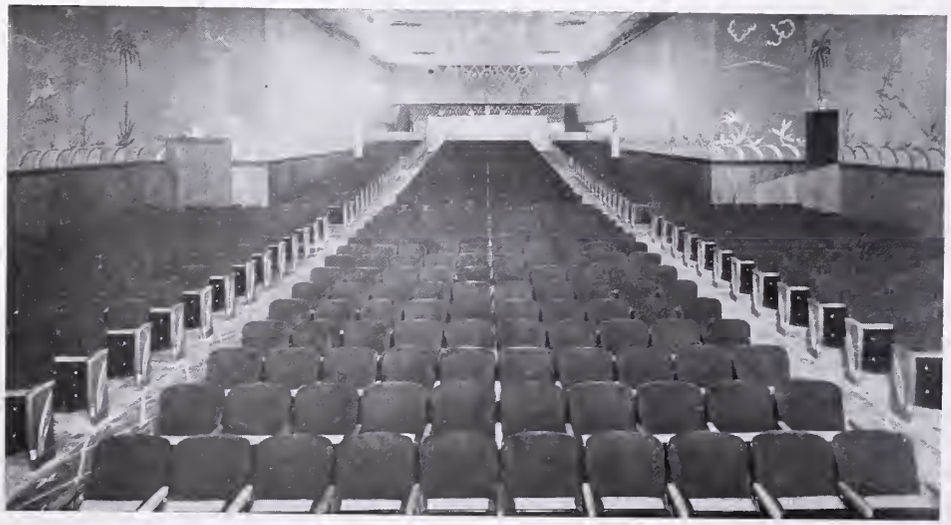
NEW YORK CITY—With James Kirkwood, veteran of the Hollywood picture lots, as master of ceremonies, motion pictures' fiftieth birthday was celebrated by a special broadcast from the National Broadcasting Company's television station, W2XBS, atop the Empire State Building.

Appearing on the program, commemorating Thomas A. Edison's invention of the motion picture, were June Lorraine, mimic; Ramen Armegod, Mexican singer, and the dancing team, Marjorie Entero and Philippe Borgia. The acts were woven into the pattern of the telecast as participants in screen tests.

"The Great Train Robbery," produced by Edison in 1903, is generally considered as the starting point of the motion-picture industry, and excerpts from it were shown. In addition several sequences from "The Kiss," an experimental film produced by Edison in 1896, with May Irwin and John C. Rice, was presented.

New Tele Books Arrive

NEW YORK CITY—General television interest and promotion has resulted in at least three books being set for early publication by competing publishers. McGraw-Hill will publish after the first of the year a television volume by Lenox R. Lohr, president of the National Broadcasting Company. Harper's has announced "The Victory of Television," by Philip Kerby, for November 15 publication. W. W. Norton will publish a book edited by John Porterfield.



HEYWOOD-WAKEFIELD ON PARADE
Here, row on row, like the poppies in Flanders' fields, is seen Heywood-Wakefield's chairs, installed in Harry Chertcoff's 800-seat Strand, Lancaster, Pennsylvania. The deal was set by James E. O'Brien, the Philadelphia salesman-representative of the famed New England manufacturer. This installation has the chair backs upholstered in blue mohair and the spring-edge seats in red leather.

New DuMont Oscillograph

PASSAIC, NEW JERSEY—Most of the worth-while advances made recently in cathode-ray oscillography are incorporated in the new Type 175 oscillograph just introduced by the Allen B. DuMont Laboratories. This popular-priced instrument, intended for laboratory, shop, and field uses, combines convenient operation with remarkable flexibility, and opens up many applications heretofore barred to those unable to purchase the higher-priced laboratory oscillographs.

The extended frequency response of the amplifiers incorporated in this instrument makes it especially adaptable to television development requirements. It is available

DUMONT'S OSCILLOGRAPH
Convenient and flexible in use

in two models: Type 175, for study of high- and low-frequency recurrent phenomena, and Type 175-A, in which control circuits have been added to the saw-tooth oscillator, permitting a single-sweep control of the horizontal direction.

The low cost and extended operating range of this instrument are made possible mainly by the use of the DuMont Type 54-11-T five-inch intensifier-type cathode-ray tube.

Commercial Tele Due

NEW YORK CITY—A limited commercial policy for television is expected to be approved by the Federal Communications Commission soon to be issued, it was learned here recently. Broadcasters will be permitted, it was said, to charge for all costs, but will not be allowed to make any profits on the broadcasts. The report is also expected to recommend that the government give a partial subsidy, the same as is done for shipping and aviation.

Calif. Gets Tele-Consumers

LOS ANGELES—Potentiality of southern California as the Number Two television area was envisioned here late last month by industry executives and observers. as set manufacturers revealed ambitious plans for marketing 1,000 additional sets here, and Thomas S. Lee, owner of Don Lee's W6XAO, announced an expansion of television program schedules to nine hours a week. Estimates place present television-set owners at 600 in this area.

Television to Airplane

New York City—One of the most far-reaching developments in television occurred here in mid-October as the 20th anniversary of the Radio Corporation of America was celebrated with a special telecast, which was received in a plane circling over Washington. 225 miles from the program's point of origin (W2XBS). One of the longest successful telecasts on record, the special television show started at 10.30 A. M., when David Sarnoff, president of RCA, and W. A. Patterson, president of United Airlines, met in an NBC television studio to wish the plane bon voyage via television. The plane, equipped with an RCA set, then started for Washington.

It was reported that the television image, as received in Washington, was excellent at 21,600 feet. However, disturbances were reported due to a faulty magneto in the plane, and the two-way radio also caused electrical disturbances.

Television, which is usually silent on Tuesdays, had special motion-picture showings in the afternoon for members of the plane who were traveling back to New York. Included were several issues of The March of Time, a travelogue, and a football short. As the plane flew over the North Beach Airport, motion pictures were cut, and a live pick-up was made from the airport, with the persons in the plane able to watch the plane land.

It was believed that the plane was able to receive a clear picture from 16,000 feet and up at the Washington Airport, but below 16,000 feet there was no reception. Picture waves, which travel up, therefore, are expected to make television possible in airplanes in the future. However, there was no indication as to what steps in that direction were planned for the future.

Scophony Exec in U. S.

New York City—Arthur Levey, director of Scophony, Ltd., and Monogram's London representative, arrived here late last month to negogiate for the introduction of Scophony in the U. S. Levey stated that television has ceased in England, except for the work the television companies are doing in connection with the army, which is using sets in field operations.

Boxing Being Televised

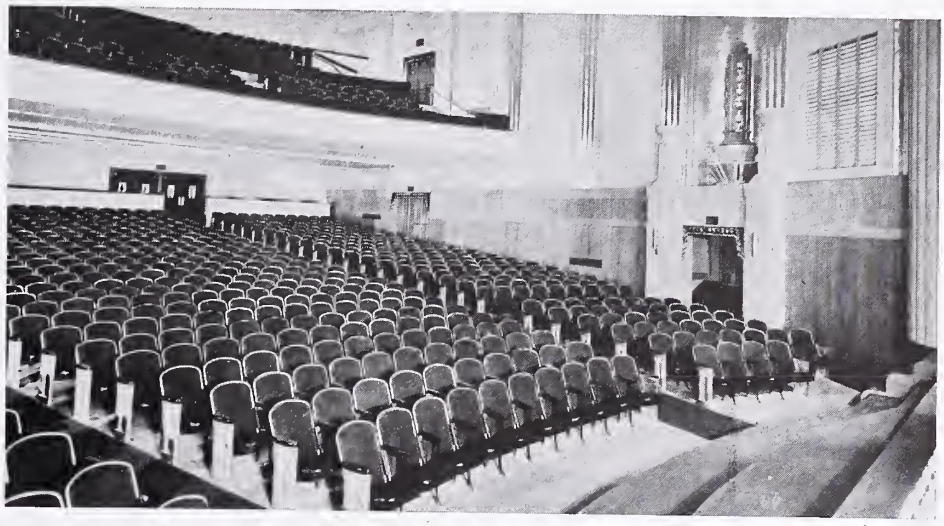
New York City—Television received its first recognition from the New York Boxing Commission late last month, when permission was given to the National Broadcasting Company to fix a band of white cloth to the top of the trunks of one contestant in bouts to be telecast. The new tele-trunks will be used in all future telecasts, it was stated.

Gift Offers Arrive in Tele

New York City—The National Broadcasting Company made the first gift offer via television in late October, when miniature airplanes were offered. There were 45 requests.

Baird Television Receiver

London—A receiver was appointed last fortnight for Baird Television, Ltd., on petition of debenture holders.



Smart, Modern Upholstering Work

Good looking upholstery materials, coupled with long-wearing qualities, are exhibitors' ideals. Here in this auditorium view of the Newton, Newton, Massachusetts, its a modern upholstery job, done in L. C. Chase and Company's Velmo, a mohair velvet, for the backs and Redo, a leather-like material, for the seats. Both fabrics are known for their ability to "take it."

RMA Reports on Progress

New York City—The Radio Manufacturers Association has presented to the Federal Communications Commission a report of engineering aspects of the television progress to date as prepared by the RMA engineering committee. Bond Geddes, executive vice-president, RMA, made the presentation, which was decided upon at a meeting of the board of directors held in mid-October here. The board at that time decided to renew its fight against the five percent manufacturers excise tax on radio sets. It was also decided to employ a special attorney to represent the RMA in hearings before the Treasury and congressional committees.

Should the fight prove successful, it will save the radio manufacturers approximately $4,650,000 annually. The fight is to be based on the premise that radio sets no longer should be listed as a luxury, but as a necessity.

The board also set up a special committee—composed of David Sarnoff, president of the Radio Corporation of America; Commander E. F. McDonald, Jr., of the Zenith Radio Corporation; and James T. Buckley, of the Philadelphia Storage Battery Company—who will consult with the FCC on policy matters. It was decided to continue the joint RMA-National Association of Broadcasters promotional campaign through the Christmas holidays.

A resolution, proposed by Commander McDonald, was adopted which recommended the trade-practice rules.

Color Television System

New York City—Lorenzen Natural Color Television System employs a photo-electric cell system at the transmitter and a cathode-ray system at the receiver, George H. Callaghan, joint owner, has revealed. It will be possible, he stated, to utilize, with slight changes, the present cathode-ray non-color systems.

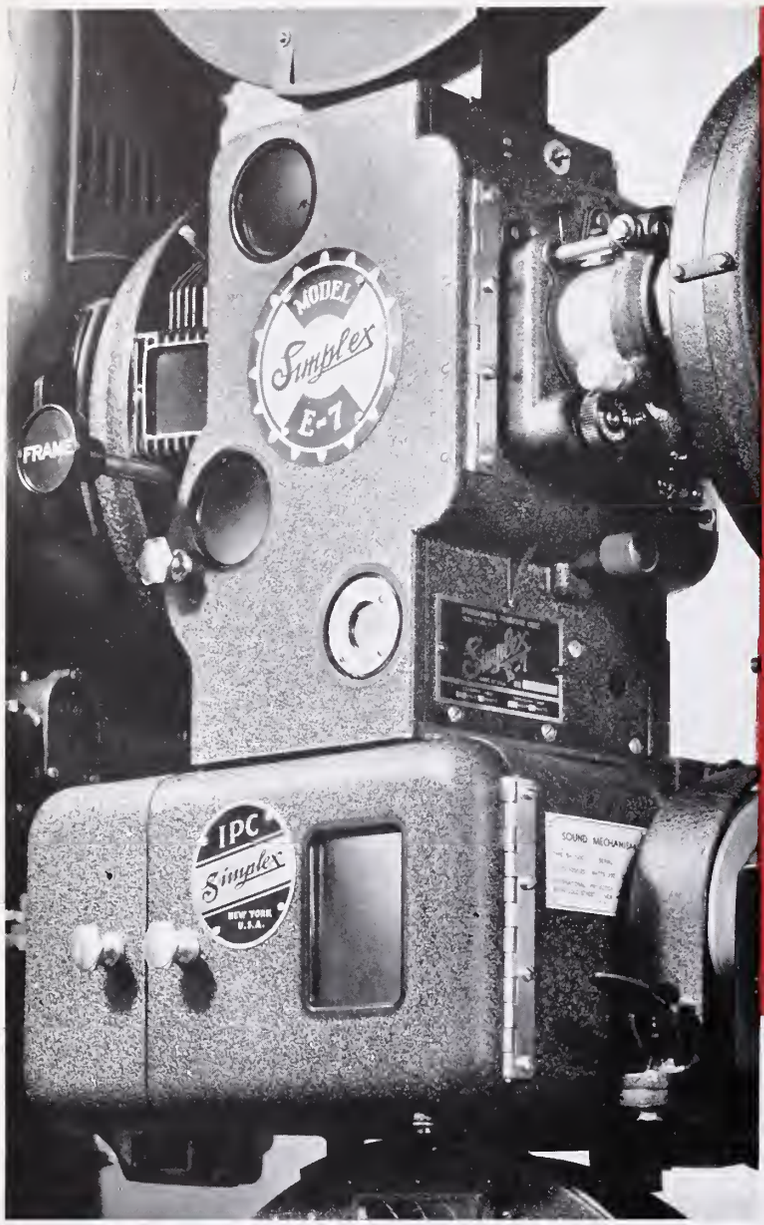
VELMO

★★★★

. . . for fine theatre seat upholstery Chase Velmo's a four star smash hit! Greater comfort, easier maintenance, fewer upholstery replacements, more for your upholstery dollar . . . ask about Velmo the next time you buy seats.

The Velmo-upholstered Avon, at Stamford, Conn., is one of the most outstanding first-run houses in the east.

CHASE L. C. CHASE AND COMPANY, 295 Fifth Avenue, New York City



Simplex E-7 and Simplex ★★★★ Sound

REG. U.S. PAT. OFF.

REG. U.S. PAT. OFF.

RIGHT *to the Last Detail* –

Designed and manufactured with the full realization of the great importance of ready accessibility and economical maintenance, Simplex E-7 Projector and Simplex ★★★★ Sound System enable you to give your patrons the highest possible entertainment value at the lowest possible cost.

READY ACCESSIBILITY and ECONOMICAL MAINTENANCE

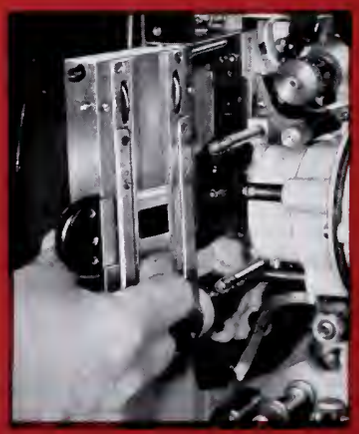
TWO of the Many Important Details of Simplex E-7 and Simplex ★★★★ Sound

VOLUME CONTROL AMPLIFIER (OPEN)

Note simplicity of installation. Conduits running from one position to another terminate directly in the apparatus cabinets. All circuits are easily pulled, the wires terminating in the cabinets without pulling through, thus simplifying installation and maintenance.

DEMOUNTABLE FILM TRAP

Only two screws to loosen and film trap comes out. Part replacement when necessary may be made in Film Trap in a few moments without the removal of any part from the mechanism. Can be easily cleaned. Piled up emulsion from green prints which scratches film and damages sprocket holes can be removed between reels.



MANUFACTURED BY
INTERNATIONAL PROJECTOR CORPORATION
88-96 GOLD STREET, NEW YORK, N. Y.

Simplex SOUND PROJECTION System

DISTRIBUTED BY
NATIONAL THEATRE SUPPLY COMPANY
BRANCHES IN PRINCIPAL CITIES

SIX-POINT FEATURE REVIEWS

COLUMBIA

Blondie Brings Up Baby (1013)

FAMILY COMEDY DRAMA 66M.

Penny Singleton, Arthur Lake, Larry Simms, Daisy, Danny Mummert, Jonathan Hale, Robert Middlemass, Olin Howland, Fay Helm, Peggy Ann Garner, Roy Gordon, Grace Stafford, Helen Jerome Eddy, Irving Bacon. Directed by Frank B. Strayer.

The Bumstead family reaches new heights in this picture, although the title would be better, reading "Baby Brings Up the Family." The picture, the most hilarious of the series to date, is excellent, full of laughs from the head of the family, Dagwood (or Blondie) down—or, better yet, from Baby Dumpling up. Daisy also reaches new honors. Baby Dumpling is enrolled in school, because an enterprising salesman tells Blondie he has an I.Q. of 168 (30 points better than a genius). Following Baby to school, Daisy is caught by dog-catchers, but is rescued by a young crippled girl, the daughter of the city's wealthiest man. Baby Dumpling plays hookey, looks for Daisy, Dagwood is fired, and looks for Baby Dumpling, and Blondie and Mr. Dithers look for Dagwood. Dagwood, after a good deal of trouble hurries to the wealthy Mason home, where police think he is the kidnapper of the crippled girl, who has gone with Baby Dumpling and Daisy to the Bumstead homestead. Enroute to jail the police and Dagwood stop at his home where the Bumstead family, J. C. Dithers, and Mr. Mason meet, and see the crippled girl walk for the first time. Mason buys a building, the cause of Dagwood's being fired, Dithers rehires Bumstead, and everyone is happy. The picture can either stand as the top-half of a double feature, or as a single feature in neighborhood houses.

ESTIMATE: *Top-half of dualler, or nabe single feature.*

Miracle on Main Street (1032)

FAMILY MELODRAMA 78M.

Margot, Walter Abel, William Collier, Sr., Jane Darwell, Lyle Talbot, Wynne Gibson, Veda Ann Borg, Pat Flaherty, George Humbert, Gene Kelly, Susan Miller, Willy Best, Dorothy Devore, Ottola Mesmith. Directed by Steve Sekely.

Another plodding "B," this deserves no better than lower billing on a nabe double bill. Walter Abel and Margot have genuine acting ability, but here are stymied by a story which would confound the best of actors. It begins with married couple Margot and Lyle Talbot earning their livelihood with a traveling "cootch" dance and strip-tease act. Talbot gets into trouble with the police and deserts Margot. While hiding in church, Margot finds an abandoned baby and uses it as a means to escape the police guard around the church. She becomes attached to the infant, decides to find respectable work in order that she may be able to keep and raise it. While looking for a job, she meets Walter Abel, whose wife has just left him. The similarity of their situations draws them together, and soon Abel proposes to Margot. At this point, Talbot returns and tries to force his wife to blackmail Abel. She double-crosses him and he informs on her to the child welfare authorities. They are about to take the baby away from her when Abel interposes, and saves the situation by marrying Margot after Talbot is killed in a hold-up.

ESTIMATE: *Weak dualler.*

METRO

Remember? (11)

ADULT COMEDY 83M.

Robert Taylor, Greer Garson, Lew Ayres, Billie Burke, Reginald Owen, George Barbier, Henry Travers, Richard Carle, Laura Hope Crews, Sara Haden, Sig Ruman, Halliwell Hobbes, Paul Hurst. Directed by Norman McLeod.

Here is a sophisticated, fantastic development of the love triangle story with good names for the marquee, names far above the material. Three friends, Robert Taylor, Lew Ayers and Miss Garson, the latter stolen from Ayers by his pal Taylor after their engagement has been announced, carry the weight of the story—and it weighs heavy on the patron in many sequences. Comes misunderstandings and the pressure of business separating Taylor from his wife followed by an interlocutory degree of divorce. Lew Ayres, unhappy over the unhappiness of his friends, administers a strange drug potion to his friends, and what do you think? It makes them forget everything since their first romantic embrace. The legally unmarried couple meet each other again, fall in love and start all over again completely ignorant of any repetition in the procedure that leads to a second ceremony. Offering has a few bright spots, some clever laugh getting dialogue and situations, with every player getting the most out of the allotted footage. It goes a long way for a laugh but manages to get plenty in the final reel. Audience reaction was fair.

ESTIMATE: *Will have to be sold.*

MONOGRAM

Danger Flight (3816)

FAMILY MELODRAMA 61M.

John Trent, Marjorie Reynolds, Milburn Stone, Jason Robards, Tommie Baker, Dennis Moore, Julius Tannen, Edwin Parker, Joe Bernard, Harry Harvey, Jr., Walter Willis. Directed by Howard Bretherton.

Out of many a dramatically insignificant episode have exploitation gags been made, but Monogram has completely reversed the idea, and made, in "Danger Flight," a purely hypothetical bally stunt into a picture. Yet despite this angle, this fourth in the series based on Hal Forrest's "Tailspin Tommy" cartoon strip is the best, well bearing out THE EXHIBITOR's original estimate (on "Mystery Plane"), "Pleasing starter, presaging a better series." This time, Tailspin Tommy (John Trent) organizes the scouts of the air, with new-comer Tommie Baker becoming the star member. After Trent crashes in a storm and is found by Baker, the latter devises a smoke signal to be attached to model airplanes, to attract big-ship pilots' attention in emergencies. Baker's crook brother (Dennis Moore) tricks him into grounding Trent, en route to the mine with the payroll. However, Baker and Trent come through, with the wee plane again signalling the spot for the climactic action. Although "Danger Flight" cannot be termed better than routine action stuff for family spots, it is good entertainment throughout, and should please the transient observer as well as the chronic Tailspin Tommy fan. And the Scouts-of-the-Air idea could be worked into a valuable promotional stunt for Monogram's 1939-1940 continuation of the series.

ESTIMATE: *Nice action show for the family trade.*

Fighting Mad (3937)

FAMILY ACTION DRAMA 55M.

Jimmy Newill, Sally Blaine, Warner Richmond, Benny Rubin, Walter Long, Ole Olson, Horace Murphy, Milburne Stone, Dave O'Brien, Ted Adams, Chief Thunder Cloud. Directed by Sam Newfield.

Jimmy Newill's voice is still the most important asset to the Renfrew series, with "Fighting Mad" apparently best suited for the Saturday matinees trade, despite the advent of Benny Rubin, who attempts to inject the comedy angle. Sally Blaine, fleeing as a material witness in a case, gets mixed up with some gangsters, seeking to bring their loot to No. 1 gangman (Milburne Stone). They escape to Canada where our Jimmy, with his pal, straightens out the mess, recovers the money, and wins the gal. The production values are nothing to write home about, although there is the usual quota of singing, fighting, riding, etc. Newell sings "Trail's End," "Lady's in Distress," and one other song, all of which are pleasant to hear.

ESTIMATE: *The kids should like it.*

Heroes in Blue (3919)

FAMILY MELODRAMA 58M.

Dick Purcell, Charles Quigley, Bernadene Hayes, Edward Keane, Julie Warren, Lillian Elliot, Frank Sheridan. Directed by William Watson.

Strongly indicating that there is nothing new under the sun, here is that story about a policeman poppa (Edward Keane) who had two sons, one a copper (Dick

Purcell), the other (Charles Quigley), "a good boy who got with the wrong crowd." Of course, the good brother has to nab the bad brother for a murder, but finally the mob is rounded up only at the cost of poppa's life. Trite, transparent, and too-many-times done, the yarn, however, still retains interest and should be acceptable on family programs where a cops-and-robbers action-story is not out of place. Edward Keane does a particularly good piece of acting, giving a delineation—one that is, perhaps, above the intrinsic merit of the piece—as the father impaled on the horns of a dilemma: to do hs duty as a police officer, or to do his duty as a father. The Purcell-Hayes romantic angle is unobtrusively handled.

ESTIMATE: *Cops-and-robbers for the family.*

The Overland Mail (3857)

FAMILY WESTERN 52M.

Jack Randall, Claire Rochelle, Vince Barnett, Tristram Coffin, George Cleveland, Glen Strange, Dennis Moore, Merrill McCormick, Joe Garcia, Maxine Leslie, James Sheridan, Hal Price, Harry Semek. Directed by Robert Hill.

In as good a cattleless western—but with a dash of Indians (for a change)—as Monogram has turned out, Jack Randall saves the day and the gal (Claire Rochelle), while the G-Man (George Cleveland) gets the counterfeiters (Tristram Coffin, Dennis Moore, Hal Price). That is about all there is to it—but in the doing of it, however, there is plenty of action to tie together the elements of the exceptionally well-written, well-presented.

ESTIMATE: *Just about tops for Randall and Monogram.*

PARAMOUNT

The Llano Kid (3913)

FAMILY WESTERN 69M.

Tito Guizar, Gale Sondergaard, Alan Mowbray, Jane Clayton, Emma Dunn, Minor Watson, Chris Martin, Carlos de Valdez, Anna Demetrio, Glenn Strange, Tony Roux. Directed by E. D. Venturini.

This is a celluloid version of the well known O. Henry story, "Double-Dyed Deceiver." It seems to introduce Tito Guizar as an English-speaking star. He plays the part of the singing bandit, who is saved from arrest in Texas by Gale Sondergaard and husband Alan Mowbray because they need him to pose as the long-lost son of a rich Mexican widow. Guizar agrees and accompanies the two plotters to the widow's enormous ranch where he is accepted by everyone as the rightful son and heir. He sells all the cattle, learns that the treasure vault is unguarded, is entrusted with the key. Conscience creeps up on him, however, when he learns that a man he killed in Texas for cheating at cards was the real son. He turns on his crafty companions, saves the ranch and the treasure, and dedicates the rest of his life to filling the shoes of the son he murdered, though in self-defense. Widow, sweetheart, and rancheros are highly pleased, and even a relentless U. S. marshal is appeased. Tito Guizar has a most magnetic personality, splendid voice, and should prove a magnet for the women patrons. Jane Clayton is adequate in the romantic spot and Emma Dunne gives a standout performance in the mother role. Offering is invested with the usual excellent Sherman background and the camera-work is noteworthy.

ESTIMATE: *Highly saleable western.*

RKO-RADIO

Reno (008)

FAMILY DRAMA 72M.

Richard Dix, Gail Patrick, Anita Louise, Hobart Cavanaugh, Astrid Allwyn, Louis Jean Heydt, Charles Halton, Paul Cavanagh, Laura Hope Crews, Frank Faylon, Joyce Compton, William Haade, Billie Seward, Selmar Jackson. Directed by John Farrow.

The growth—fictional and otherwise—of "the biggest little city in the world" provides an exciting local for this decidedly superior low-budget offering. Produced by Bob Sisk and intelligently directed by John Farrow, "Reno" has more entertainment and business value for the nabes than plenty of top-heavy money shows. By means of flashbacks, attorney Richard Dix tells the story of his life while he attempts to save his daughter (Anita Louise) from the folly of an ill-considered divorce. How Dix and his wife (Gail Patrick) build up his legal practice; how Reno is threatened with the possibility of becoming another mining ghost town; how Dix gets Reno moving as a divorce mill; and how the divorce monster leaps up to plight his own life, form the dramatic essence of an entertaining little picture.

ESTIMATE: *Nice program; okay top dualler.*

REPUBLIC

Jeepers Creepers (914)

FAMILY COMEDY 69M.

Leon Weaver, Frank Weaver, Elviry, Roy Rogers, Maris Wrixon, Billy Lee, Lucien Littlefield, Thurston Hall, Loretta Weaver, John Arthur. Directed by Frank McDonald.

As the sequel to "Down in 'Arkansaw'," the hillbilly show which had a certain degree of success in the provinces last season, "Jeepers Creepers" maintains the hillbilly spirit, but loses out on the novelty angle. Despite any criticisms from the production or aesthetic viewpoints, this can't be sold short as an attraction for farm and small town patrons. The Weaver Brothers and Elviry are tricked out of their land by industrialist Thurston Hall. Sheriff Roy Rogers is in love with Hall's daughter, Maris Wrixon. A forest fire, murder, gun battle, and church meeting all conspire to get Hall to give back the land call off a strike in his coal fields. Title song, from Warners' "Going Places," provides the background music as well as a solo for Rogers who sings it to Wrixon.

ESTIMATE: *Strictly for the provinces.*

Main Street Lawyer (905)

FAMILY DRAMA 72M.

Edward Ellis, Anita Louise, Robert Baldwin, Harold Huber, Clem Bevans, Margaret Hamilton, Beverly Roberts, Henry Kolker, Willard Robertson, Richard Lane, Ferris Taylor, Wallis Clark. Directed by Dudley Murphy.

Attempting to do for the legal profession what many a company has done for the medical—to present a portrait of the small-town general practitioner—Republic has, in "Main Street Lawyer", turned out a homely, all-entertainment show, interlarded with patriotism and gangsters. While it is the story of County Prosecutor Link Boggs (Edward Ellis) and how, to maintain the secret of his "daughter's" (Anita Louise) parentage, he throws the venue-changed trial of a public enemy (Harold Huber); how to finish this job he works with his successor (Robert Baldwin); how to save Louise from being convicted of murder, actually done by Huber—while "Main Street Lawyer" is all these things—it is, essentially, a narrative salute to the country lawyer, who tempers justice with mercy and understanding. The heroics, of course, do no harm, and they do give the picture a potentially wider appeal. As might be expected, Ellis provides the histrionic brilliance in the title role, with the Louise-Baldwin duo providing pleasing romance, and Clem Bevans giving out with fine bucolic humor, not untinged by his fondness of likker and fishing. For the family trade, the exhibitor should be able to get behind this for a nice business. Here exhibitors may be assured that Ellis continues that good work so commendably started in "A Man to Remember."

ESTIMATE: *Pleasing family program.*

20th CENTURY-FOX

The Honeymoon's Over (024)

FAMILY COMEDY DRAMA 70M.

Stuart Erwin, Marjorie Weaver, Patric Knowles, June Gale, Russell Hicks, Jack Carson, Hobart Cavanaugh, E. E. Clive. Directed by Eugene Forde.

What appears to be the forerunner of another cinema series, "The Honeymoon's Over" is a pleasant adventure, dealing with the marital and domestic difficulties of the Donald Todds in the persons of Stuart Erwin and Marjorie Weaver, as personable a couple of ordinary folks as one could imagine. If this is a series, the initial effort augurs well for the future. It's lots of fun and should fill in nicely on any program. By the simple process of buying a good car from glib-tongued Jack Carson, the Todds find themselves playing suckers to a family of leeches of which Patric Knowles, June Gale, and E. E. Clive are the leechiest. Erwin loses his job, but Weaver's initiative gets it back for him with something extra.

ESTIMATE: *Okay dual program.*

UNIVERSAL

Chip of the Flying U (4030)

FAMILY WESTERN 55M.

Johnny Mack Brown, Bob Baker, Fuzzy Knight, Texas Rangers, Doris Weston, Forrest Taylor, Anthony Warde, Karl Hackett, Henry Hall, Claire Whitney, Ferris Taylor, Cecil Kellogg. Directed by Ralph Staub.

Sticking to the standard set in the first two, "Chip of the Flying U" should help establish this as one of the better western series of the new season. Johnny Mack rown is "Chip," the ranch foreman, who gets in a jam with the heroine, the sister of the ranch owner, but stays around long enough to clear up a robbery and round up a gang of munitions smugglers, as well as saving the gal, Doris Weston. It has the usual quota of fights, shootings, etc., and, for good measure, throws in an extra battle between the cowboys and a group of smugglers, who are blown to bits when their illicit cargo catches fire. Bob Baker, the romantic adjunct, sings the usual quota of songs, while Doris Weston, once Dick Powell's leading lady, is adequate in the femme role. All in all, this will satisfy the western devotees.

ESTIMATE: *Up to the series' high standard.*

First Love (3002)

FAMILY COMEDY DRAMA 84M.

Deanna Durbin, Robert Stack, Eugene Pallette, Leatrice Joy, Helen Parrish, Lewis Howard, Frank Jenks, Mary Treen, Kathleen Howard, Samuel S. Hinds, Marcia Mae Jones, Jack Mulhall, Charles Coleman, June Storey, Thurston Hall, Doris Lloyd, Dorothy Vaughn, Lucille Ward. Directed by Henry Koster.

The Deanna Durbin-Henry Koster-Joseph Pasternak combination has clicked again, and the dough will be rolling in at the box offices when "First Love" is on the marquee. In short, this is one of the top pictures of the new season, a refreshing, delightful show which will make the adjective department work overtime. Smart producer Joseph Pasternak and Henry Koster have taken the story of Cinderella and, with surprisingly little change, brought it up-to-date as a splendid vehicle for Deanna Durbin. It is the story of the orphan who has been brought up in a smart girls' school by her uncle's money. She leaves to enter the uncle's house, where the wife is slightly daffy, the daughter is Glamour Girl No. 1, the son is just plain lazy, while the father is so busy making money that he is glad he never sees the family. Naturally, Deanna's coming upsets things, but the servants love her and, like Cinderella, she goes to the ball amidst a motorcycle escort, finds her Prince Charming, returns after midnight, loses her slipper and finally, when she thinks it all just a mistake, the prince comes along with the slipper and claims her. It is 1939 fairy-story-telling, made by a smart production staff, and it will do more than its share of the business. Deanna sings several numbers, "One Fine Day," "Annapola," "Home Sweet Home" and "Spring In My Heart." The hand-picked cast is very good.

ESTIMATE: *It rings the bell again.*

Laugh It Off (4026)

FAMILY COMEDY WITH MUSIC 63M.

Constance Moore, Johnny Downs, Marjorie Rambeau, Edgar Kennedy, Hedda Hopper, Janet Beecher, Cecil Cunningham, Horace MacMahon, William Demarest, Paula Stone. Directed by Albert S. Rogell.

Swinging out with song, comedy, and a flimsy plot, "Laugh It Off" can fill in nicely on duallers, and should please the paying customers. The story evolves about Marjorie Rambeau, Hedda Hopper, Cecil Cunningham, and Janet Beecher, refugees from a bankrupt home for aged actresses. With the aid of Constance Moore and Johnny Downs, the old gals get a night club going and save the combined carcasses of all, plus that of gambler William Demarest, who faced a "ride" chauffered by gangster Horace MacMahon. Other than the title tune, songs delivered in the picture include "You're Doing the 1940," "My Dreams and I," "Who's Gonna Keep Your Wigwam Warm?" and "Smile, Smile, Smile." Edgar Kennedy cops all comedy honors as the annoyed judge.

ESTIMATE: *Very pleasing dualler.*

Man from Montreal (4054)

FAMILY ACTION DRAMA 60M.

Richard Arlen, Andy Devine, Anne Gwynne, Kay Sutton, Jerry Marlowe, Addison Richards, Reed Hadley, Lane Chandler, Tom Whitten, Joseph Sawyer, Eddy Conrad, William Royle, Eddy Waller, Max Marx. Directed by Christy Cabanne.

Having moved from western and sea locales to the South American jungles, without batting an eyelash, in previous Richard Arlen-Andy Devine outdoor entries, the Universal scripters sent the combine into Canadian territory to provide a setting for this nabe offering. Mark it for an hour's fill-in. Arlen goes into the fur country to make his pile as a trapper. He falls in love with Kay Sutton and plays sucker for the girl and her crooked brother. Jailed because he refuses to involve the girl in a fur-running scheme, Arlen eventually helps round up the real crooks. As a Mountie, Andy Devine combines heroism with humor. Anne Gwynne, Devine's screen sister, wins out in the romantic race for Arlen's affections.

ESTIMATE: *Nabe dualler.*

The Road Back (4074)

ADULT MELODRAMA 79M.

("The Outspoken Version")

John Emery, Spring Byington, Jean Rouverol, John King, Slim Summerville, Richard Cromwell, Barbara Read, Andy Devine, Noah Beery, Jr., Maurice Murphy, Lionel Atwill, Frank Reicher, Arthur Hohl, Arthur Davidson. Directed by James Whale.

Inasmuch as the review which appeared on page 401 of the Blue Section is a review of the old version of this picture, different in many respects from this new edition, this now appears for the record. In this version, both Louise Fazenda and Etienne Girardot [listed in the cast of the first] disappear, while there is a great deal of inclusion of newsreel shots, Hitler, marching armies, etc. John Deering provides a commentary, a shouting bombast against militarism and Hitler, substituted apparently for the comedy in the first version. The commentator attempts to show how and why Hitler came to power. Of course, there is much of the first "The Road Back" remaining but it is subordinated to the commentator's message. The treatment is much the same as in "All Quiet." The story of how soldiers who returned from the front could not adjust themselves is well told. The first "Road Back" was not a box office success but it drew critical praise as a story of post-war Germany. The second "Road Back" is a mixture of a sincere picture and a commentary but it may be attractive at the box office. Seen in the projection room, it was difficult to tell.

ESTIMATE: *Topical version has selling angles.*

WARNERS-FN

The Dead End Kids On Dress Parade

FAMILY MELODRAMA 62M.

The Dead End Kids (Billy Halop, Bobby Jordan, Huntz Hall, Gabriel Dell, Leo Gorcey, Bernard Punsley), John Litel, Frankie Thomas, Cissie Loftus, Selmer Jackson, Aldrich Bowker, Douglas Meins, William Gould, Don Douglas. Directed by William Clemens.

When "the angels washed their faces" in a previous Dead Ender, a little smirch was left on Leo Gorcey's phiz, and, as a result, producer Bryan Foy and Director William Clemens have turned out an entertaining program of the adolescent toughies' starrers. A projection room audience rocked with laughter when laughter was called for, and the women shed tears freely when the screen emoting called for that reaction. John Litel, superintendent of a military school, repays a debt to Leo Gorcey's father by forcing the hoodlum to enter the school. What goes on at the academy doesn't take much taxing of the imagination. Gorcey is shunned after he almost causes the death of Billy Halop, but he ends up a straight-laced hero. There is plenty of action and fun. Things move so swiftly that one doesn't notice the absence of a romantic interest.

ESTIMATE: *Okay dual program.*

We Are Not Alone

FAMILY DRAMA 112M.

Paul Muni, Jane Bryan, Flora Robson, Una O'Connor, Raymond Severn, Alan Napier, Ely Malyon, Douglas Scott, Stanley Logan, Montagu Love, James Stephenson, Crauford Kent, Lilian Kemble-Cooper, Sidney Bracy, Billy Bevan, Doris Lloyd, Henry Daniel, John Powers, Colin Kenny, Cecil Kellaway, May Beatty, Holmes Herbert. Directed by Edmund Goulding.

Full of that wistful charm and subtle meaning so characteristic of James Hilton's writings, this picture will delight the hearts of those who love the sentimental in drama, as well as life. Muni, though inclined to overact a trifle at times, excellently portrays the little English country doctor whose almost childlike gentleness is mercilessly buffeted by a violent world. But even more outstanding than Muni's somewhat studied performance is the superb acting of Jane Bryan. Miss Bryan plays the part of the humble Austrian girl whom Muni takes into his home as a governess for his imaginative, high-strung son, Raymond Severn. Muni's wife, Flora Robson, does not understand the child, takes his acute sensitiveness for lack of discipline, treats him with a brutal severity which makes the boy and Muni hate her. When Jane Bryan, a homeless Austrian dancer whom Muni had saved from suicide, is hired as governess, the boy finds in her a sympathetic understanding, becomes immensely attached to her. Robson learns that the girl was an actress and an attempted suicide, demands that Muni get rid of her. On the night that Muni is taking Bryan away to catch a train, Robson is accidentally poisoned and dies. Muni and Bryan are apprehended as he is about to put her on the train. During the trial, Britain enters the World War and anti-German feeling combined with circumstantial evidence helps to convict the innocent pair. Too late they realize they have loved each other for a long time. Before they are hung, they make certain that no one will tell the sensitive son anything concerning the affair, the trial, or how they died.

ESTIMATE: *Excellent drama for discriminating audiences.*

MISCELLANEOUS

She Goes to War

(Mitchell Leichter)

FAMILY MELODRAMA 87M.

Eleanor Boardman, John Holland, Al St. John, Edmund Burns, Alma Rubens, Glen Walters, Margaret Seddon, Yola d'Avril, Evelyn Hall, Dina Smirnova, Augustino Borgato, Yvonne Starke, Eulalie Jensen, Captain H. M. Zier, Edward Chandler, Ann Warrington, Gretchen Hartman, Florence Wix. Directed by Henry King.

Originally released in 1929 by United Artists (made by Inspiration Pictures), "She Goes to War" was then about 10 per cent dialogue, 90 per cent silent, but, withal, a picture of solid entertainment, dealing with war from a woman's angle. With comedy, suspense, and thrills, Director Henry King deftly stripped the glamour from war, and revealed armed

conflict as it touches women workers at home and in the field. (Picture is now being re-issued by Leichter, with this printed for the record).

ESTIMATE: *War from the women's angle.*

Straight Shooter

FAMILY WESTERN 60M.

(Victory)

Tim McCoy, Julie Sheldon, Ben Corbett, Ted Adams, Reed Howes, Forrest Taylor, Bud Buster, Carl Matthews. Directed by Sam Newfield.

For the first time in this series, as we recall it, "that Mexican" does not appeal —but everything else does: that twinkle of the eye, the one-right kayo, and the barking six-shooter of unerring accuracy, all of which adds up to Captain William Carson, F. B. I. It is a theft of $500,000 in government bonds which brings Lightning Bill (Tim McCoy), under an assumed name, and his pal Magpie (Ben Corbett) to the wide open spaces. Lightning Bill gets his men (Ted Adams, et al.)—and his gal (Julie Sheldon)—with reasonable dispatch (60m.) and with plenty of action, riding and gunplay to keep the fans interested. One song interrupts the action, yet with Maestro McCoy on hand it does not matter—much!

ESTIMATE: *All McCoy and an hour long.*

Ten Nights in a Barroom

FAMILY MELODRAMA 61M.

(B. and M. Pictures)

Hal Skelly, Zita Johann, Edna Hagen, Charlotte Wynters, Evelyn Baldwyn, Charles Richman, Jackson Halliday, Claude Cooper, Arthur Lipson, Helen Hack, Scott Moore, Dave Manley. Directed by D. W. Griffith.

Not to be confused with Arrow's 1922 production, or Roadshow Productions, 1931 version, this incarnation of the old-time tear-jerker is a shortened (from 87 minutes) version of David Mark Griffith's conspicuous show of the 1932-1933 season, "The Struggle." Under circumstances (usually single, and probably, non-theatrical, showings) where the show can be gagged in the manner of "The Drunkard" or "Murder in the Old Red Barn," the Edwin Waugh teetotal preachment can probably go, but for the usual run of commercial theatres, Griffith would also (probably) like to have the work forgotten.

ESTIMATE: *Those nights are here again!*

FOREIGN

Alpine Passion

ADULT MELODRAMA 74M.

(Amore Sulle Alpi)

(Esperia)

Gustavo Diessl, Simona Bourday, Leone Belliere, Beni Fuhrer, Davide Zogg. Directed by Serge de Poligny.

The woes befalling what the program calls a man "born with the stigma of bastard" provide the circumstances around which are constructed this mildly entertaining Italian tale of romance in the Alps. Gustavo Diessl, who played the same role in the German production of the story, is a mountain guide whose uncertain birth subjects him to the intolerance of his fellow townsmen. Simona Bourday is the only person who believes in him and she's betrothed to another. Diessl is acused and tried of murder and although acquitted, he is looked upon with scorn. He becomes a hero, allowing for a happy ending. An Italian audience showed appreciation.

ESTIMATE: *Esparia has done better.*

The First Film Concert

FAMILY MUSICAL 52M.

(World)

No production credits available.

Something excitingly different in the way of motion picture entertainment, "The First Film Concert" is a series of connected short subjects each of which features a recognized musical artist. The net result is exactly as the title implies—it is a concert on celluloid. Although an attraction of this sort can be looked at as excellent food for movie-goers, it must be admitted that the masses place their Artie Shaws before their Gregor Piatigorskys. Seen via exceptionally fine camera work and heard via exceptionally fine sound were the following: Alfred Cortet, in a piano solo of DeBussy's "Children's Corner"; Gregor Piatigorsky, the world's greatest violoncellist, in an andante and rondo by von Weber; Brailowsky gives a short piano recital of Chopin's "Valse Brillante"; Jacques Thibauds' violin interprets Albinez's "Malaguena"; Elisabeth Schumann sings Schubert's "Ave Maria"; Serge Lifar and the corps de ballet of the Paris Opera dance; and other performers also add their talents. A fair-sized audience was fervent in its approval.

ESTIMATE: *Extremely attractive fare for the arty.*

Marseillaise

FAMILY DRAMA 80M.

(World Pictures)

Pierre Renoir, Lise Delamare, Louis Jouvet, Andrex, Ardisson, Paul Dullac, Jean-Louis Allibert, Alex Truchi, Nadia Sibirskaia, Castel, Jenny Hellia. Directed by Jean Renoir.

Jean Renoir, whose reputation jumped sky-high after his megaphoning chores on "Grand Illusion," had huge-scale ideas when he started telling this story of the French Revolution, but he missed out in bringing it to a head. The completed film is an excellent offering for houses which have built up reputations among the more liberal audiences Otherwise, it is an average show for art theatres. With Pierre Renoir as Louis XIV, Lise Delamare as Marie-Antoinette, and Louis Jouvet in a prominent role, the picture can't miss hitting some truly brilliant moments. Ten thousand extras were used in unfolding a tale which paints the French insurgents as intelligent people rather than as an unleased mob.

ESTIMATE: *Fair French cinema.*

The Mill on the Floss

FAMILY DRAMA 78M.

(Standard) (English-made)

Geraldine Fitzgerald, Frank Lawton, Victoria Hopper, Fay Compton, James Mason, Griffith Jones, Sam Livesey, Pauline De Chalus, Mary Clare, Athene Seyler, Marita Hunt, James Roberts, Phillip Frost, Amy Veness, Felix Aylmer, Eliot Wakeham, William Devlin, A. W. Payne, William Holloway, Ivor Barnard, Eldon Gorst. Directed by Tim Whelan.

If there was any doubt that Geraldine Fitzgerald ranks among the top flight artists of the day, any such doubt must be dispelled after watching the young lady establish herself on even stronger cinema firmament in the excellently-made "The Mill on the Floss." Because Miss Fitzgerald is familiar to domestic audiences through her superb characterizations in "Wuthering Heights" and "Dark Victory," hers is the name to be sold along with the classical importance of George Eliot's famous novel. Tim Whelan, an American whose directorial efforts have been successfully confined to England during the past few years, handles the megaphone with the utmost of proficiency as he delicately unfolds the tragic romance. A definite success for art houses, the picture can be sold with the right handling in almost any situation. The story, in brief, is that of the love of Fitzgerald for Frank Lawton, son of her father's and brother's most hated enemy. Their love culminates in death for both because of her folks' bigoted hatred. The unhappy ending is brought about by a flood scene.

ESTIMATE: *Outstanding British attraction.*

North Sea Patrol

FAMILY MELODRAMA 59M.

(Alliance Films)

(English-made)

Geoffrey Toone, Judy Kelly, Clifford Evans, John Wood, Albert Burdon, Alf Giddard, Henry Oscar, Edmund Broon, Doris Hare, Daphne Raglan, Keneth Kent, Marguerite Allen, Olga Lindo, Leslie Perrins, Frank Fox, Diana Beaumont, Joan Fred Emery, Laurence Kitchin. Directed by Norman Lee.

Under normal circumstances "North Sea Patrol" would, largely on the strength (or lack of it) of its unknown (to U. S. theatre-goers) cast, be just another yarn of navy men and espionage agents, but, in view of the immediate importance and the potential significance of England's North Sea battle fleet, this latest Alliance Films import offers the exhibitors a timely melodrama, replete with intrigue, spies, and Britannia's still ruling the waves, which can be exploited, or even allowed to ride on the appeal of the action-paper available. Briefly, it is the story of the last-minute preparations made by the British admiralty to launch a crushing naval attack at the zero hour and the efforst of foreign agents (who have virtually taken over a society dowager's home which is to be the scene of a party attended by the navy principals—and the sealed orders!) to obtain the details of the first move. There is plenty of action (but not within a certain obviousness which belies British astuteness), and it is on this timely angle that the picture must be sold, as the cast, capable journeymen as they may be, are without box-office appeal on this side.

ESTIMATE: *Pleasing, timely programmer that can be sold.*

A People Eternal

FAMILY DRAMA 65M.

(Henry Lynn)

Conrad Veidt, Marie Ney, Anne Grey, Peggy Ashcroft. (Yiddish Dialogue Players: Bennie Adler, Zena Goldstein, Leon Schechter, Lillian Bloom, Max Rosenblatt.) Original English direction by Maurice Elvie.

When the English filmization of Eugene Sue's novel, "The Wandering Jew," was shown some years back (released by Olympic in 1935), it was a pretty inferior cinema which smacked a bit of anti-Semitism. Yiddish producer Henry Lynn took the old print, retained several scenes, and dubbed in the Jewish tongue as a means of changing the story and making it a suitable vehicle for Yiddish moviegoers. The dubbing is a pretty good job, but the finished product is no better than the original. By showing how the Jew survived persecution during the Roman empire and during the Spanish inquisition, it signifies that Judaism will always live despite bigotry and racism. Its exploitation value lies in its novelty. (Jaffa released a Yiddish version of this same story in 1393, with Jacob Ben-Ami and M. B. Adler.)

ESTIMATE: *Weak Yiddish offering.*

Shorts Release Number Listing, with National Release Dates

COLUMBIA

Two Reel

COMEDIES

Three Stooges

1401 Calling All Curs ... Aug. 25
1402 Oily to Bed, Oily to Rise ... Oct. 6
1403 Three Sappy People ... Dec. 1

All-Star

1421 Skinny the Moocher (Chase) ... Sept. 8
1422 Static in the Attic (Catlett) ... Sept. 22
1423 All American Blondes (Clyde) ... Oct. 20
1424 Teacher's Pest (Chase) ... Nov. 3
1425 Untitled (Keaton) ... Nov. 17

SERIALS

1140—
1154 The Shadow ... Nov. 24

One Reel

CINESCOPES

1971 World of 1960 ... Nov. 3

COLOR RHAPSODIES

1501 Jitterbug Knights ... Aug. 11
1502 Crop Chasers ... Sept. 22
1503 Mountain Ears ... Oct. 20
1504 Dreams on Ice ... Nov. 3

COMMUNITY SINGS

1651 Bing Crosby Hit Songs ... Aug. 4
1652 Old Time Songs ... Sept. 8
1653 College Songs ... Oct. 13
1654 Stephen Foster Songs ... Nov. 17

FABLES

1751 Little Lost Sheep ... Oct. 6
1752 Park Your Baby ... Dec. 22

FOOLS WHO MADE HISTORY

1601 The Story of Elias Howe ... Sept. 1
1602 The Story of Charles Goodyear ... Oct. 6

HAPPY HOUR (Specials)

1520 The Book of Books ... Oct. 6
1521 Building of Boys ... Oct. 12

NEWS WORLD OF SPORTS

1801 Bows and Arrows ... Oct. 6
1802 Jai Alai ... Nov. 3

PHANTASIES

1701 The Charm Bracelet ... Sept. 1
1702 Millionaire Hobo ... Nov. 24

SCREEN SNAPSHOTS

1851 Art of Make-Up ... Sept. 22
1852 No. 2 ... Oct. 27
1853 No. 3 ... Nov. 24

TOURS

1551 Holland and the Zuyder Zee ... Sept. 15
1552 Modern Cities of India ... Oct. 27
1553 Beautiful Switzerland ... Nov. 11

WASHINGTON PARADE

1991 Smithsonian Institution ... Oct. 20

METRO-GOLDWYN-MAYER

FITZPATRICK TRAVELTALKS

T-51 A Day on Treasure Island ... Sept. 2
T-52 Natural Wonders of Washington State

MINIATURES

M-71 Rhumba Rhythm ... Sept. 2
M-72 The Ash Can Fleet ... Sept. 9
M-73 A Failure at Fifty ... Oct. 7
M-74 Mendelssohn's Wedding March ...

OUR GANG COMEDIES

C-131 Captain Spanky's Showboat ... Sept. 9

PETE SMITH SPECIALTIES

S-101 Let's Talk Turkey ...

ROBERT BENCHLEY COMEDIES

F-141 The Day of Rest ... Sept. 16
F-142 See Your Doctor ...

PARAMOUNT

One Reel

COLOR CLASSICS

C9-1 The Fresh Vegetable Mystery ... Sept. 29

COLOR CRUISES

K9-1 Ecuador ... Sept. 1
K9-2 Peru ... Oct. 6
K9-3 Chile ... Nov. 10

HEADLINERS

A9-1 Artie Shaw's Class in Swing ... Sept. 8
A9-2 Ted Fio Rito and His Orchestra ... Oct. 6
A9-3 Moments of Charm of 1940 ... Oct. 27
A9-4 Hal Kemp and Orchestra ... Nov. 24

PARAGRAPHICS

V9-1 Public Hobby Number One ... Sept. 22
V9-2 Busy Little Bears ... Oct. 20
V9-3 Bits of Life ... Nov. 17

POPEYE

E9-1 Never Sock a Baby ... Nov. 3

POPULAR SCIENCE

J9-1 No. 1 ... Sept. 15
J9-2 No. 2 ... Nov. 3

SPORTLIGHTS

R9-1 Hydro-Maniacs ... Sept. 1
R9-2 A Desert Adventure ... Sept. 22
R9-3 Catching Whoppers ... Oct. 13
R9-4 A Dog Is Born ... Nov. 3
R9-5 Untitled ... Nov. 24

SYMPHONIC SERIES

D9-1 The Blue Danube ... Sept. 29
D9-2 Merry Wives of Windsor ... Oct. 27
D9-3 William Tell ... Nov. 24

UNUSUAL OCCUPATIONS

L9-1 No. 1 ... Oct. 13
L9-2 No. 2 ... Nov. 17

RKO-RADIO

Two Reel

EDGAR KENNEDY COMEDIES

03401 Act Your Age ... Oct. 6
03402 Kennedy the Great ... Dec. 1
03403 Slightly at Seas ... Feb. 6

LEON ERROL COMEDIES

03701 Wrong Room ... Sept. 22
03702 Truth Aches ... Nov. 3

THE MARCH OF TIME

03101 Soldiers With Wings ... Sept. 1
03102 The Battle Fleets of England ... Sept. 29
03103 Uncle Sam—The Farmer ... Oct. 27
03104 No. 4 ... Nov. 24

RADIO FLASH COMEDIES

03201 Blamed for a Blonde ... Oct. 20
03202 Coat Tales ... Nov. 17
03203 Chicken Feed ... Dec. 29

RAY WHITLEY MUSICAL WESTERNS

03501 Cupid Rides the Range ... Sept. 8
03502 Bandits and Ballads ... Dec. 15

One Reel

INFORMATION, PLEASE

04201 No. 1 ... Sept. 8
04202 No. 2 ... Oct. 6
04203 No. 3 ... Nov. 3

REELISMS

04601 Nevada Unlimited ... Sept. 15
04602 Acres of Plenty ... Oct. 13
04603 American Royal ... Nov. 10

SPORTSCOPES

04301 Gun Play ... Sept. 1
04302 Hunting Hounds ... Sept. 29
04303 Ice Cutters ... Oct. 27

WALT DISNEY CARTOONS

04101 Officer Duck ... Sept. 22

REPUBLIC

SERIALS

870/1—
870/15 The Lone Ranger Rides Again ... Feb. 25
871/1—
871/12 Dare Devils of the Red Circle ... June 10
872/1—
872/15 Dick Tracy's G-Men ... Sept. 2
873/1—
873/12 Zorro's Fighting Legion ... Dec. 16

20th CENTURY-FOX

One Reel

DRIBBLEPUSS PARADE

0401 "Monkies Is the Cwaziest People" ... Sept. 29
0402 The Silly Season ... Dec. 8

FASHION FORECASTS

0601 No. 5 (Fall Fashions) ... Sept. 15
0602 No. 6 (Winter Fashions) ... Dec. 22

MAGIC CARPET OF MOVIETONE

0101 Birthplace of Icebergs ... Aug. 4
0102 The Evergreen Empire ... Oct. 13
0103 The Aghileen Pinnacles ... Nov. 10

SPORTS REVIEWS

0301 Big Game Fishing ... Sept. 1
0302 Clocking the Jockeys ... Nov. 24

READ CAREFULLY

This Short Subjects Release Number Listing (with release dates) will be printed in every other issue (or more frequently, if space permits).

TERRYTOONS

Black and White

0501 The Golden West ... Aug. 25
0502 Sheep in the Meadow ... Sept. 22
0503 The Watchdog ... Oct. 20
0504 A Mouse and a Million ... Nov. 3
0505 The Hitch-Hiker ... Dec. 1
0506 Untitled ... Dec. 15

Technicolor

0551 Two-Headed Giant ... Aug. 11
0552 Hook, Line and Sinker ... Sept. 8
0553 The Orphan Duck ... Oct. 6
0554 Wicky-Wacky Romance ... Nov. 17
0555 The First Robin ... Dec. 29

TRUE-LIFE ADVENTURES OF NEWSREEL CAMERAMEN

0201 Conquering the Colorado ... Aug. 18
0202 Filming the Fleet ... Oct. 27

UNIVERSAL

Two Reel

MUSICALS

4221 Boy Meets Joy ... Sept. 6
4222 Swing Hotel ... Oct. 18
4223 An Old Spanish Custom ... Nov. 18
4224 Snow Follies ... Dec. 13

SERIALS

4581—
4595 Oregon Trail ... July 4
4681—
4692 The Phantom Creeps ... Oct. 17
4781—
4793 Green Hornet ... Jan. 9
4881—
4892 Buck Rogers ... Apr. 9

SPECIALS

4110 March of Freedom ... Sept. 6
(Pre-released June 7)

One Reel

GOING PLACES

4351 No. 66 ... Sept. 25
4352 No. 67 ... Oct. 16
4353 No. 68 ... Nov. 13
4354 No. 69 ... Dec. 11

STRANGER THAN FICTION

4371 No. 66 ... Sept. 18
4372 No. 67 ... Oct. 9
4373 No. 68 ... Nov. 6
4374 No. 69 ... Dec. 4

WALTER LANTZ CARTOONS

4261 A-Haunting We Will Go ... Sept. 4
4262 Life Begins for Andy Panda ... Oct. 9
4263 The Sleeping Princess ... Nov. 20

VITAPHONE

Two Reel

BROADWAY BREVITIES

5101 Remember When ...
5102 Ice Follies ... Oct. 28
5103 Slapsie Maxie's ... Sept. 16
5104 World's Fair Junior ... Dec. 9

TECHNICOLOR PRODUCTIONS

5001 Monroe Doctrine ... Oct. 14
5002 Royal Rodeo ... Nov. 25
5003 Old Hickory ... Dec. 23

One Reel

COLOR PARADE

5401 Mechanix Illustrated, No. 1 ... Sept. 30
5402 American Saddle Horses ... Nov. 11

LOONEY TUNES

5601 Porky's Hotel ... Sept. 2
5602 Jeepers Creepers ... Sept. 23
5603 Naughty Neighbors ... Oct. 7
5604 Pied Piper Porky ... Nov. 4
5605 Porky the Giant Killer ... Nov. 18
5504 Artie Shaw and Orchestra ... Dec. 30
5606 The Film Fan ... Dec. 16

MELODY MASTERS

5501 Swing Styles ... Sept. 2
5502 Vincent Lopez & Orchestra ... Sept. 29
5503 Rubinoff & Orchestra ... Nov. 11
5403 Mechanix Illustrated, No. 2 ... Dec. 2

MERRIE MELODIES

5301 Sioux Me ... Sept. 9
5302 Little Lion Hunter ... Oct. 7
5303 Land of the Midnight Fun ... Sept. 23
5304 Good Egg ... Oct. 21
5305 Fresh Fish ... Nov. 4
5306 Fagin's Freshman ... Nov. 18
5307 Sniffles and Bookworm ... Dec. 2
5308 Screwball Football ... Dec. 16
5309 Curious Puppy ... Dec. 30

VARIETIES

5701 Vote Trouble ... Sept. 9
5702 Sword Fishing ... Oct. 21

Feature Production Number Listing, with National Release Dates

COLUMBIA

1939-1940

1010	U-Boat 29	Oct. 7
1011	Beware Spooks!	Oct. 24
1013	Blondie Brings Up Baby	Nov. 9
1015	Those High Grey Walls	Sept. 21
1025	Hidden Power	Sept. 7
1031	Scandal Sheet	Oct. 16
1032	Miracle of Main Street	Oct. 29
1071	Lost Horizon (re-issue)	June 2
1072	The Awful Truth (re-issue)	June 16
	Beware Spooks!	Oct. 24
1101	Mr. Smith Goes to Washington	Oct. 19
1201	Outpost of the Mounties	Sept. 14
1202	The Stranger From Texas	Nov. 2
1211	Taming of the West	Dec. 7
1212	Gun Lord of the Frontier	
	Miracle of Main Street	Oct. 29
	The Amazing Mr. Williams	Nov. 23
	His Girl Friday	Dec. 25
	Cafe Hostess	Nov. 30
	I Married Adventure	Dec. 1
	Fugitive at Large	Dec. 7
	His Girl Friday	Dec. 25

METRO-GOLDWYN-MAYER

1939-1940

1	The Women	Sept. 1
3	Dancing Co-Ed	Sept. 29
4	Thunder Afloat	Sept. 15
5	Blackmail	Sept. 8
6	Fast and Furious	Oct. 6
7	Ninotchka	Nov. 3
8	Marx Bros. "At the Circus"	Oct. 20
9	Babes in Arms	Oct. 13
10	Bad Little Angel	Oct. 27
11	Remember?	Nov. 10
12	The Secret of Dr. Kildare	Nov. 24
	Joe and Ethel Turp Call on the President	Dec. 1
13	Another Thin Man	Nov. 17
	Henry Goes Arizona	Dec. 8
	Nick Carter, Master Detective	Dec. 15
	Judge Hardy and Son	Dec. 22
	Balalaika	Dec. 29

MONOGRAM

1938-1939

3803	Mutiny in the Big House	Oct. 25
3808	Mr. Wong at Headquarters	
3815	Sky Patrol	Sept. 12
3816	Danger Flight	Nov. 1
3830	Raiders Over England	Nov. 15
3831	Fight for Peace	Sept. 30
3856	Oklahoma Terror	Oct. 25
3857	Overland Mail	Nov. 3
3858	Pioneer Days	Dec. 15
3870	West-Bound Stage	Dec. 22
	Riders of Destiny (re-issue)	Oct. 20
	Sagebrush Trail (re-issue)	Oct. 20
	West of the Divide (re-issue)	Dec. 10
	Lucky Texan (re-issue)	Dec. 10

1939-1940

3901	Rip Van Winkle	Dec. 25
3919	Heroes in Blue	Nov. 7
3923	The Phantom Strikes	Nov. 15
3936	Crashing Through	Oct. 1
3937	Fighting Mad	Nov. 5
	Four Just Men	Dec. 15
3938	Yukon Flight	Dec. 1
3951	Roll, Wagons, Roll	Nov. 25
	Under Western Skies	Dec. 22

PARAMOUNT

1939-1940

3901	Death of a Champion	Sept. 1
3902	Beau Geste	Sept. 15
3903	$1,000 a Touchdown	Sept. 22
3904	Honeymoon in Bali	Sept. 29
3905	What a Life!	Oct. 6
3906	Jamaica Inn	Oct. 13
3907	Television Spy	Oct. 20
3908	Disputed Passage	Oct. 27
3909	The Cat and the Canary	Nov. 10
3910	Rulers of the Sea	Nov. 17
3911	Our Neighbors, the Carters	Nov. 24
3912	The Night of Nights	Dec. 1
3913	The Llano Kid	Dec. 8
3914	All Women Have Secrets	Dec. 15
	Gulliver's Travels	Dec. 22
	The Great Victor Herbert	Dec. 29
3954	Range War	Sept. 8
3955	Law of the Pampas	Nov. 3

PRODUCERS DISTRIBUTORS

	Hitler—Beast of Berlin	Oct. 15
	Torture Ship	Nov. 1
	Buried Alive	Nov. 15
	Gold Star Mothers	Nov. 25
	Invisible Killer	Dec. 1

RKO-RADIO

1938-1939

934	Fifth Avenue Girl	Sept. 22
935	Conspiracy	Sept. 1
946	Everything's on Ice	Oct. 6
986	The Fighting Gringo	Sept. 8

1939-1940

001	Nurse Edith Cavell	Sept. 29
002	The Day the Bookies Wept	Sept. 15
003	Full Confession	Sept. 8
004	Three Sons	Oct. 13
005	Meet Dr. Christian	Nov. 17
006	Allegheny Uprising	Nov. 10
007	Vigil in the Night	
008	Reno	Dec. 1
009	Abe Lincoln in Illinois	
010	The Flying Deuces	Nov. 3
011	That's Right, You're Wrong	Nov. 24
012	Sued for Libel	Oct. 27
013	Two Thoroughbreds	Dec. 8
014	Married and in Love	Dec. 22
015	The Hunchback of Notre Dame	Dec. 29
061	Queen of Destiny	
081	Marshal of Mesa City	Nov. 3
082	Legion of the Lawless	Dec. 29

REPUBLIC

1938-1939

848	Rovin' Tumbleweeds	Nov. 16

1939-1940

905	Main Street Lawyer	Nov. 3
911	Flight at Midnight	Aug. 28
912	Calling All Marines	Sept. 21
913	Sabotage	Oct. 13
914	Jeepers Creepers	Oct. 27
915	The Covered Trailer	Nov. 10
951	The Arizona Kid	Sept. 29
952	Saga of Death Valley	Nov. 22
961	The Kansas Terrors	Oct. 6
962	Cowboy From Texas	Nov. 28

20th CENTURY-FOX

1939-1940

001	Elsa Maxwell's Hotel for Women	Aug. 4
002	Chicken Wagon Family	Aug. 11
003	Stanley and Livingstone	Aug. 18
004	The Jones Family in Quick Millions	Aug. 25
005	The Adventures of Sherlock Holmes	Sept. 1
006	Charlie Chan at Treasure Island	Sept. 8
007	Hollywood Cavalcade	Oct. 13
008	Stop, Look and Love	Sept. 22
009	Here I Am, a Stranger	Sept. 29
010	The Escape	Oct. 6
012	The Cisco Kid and the Lady	Dec. 29
012	The Adventurer	Dec. 29
013	20,000 Men a Year	Oct. 27
014	Pack Up Your Troubles	Oct. 20
015	Drums Along the Mohawk	Nov. 10
016	The Jones Family in Too Busy to Work	Nov. 17
017	Swanee River	Jan. 5
018	Shipyard Sally	Oct. 20
019	Heaven With a Barbed Wire Fence	Nov. 3
020	Day-Time Wife	Nov. 24
021	Charlie Chan in City in Darkness	Dec. 1
022	Inspector Hornleigh on Holiday	Dec. 1
023	He Married His Wife	Jan. 19
024	The Honeymoon's Over	Dec. 15
025	The Bluebird	Dec. 22
026	Barricade	Dec. 8
027	The City	Jan. 12
028	High School	Jan. 26
061	The Road to Glory (re-issue)	Oct. 13
062	The First World War (re-issue)	Oct. 27

UNITED ARTISTS

1939-1940

GOLDWYN

	They Shall Have Music	Aug. 18
	The Real Glory	Sept. 29

KORDA

	The Four Feathers	Aug. 4

ROACH

	The Housekeeper's Daughter	Oct. 13

SELZNICK

	Intermezzo, a Love Story	Sept. 22

SMALL

	The Man In the Iron Mask	Aug. 11

WANGER

	Winter Carnival	July 28
	Eternally Yours	Oct. 6

UNIVERSAL

1938-1939

3002	First Love	Nov. 10

1939-1940

4010	The Under-Pup	Sept. 1
4014	Rio	Sept. 29
4017	Two Bright Boys	Sept. 15
4019	Little Accident	Oct. 27
4020	Call a Messenger	Nov. 3
4024	Hawaiian Nights	Sept. 8
4026	Laugh It Off	Dec. 1
4027	The Witness Vanishes	Sept. 22
4028	Missing Evidence	Dec. 15
4030	One Hour to Live	Nov. 10
4035	Hero for a Day	Oct. 6
4044	The Mikado (Pre-released June 16)	Sept. 8
4051	Mutiny on the Blackhawk	Sept. 1
4052	Tropic Fury	Oct. 13
4053	Legion of Lost Fliers	Nov. 3
4054	Man From Montreal	Dec. 15
4058	Desperate Trails	Sept. 8
4059	Oklahoma Frontier	Oct. 20
4060	Chip of the Flying U	Nov. 24
4061	West of Carson City	Dec. 15
4062	Riders of Pasco Basin	Jan. 5
4071	My Man Godfrey (re-issue)	June 2
4072	The Old Dark House (re-issue)	June 2
4073	All Quiet on the Western Front (re-issue)	Sept. 29
4074	The Road Back (re-issue)	Nov. 2
	Tower of London	Oct. 27
	Destry Rides Again	Nov. 17
	The Invisible Man Returns	Nov. 24
	Big Guy	Dec. 22
	Green Hell	Dec. 29

WARNERS-FIRST NATIONAL

1939-1940

WARNERS

402	The Private Lives of Elizabeth and Essex	Nov. 11
403	The Roaring Twenties	Oct. 28
411	Kid Nightingale	Nov. 4
418	Pride of the Blue Grass	Oct. 7
419	Nancy Drew and the Hidden Staircase	Sept. 9
420	The Mad Empress	Dec. 16
	The Dead End Kids on Dress Parade	Nov. 18

FIRST NATIONAL

452	The Old Maid	Sept. 2
461	Dust Be My Destiny	Sept. 16
462	Espionage Agent	Sept. 30
463	On Your Toes	Oct. 14
469	No Place to Go	Sept. 23
	On Your Toes	Oct. 14
470	Smashing the Money Ring	Oct. 21
471	Private Detective	Dec. 9
	We Are Not Alone	Nov. 25
	The Return of Dr. X	Dec. 2
	Four Wives	Dec. 23

THE SHORTS PARADE

ONE-REEL

Color Cartoon

MOUNTAIN EARS. Columbia—Color Rhapsody. 6m. Borrowing a few ideas from Leon Schlesinger and adding a few new wrinkles of their own, the Mintz boys did a fairly okay job on this take-off on the Hatfield-McCoy feud. There are plenty of laughs, as well as a few lulls. GOOD. (1504). L. S. M.

Cartoon

NEVER SOCK A BABY. Paramount—Popeye. 6m. Muscleman Popeye reaches for his spinach when he needs it most, and, gadzooks, the can is empty. If only for that turn in fortune, this is worthy of a bit of extra applause. However, there are enough laughs and giggles in "Never Sock A Baby" for it to rate among the best of the recent crop of black and white sketches. After a spanking administered by Popeye, baby Swee'pea takes to the open road. His misadventures end in a dream. GOOD. (E 9-1) L. S. M.

Comedy

DAD FOR A DAY. Metro—Our Gang. 10m. The familiar Our Gang pattern is happily discarded this time, and, although the reel is a bit more digestible, it is hardly humorous enough to qualify as a comedy. One of the kids is in the dumps because he has no father and can't attend the fathers and sons picnic. It all ends happily. GOOD. (C-132). L. S. M.

THE SILLY SEASON. 20th Century-Fox—Driblepuss Parade. 9m. Out of the newsreel library and other spots, Lew Lehr has concocted this collection of screwy publicity stunts, which have been funny from time to time. Seen are Florida and Coast vacation spots, as well as a couple from Atlantic City. Lehr's commentary gets some good cracks in and it all shapes up as passable comedy entertainment. FAIR. (0402). H. M.

Color Musical

MOMENTS OF CHARM OF 1940. Paramount—Headliner. 11m. Phil Spitalny and His All-Girl Orchestra, last season's Jay Emanuel Shorts Award winner, put a lot of good musical and vocal meat into the 11 minutes allotted them, but the quality of the short suffers a bit by the weakness of the Cinecolor. Entire orchestra opens with a version of Raymond Scott's "Toy Trumpet," after which Maxine leads the choir in a rendition of Schubert's "Ave Maria." Following "The Bee," as played by Evelayn and the violin section, the complete ensemble goes to town on "Begin the Beguine." GOOD. (A9-3). L. S. M.

Musical

COMMUNITY SING, No. 3. Columbia. 10m. With Jessie Parker and Maxine Conrad doing the baton-twirling and Gene Morgan the ceremony-mastering, a cycle of college songs is presented—including numbers from the Universities of Virginia, Pennsylvania, and Michigan, of Harvard, and the U. S. Military Academy—but, outside of "Fair Harvard" and "Anchors Aweigh," this is a listening rather than a singing contribution to entertainment. The topical angle should help. GOOD. (1653). W. A. W.

MERRY WIVES OF WINDSOR. Paramount—Symphonic Series. 9m. The lilting strains of "The Merry Wives of Windsor" provides the score for Frederick Feher and his National Philharmonic Orchestra in this exciting musical. The camera and sound faithfully reproduce the overture from the popular opera. EXCELLENT. (D9-2). L. S. M.

AN ORGAN NOVELTY. Vitaphone—Melody Master. 9m. Mr. and Mrs. Jesse Crawford ring in their talented youngster and make this interesting organ serenade a three-cornered affair. Adding to the tonal effects of the organ are the vocal offerings of Bob Simmons and Miriam Grahame. Clips from what seems like Warner musicals of the past are tinted in sepia and provide choral dancing in accompaniment to the Crawford's music. GOOD. L. S. M.

Color Novelty

POPULAR SCIENCE No. 2. Paramount. 10m. Just about the most interesting of a swell series, this issue of Popular Science is also worthy of huzzahs because it utilizes Cinecolor to best advantage. Seen are the preservation of meat and poultry by means of rubber latex jackets; building ready-made homes by means of pouring concrete in standard molds; modernization of the pineapple industry; and exciting experiments in Chicago's Underwriters' Laboratory. EXCELLENT. (J9-2). L. S. M.

Novelty

ANTI-MUTUEL TALK. Society for Prevention of Crime. 3m. This is a talk given by George Drew Egbert, president, Society for the Prevention of Crime, in opposition to the pari-mutuel amendment in the New York horse-racing laws. (No estimate.) L. S. M.

SCREEN SNAPSHOTS No. 2. Columbia—11m. Hollywood's animal actors and their trainers supply the targets for Harriet Parsons' cameramen in this grand subject which makes it two honeys in a row to open the series' 17th year. EXCELLENT. (1852). L. S. M.

INFORMATION PLEASE No. 3. RKO-Radio. 10m. Number three in the celluloid editions of radio's "Information Please" lacks some of the novelty of the two previous issues, but makes up for it by placing humor ahead of concentration upon brainstorming. Author Clarence Budington Kelland aids regulars John Keiran, Franklin P. Adams, and Oscar Levant in answering the questions posed by Clifton Fadiman. GOOD. (04203). L. S. M.

Sport

AFTERNOON AT A BULL FIGHT. Charles A. Emanuel. 10m. More a newsreel summary of the event of an afternoon at a Spanish ring, rather than a reel on the Sportlight manner, is this discussion of bull fighting, up to but not including with kill. Included are scenes of the pageantry of the fight and the activities of the picadores, matadores and all the other-dors attendant on the Spanish sport. FAIR. M. M. C.

AQUA-RHYTHM. Paramount — Grantland Rice Sportlight. 10m. Ted Husing narrates while students of the Florida State Normal School for Girls, Tallahassee, go through intricate formations in the water. The swimmers, in white bathing suits, present beautiful pictures, in a short that should be appreciated anywhere. It is certain to be an audience pleaser. GOOD. (R9-5). H. M.

Travel

HISTORIC CITIES of INDIA. Columbia—Tour. 10m. Centering attention largely on the new and old cities of Delhi, and the environs of Agra, this is a well-made and pleasantly presented black-and-white travelogue which, like 99.44 percent of similar works, has its high point in the shots of the ever-fascinating beautiful Taj Mahal. GOOD. (1552). W. A. W.

SMITHSONIAN INSTITUTION. Columbia—Washington Parade, No. 1. 10m. Combining a tour through the world-famed Smithsonian Institution with a plea for adherence to our American ideals, the third of the Washington Parades is a worthwhile addition to any program. Landmarks in the art and industrial advances of the world are seen. Basil Ruysdael does a grand job in delivering Jack Kofoed's narrative. GOOD. (1901). L. S. M.

Alphabetical Guide

(*Continued from page 422*)

SUED FOR LIBEL—66m.—RKO-Radio 400
SURPRISES OF MATRIMONY, THE (Le Sorprese di un Matrimonion)—118m.—Columba 410

T

TAMING OF THE WEST—54m.—Columbia.....399
TELEVISION SPY—57m.—Paramount 400
TEN NIGHTS IN A BARROOM—61m.—B&M Pictures 418
THAT THEY MAY LIVE—73m.—Mayer-Burstyn....410
THESE GLAMOUR GIRLS—78m.—Metro 379
TWO BRIGHT BOYS—70¼m.—Universal 387
THEY SHALL HAVE MUSIC—101m.—United Artists 354
THOSE HIGH GREY WALLS—82m.—Columbia....391
THREE SONS—72m.—RKO-Radio 392
THUNDER AFLOAT—94m.—Metro 391
TORPEDOED (Our Fighting Navy)—75m. — Film Allianee of U. S. 387
TORTURE SHIP—62m.—Produeers Pictures 409
TREACHERY ON THE HIGH SEAS—68m.—Times 394
TRIGGER FINGERS—53m.—Vietory 381
TROPIC FURY—62⅓m.—Universal 370
20,000 MEN A YEAR—83m.—20th Century-Fox..409

U

U-BOAT 29—79m.—Columbia 391
UNDER-PUP, THE—88m.—Universal 380

W

WALL STREET COWBOY—66m.—Republie 386
WE ARE NOT ALONE—112m.—Warners.....417
WHAT A LIFE!—79m.—Paramount 385
WHY THIS WAR?—81m.—Samuel Cumings.....409
WINTER CARNIVAL—91m.—United Artists 354
WITNESS VANISHES, THE—66m.—Universal.....393
WOMEN, THE—134m.—Metro 379

ALPHABETICAL GUIDE TO 169 FEATURES

Reviewed since August 1, 1939

A

ADVENTURES OF SHERLOCK HOLMES, THE—82m.—20th Century-Fox ... 380
AFFAIR LAFONT, THE (Conflict)—84m.—Trans-Atlantic Films ... 402
ALL QUIET ON THE WESTERN FRONT—93m.—Universal (revised and re-issued) ... 392
ALLEGHENY UPRISING—78m.—RKO-Radio ... 408
ALLERGI MASNADIERI (The Make-Believe Pirates)—72m.—Americo Pullini ... 402
ALPINE PASSION (Amore sulle Alpi) — 74m. — Esperia ... 418
AMORE SULLE ALPI—see Alpine Passion.
ARIZONA KID, THE—61m.—Republic ... 400
AWFUL TRUTH, THE—92m.—Columbia (re-issue) 29

B

BABES IN ARMS—94m.—Metro ... 391
BAD LITTLE ANGEL—72m.—Metro ... 407
BEAU GESTE—114m.—Paramount ... 353
BETRAYAL—80m.—World ... 393
BEWARE SPOOKS—68m.—Columbia ... 407
BLACKMAIL—81m.—Metro ... 385
BLONDIE BRINGS UP BABY—66m.—Columbia ... 415
BOMBS OVER LONDON—78m.—Film Alliance ... 387
BRIVELE DER MAMEN, A (A Letter to Your Mother)—104m.—Sphinx ... 393

C

CALL A MESSENGER—65m.—Universal ... 392
CALLING ALL MARINES—66m.—Republic ... 386
CAT AND THE CANARY, THE—74m.—Paramount 399
CHARLIE CHAN IN (AT or WITH)—20th Century-Fox—
CITY IN DARKNESS—74m. ... 408
TREASURE ISLAND—74m. ... 370
CHICKEN WAGON FAMILY—64m.—20th Century-Fox ... 362
CHILD IS BORN, A—79m.—Warners ... 363
CHILDREN OF THE WILD—73m.—Grand National 266
CHIP OF THE FLYING U—55m.—Universal ... 416
CONFLICT—see The Affair Lafont.
CONQUESTS OF PETER THE GREAT, THE—96m.—Amkino ... 387
CRASHING THROUGH—55m.—Monogram ... 391

D

DANCING CO-ED—84m.—Metro ... 391
DANGER FLIGHT—61m.—Monogram ... 415
DAY THE BOOKIES WEPT, THE — 64m. — RKO-Radio ... 381
DEAD END KIDS ON DRESS PARADE, THE—62m.—Warners ... 417
DEATH OF A CHAMPION—67m.—Paramount ... 379
DEMON BARBER OF FLEET STREET, THE—67m.—Select Attractions ... 381
DESPERATE TRAILS—58m.—Universal ... 380
DISPUTED PASSAGE—91m.—Paramount ... 391
DRUMS ALONG THE MOHAWK—103m.—20th Century-Fox ... 408
DUST BE MY DESTINY—88m.—Warners ... 370

E

ELSA MAXWELL'S HOTEL FOR WOMEN—83m.—20th Century-Fox ... 362
END OF THE DAY, THE (Fin du Jour)—95m.—Juno Films ... 387
ESCAPE, THE—62m.—20th Century-Fox ... 380
ESPIONAGE AGENT—83m.—Warners ... 393
ETERNALLY YOURS—98m.—United Artists ... 401
EVERYBODY'S HOBBY—54m.—Warners ... 387
EVERYTHING'S ON ICE—66m.—RKO-Radio ... 386

F

FAST AND FURIOUS—73m.—Metro ... 399
FIFTH AVENUE GIRL (My Fifth Avenue Girl)—88m.—RKO-Radio ... 370
FIGHT FOR PEACE—65m. — Monogram (formerly Warwick) ... 125
FIGHTING GRINGO, THE—59m.—RKO-Radio ... 380
FIGHTING MAD—55m.—Monogram ... 415
FIN DU JOUR—see The End of the Day.
FIRST FILM CONCERT, THE—52m.—World ... 418
FIRST LOVE—84m.—Universal ... 417
FIRST WORLD WAR, THE—78m.—20th Century-Fox (re-issue) ... 400
FIVE LITTLE PEPPERS AND HOW THEY GREW—60m.—Columbia ... 381
FIGHTING RENEGADE—54m.—Victory ... 387
FLIGHT AT MIDNIGHT—66m.—Republic ... 380
FLIRTING WITH DEATH (Let's Pretend We're Sweethearts)—68m.—Imperial ... 321
FLYING DEUCES, THE—68m.—RKO-Radio ... 400
FOUR FEATHERS, THE—112m.—United Artists ... 337
FUGITIVE AT LARGE—63m.—Columbia ... 361
FULL CONFESSION—73m.—RKO-Radio ... 370

G

GOLDEN BOY—101m.—Columbia ... 379
GREAT COMMANDMENT, THE—85m. — Cathedral Films ... 402

H

HAWAIIAN NIGHTS—65m.—Universal ... 370
HEARTBEAT—88m.—French Motion Picture Corporation ... 388
HEAVEN WITH A BARBED-WIRE FENCE—62m.—20th Century-Fox ... 400
HERE I AM A STRANGER—83m.—20th Century-Fox ... 392
HERO FOR A DAY—65m.—Universal ... 387
HEROES IN BLUE—58m.—Monogram ... 415
HIDDEN POWER—60m.—Columbia ... 319
HITLER—BEAST OF BERLIN — 85m. — Producers Pictures ... 409
HOLLYWOOD CAVALCADE—96m.—20th Century-Fox ... 400
HONEYMOON IN BALI—95m.—Paramount ... 385
HONEYMOON'S OVER, THE—70m.—20th Century-Fox ... 416
HO PERDUTO MIO MARITO!—see My Husband Is Lost.
HOUSEKEEPER'S DAUGHTER, THE—80m.—United Artists ... 386

I

I MET A MURDERER—78m.—York Pictures ... 402
IN SOVIET RUSSIA TODAY—100m.—Amkino ... 393
INTERMEZZO, A LOVE STORY — 70m. — United Artists ... 396
IRELAND'S BORDER LINE—64½m.—William Alexander ... 409
IRISH LUCK—58m.—Monogram ... 379

J

JAMAICA INN—99m.—Paramount ... 392
JEEPERS CREEPERS—69m.—Republic ... 416
JONES FAMILY, THE (20th Century-Fox) IN (AT or WITH)—
QUICK MILLIONS—61m. ... 363
TOO BUSY TO WORK—65m. ... 401
JUST LIKE A WOMAN—73m.—Alliance ... 410

K

KANSAS TERRORS, THE—57m.—Republic ... 408
KID NIGHTINGALE—57m.—Warners ... 393
KLIATSHE, DI—see Light Ahead
KOL NIDRE—90m.—Joseph Seiden ... 388
KONGA, THE WILD STALLION—61m.—Columbia 385

L

LAND OF LIBERTY—138m.—MPPDA ... 347
LAW OF THE PAMPAS—72m.—Paramount ... 407
LAUGH IT OFF—63m.—Universal ... 417
LEGION OF LOST FLIERS—63m.—Universal ... 392
LET'S PRETEND WE'RE SWEETHEARTS—see Flirting With Death
LETTER TO YOUR MOTHER, A—see A Brivele der Mamen
LIGHT AHEAD (DI Kliatshe)—103m.—Carmel ... 393
LITTLE ACCIDENT—65m.—Universal ... 409
LLANO KID, THE—69m.—Paramount ... 416
LOST HORIZON—118m.—Columbia (re-issue) ... 1
LOST ON THE WESTERN FRONT—63m.—Standard 410

M

MAD YOUTH—73m.—Willis Kent ... 402
MADEMOISELLE MA MERE—80m.—Hoffberg ... 394
MAKE-BELIEVE PIRATES, THE—see Allergi Masnadieri.
MAN FROM MONTREAL—60m.—Universal ... 417
MAIN STREET LAWYER—72m.—Republic ... 416
MAN IN THE IRON MASK, THE—110m.—United Artists ... 347
MARSEILLAISE—80m.—World Pictures ... 418
MARSHAL OF MESA CITY, THE — 62m. — RKO-Radio ... 400
MARX BROS. "AT THE CIRCUS"—87m.—Metro ... 407
MEET DR. CHRISTIAN—67m.—RKO-Radio ... 408
MIDDLETON FAMILY AT THE WORLD'S FAIR, THE—50m. ... 396
MIKADO, THE—91m.—Universal ... 281
MILL ON THE FLOSS, THE—78m.—Standard ... 418
MIRACLE ON MAIN STREET—78m.—Columbia ... 415
MIRELE EFROS—87m.—Credo Pictures ... 410
MISSING EVIDENCE—64½m.—Universal ... 401
MR. MAX (Il Signor Max)—86m.—Esperia ... 402
MR. SMITH GOES TO WASHINGTON—130m.—Columbia ... 399
MUTINY IN THE BIG HOUSE—83m.—Monogram ... 399
MUTINY ON THE BLACKHAWK—66m.—Universal 337
MY FIFTH AVENUE GIRL—see Fifth Avenue Girl
MY HUSBAND IS LOST (Ho Perduto Mio Marito!)—87m.—Esperia ... 410
MY MAN GODFREY—93m.—Universal (re-issue) ... 321
MYSTIC CIRCLE MURDER—69m.—Fanchon Royer 402

N

NANCY DREW AND THE HIDDEN STAIRCASE—60m.—Warners ... 371
NINOTCHKA—110m.—Metro ... 399
NO PLACE TO GO—56m.—Warners ... 381
NORTH SEA PATROL—69m.—Alliance Films ... 418
NURSE EDITH CAVELL—98m.—RKO-Radio ... 380

O

OKLAHOMA FRONTIER—58m.—Universal ... 401
OKLAHOMA TERROR—50m.—Monogram ... 379
OLD DARK HOUSE, THE—74m. — Universal (re-issue) ... 321
OLD MAID, THE—95m.—Warners ... 363
ON HIS OWN—100m.—Amkino ... 388
ON YOUR TOES—94m.—Warners ... 402
ONE HOUR TO LIVE—59½m.—Universal ... 387
$1,000 A TOUCHDOWN—73m.—Paramount ... 392
OUR FIGHTING NAVY—see Torpedoed
OUR NEIGHBORS, THE CARTERS—85m.—Paramount ... 408
OUTPOST OF THE MOUNTIES—63m.—Columbia 407
OVERLAND MAIL, THE—52m.—Monogram ... 416

P

PACK UP YOUR TROUBLES—75m. — 20th Century-Fox ... 386
PEOPLE ETERNAL, A—65m.—Henry Lynn ... 418
PORT OF SHADOWS (Le Quai des Brumes)—90m.—Film Alliance of U. S. ... 402
PRIDE OF THE BLUE GRASS—65m.—Warners ... 393
PRIVATE LIVES OF ELIZABETH AND ESSEX, THE—106m.—Warners ... 396
PRISONER OF CORBAL, THE—73m.—Syndicate ... 381

Q

QUAI DES BRUMES, LE—see Port of Shadows.
QUEEN OF DESTINY (Sixty Glorious Years)—95m.—RKO-Radio ... 220

R

RAINS CAME, THE—104m.—20th Century-Fox ... 386
RANGE WAR—66m.—Paramount ... 369
RASPUTIN—93m.—Concord Films ... 410
REAL GLORY, THE—96m.—United Artists ... 386
REMEMBER?—83m.—Metro ... 415
RENO—72m.—RKO-Radio ... 416
RETURN OF THE FROG, THE—71m.—Select Attractions ... 381
RIDERS OF BLACK RIVER—54m.—Columbia ... 385
RIDERS OF THE SAGE—56m.—Metropolitan ... 402
RIDIN' FOOL, THE—58m.—Metropolitan ... 402
RIO—77m.—Universal ... 393
ROAD BACK, THE—79m.—Universal ("The Outspoken Version") ... 417
ROAD TO GLORY, THE—101m.—20th Century-Fox (re-issue) ... 401
ROARING TWENTIES, THE—104m.—Warners ... 409
ROYAL DIVORCE—82½m.—Imperial ... 394
RULERS OF THE SEA—97m.—Paramount ... 385

S

SABOTAGE—69m.—Republic ... 400
SCANDAL SHEET—67m.—Columbia ... 407
SCIPIO AFRICANUS MAJOR—see Scipione l'Africano
SCIPIONE L'AFRICANO (Scipio Africanus Major)—115m.—Esperia ... 394
SECOND BUREAU—66m.—Film Alliance of U. S. 410
SEVENTEEN—78m.—Paramount ... 408
SHE GOES TO WAR—87m.—Mitchell Leichter ... 417
SHIPYARD SALLY—80m.—20th Century-Fox ... 401
SIGNOR MAX, IL—see Mr. Max.
SIXTY GLORIOUS YEARS—see Queen of Destiny.
SKY PATROL—61m.—Monogram ... 385
SMASHING THE MONEY RING—57m.—Warners ... 409
SMUGGLED CARGO—62m.—Republic ... 380
SONG OF THE STREET—77m.—Mayer-Burstyn 381
SORPRESE DI UN MATRIMONION, LE — see The Surprises of Matrimony.
STANLEY AND LIVINGSTONE—101m.—20th Century-Fox ... 354
STOP, LOOK AND LOVE—57m.—20th Century-Fox 380
STRAIGHT SHOOTER—60m.—Victory ... 418

(Continued on page 421)

READ CAREFULLY

ALL FEATURE PICTURES carried in the Six-Point review pages (Blue Section) are listed alphabetically by title, with the latest available running time, the distributor, and the number of the page on which the review appears.

SHORT SUBJECTS INDEXES will be found on pages 128 and 129, 179, 229, 325 and 326, and 376.

For further information, consult the Production Number Analysis (also in the Blue Section) and The Feature Check-Up (the Yellow Section).

THE EXHIBITOR'S NATIONAL RELEASE DATE GUIDE

Pictures listed are in the order of their release by the several companies, placed as closely as possible to the correct date. This Guide is subject to changes in dates, titles, and casts, as made by the companies' home offices. For convenience, westerns are designated by a W following the title, which should not be confused with (W) in the Warner-First National column, where the letter designates a Warner picture.

	COLUMBIA	METRO	MONOGRAM	PARAMOUNT	RADIO	REPUBLIC	20th-FOX	UNITED ARTISTS	UNIVERSAL	WARNERS FIRST NAT.
OCT 20	Mr. Smith Goes to Washington J. Arthur, J. Stewart, E. Arnold	Marx Bros. "At the Circus" Marx Brothers, A. Rutherford	Riders of Destiny, W Sagebrush Trail, W J. Wayne (Re-issues)	Television Spy W. Henry, J. Barrett			Pack Up Your Troubles J. Withers, Ritz Brothers Shipyard Sally G. Fields (English-made)		Oklahoma Frontier, W J. Brown, B. Baker	Smashing the Money Ring (FN) R. Reagan, M. Stevenson
27	Beware Spooks! J. Brown, M. Carlisle Miracle of Main Street W. Abel, Margo	Bad Little Angel V. Weidler, G. Reynolds	Mutiny in the Big House C. Bickford, B. MacLane Overland Mail, W J. Randall	Disputed Passage D. Lamour, A. Tamiroff	Sued for Libel K. Taylor, L. Hayes	Jeepers Creepers Weaver Brothers, Elviry, R. Rogers	The First World War (Re-issue) 20,000 Men a Year R. Scott, M. Healy, M. Lindsay		Little Accident Sandy, M. Auer	The Roaring Twenties (W) J. Cagney, H. Bogart, P. Lane
NOV 3	The Stranger From Texas, W C. Starrett, I. Meredith	Ninotchka G. Garbo, M. Douglas, I. Claire	Danger Flight J. Trent, M. Reynolds Fighting Mad J. Newill, S. Blane	Law of the Pampas, W W. Boyd, S. Duna, R. Hayden	The Flying Deuces S. Laurel, O. Hardy The Marshal of Mesa City, W G. O'Brien, V. Vale	Main Street Lawyer E. Ellis, A. Louise	Heaven With a Barbed-Wire Fence J. Rogers, R. Walburn		The Road Back (Re-issue) Call a Messenger B. Halop, R. Armstrong Legion of Lost Fliers R. Arlen, A. Devine	Kid Nightingale (W) J. Payne, J. Wyman
10	Blondie Brings Up Baby P. Singleton, A. Lake	Remember? R. Taylor, G. Garson, L. Ayres	Heroes in Blue D. Purcell, B. Hayes Raiders Over England (Two-Reeler)	The Cat and the Canary B. Hope, G. Sondergaard, P. Goddard	Allegheny Uprising J. Wayne, C. Trevor	The Covered Trailer Higgins Family	Drums Along the Mohawk C. Colbert, H. Fonda (Technicolor)		First Love D. Durbin, R. Stack One Hour to Live C. Bickford, D. Nolan, J. Litel	The Private Lives of Elizabeth and Essex (W) B. Davis, E. Flynn (Technicolor)
17		Another Thin Man W. Powell, M. Loy, C. Smith	The Phantom Strikes S. Hale, W. Lawson, L. Henry (English-made)	Rulers of the Sea D. Fairbanks, Jr., W. Fyffe	Meet Dr. Christian J. Hersholt, D. Lovett	Rovin' Tumbleweeds, W G. Autry, S. Burnette ('38-'39)	The Jones Family in Too Busy to Work The Jones Family		Tower of London B. Rathbone, B. Karloff, N. Grey	The Dead End Kids on Dress Parade (W) Dead End Kids, J. Litel
24	The Amazing Mr. Williams J. Blondell, M. Douglass	The Secret of Dr. Kildare L. Ayres, L. Barrymore, L. Day	Roll, Wagons, Roll, W T. Ritter, M. Evans	Our Neighbors, The Carters F. Bainter, F. Craven	That's Right, You're Wrong K. Kyser and Orchestra, L. Ball, A. Menjou	Cowboy From Texas, W 3 Mesquiteers Saga of Death Valley, W R. Rogers, G. Hays, D. Barry	Day-Time Wife T. Power, L. Darnell, B. Barnes	Ladies Know Too Much P. O'Brien, R. Terry, E. Arnold (Wanger)	The Invisible Man Returns C. Hardwicke, V. Price, N. Grey Chip of the Flying U, W J. Brown, B. Baker	We Are Not Alone (FN) P. Muni, J. Bryan, M. Robson
DEC 1	Cafe Hostess P. Foster, A. Dvorak I Married Adventure O. Johnson (Special)	Joe and Ethel Turp Call on the President L. Stone, A. Sothern, W. Gargan	Yukon Flight J. Newill, L. Stanley	Night of Nights P. O'Brien, O. Bradna, R. Young	Reno R. Dix G. Patrick, A. Louise		Charlie Chan in City in Darkness S. Toler, S. Bari Inspector Hornleigh on Holiday G. Harker, A. Sim, (English-made)		Laugh It Off J. Downs, C. Moore	The Return of Doctor X (FN) W. Morris, R. Lane, H. Bogart
8	Taming of the West, W B. Elliott, I. Meredith	Henry Goes Arizona F. Morgan, V. Weidler, G. Kibbee	West of the Divide, W Lucky Texan, W The Gentleman From Arizona (Wayne Re-issues)	The Llano Kid T. Guizar, E. Dunn, A. Mowbray, G. Sondergaard	Two Thoroughbreds J. Brodell, J. Lydon, J. Kerrigan		The Barricade W. Baxter, A. Faye, C. Wininger		The Man From Montreal R. Arlen, A. Devine	Private Detective (FN) J. Wyman, D. Foran
15		Nick Carter, Master Detective W. Pidgeon, R. Johnson, H. Hull	Pioneer Days, W J. Randall Four Just Men H. Sinclair, F. Lawton (English-made)	All Women Have Secrets J. Allen, Jr., Jean Cagney, V. Dale			The Honeymoon's Over S. Irwin, M. Weaver, J. Gale		Missing Evidence P. Foster, I. Hervey West of Carson City, W J. Brown, B. Baker	The Mad Empress (W) M. Novara, L. Atwill
22	His Girl Friday C. Grant, R. Russell, R. Bellamy	Judge Hardy and Son The Hardy Family	West-Bound Stage, W T. Ritter	Gulliver's Travels Full-length cartoon, by M. Fleischer (Technicolor)	Married and in Love B. Read, A. Marshall, P. Knowles		Everything Happens at Night S. Henie, R. Milland, R. Cummings	Rebecca L. Olivier, J. Fontaine, J. Anderson, R. Denny (Selznick)	The Big Guy V. McLaglen, J. Cooper	Four Wives Lane Sisters, G. Page, C. Rains, J. Lynn, M. Robson
29		Balalaika N. Eddy, I. Massey, C. Ruggles	Rip Van Winkle ('39-'40)	The Great Victor Herbert W. Connolly, M. Martin, A. Jones	Hunchback of Notre Dame C. Laughton, M. O'Hara Legion of the Lawless, W George O'Brien		The Cisco Kid and the Lady C. Romero, M. Weaver		Green Hell D. Fairbanks, Jr., J. Bennett	A Child Is Born (W) J. Lynn, C. George, G. Fitzgerald

PRODUCERS DISTRIBUTING CORPORATION

October 15: Hitler—Beast of Berlin—R. Drew, S. Duna; **November 1:** Torture Ship—L. Talbot, J. Wells; **November 15:** Buried Alive—B. Roberts, R. Wilcox; **November 25:** Gold Star Mothers (no cast available); **December 1:** Invisible Killer—R. Drew, G. Bradley.

TWO HITS from the HOUSE of KNOWLES

BUY WITH CONFIDENCE FROM THE POTTERY LONG NOTED FOR QUALITYWARE AND DEPENDABLE DELIVERIES

HARVEST MOON

The DINNER SET

ONE OF THE MOST SUCCESSFUL PREMIUM DEALS EVER MARKETED

Consistent Weekly Grosser

TIA JUANA

The BREAKFAST SET

26 Short Weeks

PRICED RIGHT

An Artist's Dream

ASK THE WIFE OR GIRL FRIEND

EXCLUSIVE DISTRIBUTORS to THEATRES for all

EDWIN M. KNOWLES LINES

QUALITY PREMIUM DISTRIBUTORS

1309-11 VINE STREET • [HOME OFFICE] • PHILADELPHIA, PA.

BOSTON : NEW YORK : PITTSBURGH : CLEVELAND : DETROIT : CHICAGO : KANSAS CITY : MINNEAPOLIS : MILWAUKEE : CHARLOTTE

IN NEW ENGLAND — SI BUNCE, 33 WINCHESTER STREET, BOSTON • IN NEW YORK — MAC SCHWARTZMAN, 362 WEST 44th STREET

THE EXHIBITOR

MAYOR LaGUARDIA BOOSTS PRODUCTION IN EAST

VALUABLE HINTS ON NEWSPAPER ADVERTISING

THE COMPLETE FEATURE AND SHORTS CHECK-UP

"THE TIP-OFF" REPORTS ON NEW BUSINESS

EDITORIAL:

"READING CONTRACTS MAY PROVE PROFITABLE"

NEW YORK STATE EDITION

ENTERED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST OFFICE AT PHILADELPHIA, PA., UNDER THE ACT OF MARCH 3, 1879

NOVEMBER 22, 1939
VOL. 23 No. 2 PRICE 10 CENTS

WILLIAM POWELL, MYRNA LOY in "ANOTHER THIN MAN" with Virginia Grey, Otto Kruger, C. Aubrey Smith, Ruth Hussey, Nat Pendleton, Patric Knowles, Tom Neal, Screen Play by Francis Goodrich and Albert Hackett, Based on an Original Story by Dashiell Hammett, Directed by W. S. VAN DYKE II, Produced by HUNT STROMBERG, An M-G-M Picture.

GET READY!

"M-G-M's answer to public demand! A natural!"—*M. P. Daily*

"Heavy box-office!"—*Hollywood Reporter*

"Tops either of the two previous!"—*Daily (Coast) Variety*

"Swell! Should enjoy marked box-office popularity!"—*Film Daily*

"Sure bet at the turnstiles!"—*Box-Office Magazine*

M-G-M IS ON THE MARCH!

"The Women" · "Thunder Afloat" · "Babes In Arms" · "Ninotchka" · "Another Thin Man" · "Judge Hardy & Son" · "Balalaika"

E D I T O R I A L

THE

EXHIBITOR

Vol. 23, No. 2 November 22, 1939

MEMBER AUDIT BUREAU OF CIRCULATIONS

A Jay Emanuel Publication. Covering the film territories in the Metropolitan East. Published weekly by Jay Emanuel Publications, Incorporated. Publishing office: 1225 Vine Street, Philadelphia, Pennsylvania. New York City office, 1600 Broadway. West Coast office, 1119 Poinsettia Drive, Hollywood, California. Representatives in Washington, D. C.; Albany, Buffalo, Boston, New Haven. Jay Emanuel, publisher; Paul J. Greenhalgh, business manager; Herbert M. Miller, managing editor. Subscription rates: $2 for one year; $5 for three years. Address all communications to 1225 Vine Street, Philadelphia, Pennsylvania.

Just In Passing

THE COURTS GIVE ACTION

Apparently some of the exhibitors are not waiting for the government to bring relief but are continuing with the court method for attaining their ends. Significant, was the victory won in Philadelphia area by Eugene Mori, an independent exhibitor, who filed an anti-trust action against a circuit and the major distributors. The federal judge, in handing down his decision on an application for a temporary injunction, upheld the plaintiff on practically all counts.

Undoubtedly, the success of this court venture will lead to more theatremen, tired of waiting for relief through other channels, to go into court; who can blame them?

The government may eventually accomplish its purpose, the Neely bill may pass, and the exhibitor organizations may achieve their objectives, but an exhibitor has to live, and it would seem, as the result of what has gone before, that he has more chance of getting concessions through the court threat than any other. So it seems and it's too bad.

TELEVISION TURMOIL

There seems to be some agitation regarding Paramount's "Television Spy." A few tradesters infer that because Paramount has an interest in a television company, the picture might have been made to increase interest in television and thereby, indirectly, influence purchase of stock. Personally, we don't believe Paramount or any company would be so direct. And if they did intend to glorify television, they certainly didn't help their case any by "Television Spy," which has little with which to attract patrons, let alone prospective stock buyers.

READING CONTRACTS MAY PROVE PROFITABLE

We were interested recently when an exhibitor said to us:

"Say, do you know, the other day I had some time to kill at my office and a copy of a contract which had just been approved was on the desk. By chance, I began to read all that small type which appears on it, and I found out a number of things.

"For example, I didn't know that this distributor doesn't sell clearance on either the news or the shorts. That last interests me greatly. It means, according to my interpretation, that not only that I won't have to wait until my run ahead, who is delinquent in dating shorts, has used them, but I am going to see why I can't date in the shorts at the same time or before the first run of the city.

"Furthermore, I noted a clause in this particular contract that says that a few pictures can't be double-featured. Frankly, I don't double feature myself, but wasn't there a Supreme Court decision at one time which said that the distributors haven't the right to bar double-featuring of their pictures?

"Believe you me, my work is being cut out for me. I not only read that contract but I am going to read everyone that I have signed—and something tells me that it is going to be a profitable pastime."

We were very pleased with what the exhibitor had to say—not only because we feel that he is doing himself a lot of good but because we have long preached the value of such a policy to our readers. Particularly at this time, when many companies are rewriting their contracts, is the plan of reading "the small type" important. If the contract form weren't necessary, it wouldn't be used, and the fact that the distributor sets it up and then hands it to the exhibitor for signature is another reason why every account should be well acquainted with it.

Most exhibitors know that clearance situations should be fully covered, but a lot of them, if they read their contracts, will find out things they never knew. Clearance stipulations are generally typewritten in; so it is to be expected that exhibitors will read those phrases. Yet, in a lot of cases, we will wager that all exhibitors aren't sure, for example, whether their clearance covers erection of new theatres or opening of long-closed houses in their particular area. And there are some distributors who feel exhibitors should remind them of their fulfilling their contracts, Nice going!

We would imagine that in other lines of industry, the contract is scrutinized to see exactly what the terms may be, and there is no reason why our business should be different.

Take off some time, read your contract. We will wager that you will be surprised to note that what you signed may be entirely different from what you thought you signed.

Jay Emanuel

QUAD.

WE'RE BRINGING HIM BACK!

...Because NOW He Means More Than Ever Before!

John Wayne

IN THOSE 6 ACTION-JAMMED WARNER WESTERNS

'THE TELEGRAPH TRAIL' • 'RIDE HIM COWBOY'
'THE MAN FROM MONTEREY' • 'HAUNTED GOLD'
'SOMEWHERE IN SONORA' • 'THE BIG STAMPEDE'

New Posters
New Displays
New Pressbooks
A New Opportunity for a Big-Scale Western Draw!

Write 'em all in TODAY!

TERRITORIAL HIGHLIGHTS

Local 306 Operators Receive 10% Increase

Independents Agree to Retroactive Deal

New York City—About 700 members of Local 306 of the Motion Picture Operators' Union will receive 10 percent wage increases retroactive to September 1, it was announced last week following contractual agreements between the union and the Independent Theatre Owners' Association representing 300 houses.

Each projectionist will get approximately $50 in back pay, making a total of about $35,000 for all members affected. Each operator will receive a second week of vacation with pay this year as well as a two-week instead of a one-week vacation next year.

Dr. Paul Abelson acted as impartial chairman during the arbitration proceedings which resulted in the agreement. Union officials are hopeful of getting the same terms from the affilated circuits with whom negotiations are now under way.

Smoking Measure Up

New York City—After holding a public hearing last week in City Hall on a Council bill to curb smoking in theatres, Mayor La Guardia indicated that he would sign the measure.

Introduced by Mrs. Genevieve B. Earle of Brooklyn, the bill prohibits smoking in theatres, except in lobbies, designated smoking and rest rooms and balconies and boxes where the floor covering is flameproofed and proper receptacels are provided. The bill also forbids theatre patrons to use cigarette lighters for reading their programs.

John Manheim, who said he was speaking for the "enclosed stadium type of theatre," said smoking should be permitted at a certain elevation above the orchestra floor. He held that the language of the bill permitted the Fire Department to decide what was and what was not a balcony.

He said he would issue a ruling that a railing or cord between the orchestra floor and the rear elevated section made the latter portion a balcony.

Cinema Lodge Meets

New York City—Charter meeting of Cinema Lodge, No. 1365, B'Nai B'rith, was held November 16 in the Hotel Edison with more than two hundred members and others present to see the charter presented.

Zanuck-Fabian Tiff Draws Trade's Attention

Coast Producer Objected to "Drums" Run's End

Schenectady — Localites and others awaited further developments following the news from Hollywood last week that Darryl Zanuck, 20th Century-Fox production head, had rapped Si Fabian, whose Proctor's, here, had not played the company's "Drums Along the Mohawk" as long as Zanuck thought it should.

Zanuck wrote, in a letter released from the Coast:

"Mr. Fabian, there is no conceivable excuse for your action and I am writing this open letter in the hope that it will awaken response from exhibitors so that moving pictures worthy of extended engagements will be given same and so that they will be permitted to earn for you and for us every dollar that they can in your territory so that a proper share of that money can be returned to Hollywood to be used to make other pictures just as fine and fitting as 'Drums Along the Mohawk.' "

Zanuck asserted that the picture at the Proctor did more in six days than "Alexander's Ragtime Band" did in seven, and also outdrew "Hollywood Cavalcade," "Stanley and Livingstone" and "The Rains Came."

He continued:

"Mr. Fabian, do you realize that we at the studio cooperated with you in opening at your theatre in sending you personalities for your opening day engagement? Do you realize there is a war in Europe and that we, the producers and distributors, face a tremendous loss in foreign revenue? Do you realize that already, because of currency deflation and frozen currency in the foreign market, we have lost in Europe almost one-third of our year's gross and that there is no indication of what may come along these lines with each day some new government placing financial restrictions on us and forcing us to realize more and more that we must depend only on America for our revenue?

"Do you realize, Mr. Fabian, that the cost of producing moving pictures is double what it was 18 months ago? Do you realize that labor today receives a higher percentage of payment on each individual production than do the stars themselves, and that cost of building material and equipment makes it impossible for us to produce a big picture subject at a reasonable price? Mr. Fabian, if the exhibitors of America do not realize these very important facts and do not prepare to do their share in encouraging and aiding us of the studios, then it is going to be a sorry day for the exhibitors of America.

"If producers find that they cannot at least break even, then naturally they cannot be expected to takee the fabulous financial gambles that we are forced to take today. If the rest of the American exhibitors pull any picture when it is doing legitimately fine business, then, in my opinion, they will be cutting their own throats because the producers are eventually going to come to the realization that they will have to depend upon smaller, lower price pictures, as it is impossible to expect us to take the gamble without fullest cooperation from every exhibitor and theatre manager in the nation."

Jersey Allied Meets Nov. 28

New York City—The next statewide meeting of Allied Theatre Owners of New Jersey will take place at the Hotel Astor here November 28.

Mayor LaGuardia Pushes "Produce In East" Drive

Ben Hecht and George Jessel to Make Film Here

New York City—Progress was reported last week in Mayor La Guardia's drive to further production in the East when Ben Hecht and George Jessel announced they will make "Before I Die" in about a month.

Jessel will be its vice-president.

After their session with the mayor, Hecht said:

"We will make the old Vitagraph and Astoria studios bloom again."

"The mayor has been very helpful," Jessel added.

Later in the day the mayor met a subcommittee of the large group that met and said he was "greatly encouraged" by the progress made.

The four members of the sub-committee who met the mayor were Sal Scoppa, Local 52, Studio Mechanics Union; Miss Florence Marston; Screen Actors Guild; Fred Marshall, United Scenic Artists; Charles W. Downs, National Photographers Union. The mayor said he would disclose some of the information he had gathered from the West Coast "if it becomes necessary."

The motion picture studios available for production here include the old Vitagraph plant in the Flatbush section, Brooklyn, and the Astoria studios, Queens.

Johnson Leads Unionists

New York City—Lou Johnson, president, Local B-51, Film Exchange Employes Union, and Lew Braun, vice-presidents, will again be returned to their posts at an election to be held December 4, following their unanimous nomination last week. Johnson, with Braun and Dave Newman, later will represent exchanges in Albany, Buffalo, Boston, New Haven and here in distributor negotiations.

Other nominations are Dave Newman, Warners, and William Lytle, RKO, secretary-treasurer; Gerard Lee and Herman Berlond, Metro, recording and corresponding secretary; August Kubart, Metro, and Harry Bernstein, Warners, sergeant-at-arms.

Buffalo MPTO Meets

Buffalo—The MPTO of Buffalo, meeting here last week, discussed the local games situation and the film delivery problem. Both will be taken up at a later session scheduled for November 20. Representatives of the various exchanges and film delivery companies were present to do something about the matter of later delivery of film. The games discussion also was laid over until the meeting this week. President A. Charles Hayman was in charge of the session.

Harry Brandt Leaves

New York City—ITOA president Harry Brandt left early this week on a trip to the Coast, with several stops enroute for the purpose of contacting independent exhibitor organizations.

IN THE SPOTLIGHT

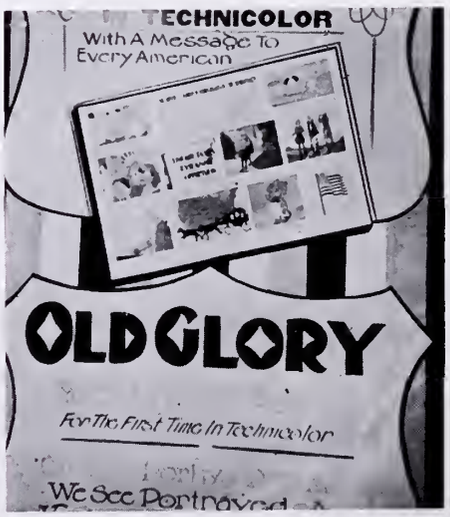
"DRUMS ALONG THE MOHAWK." Night view of Proctor's, Schenectady. flag-be-decked for the premiere opening fortnight ago of the 20th Century-Fox picture.

SHORTS PLUGGER. Manager Ray Connors, RKO-Palace, New York City, shows how he plugged two RKO-Radio shorts.

"ALLEGHENY UPRISING." At the New York premiere of the RKO-Radio picture are seen ballerina Heidi Vossler, cinemactor Edmond O'Brien, actress Paula Stone, RKO-Palace's manager Ray Connors, cinemactress Alice Lake, Henry Schwartz. The picture presents Claire Trevor, John Wayne, and George Saunders.

PRELUDE TO BANQUET. Plans for the Albany district's Warner Club banquet start, with Leo Rosen, Max Friedman, Andy Roy, and Ruth Millberg, the committee members. Affair will be at the Hendrik Hudson, Troy, December 9.

LUNCHEONEERS. Caught at a press luncheon in Syracuse are (left to right) manager Frank Murphy, Loew's State; Daily Orange's editrix Betty Donnelly, R. W. Case, chairman of meeting of students; Art Schmidt. assistant to Oscar Doob; student manager Don Halik, Civic.



"OLD GLORY." This 40x60 display was arranged by manager Eddie Selette, Albany, Albany, for the Vitaphone Merrie Melodie.

LATE NEWS HIGHLIGHTS

See Way Clear for GN Reorganization Plan

Hammons Waives Salary During Period

NEW YORK CITY—Grand National creditors met last week here and agreed to accept a plan for payment based on the assurance that the company's refinancing negotiations will be completed.

Amounts claimed by the creditors represent money due from both the present GN organization and the old Grand National Films, Inc.

In a formal statement to Peter B. Olney, Jr., referee in bankruptcy, the creditors are agreeable to a schedule of payments as follows:

(A) A sum equal to 25 percent of the respective claims within 45 days after the confirmation of the plan. (B) A sum equal to 15 percent within seven months after the confirmation of the plan. (C) A sum equal to 10 percent within 10 months. (D) A sum equal to 25 percent within 14 months. (E) A sum equal to 25 percent within 18 months.

E. W. Hammons, president, Grand National, went before the company's creditors last week end and announced that $150,000 has been pledged to be added to the $450,000 RFC loan. This means that the $600,000 formerly announced by GN to be forthcoming has been assured and that the process of paying off indebtedness will begin.

All the unsecured creditors have agreed to accept the company's payment plan.

Creditors of the company decided not to interfere with the operation of the company, pending completion of the refinancing plan. Hammons said that the company was losing between $2,000-$3,000 weekly, that the overhead is being reduced until financing is complete and that he will not draw any of his $60,000 annual salary until the $600,000 additional financing and present creditors are paid in full. The $600,000 would be secured by an RFC loan for $450,000, $100,000 from ERPI, $10,000 from DeLuxe Lab, $15,000 from National City Bank, and $25,000 from Lloyd Wright.

A continued first meeting of creditors will be held November 22, with hearing on the plan's confirmation December 4.

Dickson with Paramount

NEW YORK CITY — Gregory Dickson, formerly Samuel Goldwyn's publicity representative, last week joined the Paramount publicity department.

Harry Brandt Travels With Many Stops Enroute

ITOA Head Visiting Several Cities

NEW YORK CITY—ITOA head Harry Brandt was scheduled to begin his trip to the Coast early this week, after revealing that he would make several stops along the way to contact exhibitor leaders in various cities and discuss industry problems with them.

Brandt will make Pittsburgh his first stop, continuing to Cleveland, Detroit, Chicago, Minneapolis, Des Moines, Omaha, Denver, Salt Lake City, San Francisco, Los Angeles, Dallas, and New Orleans.

Brandt's decision was announced in the wake of an ITOA meeting in the Hotel Astor, at which the organization members expressed satisfaction with the arbitration board's award of 10 percent wage increase to members of Local 306 operators.

Hart Award Upheld

NEW YORK CITY—Appellate Division of the Supreme Court last week end affirmed an award of $278,209, including interest, in favor of William S. and Mary Hart against United Artists Corporation. The case will be carried to the Court of Appeals, it is said. Argument was over distribution of "Tumbleweeds."

THE EXHIBITOR

VOLUME 23, NUMBER 2 NOVEMBER 22, 1939

Advance Shots 14
Better Management 16
Check-Up (THE EXHIBITOR Servisection) ..... Yellow Section
Editorial Page 3
Hints on Newspaper Advertising ... 17, 19
In the Spotlight 6
Late News Highlights 7
National Mirror 9
National Picture Pages 20
National Release Date Guide ..... Inside Back Cover
News of the Territory 21
Production Notes 13
Territorial Highlights 5
Tip-Off 15
Warren Stokes Hollywood Newsreel .. 12

Material contained on this and the following pages often represent new developments in stories to be found on other pages of this issue. If the reader will bear this in mind, it will avoid possible confusion. This section of THE EXHIBITOR goes to press last, with latest developments within the industry, where available.

Metro Smiling Aplenty as "Ninotchka" Leads B'way

"Drums," "Twenties" Also Do Rather Nicely

NEW YORK CITY—With its second week end very big, "Ninotchka," at the Radio City Music Hall, continues to be the Main Stem's outstanding attraction, with, however, "Drums Along the Mohawk" at the Roxy and "The Roaring Twenties" at the Strand still going strong.

Probably because of the "now it can be shown" angle, "Beasts of Berlin" got off to a strong start at the Globe. At the Astor, the third picture in a year—"Mill on the Floss"—was also off to a nice start.

The complete report to THE EXHIBITOR follows:

"BEASTS OF BERLIN" (Hitler—Beast of Berlin) (Producers)—At the Globe, opened November 18, claimed $5,000 Saturday, Sunday, good.

"DRUMS ALONG THE MOHAWK" (20th Century-Fox)—At the Roxy, opened November 3, with a stage show, did $25,352 on the third Friday, Saturday, Sunday, good.

"FIRST LOVE" (Universal) — At the Rivoli, opened November 8, did $22,000 on the second week, good.

MARX BROS. "AT THE CIRCUS" (Metro)—At the Capitol, opened November 16, is expected to do $28,000 on the week, good.

"THE MILL ON THE FLOSS" (Standard)—At the Astor, opened November 14, is estimated to have done "well" on the first week.

"NINOTCHKA" (Metro) — At the Radio City Music Hall, opened November 9, with the stage show, "Tempo," did $65,000 on the second Thursday, Friday, Saturday, Sunday, very good.

"THE ROARING TWENTIES" (Warners)—At the Strand, opened November 10, did $28,000 on the second Friday, Saturday, Sunday, good. First week's take: $52,600.

"RULERS OF THE SEA" (Paramount)—At the Paramount, opened November 8, with Martha Raye, Bob Zurke & His Delta Rhythm Band, did $15,000 on the second Saturday, Sunday, fair.

"TORTURE SHIP" (Producers) and "OUTPOST OF THE MOUNTIES" (Columbia)—At the Central, opened November 18, did $1,700 on Saturday, Sunday, slow.

Coast Unions Back in Fold

HOLLYWOOD — Seceding motion picture technicians unions were reinstated last week end by the IATSE. They broke with the alliance several months ago and, with Congress of Industrial Organizations backing, forced a vote on the bargaining agency for film workers.

The move came as a surprise and was interpreted as a step toward bringing about harmony within the ranks of film labor.

Under the reinstatement decree issued by George E. Browne, president of the Alliance, virtually all rebel unions may reenter the alliance ranks.

Momand Drops Equity Action

OKLAHOMA CITY—Attorney for Oklahoma Theatres, Inc., last week end filed a motion to dismiss the equity action instituted by Oklahoma Theatres, Inc., (Momand) against the Griffith Amusement Company and the majors, without prejudice. The judge granted the application.

Local 702 Drive Begins

NEW YORK CITY—Local 702, labor technicians, last week-end began a drive to have all film editors, newsreel and free lance cutters, librarians, etc. join the body.

MPPDA Board Meets Again

NEW YORK CITY—A board meeting of the MPPDA was scheduled for November 21.

"Wind" Stars to Appear At Atlanta Premiere

Gable, Leigh, DeHavilland To Show on December 15

NEW YORK CITY—Clark Gable and Vivien Leigh, stars of "Gone with the Wind," will attend the world premiere of the picture at Loew's Grand, Atlanta, Georgia, December 15, it was announced last week.

They will fly east from the Metro studios via a special plane, arriving in Atlanta December 14. They will be guests of honor at a Junior League ball that evening, will make personal appearances at the premiere the following night, and will fly back at once to the West Coast.

Plans are now being worked out for other members of the cast of "Gone with the Wind," and members of the Hollywood personnel of the Selznick International organization, to be present at the Atlanta opening.

While prices for the premiere of "Gone With the Wind" at Loew's Grand, Atlanta, December 15 are yet to be determined, 75 cents-$1.50 scale will prevail for the two-a-day run of the picture whch will start the following day, it was reported. General ticket sale will start November 18.

Plans for the premiere are nearly complete. Clark Gable, Vivien Leigh and Olivia de Havilland will fly into Atlanta from the Coast by special plane December 14 and lead the grand march at the "Old South" ball to be given by the Atlanta Junior League at the Auditorium on the evening preceding the premiere.

Kay Kyser will bring his "Let's Dance Students" orchestra to Atlanta for the ball.

Virtually all the leading players in the picture will move into Atlanta for the first showing of the film.

Important visitors from Hollywood and New York will include David Selznick, producer, and Mrs. Selznick; John Hay Whitney and Mrs. Whitney; Nicholas M. Schenck, Louis B. Mayer, David Bernstein, W. F. Rodgers, Tom Connors, Howard Dietz, Joseph Vogel, Oscar A. Doob.

Technicians and cameramen will accompany the stars to Atlanta.

Arrangements are being made with the War Department at Washington and the Georgia National Guard for special troops to be present.

Maurice S. Sprowles Passes

PHILADELPHIA—The trade was shocked to learn November 17 of the death of Maurice Stanford Sprowles, manager, Rockland, and for many years with the Hunt circuit. A film veteran, he had been ill for some time but was on his way to recovery when a relapse occurred.

GN Closes Two Offices

NEW HAVEN—Grand National suspended the local office as of last Saturday, with shipment henceforth being made from the Boston office. Also suspended was the Albany exchange, with the personnel incorporated with the Buffalo office.

UA Folk to Hollywood

NEW YORK CITY—Miss Dee Lowrance, feature writer and expert on fashion and beauty publicity in the United Artists publicity department, left last week for Hollywood where she will complete details for an extensive fashion promotion on the David O. Selznick production of "Rebecca." Miss Lowrance will also confer with the Edward Small office on women's page publicity for "My Son, My Son!" with the Samuel Goldwyn organization on "Raffles," and to do some special work on the Hal Roach production of "Of Mice and Men," directed by Lewis Milestone. A special publicity and exploitation folio on the Walter Wanger production of "House Across the Bay" is another and final assignment for Miss Lowrance.

She will return to New York in about two weeks, after which Albert Margolies, publicity manager for the company, will go to Hollywood.

Vogel Elected to Loew's Board

NEW YORK CITY—Joseph R. Vogel, executive in charge of Loew's out-of-town theatre circuit, was elected November 17 a director of Loew's, Incorporated. His appointment fills the vacancy on the board caused by the recent death of I. Frey. Vogel has been associated with Loew's for 30 years, beginning as an usher in the company's Yorkville when he was a high school student.

Vogel was recently made a vice-president and director of Loew's Theatre and Realty Company, Inc., a subsidiary. C. C. Moskowitz, head of Loew's New York circuit, is likewise a director of Loew's, Inc., and its subsidiary theatre and realty company.

Anniversary Comment Big

NEW YORK CITY—A report from the MPPDA last week end showed that 96.7 percent of the comment on the 50th anniversary of motion pictures was favorable, .5 percent adverse, while the remainder was neutral.

Mayor Critics' Award M.C.

NEW YORK CITY—Mayor Fiorello LaGuardia will be master of ceremonies at the annual award presentation reception of the New York Film Critics at the Rainbow Room, January 7, it was announced last week.

New Groton (Conn.) Opens

GROTON, CONNECTICUT—The new Groton, operated by Mr. and Mrs. D. C. Hess, Moosup, Moosup, opened November 16, the first in the town.

Plan NE Vaude-Dance Tour

NEW YORK CITY—It was reported here last week that some New England men were trying to line up talent for a vaudeville tour which would consist of one and two night stands.

The group would play auditoriums, arenas, etc., with a band, at $1 top, with dancing to follow the show. If there isn't any dance floor, there naturally, would be no dancing.

Five Year Union Peace Hinted in East Produces

Trade Body Leaders Back LaGuardia Effort

NEW YORK CITY—The Central Trades and Labor Council, representing the American Federation of Labor affiliates in Greater New York and vicinity last week, unanimously adopted a resolution "concurring in the action of the mayor," after hearing that Mayor La Guardia wants a pledge from organized labor that there will be no union jurisdiction squabbles for at least five years if he can bring the cinema production industry back here.

The resolution, presented informally in verbal form, made no specific promise of a five-year peace, but labor leaders took the floor and spoke enthusiastically of the mayor's plan to create a Hollywood in New York.

Thomas Murtha, business representative Local 4, elected president of the Central Trades and Labor Council, presiding over the meeting, introduced the subject with a recommendation that the council get behind the mayor's plan.

Then Sal J. Scoppa, business representative Local 52, Motion Picture Studio Mechanics, took the floor and asserted that every type of union in the council would benefit from the creation of a picture production industry in New York.

New York Lodge Chartered

NEW YORK CITY—Over 600 distinguished members of the film industry gathered in the Grand Ball Room of the Hotel Edison last week for the charter presentation meeting of the Cinema Lodge, No. 1365, B'nai B'rith.

With A. W. Schwalberg, president, occupying the chair, a number of prominent speakers addressed the gathering, representatives of all religious faiths.

Prominent industry members who attended included Neil F. Agnew, Joseph Bernhard, Clayton Bond, Jack Cohn, Carl Leserman, Abe Montague, John J. O'Connor, John Payne, William F. Rodgers, George Schaefer, Abe Schneider, William Scully, G. L. Sears, Herman Starr, Major L. K. Thompson, Jack Warner, Jr., Jesse Block, Harold Rodner, Leonard Schlesinger.

Metro Men Meet Nov. 25

NEW YORK CITY — Mid-season sales meeting of Metro will be held in Chicago November 25-26, it was announced last week, with selling of "Gone With the Wind" the big topic. Picture opens in 10 spots around the Christmas holidays, most of them Loew houses.

Home office execs, district and branch heads, as well as representatives of Selznick, will attend the session.

Extend UA Answer Time

NEW YORK CITY—UA was last week granted until November 30 to file answers to the government's interrogatories in the suit against the majors. Similar stipulations for other defendants were believed likely to follow.

Let the other boys crank out big adjectives!

Paramount Pictures

Paramount's busy building

BIG PICTURES . .

3

BIG ONES A MONTH EVERY MONTH FROM PARAMOUNT

SEPTEMBER

"BEAU GESTE"

"$1000 A TOUCHDOWN"

"HONEYMOON IN BALI"

OCTOBER

"WHAT A LIFE"

"JAMAICA INN"

"DISPUTED PASSAGE"

NOVEMBER

"The CAT and the CANARY"

"RULERS OF THE SEA"

"Our Neighbors—THE CARTERS"

DECEMBER

"GULLIVER'S TRAVELS"

"The Great VICTOR HERBERT"

"GERONIMO!"

THE NATIONAL MIRROR

ITOA Sends Letters To Stars on Radio Tiff

Makes Problem Personal Issue with Players

New York City—The ITOA's campaign intended to rid the air waves of motion picture stars took the form last week of letters to many of the stars who have appeared over the radio during the past month. Copies of the letters were forwarded to exhibitor leaders who are cooperating with the ITOA in this move. Producers to whom the stars in question are under contract also received a copy of the letter.

Tenor of the letter to the stars was that cumulative appearance of picture performers tended to decrease box office receipts and dissipated the stars' own box office standing; that the investments of theatre owners were imperilled and the complete removal of star names from radio was the only solution to the problem that is now of major importance in the industry.

Letters, signed by Harry Brandt, ITOA president, asked the stars pointblank whether they intended to compete with themselves on the screen by continuing to broadcast.

First batch of letters, which have already gone out, were sent to Olivia de Havilland, Clark Gable, Judy Garland, Nan Grey, Walter Connolly, Merle Oberon, John Garfield, Edward Arnold, Loretta Young, Irene Dunne, David Niven, Madeleine Carroll, Fred MacMurray, Miriam Hopkins, Joan Bennett, Claudette Colbert, Jean Arthur, Nigel Bruce, George Raft, Basil Rathbone, Paulette Goddard.

"Geronimo" Debut Nov. 25

Hollywood—Safford, Arizona, once a riproaring frontier town and scene of many of the depradations of the Apache raider, Geronimo, will regain something of its old time flavor November 25. Arrangements were completed last week between Paramount and the Long to add Safford to Phoenix and Tucson as cities which will simultaneously world premiere Paramount's film epic, "Geronimo," that day.

Sol Lesser in East

New York City—Sol Lesser left Hollywood for the east November 17 for final conferences with Thornton Wilder on his forthcoming screen production of Wilder's Pulitzer prize-winning play, "Our Town."

U. S. Film Exports Down, Commerce Dep't Declares

Golden Releases Figures for Nine Months

Washington—United States exports of positive motion picture film decreased more than 27 million feet during the first nine months of the year as compared with the corresponding period of 1938, according to a study prepared by Nathan D. Golden, Chief, motion picture division, Bureau of Foreign and Domestic Commerce, last week.

Exports for the first three-quarters of this year aggregated 112,486,707 feet of positive film with a declared value of $2,284,277 while shipments for the first nine months of 1938 totaled 140,133,067 feet valued at $2,989,872. (Declared value estimated on a cost of two cents per foot for raw film.)

Exports of negative film for the period under review totaled 5,698,594 feet valued at $242,796 while shipments during the first nine months of 1938 aggregated 6,387,602 feet valued at $228,752.

While this decline would, at first glace, seem to indicate a severe falling off of our foreign motion picture markets, this is not entirely true, since it is believed that American companies are shipping duplicate negatives to major markets having laboratory facilities for the printing of positive films. This belief is substantiated by the fact that increased shipments of negative film have been sent to France, Australia and New Zealand.

"Lynton" Damages Fixed

New York City—Damages of $153,030 against Loew's, Inc., MGM Pictures Corporation, MGM Distributing Corporation and Culver Export Company for alleged plagiarism of the play "Dishonored Lady," by the film, "Letty Lynton," was fixed in a decree presented to Federal Judge Bondy last week end. Attorneys' fees are $34,595, costs $2,632, the rest going to the plaintiffs, Edward Sheldon and Margaret Ayer Barnes.

Schenck Heads Drive

Hollywood—Joseph M. Schenck, chairman of the board of 20th Century-Fox, was again appointed vice-chairman of the Committee for the Celebration of the President's Birthday last week. Proceeds aid infantile paralysis work.

Equity Still Claims Television Jurisdiction

Co-operative Committee for Consultation, Report

New York City—Battle over union jurisdiction of television cropped up again last week when Equity declared that it alone controlled the field and that it would proceed to organize television actors. Actor unions have been attempting to agree upon scales and working conditions through a joint committee and it was believed that eventually a working arrangement would be made by all unions to administer the field.

Equity's Paul Dullzell, executive-secretary declared: "The story in The New York Times is not in accord with Equity's understanding of the situation. The committee in question, appointed by Equity AFRA and the Screen Actors' Guild, was a consultation committee for the sole purpose of reaching an understanding between the organization as to the basic schedules of pay and working conditions in television and was to have before it no consideration of the larger question of jurisdiction."

Four A's television sub-committee will report on wage scales and working conditions November 22.

Actor unions are expected to seek a substantial raise in wage scales for the television performers, it was indicated.

Negotiations with the NBC are expected to start early in December, although an attempt at a permanent scale may not be made.

One union official said that "cognizance of the experimental phases" of television will be taken.

It is also expected that the auditors report on the information sent in by the AAAA member unions regarding their set-ups with an eye to "one big union" will be ready.

Tracy Leads in "Fortune"

New York City—Spencer Tracy is the American public's favorite film actor and other Metro stars are among the 31 leaders, according to a survey recently by the Elmo Roper organization for Fortune, which includes the results in its current (November, 1939) issue. Metro led the male division with seven favorites among the first 10, Clark Gable taking second place behind Tracy. Wallace Beery, Lionel Barrymore, Robert Taylor, William Powell and Nelson Eddy complete the preponderant Culver City representation. No other company placed more than one player in this section. Among women, Metro gained five places among the leaders, with Myrna Loy, Jeanette MacDonald, Norma Shearer, Joan Crawford and Greta Garbo all high.

Bette Davis was the leading woman player.

First 10 ranking men, women were as follows: Spencer Tracy, Clark Gable, Tyrone Power, Wallace Beery, Lionel Barrymore, Paul Muni, Robert Taylor, Gary Cooper, William Powell, Nelson Eddy; Bette Davis, Myrna Loy, Jeanette MacDonald, Irene Dunne, Norma Shearer, Shirley Temple, Janet Gaynor, Ginger Rogers, Claudette Colbert, Joan Crawford.

UA Domestic Sales Running Ahead, Report

Silverstone Optimistic at Stockholders' Meeting

NEW YORK CITY—Revealing that United Artists domestic sales were running more than $7,000,000 ahead of the same period last year, Murray Silverstone last week declared that an increased program is planned for the 1940-41 season.

All owners were represented at the directors' and stockholders meeting by proxy; all directors were re-elected, with Herbert Maas replacing Theodore Caruso as director for Mary Pickford. Silverstone said that he plans to leave for the Coast soon, and that the company has 14 or 15 pictures lined up for release by the end of the season.

He revealed that David O. Selznick has signed a contract for produce for the company next season, that what Alexander Korda does is up to Korda, that despite the war UA would make ambitious plans for next year.

He did not discuss the Samuel Goldwyn situation, but asserted that all producers for UA have ironclad contracts prohibiting them from making pictures for any other distributors until 1945.

Oscar Doob Feted

NEW YORK CITY—The press of New York City played host November 14 to Oscar A. Doob in celebration of his 10th anniversary as publicity and ad head for Loew's theatres. More than 50 prominent motion picture representatives and members of various metropolitan publications attended the surprise dinner party.

Among those who wined and dined were J. W. Eagan and Art Darmstader, advertising executives The Mirror; Ben Crisler, The Times; John Balaban, Balaban and Katz; Lynn Farnol, Monroe Greenthal, United Artists; Rodney Bush, Twentieth Century-Fox; Bob Gillham, Al Wilkie, Alec Moss, Paramount; Mitchell Woodbury, motion picture editor, Toledo Blade; Robert Coleman, dramatic editor, The Mirror; Wanda Hale, Kate Cameron, Dorothy Masters, The Daily News; Jack Smith, motion picture editor, Journal-American; H. B. Fairchild, Neil Kingsley, advertising heads, New York Sun; Frank Farrell, Allen Smith, World-Telegram; Irene Thirer, The New York Post; Bill, John, Marcus Griffin, The Enquirer; Ben Berkowich, Capitol; A. Mike Vogel and Art Schmidt, Anne Ellmer, Ernie Emerling, Gene Murphy and Ed Dowden, Loew office.

An onyx humidor and ash tray bearing the engraved signatures of all attending was presented to Doob.

New Camera Tested

PRINCETON, NEW JERSEY—A new three-dimensional camera which may revolutionize the motion-picture industry was tested last week on the Princeton football field by its inventor, Fred Waller, former newsreel trick photographer.

Waller, who filmed the Princeton team in action, said the new camera requires a specially curved screen for projection and is designed to show action in the proper perspective."

Allied Regional in Wash.

WASHINGTON—Allied's next eastern regional will be held in Washington in January, in conjunction with the national directors' meeting, it was announced last week.

"Gulliver" Glimpse

NEW YORK CITY—Paramount unwound about 1500 feet of "Gulliver's Travels," the Max Fleischer feature cartoon in Technicolor, last week-end, and it turned out to be an eyeful.

Depicting the sequence where the little people find Gulliver on the beach and transport him to their kingdom, it proves that Fleischer and Paramount have something. Devoid of sound and dialogue, becase this portion was shot north from Miami for screening purposes, it still was a very entertaining 18m.

Allied Eastern Heads In Five Hour Regional

Suspect Distrib Concessions Only Appeasement

PHILADELPHIA — With Boston Alliedman Francis Lydon in charge, vice-presidents of the Allied New England, Connecticut, New Jersey, District of Columbia, Maryland, Eastern Pennsylvania and Western Pennsylvania units attended a regular regional meeting here November 13.

A statement following the meeting follows:

"The directors spent five hours in session covering the phases of organization usually discussed at regionals. There were no sensational developments, but a lot of constructive discussion developed regarding concessions. Some directors voiced a suspicion that the present concessions were merely articles of appeasement to be used by the distributors in an effort to defeat the Neely Bill and other Allied aims, and it was generally agreed that the existing printed concessions have not been effective long enough to determine their value.

"The directors were advised by vice-president Frank Lydon, Massachusetts, that service to members in local organizations must not be neglected through a concentration of effort on legislation and litigation."

English Business Near Normal

NEW YORK CITY—Picture business in England is at or very near normal, but the problem of how to get the money out of Britain is ever present, according to Phil Reisman, RKO-Radio's foreign general manager, last week.

Reisman, who leaves shortly for a business trip to Mexico and Panama, was enthusiastic about RKO's product lineup being strong enough to bring in extra returns from the Pan-American markets.

Gulliver in Macy Parade

NEW YORK CITY—Paramount Pictures last week completed arrangements with R. H. Macy whereby one of the highlights of this year's Macy Thanksgiving Day parade will be a huge 30-foot figure of Gulliver, star of Paramount's forthcoming Max Fleischer Technicolor feature-length cartoon, "Gulliver's Travels."

"'Mr. Smith' Being Sold Individually," Montague

Clarifies Company's Position In Controversy

NEW YORK CITY—Because of the controversial issues which have arisen with the release of "Mr. Smith Goes to Washington." A Montague, Columbia's general sales manager, made the following statement last week:

"There need be no misunderstanding as to how Frank Copra's picture 'Mr. Smith Goes to Washington' is sold by Columbia Pictures. Much propaganda has gone forth in an effort to convince members of congress that the Neely Bill is a necessity because exhibitors have purchased this outstanding picture as a part of Columbia's program for 1939-40. Frank Capra's 'Mr. Smith Goes t oWashington' has been and is being sold as an individual picture, under an individual picture contract. It has been and is the desire of the distributor to show this picture in advance to any exhibitor in the United States who desires to see it.

"For the last three years all of Frank Capra's pictures have been sold separate and apart from the regular Columbia program.

"Our regular established customers have, of course, had the first opportunity to negotiate for 'Mr. Smith Goes to Washington.' That is and always has been our policy with our regular customers.

"Many of our regular customers licensed this particular Capra picture at the time they contracted for our 1939-40 program because in each instance these exhibitors insisted upon completing negotiations for 'Mr. Smith Goes to Washington,' clearly indicating that they wanted to be assured that they would get this particular feature.

"Thousands of exhibitors have already purchased this picture on separate contracts and there has not been a single request from any exhibitor in the United States to cancel or relieve him of his contract on 'Mr. Smith Goes to Washington.'

"Despite the fact that no such request has been presented, we are perfectly willing to discuss with any exhibitor who has contracted for the Capra picture any difficulty that has grown out of his having made such a contract. I want to stress, however, that this in no wise differs from our general policy. We are at all times willing to discuss with exhibitors particular situations where they have contracted for our pictures and where special circumstances arise that have to do with the playing of any particular picture."

WASHINGTON—Sidney Lust was scheduled to open his new Hyattsville, Hyattsville, November 21, with a gala program.

Goldwyn Reported Moving

HOLLYWOOD — Samuel Goldwyn was reported last week dickering with both Paramount and RKO on a distribution deal, following alleged advice by his attorney, Max D. Steuer, that his present contract with United Artist is worthless.

Coast Unions Set Deadline for Increase

November 20 Given as Last Day

HOLLYWOOD—Following a meeting last week, the AF of L studio union issued an ultimatum that unless a 10 percent wage increase in the present base rate of pay were given by 2.30 P. M. November 20, a strike would follow.

First reaction of the producers was that the demands were out of all reason, and that more time was needed. They said no further increases were possible.

The unions ask the 10 percent increase for those who had not received it to be retroactive to August 12.

The producers said that the matter would be presented to the home offices in New York City for further action.

It seemed probable that a walkout of projectionists might follow if a strike were called.

Para Arranges Georgia Jaunt

ALBANY, GEORGIA—The attention of the whole south was focused on Albany last week when newspapermen and film exhibitors gathered to spend a day with a Paramount unit on location here filming "The Biscuit Eater." Film exhibitors from 10 southern states were invited to the location by Y. Frank Freeman, Jr., assistant to Jack Moss, who is producing "The Biscuit Eater," and southern newspapermen were invited by the Albany Herald. In addition eight syndicate writers flew from New York City to Albany to cover the affair for the newspapers of the nation.

Goldwyn, Arizona, is Born

HOLLYWOOD—Samuel Goldwyn, last week had a town named after him. Goldwyn, Arizona, will be a motion picture set for the filming of historical Western pictures. It is a duplicate of the early-day Langtry, Texas, and was built on the desert, 35 miles from Tucson.

The town received official status by a proclamation of Governor Robert T. Jones of Arizona and by a resolution voted by the Tucson County Board of Supervisors.

No Hays Okay for "Hitler"

NEW YORK CITY — Although "Hitler—Beast of Berlin" opened last week end at the local Globe as "Beasts of Berlin," it was reported, that no Hays seal had been given for the picture or would be given until the title is changed nationally.

The picture has been passed in Pennsylvania under the old title, in this state under the new; had been barred in Providence, Rhode Island, and Virginia, and had played Washington, D. C.

WB Shorts Nearly Completed

HOLLYWOOD—Warners will complete production of its entire 1939-40 short subject and featurette program by January 1 under a schedule that calls for the filming of six more films during the balance of November and December, according to word received last fortnight from the West Coast studio.

Census Bureau Lists Points for Amusements

Information Garnered Will Aid Trade

WASHINGTON—Movie houses and other amusement places throughout the United States will be called upon shortly to furnish the United States Census Bureau with facts and figures relative to their operations in 1939, it was announced last week. Reports are required in connection with the nationwide Census of Business to be taken under the Sixteenth Decennial Census in 1940.

Beginning in January, census enumerators will deliver their appropriate questionnaire "schedules" in person and will then stand by to assist in filling out the forms.

The theatre schedule carries five basic inquiries on (1) description of establishment, seating capacity, date established, etc.; (2) kind of business; (3) total receipts from admissions and other sources of gross income; (4) employment and payroll figures; and (5) extent of self-employment.

An accurate and comprehensive picture of the American movie theatre field as it is today will follow when these forms have been combined at Washington, tabulated, and analyzed. Statistics released in the final census reports will be of value to chain or individual theatre operators. For instance, a study of general business conditions in a given town, its population, average family income, etc., will help in deciding on proposed new units. The same figures would also indicate whether or not established theatres are "getting their share of the business."

The latest national figures of interest to the movie exhibitor were gathered in 1935. Of the 38,000 places of amusement enumerated, movie houses (12,024) made up 31.9 percent. Movie receipts, however, accounted for over 27 percent of total national receipts (nearly $700,000,000), nearly 60 percent of the total amusement employees (157,789), and over 64 percent of the national amusement payroll ($159,641,000).

The original census was authorized in the Constitution. The supporting Acts of Congress that require decennial census reports now work both ways however, in that besides making reporting mandatory, they protect individuals and concerns by making their reports confidential. Census employees are sworn to secrecy, and Census statements cannot be seen by any other government or private agency or person. Nor can the information in them be used for taxation, regulation, legal action, or anything of the kind.

Two Directors Pass

HOLLYWOOD—Death of two directors last week was mourned by the trade.

George Nicholls, Jr., 42, plunged to his death when his automobile crashed down a mountainside, while Lois Weber, one of the first women film directors, passed away at the age of 56. She had not been active in recent years.

THE EASTERN THEATRE MAN speaks

Number 58 of a Series:-

MORRIS SAFFNER
Owner of 4 Rhode Island Theatres

"I have found the many exclusive EXHIBITOR services of great benefit in my buying and booking. They are most accurate and I highly recommend them to my fellow exhibitors."

Nearly every Exhibitor reads THE EXHIBITOR!

AN INVITATION

Throughout 1939, expressions of praise, comment, criticism or suggestion from our many Exhibitor Friends will be carried in similar form in every issue. We welcome the expression of *every* reader and will use them in the order in which they are received.

WARREN STOKES

HOLLYWOOD NEWSREEL

• SHORT SUBJECTS AWARDS turned the local spotlight on the increased popularity of short subjects when G. L. Carter, owner-manager of Hollywood's Tele-View, devoted to the exclusive showing of newsreels and short subjects, announced the winners in the year's poll conducted by the theatre through the votes of its patrons. This is the first time any theatre has given such recognition to short subjects and the first time in the history of the picture business that paying patrons have been allowed to participate in such a contest. Manager Carter hopes to enlist the aid of other newsreel theatres throughout the country to put the patron participating poll on a national basis. The idea is worthy of every consideration by short subject theatre operators. The Hollywood poll proves definitely a growing interest in these celluloid briefies.

They Screened 416

• FOUR HUNDRED SIXTEEN SHORT SUBJECTS were screened at the Tele-View in the last year with statues being awarded to nine producers for the following contributions in the shorts field: Best cartoon award went to Leon Schlesinger for "Old Glory." Pete Smith captured an award for "Follow the Arrow," voted the best one-reel sport. "Australia," made by James A. FitzPatrick, carried away the award in the travelogue division. RKO-Pathe's "The Bird Dog" was voted the finest one-reel outdoor production. "Yankee Doodle Goes to Town," produced by John Nesbitt, was the outstanding one-reel novelty, and "The Great Heart," made by Carey Wilson, won the award for the best one-reel dramatic subject. Vitaphone's "Lincoln in the White House" was voted the best two-reel dramatic color production, and Metro's "While America Sleeps" carried a majority in the black-and-white two-reel division. An additional trophy went to Pete Smith, voted the most popular commentator and Paramount News received a trophy for its outstanding news sequence, that of the British King and Queen's visit to the United States.

HOLLYWOOD'S CITIZEN NO. 1
"The Real Glory" is honored, too

Sam Goldwyn Honored

• SAMUEL GOLDWYN joined the 1939 award winners in a colorful ceremony at the Los Angeles Armory where Bear State Post (Hollywood's Own) VFW 2386, conferred upon the producer its 1939 Citizenship Medal. The medal and a citation were presented to Goldwyn by Horace Shidler, Commander of Bear State Post, at a review of the 160th Infantry of the California National Guard. The award was made to Goldwyn, the citation stated, "In recognition of your outstanding American citizenship, your many unsolicited kindnesses to former service men and your contribution to patriotic and historic motion pictures." In presenting its 1939 Citizenship Medal to producer Goldwyn Hollywood's Bear State Post of the Veterans of Foreign Wars took special cognizance of his latest picture, "The Real Glory," which depicts the valor and fighting qualities of the American officers of the Philippine Constabulary early in the present century, all of the real life counterparts being eligible, on account of their overseas service, to the Veterans of Foreign Wars, which was founded in 1899.

LaGuardia's Move

•MAYOR LaGUARDIA OF NEW YORK gives Hollywood something to think about after his recent press conference with representatives of the film trade unions in which he expressed the belief that production of pictures could be moved to New York. Folks in this neck of the woods believe it is a lot of idle chatter and are wont to dismiss the idea with the same nonchalance as the Florida situation. Some of them, however, pause to reflect that the financial end of the industry is situated in the eastern territory and take into consideration the possibility of a closer watch on extravagances and expenditures. La Guardia might not be so far wrong. Hollywood might take the tip and watch the money bags. Reducing the cost of production might be the answer to keeping the movie making business in Hollywood.

Columbia Watches

• COLUMBIA EXECUTIVES are casting one eye on the box-office grosses of "Mr. Smith Goes to Washington" and the other eye on adverse criticism of the film from certain quarters labeling the offering as an insult to the senatorial group. It is interesting to note that the picture is doing a record business in every situation. Personally, I can hardly consider it a political expose that insults the Washingtonians as some scribes would have their readers believe. It is rather a celluloid document fostering freedom of speech, freedom of the press, and, above all, freedom of the screen. Hollywood tongue-waggers have been spreading the report that other producers are prevailing upon Columbia to withdraw the film from the theatres because of its anticipated influence on the outcome of the Neely Bill. I think there is little to worry about in that direction. Should a producer dare to make a picture exposing the political situation in Hollywood then the movie moguls would really have something to worry about. Meanwhile, Mr. Smith is going about the business of doing bigger business at the theatres and Hollywood might profit by figuring it from that angle. The picture should be an incentive for the rest of the industry to concentrate on bigger and better pictures instead of resorting to idle gossip that smacks of nothing else but out and out jealousy.

THE EXCHANGES ALSO EXPLOIT. This was the seasonal promotional display on two Warner pictures, created by branch manager Thomas Gilliam, Chicago.

Production Notes

West Coast News Items

HOLLYWOOD—So that its readers may keep abreast of the times, be in the know on the major developments and interesting sidelights, THE EXHIBITOR offers the following items from the various lots.

Metro-Goldwyn-Mayer

"Florian," based on Felix Salten's widely read novel, has gone into production, with Robert Young and Helen Gilbert appearing in the first scenes under the direction of Edwin L. Marin with Winfield R. Sheehan as producer. Cast includes Irina Baronova, world famous dancer, Charles Coburn, Reginald Owen.

Paramount

Hollywood, which has paid publishers millions of dollars for movie rights to books, has reversed this procedure for the first time, by selling an original story, written specifically for the screen, to New York publishers for adaption as a novel. This was revealed in an announcement that publishing rights to "Memo to a Movie Producer," purchased by Paramount for production by Arthur Hornblow, Jr., have been sold to the New York firm of Duell. Sloan & Pearce, Inc. Ketti Frings, author of the original story who has been working on the screenplay with Charles Brackett and Manuel Reachi, has been granted leave of absence by Paramount to do the novelization.

John Howard has endowed a chair at Western Reserve University, his alma mater.

Harry Sherman enters the home stretch of his 1939 production schedule with "The Man From Bar 20," the first of his final two Hopalong Cassidy pictures for the year now before the cameras. Final production, expected to be completed before Christmas, will be tentatively titled "Hold Your Horses." "The Man From Bar 20" is being directed by Lesley Selander.

John Arledge wins the important role of Sam Byers in Paramount's old time college classic, "At Good Old Siwash," now before the cameras, with Ted Reed directing. Arledge will be seen as a fellow student and confidante of William (Golden Boy) Holden.

RKO-Radio

The choice role of Ginger Rogers' father in "The Primrose Path," goes to Miles Mander. For the past year Mander has been directing for Gaumont films in Australia and his last movie role was as Henry the Sixth in "The Tower of London." Selection of Mander by Gregory La Cava, producer-director, completes the cast of principals. Others are Ginger Rogers, Joel McCrea, Marjorie Rambeau, Queenie Vassar, and Joan Carol.

Final titles have been selected for two pictures, recently completed. "Two Thoroughbreds" will be the release title of the picture filmed as "Sunset." "Married and in Love" takes the place of "Distant Fields."

Republic

Roy Rogers cut short his personal appearance tour to start work on the historical western, "Days of Jesse James." Rogers is now before the cameras supported by Pauline Moore, George "Gabby" Hayes, Donald Barry, Fred Burns, and Jack Ingram. Associate producer Joe Kane is directing.

In preparation are scripts on "Down Mexico Way," title of a forthcoming western, and on "The Great Diamond Robbery."

20th Century-Fox

Zane Grey's last novel, "Western Union," has been purchased for future production.

Mae Marsh, star of many a D. W. Griffith movie including "The Birth of a Nation," will play one of the principal feature roles in John Steinbeck's "The Grapes of Wrath."

United Artists—Lesser

William Wyler has been engaged as director of "Our Town." The making of the deal was Wyler's last act in Hollywood before leaving for Tucson, Arizona, where

SHORTS PRODUCERS ARE REWARDED. The Tele-View Theatre, devoted to the showing of news reels and short subjects in Los Angeles, had the idea that fine productions should be finely rewarded. Accordingly, the theatre conducted a poll of its patrons, and last week awarded trophies for outstanding works. Here are presented, exclusive to THE EXHIBITOR, photographs of the winners. Top row, left to right, are Metro-Goldwyn-Mayer's James A. FitzPatrick, Metro-Goldwyn-Mayer's Pete Smith, Paramount News' Los Angeles representative Marshall McCarrow, Metro-Goldwyn-Mayer's John Nesbitt. Along the bottom row, left to right, are Metro-Goldwyn-Mayer's Carey Wilson, Vitaphone's Leon Schlesinger, Vitaphone's Gordon Hollingshead, and Metro-Goldwyn-Mayer's Jack Chertok all of whom appear very proud of the honor.

he will spend the next month directing Gary Cooper in "The Westerner" for Samuel Goldwyn. An unusual angle to the Sol Lesser deal is that Wyler will get his financial reward on a percentage basis and that "Our Town" will be credited on the screen as a "William Wyler Production."

United Artists—Small

Douglas Field, noted British stage director, has been engaged as technical director on "My Son, My Son!" Film production of Howard Spring's famous novel. Brian Aherne, Louis Hayward, Henry Hull, and Bruce Lester are already in the cast of "My Son, My Son!" which is being directed by Charles Vidor.

United Artists—Wanger

If you watch closely you will see three stars of silent picture days in supporting roles in the San Francisco sequence of "House Across the Bay" Pat O'Malley and Franklyn Farnum are prison guards, who stand watch over George Raft at Alcatraz, and Peggy Shannon appears with Joan Bennett in scenes just outside the famous prison.

"Ladies Know Too Much" has been selected as the title for the production based on the best-selling novel by F. G. Presnell, "Send Another Coffin." The selection of "Ladies Know Too Much" supersedes the working title, "City For Sale."

Universal

Underway is the Mae West-W. C. Fields opus titled "My Little Chickadee." Supporting cast includes Joseph Calleia, Dick Foran, Anne Nagel, Margaret Hamilton, and George Moran. Eddie Cline is directing.

"Charlie McCarthy, Detective," is now before the cameras.

Warners

Gordon Hollingshead is preparing for a series of two-reel "Gang Busters" subjects for the 1940-1941 season.

"All This and Heaven, Too" is off Bette Davis' 1940-1941 schedule, and is replaced by "The Miracle," which was to have been done for the 1941-1942 schedule.

Ulrich Steindorff has been assigned the preparation of the screen paly for "Nobel," based on the life of dynamite's inventor.

Novelist Guy Endore has been assigned to write the screen play of "January Heights."

James Hilton's first assignment will be the screen play of "Villa on the Hill."

"January Heights," a novel by Polan Banks, has been acquired to serve as a starring vehicle for Miriam Hopkins, following completion of her role opposite Errol Flynn in "Virginia City." Production start is slated for the early part of January.

A short subject with Eddie Foy, Jr., in the title role is now in the making. It is titled "Alex in Wonderland," the wonderland, of course, being Hollywood. January 3 has been set as the starting date for production of "The Sea Hawk," starring Errol Flynn.

A new term contract has been given to Wayne Morris who has just completed his part in "Brother Rat and a Baby."

Julius Epstein has been awarded a new term writing contract.

Preparations are being made to put "Brother Orchid" and "Torrid Zone" into production by December. "Brother Orchid" is based on Richard Connell's Collier's story. In all liklihood, Edward G. Robinson will be cast for the lead as soon as he completes his new starring film, "The Life of Dr. Ehrlich." "Torrid Zone," which will be Ann Sheridan's first big starring picture, is an original screen play by Jerry Wald.

James Cagney will postpone his characterization of John Paul Jones, noted American naval hero, until "City of Conquest," his next starring picture, is completed. Schedule revision was occasioned by conflict with the program for "The Sea Hawk," Errol Flynn starring vehicle also set to enter production in January. Cagney returns to California after an Eastern vacation following his work in "The Fighting 69th." He will star then in "City of Conquest."

Anatole Litvak has been assigned to direct the forthcoming "Villa On the Hill," an adaptation of the best-selling novel by Somerset Maugham. James Hilton is writing the screen play.

"Four Wives," sequel to last year's "Four Daughters," is the studio's Christmas release. National release date will be December 23. "Four Wives," in which Pricilla, Rosemary and Lola Lane, and Gale Page play the title roles, features the same cast as "Four Daughters," including John Garfield, who died in the original story. He returns in vision form in the new picture.

Advance Shots

New Pictures Tersely Cited

PHILADELPHIA—Received at the home office of THE EXHIBITOR since last week's edition of the Blue Section was printed have been reviews of the following pictures. Complete Six-Point Reviews will be printed in the next Blue Section.

Features

THE CONTINENTAL WAY (L'Aria del Continente) (Esperia)—Angelo Musco, Leda Gloria, Rosina Anselmi. 82m. Chuckles and outright guffaws greeted this amusing importation. This is tops in entertainment for Italian houses.

DAYTIME WIFE (20th Century-Fox)—Tyrone Power, Linda Darnell, Warren William, Binnie Barnes, Wendy Barrie, Joan Davis. 70m. Tyrone Power becomes a light comedian as so does Linda Darnell. Both are infinitely better in straight dramatic roles. The names of both, will draw, and grosses may result if this picture is sold right. Story concern's Power's philandering and what spouse Darnell did about it.

KATIA (Mayer - Burstyn)—Danielle Darrieux, John Loder, Marcel Simon, Aime Calrioud, Marie Helene Daste. 80m. From the same tragically beautiful pattern as such a French masterpiece as "Mayerling" comes this superb drama, touchingly portraying a love affair (between Princess Catherine and Czar Alexander), which came mighty near altering the course of history.

PRIVATE DETECTIVE (Warners)—Jane Wyman, Dick Foran, Gloria Dickson, Maxie Rosenblum. 55m. Intended to round out double features, this whodunit should prove more than satisfactory in that category.

ROVIN' TUMBLEWEEDS (Republic)—Gene Autry, Smiley Burnette, Mary Carlisle, Douglas Dumbrille, William Farnum. 64m. Republic's Public Cowboy Number One slings his cinematic lasso around a story which brings in migrant workers, floods, an oatie version of "Mr. Smith Goes to Washington"—all of which apparently was too much for one 64-minute film. Although this rates among Gene Autry's weakest efforts, the drawing power of that cowhand is nothing to be sneered at.

LO SQUADRONE BIANCO (The White Squadron) (Esperia)—Fosco Giacchetti, Antonio Centa, Fulvia Lanzi. 98m. A somewhat attenduated, albeit interesting, even for a non-Italian, this is a story of the Italian troops of the Libian Desert, with a dash of love thrown in. Done on a sort of "Beau Geste" scale, the work should please other audiences as it did those at the premiere U. S. showing.

THAT'S RIGHT, YOU'RE WRONG (RKO-Radio)—Kay Kyser and Orchestra, Adolphe Menjou, Lucille Ball, Moroni Olsen, May Robson, Edward Everett Horton. 93m. All the entertainment value embodied in radio's popular "College of Musical Knowledge" is faithfully transferred to the screen in this cinematic laugh- and rhythm-fest. RKO-Radio has dished up the bespectacled southerner with a novel script, instead of giving him an ornate, meaningless production. The show is a tuneful, witty, and swiftly-paced affair which reveales Kyser as much at home before the cameras as back of the microphones.

TOWER OF LONDON (Universal)—Basil Rathbone, Boris Karloff, Barbara O'Neil, Ian Hunter, Nan Grey. 93m. Universal has produced an impressive, dramatic melodrama of England and court intrigue of the 15th Century, studded with feature and star names, and possessed of many angles for merchandising. While it is not likely to cause excitement in the box-office division, it seems to possess the possibility where strong selling gets behind it.

WEST OF CARSON CITY (Universal)—Johnny Mack Brown, Bob Baker, Fuzzy Knight. 55m. This fourth in this series is a fast-moving, satisfying western, which will help establish the group as one of the best open-air series of the season. Laid in Pony Express days, the story is of a gold rush and lawlessness.

Shorts

AMERICAN ROYAL (RKO-Radio—Reelism). 9m. Good.

BITS OF LIFE (Paramount—Paragraphic). 11m. Good.

THE GREEN HORNET (Universal—Serial, in 13 two-reel episodes). Good.

A HAPPY LANDING (Imperial—Color Cartoon). 8m. Fair.

THE HITCH-HIKER (20th Century-Fox—Terry-Toon). 7m. Fair.

HOMES OF TODAY (Federal Housing Administration). 11m. Excellent.

MIAMI MIRACLE (Paramount—Special Trailer). 10m. Good.

PIED PIPER PORKY (Vitaphone—Looney-Tune). 7m. Good.

RHUMBA LAND (Universal—Musical). 18½m. Good.

SCRAMBLED EGGS (Universal—Walter Lantz Cartoon). 8m. Good.

SCRAPPILY MARRIED (RKO-Radio—Leon Errol Comedy). 20m. Fair.

SOUTHERN BEAUTIES (Imperial—Color Travel). 10m. Fair.

STARLIGHT NIGHT (Hoffberg) 27m. Good.

TWINCUPLETS (RKO-Radio — Radio Flash Comedy). 19m. Good.

VALLEY OF TEN THOUSAND SMOKES (20th Century-Fox—Magic Carpet of Movietone). 11m. Excellent.

A WICKY WACKY ROMANCE (20th Century-Fox—Terry-Toon). 8m. Fair.

WINTER PLAY GROUND (RKO-Radio—Sportscope). 9m. Excellent.

ZOO IN MANHATTAN (Central). 10m. Good.

The TIP-OFF

A Consensus of box office results, kept as factually correct as possible, as culled by the field news staff of THE EXHIBITOR in this and neighboring territories. We thank our readers for their criticism and suggestions in maintaining it.

PICTURE	START (First Runs)	TURN (Sub. Runs)	STRETCH (Neighborhoods)	PAYOFF (Consensus)	REMARKS
ALL QUIET (Universal)	Surprising	Good			Getting money.
"AT THE CIRCUS" (Metro)	Good				This is bringing the Marxes back into the better dough.
BABES IN ARMS (Metro)	Fast	Fast			The mortgage-payer.
BEAU GESTE (Paramount)	Good	Good	Good		Doing quite well.
DISPUTED PASSAGE (Paramount)	Fair				First reports show a tendency from fair to good.
DRUMS ALONG THE MOHAWK (20th Century-Fox)	Good				First reports good.
DUST BE MY DESTINY (Warners)	Good	Good	Good	Satisfactory	Windup is nice, in the better money.
ESPIONAGE AGENT (Warners)	Fair	Fair	Fair	Fair	Lost its sparkle as it went along.
ETERNALLY YOURS (UA)	Fair				Pleasant if not important.
FIRST LOVE (Universal)	Good				In the better dough in the first engagements.
GOLDEN BOY (Columbia)	Building	Building	Good	Satisfactory	Considering all the angles, no squawks.
HERE I AM A STRANGER (20th Century-Fox)	Slow	Slow	Slow	Slow	If merit were grosses, this would have done better.
HOLLYWOOD CAVALCADE (20th Century-Fox)	Spotty				This isn't reaching the groove intended for it.
HONEYMOON IN BALI (Paramount)	Good	Good	Good		Very nice everywhere.
INTERMEZZO (UA)	Spotty				Showing a spotty tendency.
JAMAICA INN (Paramount)	Good				Okay for the Laughton import.
MR. SMITH GOES TO WASHINGTON (Columbia)	Fast				Holdover business in many spots.
MUTINY IN THE BIG HOUSE (Monogram)	Spotty				While there is a tendency to spottiness, it should do the company a lot of good.
NURSE EDITH CAVELL (RKO)	Surprising				Selling has been helping.
ON YOUR TOES (Warners)	Disappointing				This misses.
PRIVATE LIVES OF ELIZABETH AND ESSEX (Warners)	Good				World premiere was good, with a few other reports encouraging.
THE RAINS CAME (20th Century-Fox)	Fast	Fast	Fast		In the better grosses.
THE REAL GLORY (UA)	Good				Nothing to complain about.
RIO (Universal)	Slow	Slow	Slow		This misses.
THE ROARING TWENTIES (Warners)	Good				Not breaking records everywhere, but good.
THE STAR MAKER (Paramount)	Fair	Fair	Good	Satisfactory	Crosby has done better.
THUNDER AFLOAT (Metro)	Surprising	Good			The headlines helped.
U-BOAT 29 (Columbia)	Surprising				Individual ballyhoo has been aiding this import.
THE WOMEN (Metro)	Good	Good	Good	Good	Generally in the better grosses everywhere.

BETTER MANAGEMENT

Selling Features

"Drums Along the Mohawk"

SCHENECTADY, NEW YORK—Crowded out of last weeks' installment of "Selling Features" in the Better Management department was part of the campaign conducted for Proctor's part in the quintuplet world premiere. Following are further items in the Richard Murphy-S. J. Ullman-R. C. Murphy campaign.

The co-operation of the local Boy Scouts was secured to the extent of parade to the theatre and in helping to handle the crowds.

The Rotterdam School Band played in front of the theatre for 45 minutes before the arrival of the 20th Century-Fox stars who made a personal appearance in connection with the world premiere showing of "Drums Along the Mohawk."

Indians in costume were stationed on top of the marquee holding red flares awaiting the appearance of stars.

As the motorcade came up State Street, flares were lighted and fire works shot off from atop the marquee and building.

As the motorcade pulled up to the theatre spotlights fanned the street and building illuminating the front of the theatre to almost daylight brightness.

A red carpet was stretched from the curb to the arcade doors. Placed on the carpet was a mike where the stars were asked to say a few words to the crowds who were unable to get into the arcade. This phase of our premiere was handled by WGY staff announcer.

Local Boy Scouts and Schenectady police provided an honorary guard for the stars as insurance against being torn to pieces.

When the stars appeared on the stage they were presented with beautiful bouquets donated by a local florist.

The stage was decorated with palms that were also donated to us for the occasion.

TROY, NEW YORK—A campaign for "Drums Along the Mohawk" at the Lincoln here was staged by manager Sid Sommer, conducted along lines not dissimilar to that in Schenectady.

"All Quiet"

BATAVIA, NEW YORK—Dean Emley, assistant manager, Lafayette, put on a complete campaign. Cost was negligible.

An elaborate 40x60 was used in lobby two weeks in advance. One week in advance, he displayed sandbags, machine gun, and army rifles, also camouflaged helmets, borrowed from the Veterans of Foreign Wars. These were arranged like a machine gun nest during World War.

He had a boy dressed in army uniform carrying a rifle. Following him was a boy carrying a sign giving title of picture, dates, and theatre.

One-sheet size cards were used on backs of all taxis three days in advance.

Sandbags, machine gun were placed in front of the theatre with boy dressed in army uniform carrying rifle and acting as a sentinel. Front of theatre was banked with sandbags.

A drum corps was used on streets of the business section daily. Two sandwich boards were carried on the streets of the business section. He personally contacted heads of American Legion, Veterans of Foreign Wars, the mayor, chief of police and fire department and secured their co-operation.

"Ninotchka"

WATERBURY, CONNECTICUT—From manager Ed. Fitzpatrick, Loew Poli, comes the following campaign:

Window displays were numerous with leading clothiers, cosmetic stores, beauty shops, and florists; special 200 window posters featured the catch-line-"Garbo Laughs;" 100 one sheets were posted in windows of vacant stores throughout the city; valance on picture was hung around marquee; lobby floor featured a 24 sheet on the attraction; another eye-catching lobby piece was the surrealist display which featured silk lingerie, a champagne bottle, a bottle of goat's milk, test tubes, etc., all based on hilarious incidents in the film; another setpiece in the foyer featured striking laughing poses of Garbo; a cutout standee of the actress was placed on the mezzanine, under a colored spotlight; the six chapter serialization was planted in a daily newspaper; electrical transcription was planted on local radio station; sound truck advertising the film covered the city and suburban areas four days in advance of opening; blocks used as paperweights were imprinted with picture title and placed on all newsstands throughout the city; News Company bannered their trucks and distributed sniped magazine covers and rack tack cards to all stands, etc.

"Allegheny Uprising"

PROVIDENCE, RHODE ISLAND — George French, manager, and Bill Morton, exploiteer, RKO-Albee, did all they could to emphasize Indian fighting aspects of the film. Biggest stunt along this line was to send invitations to all Indians, mostly claimed descendents of the Narragansetts, living in Rhode Island, promising free admission opening night if they came in tribal dress.

Guns on the big Civil War monument were hung with signs reading "Listen for the opening gun of 'Allegheny Uprising.'"

Hero John Wayne's name in the film is James Smith, so letters went out to all the James Smiths in the Providence telephone directory, informing them of the coincidence and inviting them to see the picture. Some Claire Trevor fashion stills were supplied the gravure section of the Providence Sunday Journal.

Albee tied in with the Brown University, Pembroke College radio system with a review of the film and sidelights on its production. Also, spotted a stunt on the "Where Are You Going?" street broadcast of WJAR, having the chatter drift around to American history in general.

"Crime in the Maginot Line"

ELMIRA, NEW YORK—Eddie Yarbrough, Keeney, made up special engraved art ads for newspaper selling.

A large lobby set-piece featured stills, "see" copy, and gun turrets, with large newspaper page maps of the Maginot Line clearly outlined. Set-piece drew attention in the advance display.

Manager circularized five large factories with special dodgers as workers left buildings day before opening and noon of opening day.

He built up a special front display, with false flash front done by Keeney art department, and a miniature Maginot line with gun placements, tanks, barbed wire, sandbags, machine-gun, helmets, etc. He particularly stressed the picture to French element, heads of French department in high schools, and Elmira College, and also to French classes, by personal contact and personal letters, recommending theatre group party attendance.

"Mr. Smith Goes to Washington"

FALL RIVER, MASSACHUSETTS — Manager Chris Joyce and assistant manager Joe Bean plugged this picture for all it was worth. A thousand Mayflower Hotel, Washington, postcards, distributed through a national hookup, were "P.S.'d" by cashiers Peggy Cullen and Hazel Robertshaw with "Coming to Durfee Thursday" and forwarded to Washington and mailed out from there to a selected list of Fall Riverites. The "Man on the Street" radio program over local station WSAR was utilized.

WORCESTER, MASSACHUSETTS — Manager Harold H. Maloney and assistant Maurice Druker got off a particularly good gag involving a Holy Cross football game that attracted 20,000 attendance. They used used dual arrows on all routes leading to stadium, one pointing way to Fitton Field and other pointing to "Mr. Smith of Washington." A special preview of film was held, with candidates for municipal office guests. A specimen ballot intrigued interest.

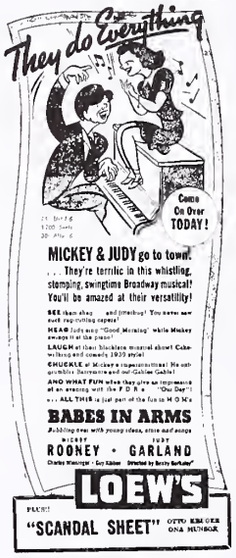
"Torpedoed"

FALL RIVER, MASSACHUSETTS—In addition to many window cards placed in stores throughout the city, manager Bill Canning, Interstate Empire, had "Torpedoed Now Playing" painted on the plate glass of the four front swinging doors in glaring red, white and blue colors. "War secrets blasted, not censored" was the message shouted from the marquee.

DETROIT

NEW YORK CITY

INDIANAPOLIS



CHICAGO

PHILADELPHIA

ATLANTIC CITY

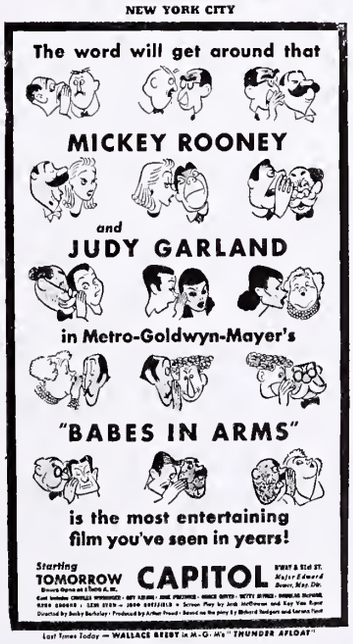
MINNEAPOLIS

SYRACUSE, NEW YORK

DETROIT

SAN FRANCISCO

NEW YORK CITY



BALTIMORE, MARYLAND

SEATTLE

NEW YORK CITY

HINTS ON NEWSPAPER ADVERTISING

No. 88—"Babes in Arms" (Metro)

It is only natural that a series of ads on a smash money show should bear striking similarities; this is no exception.

"Babes in Arms" is doing business, and the Rooney-Garland combination is credited.

Witness, therefore, the use of Mickey and Judy in every layout, with the two entrants from the Capitol no exception.

The two Detroit pieces of copy contain selling angles not seen in the others. In the top left ad, the copy says: "See Mickey sing, dance, whang that bass, and mimic Gable and Lionel Barrymore"—a good idea. Use of the cartoon head of Mickey in the ad, lower left, is not especially good, but it does attract attention.

The Indianapolis Loew ad, which is one of the series the circuit supplies for its houses, also makes use of the cartoon idea.

There is not very much else to be said. It is "Babes in Arms" with Mickey Rooney and Judy Garland, and that is enough.

"The Women"

WELLSVILLE, NEW YORK—Holly Hollister, Babcock, in addition to regular routine exploitation, sold a full-page co-operative ad to merchants appearing in local newspaper two days in advance of playdate. Cost of mast-head was pro-rated to all merchants on page excluding theatre. Theatre ad was donated by newspaper.

Guest tickets to theatre were offered to people finding misspelled words in each of the merchant's ads. Almost 300 entries were received and all merchants were much pleased. Manager had on hand a large quantity of fashion stills, after all tie-ups, therefore utilized them by covering all display space on the theatre front with them, where they attracted a great deal of attention.

"The Roaring Twenties"

SYRACUSE, NEW YORK — Through the Historical Society, manager Sid Holland, RKO-Schine Eckel, secured a film, which ran for 15 minutes, showing the high lights of the Centennial celebration held in Syracuse in 1925. This was previewed by several older residents and from them a list was prepared to contact on phone urging them to see the picture. Film was also used as a prologue to "The Roaring Twenties." Mayor Rolland B. Marvin and the mayor who was in the office at the time the film was made, John Walrath, acted as reception committee on Saturday night in the lobby of the theatre to greet the present-day Syracuse residents.

"What a Life"

SYRACUSE, NEW YORK—Through medium of letter written by the head of the English department, teachers and pupils were urged to see "What a Life," by manager Pat McGee, RKO-Schine Paramount. A student reviewer's contest was arranged and the best review by student was published in the local daily paper. Student received a one-month pass. Twenty spot announcements were secured over WSYR. Pep rally for Vocational High football game was held at the theatre, covered by sports columns in papers.

"They Shall Have Music"

BATAVIA, NEW JERSEY—Ralph Booth, Family, sent letters and materials on "They Shall Have Music" to all the teachers of music in schools and private teachers of music in the city, letters emphasizing the wonderful close-ups showing the Jascha Heifetz technique and the Children's orchestra. Head of the music department of schools wrote a letter praising the picture which manager Booth blew up and used in front and in lobby during the run.

"Eternally Yours"

WILMINGTON, DELAWARE — Manager J. Edgar Doob, Loew's, reports the show got off with a good start. Doob asked at the daily newspaper office if there was a list of old married couples available for him so he could give special invitations to the 10 oldest couples. In a day or two, a box appeared in the newspaper, requesting that persons who have been married over 50 years should submit their pictures to the office.

"The Star Maker"

MOORESTOWN, NEW JERSEY—Melvin Worrell, managing the Criterion, sent red apples to the teachers of the local high school, a big success, inasmuch as the principal of the high school made up this poem:

To the Criterion management:
Red apples for the teachers—such a nice thing to do—
And all of us are sending our gratitude to you.
Each apple tied most gaily with a ribbon red or green!
Such munching and enjoyment I'm sure you've never seen.
You've been so very friendly
That we're wanting you to know
That Monday was no blue day, you surely know that's so.
With apples for the teachers you drove dull care away—
We thank you (each and every one)—that's what we want to say!

Sincerely,
MARY E. ROBERTS
High School Principal

"Mutiny in the Big House"

WILMINGTON, DELAWARE—Dick Kirsh, manager, Aldine, promoting "Mutiny in the Big House," got out a small card in an envelope which was marked· "For Married and Engaged Women Only." The card inside read, "Give Your Husband or Sweetheart a Break! He loves the Action, the Drama, the Thrills that only a picture like 'Mutiny in the Big House' can bring him. Ask him to take you to see it." Kirsh also got out large heralds.

"Kid Nightingale"

FALL RIVER, MASSACHUSETTS—For this picture, the Durfee, Chris Joyce manager, and his assistant, Joe Bean, aranged for the distribution of a series of advertising cards at the weekly fight program, reading "Kid Nightingale Challenges the Winner of tonight's main bout. See Kid Nightingale now at the Durfee Theatre." Picture opened the same day at the Durfee.

"Television Spy"

SYRACUSE, NEW YORK—Manager Erle Wright, RKO-Schine Strand, used the carrier boys of Liberty magazine in parade escorted by police motorcycles through downtown streets and to the theatre where they were his guests, repaying them for stuffing 5000 inserts in the television section of the magazine.

"First Love"

SYRACUSE, NEW YORK—An elimination contest was arranged to find the Deanna Durbin of the city in the music classes of the various high schools by manager Harry Unterfort, RKO-Schine Keith's.

"At the Circus"

READING, PENNSYLVANIA—Loew's, George Peters, manager, "rebuilt" his entire theatre front to give it circus color and scenic effects.

Selling Shorts

"Battle Fleets of England"

WELLSVILLE, NEW YORK—Holly Hollister, Babcock, sent out 100 postal cards to special mailing list, gave prominent attention in newspaper ads, including mention fo the scenes of the Royal Oak, sunk British battleship. Hollister also made up a one-sheet montage board by pasting newspaper headlines.

National Tieups

Standard Oil Tie-up

CHICAGO—Standard Oil Company of Indiana last week launched its winter campaign in 1,700 newspapers of 13 states, using a tie-up with motion picture companies featuring stars of current attractions.

Such well-known stars as Claudette Colbert, Robert Taylor,, Charles Laughton, Joan Bennett and Spencer Tracy are participating. Financial details of the arrangements between the motion picture companies and the oil company were not disclosed. Miss Colbert and her new picture, "Drums Along the Mohawk," are featured in the first insertion.

The movie tie-up will be restricted to newspaper copy, running through Christmas.

Cigarette Commercials Ready

NEW YORK CITY—In collaboration with William Esty and Company, agency for Camel cigarettes, West Coast Sound Studios has produced a series of motion picture advertising shorts in Technicolor.

Exploitation Contests

"Ninotchka" Exploit Contest

NEW YORK CITY—To make the "theatre managers of independent circuits and individual independent exhibitors 'Ninotchka'-wise," Loew's, Incorporated, is posting $250 to be awarded as prizes in a contest for the best exploitation campaigns. Prizes are $100, $75, $50, and $25.

The campaigns, it was reported, will be judged by the opportunities available in the contestant's town, and no credit will be given for elaborate reports. What will count in this contest, the announcement stated, are the results and the individual efforts.

Community Building

Service Checks For Kiddies

READING, PENNSYLVANIA — Astor, Lester Stallman manager, and Strand, Graham B. Jeffery manager, are getting a lot of support for the Stanley-Warner new "Friendly Service Kiddie Check" idea. Kiddie checks can be bought at 10 cents each, a bookful for a dollar. The checks, to be given children for errands and services about the house or for neighbors, make handy and desirable Christmas gifts. Each 10-cent check has full value at any Stanley-Warner theatre.

Business Builders

Quality Oven-Proof Ready

PHILADELPHIA—Exhibitors are loud in their praise for the new All Oven-Proof Dinner Service, Crimson Rose, now on display at Quality Premium Distributors many offices, a report from the company said last week. Lavish in its beauty. this set is guaranteed oven-proof. Exhibitors are cordially invited to inspect this ace of premiums at any Quality office.

SYRACUSE, NEW YORK

PHILADELPHIA

WASHINGTON

ALBANY, NEW YORK

ALBANY, NEW YORK

PHILADELPHIA

SAN FRANCISCO

SAN FRANCISCO

ALBANY, NEW YORK

CHICAGO

SAINT LOUIS

HINTS ON NEWSPAPER ADVERTISING

No. 89—"The Roaring Twenties" (Warners)

Say what you like, but the advent of a Cagney picture always presents a field day for the admen.

Here is a first-hand view of some of the earlier ads on the Warner Brothers picture, and that many of them bear a startling resemblance to the pressbook contributions speaks well for the Warner ad boys under Mort Blumenstock.

It is to be noted that no punches were pulled in the copy and no attempts made to soften up the show for the female trade, which is not always too strong for the blood and thunder pictures. In some of the layouts, Priscilla Lane is absent. We consider this the wrong thing to do, as the woman's angle is of value no matter how important the star.

Most of these ads are on a par, with the copy along the same general lines. We can not say that one stands out much more than another.

The show is doing business, so go to it.

ALLIED HOLDS REGIONAL; LOEW'S OSCAR DOOB IS FETED; OTHER EVENTS

STORY CONFERENCE. On the set of RKO-Radio's "Swiss Family Robinson" are seen producer Gene Towne (center), and (left to right) director Edward Ludwig, star Thomas Mitchell, production attache Don Eilers, co-producer (with Towne) Grahame Baker.

"THE FLYING DEUCES." Borris Morros, producer of this RKO-Radio release, arrives in New York City for the premiere.

"THAT'S RIGHT, YOU'RE WRONG." David Butler, Ginny Simms, and Kay Kyser leave for the RKO-Radio picture's premiere.

ALLIEDMEN HOLD EASTERN REGIONAL. November 13 in Philadelphia was held a regional meeting of Allied States Association directors and other executives. Seated are (left to right) Pittsburgh's M. A. Rosenberg, Baltimore's Herman A. Blum, Washington's Abram F. Myers, Massachusetts' Francis C. Lydon, Philadelphia's Joseph Conway, Philadelphia's Sally Fisher, Philadelphia's Ben Fertel, and (standing) Connecticut's M. Shulman, Washington's Charles H. Olive, Massachusetts' Leslie Bendslev, Boston's Arthur K. Howard, Philadelphia's Sidney E. Samuelson, New Jersey's Lee Newbury, Massachusetts' Wilbur Peterson, Philadelphia's Harry Perelman, Connecticut's Al Schuman, New Jersey's Jack Unger.

A DECADE GONE. At a luncheon saluting Oscar Doob's 10 years as a Loew exploiter are seen some of the representatives of the press, distributors, theatres, advertising agencies gathered recently in New York City for the gala affair.

"MUSIC IN MY HEART." Tony Martin and Andre Kostelanetz, stars of this Columbia picture, arrive in New York City.

NEWS OF THE TERRITORY

NEW YORK CITY

Crosstown

One of the Stem's most popular and talented publicists, Sidney Spier, died at Mount Sinai Hospital last week. The 28-year-old press agent for all of Billy Rose's enterprises was a well-known figure among film folk.

Nominations for the season's best football fans must include Lefty Leftoff and Joe Heppner, Metropolitan Photos. They yelled their respective heads off at the NYU-Missouri thriller and the following day remained to the bitter end when the Brooklyn Dodgers were being whitewashed by the Washington Redskins. . . . Friend Woodward, Jam Handy, was in town and informed us that Ralph Miller, who has been handling customer relations promotion for the organization in Detroit, has been transferred to the west coast contract staff. He will make his headquarters with the company's Hollywood production unit. . . . Seen huddling over lunch were Oliver Unger of J. H. Hoffberg and Arthur Siegel, Little Carnegie Playhouse. Arthur is in the process of finding out, via questionnaire, the public's reaction to French films. . . . Fair opened with "Kol Nidre," a Yiddish film, as the inaugural offering.

"Hitler—Beast of Berlin" became "Beasts of Berlin" when the state censors decided to pass it, and with that title it opened at the local Globe. . . . The Central changed its mind after a fling at art stuff with "Port of Shadows" and reverted back to the double feature action stuff.

Select Theatres Corporation last week discontinued its suit against Universal Pictures, Inc., to restrain use of the title, "First Love," for the Universal show. . . . The AMPA, at last week's meeting, paid respects to the "Information Please" program. . . . "The Roaring Twenties" got off to one of the biggest openings in weeks at the local Strand. . . . Federal Judge William Bondy last week issued a temporary injunction on application of Charles Chaplin restraining Harry Jacobs, trading as Garden Camera Exchange, from selling prints of the film "Shoulder Arms." Trial of the suit, which claims unauthorized sale and manufacture of films by Jacobs was set by Judge Bondy for November 17.

It is reported that H. J. Davis will build a newsreel house on Park Avenue at 59th Street.

Paul Roselle, New York Strand usher, recently became a benedict. . . . While on the subject of Strand ushers, those gents had their hands full during the first week of "Roaring Twenties." Six persons were arrested on disorderly conduct charges when they revolted against the ushers who tried to maintain decorum among the minions waiting for seats. And that's no press agent's dream. . . . Max Kaufman is principal for the corporation operating the Sunshine. . . . Joe Joel was a pretty sick man last week.

Louis de Rochemont, producer of March of Time, represented the film industry at a forum on the forms and technique of propaganda at the American Woman's Association. . . . "Shors," the cinema story of the Ukraine's fight for freedom in the days following the Bolshevik Revolution, followed "Marseillaise" into Matty Radin's Cameo. . . . Louis Hart, Schine's Glove, Gloversville, was a Broadway visitor. . . . Ditto for C. H. Olive of Washington.

Norm Elson, general manager, Brandt circuit, for the past six years, resigned to become general manager of distribution and sales for Film Alliance of U. S. Nat Wachsberger, vice-president, FAUS, made the appointment and announced that Elson was in the Southlands on a business trip. . . . ITO of New England's Arthur Howard was in town on business. . . . The New York Reporter, an entertainment weekly, debuts the first week in December.

44th Street

WARNERS: Marvin Rothenberg, son of salesman Irving R., collected the outstanding dramatic talent among the metropolitan colleges and, with them as the cast, is producing a show entitled "Pens and Pencils" at the Pauline Edwards during Thanksgiving week. Irving has his fingers crossed both for the success of the show and the prospective Hollywood openings for Marvin. . . . A sight for sore eyes was watching Booker Al Blumberg offering to pay for a telegram Warners sent "collect" to Nat Winograd, Metro, Brooklyn.

MOTION PICTURE ASSOCIATES: Everything is all set for the November 25 dinner-dance at the Astor, with Moe Sanders and Moe Kurtz arranging a big show. It's all for charity.

Brooklyn

When manager Irving Zeltner, Bobby, discovered a fire was sweeping across a lumber yard next door to his theatre last week, he hurriedly evacuated the 400 patrons by telling them that the operator was having trouble with the film and that the show would have to be suspended. . . . Making absolutely no mention of the fire, Zeltner gave the patrons "pass out checks" and the ushers led them out of an exit into an alley where the flames were not visible. No damage was reported and most of the customers returned later in the evening.

Staten Island

Roy Sherkey, manager, Fabian Stadium, Tottenville, broke all house records during his anniversary week. . . . John Firnkoess' horror and chill show at the Paramount reached Staten Island the same day the temperature dropped 27 degrees. . . . Sid Deneau was in. . . . Fabian theatres are cooperating with Chamber of Commerce. Santa Claus will appear on stages every night and present gifts promoted by managers. . . . Arthur Lane is preparing to celebrate anniversary week of Fabian's Strand December 10. . . . Sig Kasse, manager, Capitol is all steamed up about his automobile and bicycle giveaway. . . . Elihu Glass and Mike Garzetta arranged for a Curtis High School pep rally to be held in the Liberty, November 22. High school band, cheer leaders, football team, coach, and all hands promised to appear on stage. . . . Si Fabian made flying trip over Staten Island with district manager Harry Black. . . . George Evans presented borough president Palma with the key to the city, in honor of "The City" playing at the Saint George.

CIRCUITS

Brandt

Some weeks back we exclusively reported the forthcoming wedding of film buyer Arthur Schwartz. The girl is a member of the Mesing bakery clan and the date for the nuptials is December 17. . . . Upon Norm Elson's resignation as general manager to take over the top sales job at Film Alliance, Lou Brandt filled in the vacated spot. He will be assisted by that dependable miss, Sylvia Goldowitz.

Circuit will operate the new theatre now nearing completion on the north side of Forty-second Street between Broadway and Sixth Avenue. The house, which is expected to open the first week in December, will have a seating capacity of 850. It will be known as the Pix and, according to present plans, will be devoted to first-run French films. Brandts have a 21 year lease on the property, which is owned by Freya, Incorporated.

Loew's

Oscar Doob, Arthur Schmidt and Ernest Emerling were among the guests at the cocktail party and reception tossed by UA for Ruth Terry and Broderick Crawford. . . . More than 2000 persons gathered on Times Square last week when huge billows of smoke rolled from the State building. A small fire in one of the stores adjacent to the theatre was the cause, but there was no threat to the theatre proper.

Morse and Rothenberg

Exec Louis Simon was in town with encouraging reports as to upstate business. In cities such as Utica and Poughkeepsie, he claims, the mills are working and the people are going to the movies. Having made a tour of the M. and R. houses throughout the state, Simon looked like a pretty tired man. He was accompanied to New York by district manager Joe Stoll, who came in for some buying.

Randforce

Something new in giveaways has been inaugurated by manager Harry Kriegsman, Claridge. Three radios are being given to holders of lucky numbers during "Special Radio Nites." It is sponsored by a radio store in the Claridge building.

HOME OFFICES

Columbia

Nancy Klein is recuperating following a leg operation. Sylvia Haas, an NYUer, is filling in as gal Friday for Al Sherman and Joe Schorr. Sherman, by the way, is announcing open house Saturday evenings —if you can find him—at his Greenwich Village apartment. . . . Merci beaucoup to nurse Jean McGowan who so capably bandaged this reporter's injured digit.

Monogram

Charles Dorsa, art department, tries his luck once again duck shooting at Great South Bay over this coming week end. Last time he caught cold. . . . Barbara Livingston, Lou Lifton's department, is a very busy young lady these days. Besides doing research work on Monogram's "Rip Van Winkle," she is taking piano lessons. . . . Charlie Morla, foreign department, was out for several days with a bad cold. . . . Manny Reiner, Monogram's ad man, was the cousin of Mayor Edwards, Long Beach, New York, recently assassinated. Condolences! . . . Harriet Kaplan, Eddie Golden's sec, one of the most omniverous reader of scripts in her spare time, is devoting her talents to the actors of the Repertory. . . . Eddie Golden's family is reunited once again in New York, Mrs. Golden and daughter Ruth having flown in from California recently. Son Bob is, of course, permanently posted at Monogram's west coast studios. . .. Mary Finnerty, foreign department, is sporting a stunning new moss green ensemble and a new three-quarter coat.

Paramount

Rufus Blair is doing the country in the interests of "Gulliver" and "Victor Herbert," visiting key spots.

RKO-Radio

Ben Y. Cammack, assistant to general export manager Phil Reisman, sailed on the SS. Santa Lucia for Panama, as the first stop on his annual trip of inspection to Chile, Argentina, Brazil and other Latin-American countries.

Projectionist Sam Kaplan startled chief Sam Oppenheim and all visitors to Preview B last week when he appeared garbed in a dashing ensemble of shiny brown corduroy. Whoops! ! ! ! !

George J. Schaefer, S. Barret McCormick, Cress Smith, Ken Hallam hopped to Rocky Mount, North Carolina, for the premiere of "That's Right, You're Wrong."

Select Attractions

Harry Rice, formerly exploiter for United Artists, is handling the exploitation of the double horror show, "Return of the Frog" and "The Demon Barber of Fleet Street." Rice is now covering engagements at Loew's Palace, Hartford, Connecticut;Hippodrome, Pottstown, Pennsylvania; Shea's Bradford, Pennsylvania; and in Buffalo.

Warners

J. Ellis Shipman is bringing the complete men's bowling teams in from Warners Philadelphia division December 15 to compete with the local keglers who were the losers the last time out in Philadelphia. Russell M. Moss, New York bowling chief appointed the following to help him take care of things: General Assistant —Russ Pellington; Bowling Team Captains —Lou Denis, Ernie Ellberg, Al Trojack, Agnes Tsukulas; Arrangements Committee is LeRoy Griffin (chairman), Bob Knepton, Joe Cullina, Charlie Bailey, Frank Miller. Entertaining "Visiting Firemen"—Neal Coogan (chairman), Sol Reiner, Bill Sigler, Ann Martin; Decorations—I. F. Dolid. "Santa Claus at the Circus" is the fancy title of this year's annual club Christmas Party for the sons, daughters, grandchildren, brothers, and sisters of members. The Brooklyn and New York units are combining to toss the party on the main stage of the Vitaphone Brooklyn studio where there will be refreshments, presents, and circus acts.

S. Charles Einfeld delayed his departure to the Coast because of pressure of business.

JOE JOEL SAYS:

Among Other Things . . .

Herman Schifrin, film room, Republic, has returned to work after being in the Medical Center Hospital, Jersey City. His friends are pleased to see him back. . . . Louis Johnson, film and shipping department, Metro is president of B-51, Motion Picture Exchange Employees. While in Albany, he was elected a delegate to negotiate film exchange contracts for Albany, Buffalo, Boston, New Haven, and New York City.

. . . Yetta Furst, wife of Phillip Furst, Reliable Seating Company, was operated on at the Crown Heights Hospital, the operation was successful. All her friends are wishing her a speedy recovery. Phil says home is not the same without her. . . . I had the pleasure of seeing a beautiful three-year-old child. Not only is she very pretty, but she has wonderful talent. If she was in Hollywood, she certainly would have a chance to appear on the screen. Her name is Joan Meinhardt, daughter of Edward Meinhardt, Rockland Film Service. Someday, she may take Shirley Temple's place.

The well-known State Sanitary Products Company is moving on or about December 1 to 630 Ninth Avenue, between 44th and 45th Street, Film Center Building. On account of their increasing business, it was discovered a larger store was needed. . . . George Blank, 1277 Sutter Avenue, Brooklyn, has just closed a deal with Prudential theatres for advertising displays. . . . Phil Engel, publicity, Warners, has just returned from a flying trip to Boston, Providence, New Bedford, and Buffalo to promote publicity and a tentative campaign on "The Roaring Twenties." Phil told me that wherever he went, he found the factories and mills in full operation and he looks for a good business in the motion picture industry. . . . Martin Harra, for many years salesman with Republic, has been a patient at the Medical Art Center Hospital. He is beloved by all who know him and has numerous friends in the industry. He would be more than pleased to have his friends visit him or communicate with him. Hospital is located at 57th Street and 6th Avenue. Visiting hours are from one to three any day.

I visited the Venus, Brooklyn, and was more than surprised at the marvelous change both in the interior and exterior of the theatre. I can truthfully state that instead of being called the Old Venus, it is today one of the most up-to-date theatres in Brooklyn. Credit must be given to the Amusement Supply Company, which furnished all the equipment. . . . While passing the Strand at 10:30 a. m. the other day, I was astounded at what I saw. The theatre was jammed to the doors, and they would not allow any more to enter. The crowd outside was so large, eight policemen kept them in line. Feature was "The Roaring Twenties," with James Cagney, Bob Crosby and his orchestra. . . . During the cold weather, all the ex-salesmen and ex-exhibitors have their offices in the lobby of the Film Center Building.

William Appell, Decatur, Brooklyn, is a very proud grandpa. He had his grandchild, Michael (son of Will's son, Bernhard, Madison), at the Film Center. The child looks like his grandpa, but his hair is not red.

NEW JERSEY

Bergen County

Comic books were given to children attending special matinee at the Park Lane, Palisades Park. . . . Fox, Hackensack, gave 300 passes to "Hollywood Cavalcade" in a tie-up with a department store. . . . Manager George Djemos, Plaza, Englewood, co-operated with Community Chest drive by showing film in which Edgar Bergen and Charlie McCarthy appeared, boosting the drive.

—P. C.

Jersey City

Arthur Egberts, Loew's Jersey City, is writing publicity for Red Cross drive. Jersey City theatre managers are co-operating in drive by showing roll call trailer "Let's Carry On," starring Ann Sheridan. William A. Stillman, assistant manager at Loew's, heads theatre division of drive. . . . Six Mohawk Indians presented marriage ceremony, dancing and singing on stage of Palace in conjunction with Election Day screen show. . . . George Skouras visited here. . . . George Dumond, manager, Loew's Jersey City, is chairman of decorations for the dinner of Loew's theatre managers, assistant managers and publicity men Thanksgiving Eve in New York City. Dumond is making a miniature marquee for the event.

—P. C.

Keyport

Harry E. Hollum will celebrate his 10th anniversary as resident manager of Strand November 25.

Long Branch

Reade's Strand is undergoing minor alterations. A new box office and display frames are being installed. . . . In the lobby of Reade's Paramount, manager Thomas A. Phelan has erected a varsity and high school football score board, which creates a meeting place for young folks.

Newark

Strand, local independent, was the victim of a tear gas bomb last fortnight. Manager Murray Steinberg said there had been labor trouble. Audience had to leave the theatre.

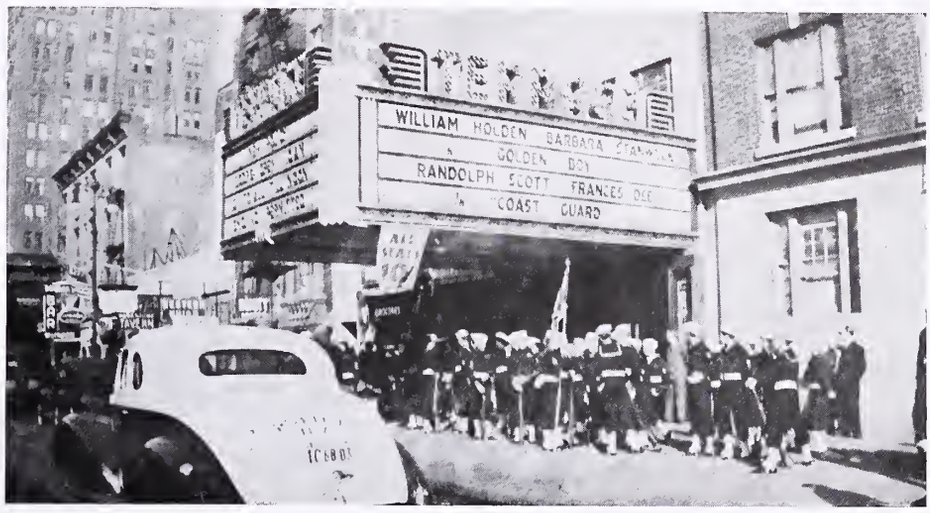
Union City

Alvin, Guttenberg, gave away turkeys, chickens and ducks at a Saturday night show. . . . Twenty delivery boys of a Hoboken newspaper were guests of manager Frank Holler, United States, at showing of "They Shall Have Music." "Fair-O," with 10 awards nightly, is a weekly feature at the Mayfair, West New York. . . . When "Nurse Edith Cavell" was shown at RKO Capitol, Union City, newspapers co-operated by publishing elaborate diagramic description of system by which Nurse Edith Cavell assisted Allied soldiers out of Brussels during first World War.

—P. C.

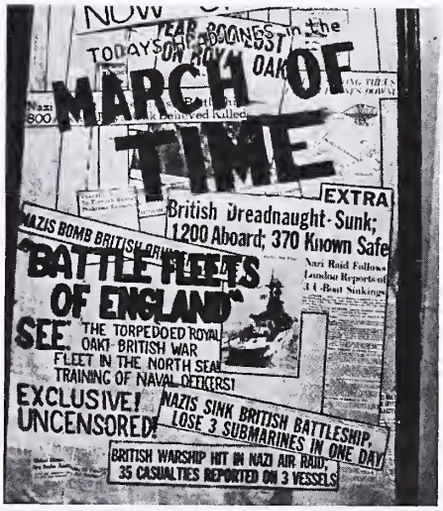
EXPLOITATION STUNTS FROM VARIOUS POINTS IN THE TERRITORY

"ALL QUIET ON THE WESTERN FRONT." Display for the Universal picture was by manager Dean Emley, Lafayette, Batavia.



"COAST GUARD." For the Columbia picture, manager Leonard Derene and assistant Hyman Landerer, Terrace, New York City, arranged a parade of 300 nautical cadets in full uniform, tying in, also, with the Coast Guard's 150th anniversary.

SOME PLUG. When the exploitation-conscious New York Daily News (in its Sunday edition) featuring Republic's No. 1 Cowboy, Gene Autry, in a big color photo, Republic's David B. Whalen arranged with the newspaper for this truck bannering.



"BATTLE FLEETS OF ENGLAND." Holly Hollister, Babcock, Wellsville, had this one-sheet on The March of Time.

"$1,000 A TOUCHDOWN." These banner boys plugged a special showing of the Paramount picture at the Babcock, Wellsville, run following a local football game.

"FIRST LOVE." When the Henry Koster-directed Universal picture opened at the Rivoli, New York City, a mob turned out early in the day to see and hear the latest Deanna Durbin starrer. Here is seen part of the line waiting to get in the theatre. Note especially the huge electric sign erected on the end of the marquee.

NEW YORK STATE

Albany

Harold Tyler, Chittenango, is planning a trip to California. . . . M. A. Silver, Warner theatres' zone manager, visited New York. . . . Irene Goldsmith, former secretary to Warners' C. A. Smakwitz and Jules Curley, was a visitor. . . . Lieutenant-Commander Larry Cowan, Grand, has resumed presentation of the popular Grand amateur program, which has been responsible for the discovery of several talented entertainers in the past two years. Instead of having a commercial sponsor, as in the past, program is fostered this season by the four Fabian theatres in Albany, the Palace, Harmanus-Bleecker Hall, Leland, Grand. Oscar Perrin, Hall manager, is again acting as emcee. . . . Arthur Horne, Metro salesman, paid a visit to Boston, where his son is a student at Harvard. . . . Bill Smalley held the regular semi-annual meeting of managers and executives of his circuit, with discussions of policy, improvements and other operating problems. . . . Ralph Pielow reports that business is up so markedly in the local Metro office that it has been necessary to add another employee to the accounting department, Alice Fontanillas, who had previously been transferred to the New York exchange, and now returns. If the increase in business continues it will necessitate the building of a new and larger building to house the Metro forces, according to Pielow, who avers that never in the history of the exchange has the volume of business approached the present level. . . . Lou Golding, Fabian division manager, and Alec Sayles, Palace manager, arranged a special press showing of "Mr. Smith Goes to Washington," attended by the publishers, editors and critics of both Albany papers, A. J. MacDonald, B. J. Lewis and C. R. "Tip" Roseberry, Knickerbocker News, and Fred Archibald, George Williams and Edgar S. Van Olinda, Times-Union, as well as other representatives of the fourth estate and the radio. . . . Jim Faughnan, Warners, was laid up. . . . Sunday movies were a campaign issue in the mayoralty campaign in Rennselaer, with the defeat of incumbent William T. Wright attributed by many to this issue. The new mayor, Orville Rose, is pledged to support an open Sunday bill. Only theatre in the village is the Brightspot, recently taken over by Playford and Marmon, at present operated two days a week.

Film folk will be making merry the night of Saturday, December 9, date of the Albany-Troy Warner Club's annual Banquet and Movie Ball. Traditionally the outstanding event of the local theatrical social season. Affair is expected to draw 500 or more club members and their friends in the industry. Hendrik Hudson Hotel, Troy, is to be the scene of the festivities. Negotiations are in progress for a topnotch name band. Committee members are hard at work planning entertainment and various details, and much enthusiasm is evident. Leo Rosen, Troy, Troy, is head of the entertainment committee, with Jim Faughnan chairman of the ticket committee, and that on publicity headed by Andy Roy, Strand. Reservations are already piling in rapidly, according to Faughnan, with many having come in from Buffalo, New York City, and various area points. Distributors, exhibitors and circuit officials from outside Albany will evidently be well represented, as well as local film and theatre people.

Bill Haynes manager, Warners' Stanley, Utica, rented the theatre to an organization sponsoring a lecture by Lowell Thomas. . . . Bob Rosenthal is authority for an odd incident that occurred during the showing of "The Cat and the Canary" at the Ritz. Just at one of the spookiest moments of the Paramount film, a bell started ringing right in the audience . . . and it turned out that a patron was taking home a package containing an alarm clock. . . . Chateaugay Ore and Iron Company, a branch of Republic Steel, is operating full blast at Lion Mountain, with three shifts a day working. Company shows pictures once a week in a hall. . . . Clayt Eastman, Paramount, took the missus down to New York for a week-end visit and a look at some legit shows. . . Herman Wobber, general sales manager, 20th Century-Fox, presided over a drive meeting held with Moe Grassgreen's local office crew. Other New York officials attending were drive leader Morton Levy, and northeastern district manager Tom Bailey. . . . "Drums Along the Mohawk," 20th Century-Fox historical opus laid in New York State, and this particular vicinity, is reported to be doing phenomenal business everywhere. . . . Al Kellert, special representative WOKO, WABY, is still limping as the result of an accident.

Grand National exchange in Albany has been discontinued with branch manager Paul Rickrath and booker Bill Murray transferred to like posts in the Buffalo office, which will henceforth serve this territory. Home office executive Sol Edwards was in town arranging the changes. . . . Bill Barney, Grand, Watervliet, is getting ready to put up his yacht. . . .Salesmen reported a foot of snow at Lake Placid and Saranac. . . . Snow storms turned Mike Boumasour's thoughts toward Florida. He has decided to trek southward about the middle of December for a six-weeks' stay. Boumasour owns and operates the Plaza, Malone. . . . Weldon Waters, Paramount, is panning Albany drivers—not two weeks after getting his new car he had a pair of dented fenders. . . . Culminating a romance of long standing, Jim Evans, Paramount shipper, was married to Betty Harris, same firm's inspection department. . . . Thomas Alferi, Milbrook, has been having trouble of late with his imported car. . . . Al Schwalberg, supervisor of Warner exchange operations, accompanied by R. P. Hagen, head, playdate and checking bureau, visited the Vitagraph exchange, conferred with branch manager Paul Krummenacker and office manager Ray Powers. With them was Ted Hamar, who becomes checking superviser for Albany and Buffalo, Howard Crombie, who formerly handled Boston and Albany, now confining his activities to Boston. . . . Moe Grassgreen, 20th Century-Fox, passes along the information that "Drums" was doing just as heavy a gross in its second week at the Olympic, Utica, as it did the first week.

Arnold Stoltz, new manager, Warners' Avon, Utica, is writing a theatrical column in the afternoon paper. . . . Bernie Mills, B. and M. Pictures, was off to New York for a week's visit in connection with firm's "Ten Nights in a Barroom." . . . Lou Gilding, Fabian circuit division manager, booked the "Dead End" Kids into Palace for a week's engagement—first flesh in circuit's flagship in some time. . . . Ralph Pielow, Metro, finally feasted on partridge. A north country huntsman bagged some birds and presented R. P. with a brace. . . . Jack Walsh, Metro exploiteer extraordinary, is rapidly becoming the row's Beau Brummell. . . . Larry Milk, owner-operator, Calicoon, was re-elected town superviser. . . . "Stanley Goldberg Date Drive" is on in full swing at the Columbia office, with exhibitor friends out to set up some new records. . . . Myron, son of Bernie Mills, suffered an injured nose while playing in a Union College football game. . . According to report, passage of pari-mutuel referendum will result in building of two tracks near Buffalo, one at Cheektowaga. . . . Sid Kallett was another who took in that Army-Notre Dame massacre.

Jim Faugnan, Warner contact manager, week-ended in New York, taking his young son Jimmy, Junior, along. . . . Mayor Thacher announced no tax increase was planned in Albany. . . . Oscar Perrin, manager, Fabian Harmanus-Bleecker Hall, booked University of Pennsylvania Mask and Wig show in for December 29. . . . Lavere Winne, newspaper publisher and theatre operator of Cherry Valley, is dickering for the sale of his theatre. . . . Bill Smalley, head, circuit bearing his name, is getting ready for his annual visit to Florida's shores. . . . Alec Papyanakos, Canton and Gouverneur was a surprise visitor to the row. Others seen included Clarence Dopp, Johnstown; Mr. and Mrs. Dave Rosenbaum, Elizabethtown; Frank Weitung, Cobleskill; Mrs. G. Harry Brown, Old Forge; Mrs. L. Klein, Hunter, Walter Wertime, Chestertown. . . . Mike Kallet, Kallet circuit, threw a housewarming party at his Oneida home—and got four stars from guests. . . . George Goldberg, Warner salesman, is bemoaning damage to a fender on his new car. . . . Sid Stockton, new office manager, Leo's local works, will head for New York December 2, on a belated vacation. . . . Harry Berkson, Monogram franchise-holder, is dizzy from his flying trips from Buffalo to Albany, to New York and back again. . . . Duke Elliot, Schine's Palace, Tupper Lake, has been busy trying to promote a car for a December giveaway. . . . Ted Richman, formerly a Fabian circuit manager in Schenectady, and recently doing publicity on the coast, is reported associated with Eddie Alperson, in handling of "Tillie's Punctured Romance," being re-issued in four-reel form. . . . Bob Rosenthal, Ritz, is wondering how his bride, a New Orleans girl, is going to take the Albany climate.

Myron Mills (son of Bernie Mills) and Kurt Forkal, students at Union College, Schenectady, are writing and presenting a weekly program of movie reviews and comments "College Youth Looks at the Movies" over General Electric's Schenectady shortwave station WGEA and WGEO. Program beamed on England and South America.

. . . Dave Miller, Universal district manager, was a visitor, trekking to Gloversville with branch manager Joe Engel. . . . An early storm, part snow, part rain, struck a severe blow at box-office grosses on the first Sunday of the month, in Albany and throughout the area. . . Sid and Laura Denneau, Fabian circuit home office, will be in Albany for the Thanksgiving week-end as guests of Mr. and Mrs. Artie Newman. . . . Max Friedman, Warner theatres' booker, shuffled off to Buffalo to set up December bookings with district manager Ralph Crabill. . . . Mary Hawkins, Republic booker, and Winnie Allen, 20th Century-Fox cashier, were enthusiastic and happy rooters at the Notre Dame-Army game. Fred Duffy, Republic salesman, was greatly disappointed at not being able to make the trip. . . . Frank Weitung, Cobleskill, went on a hunting trip. . . . A new periodical made its appearance in Albany, a weekly shoppers' guide, "Value." Jack Connors, former advertising manager, Knickerbocker News, and recently holding the same post with the Times-Union, is the publisher.

Batavia

Arthur Raylor, doorman, Family, resigned. . . . Ralph Booth, Family, is presenting several acts on his stage.

Binghamton

Jerry Burke, manager, Star, and niece, Joyce Freije, are still raving about the horse show. . . . Mrs. Laura Getter, cashier, Symphony, spent the Armistice week-end at Buffalo. . . . Ned Kornblite, Carl Winters, Jeanne Meeker, Buddy Kornblite and your correspondent took in the Syracuse-Colgate game. . . . Usherettes are frequently holding secret bowling practice, at mid-afternoons. . . . Marian Knight, main office, Strand is on vacation. . . . Tom Walsh, local Comerford booker, appeared as interlocutor in the most successful number of the recent Kiwanis Minstrel show at the dark Binghamton. . . . Consistent strikes by Billy Vetrino, Symphony, gave the doormen the edge over the managers. . . . Novelty window display in local window of leading music store, was used on "First Love" for the Riviera by J. L. Fitzpatrick and Tom Carey. . . . Pat Stevens, Frances Parmley, Capitol, have taken up horse-back riding. . . . Buddy Kornblite, Suburban, and John Tighe, Strand, are the friendliest rivals in bowling. . . . An actionful looking front was built by Jake Ruppenthal, sign artist, for "Mutiny In The Big House," Capitol.

—F. D. R.

Buffalo

George and Dorothy Gammel, U. S. A. Theatres, journeyed to Rochester. . . . Mary Fridrich, Shea office, knows now how it is to be a celebrity. Mary was mistaken for a member of Horace Heidt's troupe. . . . Vincent R. McFaul, general manager, Shea circuit, announces Gene Krupa as the next orchestra listed for a personal on the stage of his Bufflo. . . . family were among the first nighters at Nikitas Dipson, Dipson-Basil chain, and the Erlanger for the performance of Paul Muni's "Largo." Misses Gross, Dickman, and Pappalardo, Shea office staff, were also spotted, as was Jack Read, Hollywood, Gowanda; Mike Simon, Paramount. . . . UA's Mat Sullivan tells us Stanley Kozanowski, Rivoli, is still the soup king at the film table. . . . Among filmites spotted at the LaSalle-Canisus football game were Bert Freese, Nat Marcus, Harold Raives, Phil Fox, Charles Rich, Judge Crater.

Jerry Spandow, formerly of the Buffalo office, Universal, now branch manager, Des Moines, is reported doing well after a sinus operation in Omaha. . . . Jules Levy is at present recuperating from an operation performed at Saint Mary's Hospital, Rochester, Minnesota. . . . Jack Schmitzer, RKO home office representative, arrived in Buffalo, but was called hurriedly to Cleveland. . . . Bill Lee, former local booker for Gaumont British, writes us that he is now connected with GB in the visual education department. . . . Barkerettes of Variety Club of Buffalo, Tent No. 7, held a luncheon, mah jong and card party in the club rooms November 15, well attended. . . . Among the out-of-towners in were A. D. Gould, Franklinville; Al Gilbert, Abe Corrin, Sam Slotnick, Syracuse; Tom McCleary, Mrs. Thomas Rance, Jack Karp, Syracuse; just recovered from a recent illness. . . . Bill Gehring, central division manager, 20th Century-Fox has returned to work after a recent minor operation. . . . Dave Miller, Universal's district manager, stopped for a day in the Buffalo office. . . . While on the subject of Millers: Mrs. Dave Miller, won $1,000 in Cleveland at a "Keeno" game. So excited she could not call out "Keeno," finally she made the stage to claim her winnings, her knees giving way. . . . H. G. Dillemuth, Broadway Lyceum, was the victim of thieves recently. . . . Condolences go to Jim Holden, former Grand National branch manager, on the sudden passing of his wife. . . . It's a girl (their second) at the Bert Buchanans, Colonial. Wife and infant are both doing well.

Girls of Shea's Buffalo office got quite a thrill when Horace Heidt stopped in. . . . Mary Bischoff, for many years conected with the Lafayette, is pinch-hitting for Finnie (Feinsinger) Lewis, Metro, as stenographer during her two months' leave. . . . Charlie Hayman, general manager, Lafayette, is making extensive plans for his Christmas party at the Fillmore Hotel. Charlie Boasberg is collaborating. . . . Nan, daughter of Universal's John and Mrs. Scully, is visiting friends in East Aurora. John, Jr., and Peter, both of whom are engaged in business in Philadelphia and New York City, respectively, are scheduled to return home for the Thanksgiving holiday. . . . Alice McCarthy, that blonde bit of pulchritude, Shea office staff, is sporting a new leopard hat and muff. . . . Film row was well represented at the Statler lounge November 11. . . . Bill Britt, house manager, Shea's Buffalo, tells us Horace Heidt and his Musical Knights broke all records. . . . Rumors are afloat that the Amherst, formerly the Park, will re-open under management of George Williams. . . . Ruben Farber and wife, who operate the Commodore, are at present planning a trip to California. . . . Ted O'Shea, Metro's district manager, and wife, Mable, were in town over the week end, visiting Rochester to see their son Teddy play football with Saint Joseph's Collegiate team.

Vincent R. McFaul, general manager, Shea theatres, announced the start of construction for the latest of the Shea circuit. New theatre, Shea's Lackawanna, situated in Lackawanna, adjacent to Buffalo, will have a seating capacity of 1000. . . . Bobby Alberts, who for many years operated the Alberts, Lancaster, is now checker at Metro. . . . Bob Murphy, Chief Barker, Variety Club, announced that the board would meet at the Variety Club to formulate plans for their annual Christmas party. . . . Manager Kemper, 20th Century, brought his wife to town and they are taking up residence at the Windsor.

Deepest sympathy to the family of Frederic Ullman, Sr., attorney and pioneer operator of theatres in Buffalo, who died last week at the age of 75, following a five-day illness. Fred Ullman opened this city's first motion picture house, the Edisonia. Before that he had established a nickelodeon in a converted barn. He continued his interest in theatres throughout his life, having opened the old Family on which the Lafayette is now located, also the Colonial, Genesee and Elmwood, and owned theatres in Syracuse and Youngstown. Surviving him are Frederic Ullman, Jr., general manager, Pathe News, and Richard H. Ullman, commercial manager, Buffalo Broadcasting Company, a grandson and granddaughter Richard and Abby, respectively, and one brother, Dr. Juilus Ullman, with whom he lived. For six years he was president of the Temple Beth Zion. . . . Hollywood, Lackawanna, (Dipson-Basil) will re-open shortly, and the name will remain Hollywood instead of Rex. . . . We are glad to report that Mrs. Bill Martin is up and around again after her recent illness. She will, however, continue her hospital treatments until she has entirely recovered. . . . RKO's Elmer Lux now commutes via skiis from his summer home at Crystal Beach.

The RKO Board of Directors sat in meeting with all film exchange branch managers in the local MPTO headquarters November 13, to discuss film delivery service. At this meeting, A. C. Hayman, president, MPTO, appointed a committee of exhibitors to meet with a committee of exchange managers appointed by Syd Samson, 20th Century-Fox, together with a representative of Smith and Howell Film Service, Inc., and the seven local film carriers, in an effort to solve the problems of late deliveries of film to carriers. Meeting was called for November 20. Matter of games was discussed at length, but no further action was taken. . . . Helen Lehman, wife of UA branch manager, had a variety shower at her home in honor of Edna Rose, prospective bride of Stanley Kozanowski, owner, Rivoli, at the same time Stanley was being feted by filmmen at the Variety Club on his approaching wedding. Those who attended both affairs received a formal announcement of the marriage of the couple, the wedding having taken place last June 9, in Bradford, Pennsylvania. Celebrants of both parties were more than mildly surprised!

—M. G.

Cornwall

Manager Prescott K. Thorpe, in conjunction with the American Legion, treated the kiddies to a free Hallowe'en show. Following a parade, a costume contest was held on the stage and five prizes were awarded.

Dunkirk

Dalton Burgett, manager, Capitol, has 16 ducks to his credit.

Elmira

Mel Conheim, Regent, tied up with a music dealer and has an organist present a daily program on Friday-Saturday-Sundays. . . . Ray Fahrenholz, Strand, has been busy with extra exploitation.

Franklinville

Arden Gould, Adelphi, ran a free show from 9 a. m. to 5 p. m. Armistice Day as goodwill gesture in helping the village to celebrate the holiday.

—D. R.

Gloversville

Schine Home Office News

The Schiners club held its monthly meeting with new president Al Marqusee in charge. Plans were made for a skit to be presented by the dramatic group of the club. It will be a burlesque on home office happenings, and advance scouts hint it will be hilarious indeed. Prominent home office figures are to be lampooned. After the business session, the club members enjoyed a preview of "The Housekeeper's Daughter" in the private screening room. Later, a luncheon was served members in Pedrick's. . . . Frances Barter, insurance department, went deer hunting over the week end, and his party bagged a nice buck. Sander Lazar went hunting also; his party bagged nothing. Sandy, however, assisted in a search for two other lost hunters, so did his good deed for the day. Dewey Lederer confined his hunting to nearby haunts, but is mum. . . . Lester Martin, Consolidated Book Company, was in for extended conferences with Harold F. Sliter. . . . Artie Newman, Republic, and Moe Grassgreen, 20th Century-Fox, had conferences with chief film buyer George V. Lynch.

For his excellent work on the premiere of "Drums Along the Mohawk," which drew 25,000 people to Amsterdam, manager Fielding K. O'Kelly, Rialto, was given a bonus. Lou S. Hart, manager, Glove, here, for his good work on the same picture, which played to record crowds, was given a four-day vacation in New York City. Lou plans to call on many of his old friends in Gotham. . . . Schine organization was well represented at the Variety Club ball in Washington, Mr. and Mrs. J. Myer Schine, Mr. and Mrs. L. W. Schine, George V. Lynch and Frank M. Boucher making the trip to the capital for the event. . . . Schines much pleased with pictures and stories in the 20th Century-Fox organ, "Dynamo" on the "Drums" premiere.

Jamestown

Ralph Crabill, district manager, met in Buffalo with booker Max Friedman, Albany, and set up all holiday bookings for the Jamestown district. . . . Charlie Fish, Winter Garden, started "Wahoo" Saturday nights and also incorporated "Askit Baskit" for the audience. . . . Al Newhall, Palace, visited friends in Hornell . . . Al Newhall, Palace, is staging a half-hour talent broadcast on his stage weekly.

Marlboro

State has installed a new heating plant. Smiling cashier is Mrs. Henry Malowitz.

Newburgh

At the conclusion of the golf season, Clint (Alabamy) Lake was awarded a handsome prize as the runner-up in the Decoration Day tournament at the Central Valley Country Club. . . . Recent visitors included Jim Frank and Ted Rosenberg, National Theatre. . . . Broadway operators and stage hands bowling team hereby issue an open challenge to the other theatres in town. . . . Netco Theatre League, a newly organized eight-team circuit of four-man teams, opened its schedule at the Central Academy. Due to the late hour at which the games are played the league is unofficially known in local bowling circles as the Insomnia League. Broadway, ushers, and Park shut out, Ritz, operators and art department respectively, and managers won from the Cameo, 2-1. Teams are listed as follows: Park—S. Gilnick, M. Armour, Ruckdeschel, J. Farina; art department—R. Greene, J. Wiley, S. Cannella, W. Krutel; Broadway —Al Pizzaro, John Lamont, F. Whitaker, W. Duffy; operators—F. McConnell, B. Garrison, J. Tweed, Ken Hill; Ritz—Ray Sharp, Jack Tilton, F. Peacock, W. Lawson; ushers—Abramson, Williams, Bardin, Sutton; Cameo—Bill Mims, K. Hill, Jack McCann, Babe Smith; managers—Jim Murray, Cameo, Clint Lake, Ritz, Fred Schaefer, Broadway, Jack Carroll, Altec. . . . Mayor James D. Tweed, business manager, Local 45, was defeated in the contest for re-election. . . . Frank Peacock, Ritz projectionist, has changed his address. . . . Bob Garrison, Ritz, is still looking for his special bowling ball at the Central Academy. . . . Conrad Fontaine, Academy, has also taken to bowling. . . . Jack (Golden Boy) Corwin was AWOL for the opening of the Netco bowling tournament. . . . It looks like Steve Gilnick and Joe Farina will put the Park team at the top of the list.

Paramount, New York City, shows are getting break-ins at the local Ritz, which is well-equipped to handle the attractions.

Olean

Benny Bordonarro, Palace, ran a Star Impersonation Night. . . . Murray Lafayette, Haven, is happy to have Mrs. Lafayette join him.

Poughkeepsie

Eddie Unger has started "Lucky Children's Races" on Saturday matinees at the Playhouse and an encyclopedia giveaway at the Liberty.

Rochester

Manager Jay Golden, RKO Palace, ran a football rally on the stage night before return of high school football after a 28-year ban. Frank Silva, WSAY sports announcer, served as mc for 30-minute show which went over the air. . . . Arthur Krolich, manager, Regent, stressed professional call card service with screen trailer and increased the demand. . . . Managers Lester Pollock, Loew's, and Charlie Freeman, Century, teamed up to get publicity for Ted O'Shea, Jr., son of Metro district manager in Buffalo, on youngster's football ability in game between St. Joseph's Collegiate Institute and Aquinas in Rochester, including newspaper pictures and story and interview with Frank S. Iva over WSAY. . . . Dave Goodman, manager, Cameo, started Saturday night vaudeville, with acts from Madison bicycling over for second turns.

Bill Tishkoff, Murray, joined the Schine houses in offering set of encyclopedias as Book Nite gifts. . . . Manager Arthur Krolich, Regent, became a pipe smoker. . . . Howard G. Carroll, Strand, switched to "Banko" after "Bingo" was banned by district attorney. . . . Manager Jay Golden, Palace, had two "Red Coats" and Indian girl on horseback as street bally for "Allegheny Uprising" ride to office of Arthur C. Parker, city historian, to present invitation to theatre in form of a scroll. . . .

Harmon Smith, operator, Grand, was defeated at the polls in the race for supervisor by the county chairman of Republican party. . . . Regent ran "Young America" three days for the Moose Club.

Historic United Building, Rochester, which housed city's first film theatre, the Bijou Dream, was bid in by Rochester Savings Bank at a foreclosure sale. Bijou Dream opened in 1906 and closed in 1913, at which time there were 36 film houses. Theatre was owned by Harry Davis and managed by William B. MacCallum. . . . Rochester Democrat & Chronicle ran an editorial on "Allegheny Uprising" just before opening at RKO Palace. Newspaper praised film highly for its historic value and urged school children as well as adults to see it.

Saranac Lake

A. B. Anderson, Pontiac manager, recovered from his injuries received in a recent auto accident.

Syracuse

Gus Lampe won't be on coaching bench for the Syracuse-Maryland game so Harry Unterfort still has a chance for that 25. . . . Erle Wright gave six baskets containing turkey dinners at the Strand. . . . American Motor and Armature Works is richer by only 900. Mrs. Doss got the big amount. . . . Melvin Denny was seen contracting for ballast for his railroad. . . . William Maxon wonders if he is the only "screw ball." . . . Robert Sardino does not seeem to be a bit jealous of that new overcoat. . . . Andrew J. Seeley has laid in a barrel of cider as ballast. . . . Ken Wilcox learns not to sign notes for friends. . . . Fred Donohue has replenished his wardrobe. . . . Rennie Coates seems to be having schedule trouble. . . . Jack Karp distributed turkeys as door prizes. . . . Lou (Universal) Leiser, as a pool player (in Jack Karp's opinion) is wonderful at pinochle. . . . Abe (Metro) Harris was seen carrying a new brief case. . . . John (Universal) Scully is rumored practising on a pool table hidden in a cellar.

Hymie Menter has purchased the latest type corn vending machine for his Mayfair. . . . George Doss really sold Harry Burgess, Jr., a turkey ticket. . . . Harold Menter has recovered. . . . Hymie Grossman is doing very well with Sam Weltman's business. . . . Mrs. Sawyer does the work, Dick sits back and takes the credit. . . . Miss Dorothy Collette, cashier, Sid Grossman's Elmwood, will be married to Duane Estes November 25. . . . Clarence Bailey, assistant manager, Elmwood, had a nice lighted display for "Each Dawn I Die." . . . Sidney Grossman and family were on a week's vacation trip. . . . Due to lease requirements, Jack Roe's Turn Hall will be dark Thanksgiving week. . . . Al Gilbert, Riviera, believes in "safety first." . . . Phil Rossomando would still be in dog house except for Jack Meaney. . . . Walter Scarfe is reported to be looking for information. . . . William (Premier) Meany is through with "Grapes of Wrath." . . . Program for 25th anniversary of Local 376 is selling well. . . . Jack Kerley has invented a new anti-freeze for his car.

Erle Cecil and the Mrs. were out nightclubbing recently. . . . Mrs. Genevieve Levy, Cameo cashier, was reported enjoying the floor show at Andy's Inn. . . . Members of Local 376 who have had phone numbers changed please notify the business manager. . . . Lionel Wilcox, Eddie Cummings, Lloyd Tracy and Robert Dumas have a fondness for a certain ball. . . . We haven't seen much of Carlton Henry. . . . James Mosher is rapidly improving. . . . Lynn Goff is in the market for a new fishing tackle. . . . Russ Stevens is nearly due for a vacation. . . . Melvin Denny has abandoned his farm. . . . William Bessy reports improvement in health. . . . Joe Cecil has given up fishing. . . . Harry Burley met one of the Syracuse hockey players. . . . Lloyd Tracy has improved bowling. . . . That jug which Eddie Whitford carries is for gasoline. . . . Harry Gurnes was out of circulation for a short time, his sister visiting from Scranton. . . . Jack Karp has added an extra-priced "Bingo" game at the Cameo Wednesday nights.

If that little dog ever turns on Fay Woodward (oh, my!). . . . Bill Doss promises to keep any venison brought back for the boys. . . . Ray Roe still thinks Syracuse has a good team. . . . Walter (Super Ad) Scarfe doesn't make headway selling "Doc" Patrick. . . . Jack Meaney and Louis Boyd have a co-op arrangement for the hockey season.

Altec Service Corporation has opened new offices at 220 West Fayette Street. George A. Brown, local representative, is in charge. Full stock of emergency equipment is carried in stock to care for service in central, northern and southern New York State, including the territory of Buffalo to Albany and Malone to Binghamton.

Wellsville

Jack Searle, service staff, Babcock, resigned. . . . Dorothy Sherman, cashier, Babcock, has been away from duties because of illness. . . . Manager Holly Hollister, Babcock, has been ill.

THE FEATURE CHECK-UP

Published Every Other Issue

COLUMBIA

(1938-1939 releases from 9001 up; 1939-1940 releases from 1001 up.)

AWFUL TRUTH, THE—C—Irene Dunne, Cary Grant—Excellent comedy—92m.—see 2nd Oct., 1938, issue—(1072)—(re-issue).

BEHIND PRISON GATES—MD—Brian Donlevy, Jacqueline Wells—Nabe dual support—62m.—see Aug. 9 issue—(9033).

BEWARE SPOOKS—C—Joe E. Brown, Mary Carlisle—So-so Brown—68m.—see Nov. 15 issue—(1011).

BLONDIE BRINGS UP BABY—CD—Penny Singleton, Arthur Lake, Larry Simms—Top-half of dualer, or nabe single feature—66m.—see Nov. 15 issue—(1013).

BLONDIE TAKES A VACATION—C—Penny Singleton, Arthur Lake, Larry Simms—Above-average Blondie—71m.—see July 26 issue—(9010).

CLOUDS OVER EUROPE—D—Laurence Olivier, Ralph Richardson, Valerie Hobson, George Curzon—Should do okay if exploited intelligently—79m.—see June 14 issue—(English-made)—(9012).

COAST GUARD—MD—Randolph Scott, Frances Dee—Okay programmer, can be effectively exploited—72m.—see Aug. 9 issue—(9008).

FIVE LITTLE PEPPERS AND HOW THEY GREW—MD—Edith Fellows, Dorothy Peterson—Fair as lower half of double bill—60m.—see Sept. 6 issue—(9017).

FUGITIVE AT LARGE—MD—Jack Holt, Patricia Ellis—Okay for Holt fans—63m.—see Aug. 9 issue.

GOLDEN BOY—D—Barbara Stanwyck, Adolphe Menjou—Top bracket attraction with popular appeal—101m.—see Sept. 6 issue—(9002).

GOOD GIRLS GO TO PARIS—C—Melvyn Douglas, Joan Blondell, Walter Connolly—High-rating comedy; can ride in top bracket—78m.—see June 28 issue—(9005).

HIDDEN POWER—D—Jack Holt, Gertrude Michael, Dickie Moore—Standard Holt—60m.—see May 31 issue—(1025).

KONGA, THE WILD STALLION—W—Fred Stone, Rochelle Hudson—Just a dualler—65m.—see Sept. 20 issue—(9034).

MAN FROM SUNDOWN, THE—W—Charles Starrett, Iris Meredith—Above-average Starrett—59m.—see Aug. 9 issue—(9208).

MAN THEY COULD NOT HANG, THE—D—Boris Karloff, Lorna Gray—Good chiller-thriller—65m.—see Aug. 23 issue—(9018).

MIRACLE ON MAIN STREET—MD—Margot, Walter Abel—Weak dualler—78m.—see Nov. 15 issue—(1032).

MR. SMITH GOES TO WASHINGTON—CD—Jean Arthur, James Stewart, Claude Rains—Sure-fire money-maker—130m.—see Oct. 18 issue—(1101).

—ONLY ANGELS HAVE WINGS—MD—Cary Grant, Jean Arthur, Richard Barthelmess, Rita Hayworth—Sell the names—121m.—see May 17 issue—(9001).

OUTPOST OF THE MOUNTIES—AD—Charles Starrett, Iris Meredith—Okay for the season's starter—63m.—see Nov. 1 issue—(1201).

PARENTS ON TRIAL—MD—Jean Parker, Johnny Downs—Dualler, with obvious selling angles—58m.—see July 12 issue—(9032).

RIDERS OF BLACK RIVER—W—Charles Starrett, Iris Meredith—Good Starrett—54m.—see Sept. 20 issue—(9209).

SCANDAL SHEET—MD—Otto Kruger, Ona Munson, Edward Norris—Pleasing newspaper meller—67m.—see Nov. 1 issue—(1031).

TAMING OF THE WEST—W—Bill Elliott, Iris Meredith—Plenty fast Elliott opus—54m.—see Oct. 18 issue—(1211).

THOSE HIGH GREY WALLS—MD—Walter Connolly, Onslow Stevens, Iris Meredith—Strong dualler; may be featured—82m.—see Oct. 4 issue—(1015).

TRAPPED IN THE SKY—MD—Jack Holt, C. Henry Gordon, Katherine DeMille, Sidney Blackmer—Holt in top form; spy angle is topical—61m.—see Feb. 22 issue—(9024).

U-BOAT 29—D—Conrad Veidt, Valerie Hobson, June Duprez—Exploitable British program—79m.—see Oct. 4 issue—(English-made)—(1010).

WESTERN CARAVANS—W—Charles Starrett, Iris Meredith—Two yarns but one Starrett—58m.—see July 12 issue—(9207).

WOMAN IS THE JUDGE, A—MD—Frieda Inescort, Rochelle Hudson, Otto Kruger—Nice femme stuff for the nabes, duals—62m.—see July 26 issue—(9025).

TO BE REVIEWED OR IN PRODUCTION

AMAZING MR. WILLIAMS, THE—Joan Blondell, Melvyn Douglas, Ruth Donnelly.

CAFE HOSTESS—Preston Foster, Ann Dvorak.

DOUBLE IN DIAMONDS—(Cast not available).

HIS GIRL FRIDAY—Cary Grant, Rosalind Russell, Ralph Bellamy.

I MARRIED ADVENTURE—Jungle picture produced by Osa (Mrs. Martin) Johnson.

MUSIC IN MY HEART—Tony Martin, Andre Kostelanetz, Rita Hayworth.

MUTINY ON THE SEAS—Jack Holt, Irene Ware, Eduardo Cianelli.

MY SON IS GUILTY—Bruce Cabot, Jacqueline Wells, Harry Carey.

PIONEERS OF THE FRONTIER—Bill Elliott, Linda Winters—(1212).

STRANGER FROM TEXAS, THE—Charles Starrett, Lorna Gray, Sons of the Pioneers—54m.—(1202).

TWO-FISTED RANGERS—Charles Starrett, Iris Meredith, Dick Curtis, Sons of the Pioneers.

UNTITLED CHARLES STARRETT—Charles Starrett, Iris Meredith, Sons of the Pioneers.

GRAND NATIONAL

(1938-1939 feature releases from 301 up.)

CHILDREN OF THE WILD—MD—Helen Hughes, James Bush—Opportunity for exploiters—73m.—see Feb. 22 issue, under Miscellaneous—(315).

EXILE EXPRESS—D—Anna Sten, Alan Marshall, Jerome Cowan—Should pay off, if it is exploited—70m.—see Feb. 22 issue—(301).

GREAT GUY—MD—James Cagney, Mae Clark—Excellent entertainment—73m.—see 2nd Dec., 1938, issue—(101).

ROMANCE AND RICHES—CD—Cary Grant, Mary Brian—Pleasant; best for nabes, twin bills—65m.—see 2nd Feb. 1937, issue—(Foreign-made)—(153).

SINGING COWGIRL, THE—W—Dorothy Page, David O'Brien, Vince Barnett, Dorothy Short—Routine western not helped by a cowgirl lead—57m.—see May 31 issue—(W1-3).

SOMETHING TO SING ABOUT—CMU—James Cagney, Evelyn Daw—Box office—93m.—see 2nd Sept., 1938, issue—(210).

23½ HOURS LEAVE—C—James Ellison, Terry Walker—Nice comedy fare—72½m.—see 2nd March, 1937, issue—(103).

METRO

(1938-1939 releases from 901 up; 1939-1940 releases from 1 up)

ANDY HARDY GETS SPRING FEVER—C—Lewis Stone, Cecilia Parker, Mickey Rooney, Helen Gilbert, Hardy Family—Top-bracket Hardy; best of the series—85m.—see July 26 issue—(944).

ANOTHER THIN MAN—CD—William Powell, Myrna Loy, C. Aubrey Smith—In the better grosses—102m.—see Nov. 29 issue—(13).

BABES IN ARMS—CDMU—Mickey Rooney, Judy Garland, Charles Winninger—Top-notch attraction—97m.—see Oct. 4 issue—(9).

READ CAREFULLY

Pictures are here listed under producers' names, Miscellaneous, and Foreign. Listed are the name of the production, the type, principal players, estimate as carried in Six-Point Reviews, latest available running time, and issue in which the complete review was published. All pictures are considered of family appeal, except where (A) [for Adult] is added at the completion of the reference. Read the complete review in the Six-Point Reviews. This Feature Check-Up is your guide to all major productions released nationally since May 19, 1939.

AD—Action Drama	MU—With Music
C—Comedy	MY—Mystery Drama
D—Drama	O—Operetta
MD—Melodrama	W—Western

BAD LITTLE ANGEL—D—Virginia Weidler, Gene Reynolds—Good entertainment for family trade; preachment is softened with delightful comedy—72m.—see Nov. 1 issue—(10).

BLACKMAIL—MD—Edward G. Robinson, Ruth Hussey—Sell Robinson—81m.—see Sept. 20 issue—(5).

BRIDAL SUITE—CD—Robert Young, Annabella—Plug the cast—70m.—see May 31 issue—(937).

DANCING CO-ED—Lana Turner, Richard Carlson, Artie Shaw and Orchestra—Better-than-average dual support—84m.—see Oct. 4 issue—(3).

FAST AND FURIOUS—MY—Franchot Tone, Ann Sothern—Good comedy-mystery program—73m.—see Oct. 18 issue—(6).

FOUR GIRLS IN WHITE—D—Florence Rice, Una Merkel, Ann Rutherford, Alan Marshall—Routine hospital stuff, for dual support—73m.—see Feb. 8 issue—(921).

GOODBYE, MR. CHIPS—D—Robert Donat, Greer Garson, Terry Kilburn—Exploit this for big money returns—114m.—see May 31 issue—(British-made)—(945).

LADY OF THE TROPICS—D—Robert Taylor, Hedy Lamarr—Sell the names—91m.—see Aug. 23 issue—(947)—(A).

MAISIE—CD—Robert Young, Ann Sothern, Ruth Hussey, Ian Hunter, Cliff Edwards, Anthony Allen, Minor Watson—Dualler—74m.—see June 14 issue—(940).

MARX BROS. "AT THE CIRCUS"—F—Marx Brothers, Kenny Baker, Florence Rice, Nat Pendleton—Headed for the higher grosses—87m.—see Nov. 1 issue—(8).

MIRACLES FOR SALE—MD—Robert Young, Henry Hull, Florence Rice—With exploitation, picture is okay top attraction on duals—71m.—see Aug. 9 issue—(948).

NINOTCHKA—CD—Greta Garbo, Melvyn Douglas, Ina Claire—Garbo smiles; ditto for the exhibitor—110m.—see Oct. 18 issue—(7).

ON BORROWED TIME—Fantasy—Lionel Barrymore, Beulah Bondi, Bobs Watson, Sir Cedric Hardwicke—A natural for showmen who like to go to work—99m.—see July 12 issue—(942).

REMEMBER?—C—Robert Taylor, Greer Garson, Lew Ayres—Will have to be sold—83m.—see Nov. 15 issue—(11).

6 COO ENEMIES—MD—Walter Pidgeon, Rita Johnson, Paul Kelly, Nat Pendleton, Harold Huber, Grant Mitchell—Fair dual meller—62m.—see June 14 issue—(938).

STRONGER THAN DESIRE—MD—Virginia Bruce, Walter Pidgeon, Lee Bowman—Fair dual program—78m.—see July 12 issue—(941)—(A).

TARZAN FINDS A SON!—MD—Johnny Weissmuller, Maureen O'Sullivan, John Sheffield, Ian Hunter, Henry Stephenson, Frieda Inescort, Henry Wilcoxon, Laraine Day—Best of the Tarzans; can be exploited for good returns—82m.—see June 14 issue—(939).

THESE GLAMOUR GIRLS—CD—Lew Ayres, Lana Turner, Ann Rutherford—Routine college fare—78m.—see Sept. 6 issue—(948).

THEY ALL COME OUT—D—Rita Johnson, Tom Neal—Exploitable meller for duals, nabes—71m.—see July 12 issue—(943).

THUNDER AFLOAT—MD—Wallace Beery, Chester Morris, Virginia Grey—Timely fare that can be exploited for good results—95m.—see Oct. 4 issue—(4).

WIZARD OF OZ, THE—Fantasy—Judy Garland, Billie Burke, Jack Haley, Bert Lahr, Ray Bolger, Margaret Hamilton, Frank Morgan—In the industry's front rank—101m.—see Aug. 23 issue—(Technicolor)—(949).

WOMEN, THE—D—Norma Shearer, Joan Crawford, Rosalind Russell, Paulette Goddard, Phyllis Povah, Joan Fontaine—Headed for the higher grosses—134m.—see Sept. 6 issue—(1)—(A).

TO BE REVIEWED OR IN PRODUCTION

BALALAIKA—Nelson Eddy, Ilona Massey, Charles Ruggles, Walter Woolf King—81m.

BROADWAY MELODY OF 1940—Fred Astaire, Eleanor Powell, George Murphy.

CONGO MAISIE—Ann Sothern, John Carroll, Rita Johnson.

EARL OF CHICAGO, THE—Robert Montgomery, Edward Arnold, Reginald Owen.

FLORIAN—Robert Young, Helen Gilbert, Charles Coburn.

GONE WITH THE WIND—Clark Gable, Vivien Leigh, Leslie Howard, Olivia de Havilland, Thomas Mitchell, Barbara O'Neill, Ann Rutherford—(Technicolor).

HENRY GOES ARIZONA—Frank Morgan, Virginia Weidler, Guy Kibbee.
I TAKE THIS WOMAN—Spencer Tracy, Hedy Lamarr.
JOE AND ETHEL TURP CALL ON THE PRESIDENT—Lewis Stone, Ann Sothern, William Gargan, Walter Brennan, Marsha Hunt.
JUDGE HARDY AND SON—Lewis Stone, Fay Holden, Mickey Rooney, Ann Rutherford.
NEW MOON—Jeanette MacDonald, Nelson Eddy, Dick Purcell.
NICK CARTER, MASTER DETECTIVE—Walter Pidgeon, Rita Johnson, Henry Hull.
NORTHWEST PASSAGE—Spencer Tracy, Robert Young, Walter Brennan, Laramie Day—(Technicolor).
SECRET OF DR. KILDARE, THE—Lionel Barrymore, Lew Ayres, Laramie Day—(12).
SHOP AROUND THE CORNER, THE—Margaret Sullavan, James Stewart, Frank Morgan.
STRANGE CARGO—Clark Gable, Joan Crawford, Ian Hunter.
YOUNG THOMAS EDISON—Mickey Rooney, Virginia Weidler, Fay Bainter.

MONOGRAM

(1938-1939 releases from 3801 up; 1939-1940 releases from 3901 up.)

ACROSS THE PLAINS—W—Jack Randall, Frank Yaconelli, Joyce Bryant—Sub-par Randall entry—62m.—see May 31 issue—(3856).
CRASHING THROUGH—AD—James Newill, Warren Hull, Jean Carmen, Milburn Stone—Saturday matinee filler—55m.—see Oct. 4 issue—(3936).
DANGER FLIGHT—MD—John Trent, Marjorie Reynolds, Tommie Baker—Nice action show for the family trade—61m.—see Nov. 15 issue—(3816).
DOWN THE WYOMING TRAIL—W—Tex Ritter, Mary Brodell—Usual Ritter, with unusual background—63m.—see May 31 issue—(3864).
FIGHT FOR PEACE—Documentary—Story by Hendrik Willem Van Loon, narration by David Ross—Highly saleable topical picture—65m.—see 1st May, 1938, issue, under Miscellaneous—(3831)—(A).
FIGHTING MAD—AD—Jimmy Newill, Sally Blane—The kids should like it—55m.—see Nov. 15 issue—(3937).
FLAMING LEAD—W—Ken Maynard, Eleanor Stewart—Okay inde oatie—57m.—see July 12 issue, under Miscellaneous.
GIRL FROM RIO—MD—Movita, Warren Hull—Fair nabe dualler—62m.—see Aug. 9 issue—(3825).
HEROES IN BLUE—MD—Dick Purcell, Bernadene Hayes—Cops-and-robbers for the family—58m.—see Nov. 15 issue—(8919).
IRISH LUCK—AD—Frankie Darro, Dick Purcell—Fast moving Darro—58m.—see Sept. 6 issue—(3826).
MAN FROM TEXAS—W—Tex Ritter, Ruth Rogers—Fast western, plenty of action—59½m.—see Aug. 9 issue—(3865).
MR. WONG IN CHINATOWN—MY—Boris Karloff, Marjorie Reynolds—Best of the Wongs—70m.—see July 26 issue—(3807).
MUTINY IN THE BIG HOUSE—MD—Charles Bickford, Barton MacLane—One of Monogram's best—83m.—see Oct. 18 issue—(3803).
MYSTERY PLANE—MD—John Trent, Marjorie Reynolds, Milburn Stone, Jason Robards—Pleasing starter, presaging a better series—60m.—see Mar. 8 issue—(3809).
OKLAHOMA TERROR—W—Jack Randall, Al Saint John—Good Randall—50m.—see Sept. 6 issue—(3856).
OVERLAND MAIL, THE—W—Jack Randall, Claire Rochelle—Just about tops for Randall and Monogram—52m.—see Nov. 15 issue—(3857).
PHANTOM STRIKES, THE—MY—Wilfrid Lawson, Snonie Hale, Louise Henry—Okay English mystery program—58m.—see Nov. 29 issue—(3923).
RIDERS OF THE FRONTIER—W—Tex Ritter, Jack Rutherford—Typical Ritter—58m.—see Aug. 23 issue—(3866).
SHOULD A GIRL MARRY?—MD—Anne Nagel, Warren Hull, Mayo Methot, Aileen Pringle—Diverting family mellar, dualler—61m.—see June 28 issue—(3823).
SKY PATROL—MD—John Trent, Marjorie Reynolds—Well continues a good series—61m.—see Sept. 20 issue—(3815).
SONGS AND SADDLES—W—Gene Austin, Lynne Berkeley—Exploitable—65m.—see Dec. 28, 1938, issue, under Miscellaneous.
STUNT PILOT—MD—John Trent, Marjorie Reynolds—Okay for dual support—61m.—see July 12 issue—(3814).

TO BE REVIEWED OR IN PRODUCTION

FOUR JUST MEN—Hugh Sinclair, Frank Lawton—(English-made).
GENTLEMAN FROM ARIZONA, THE—(Cast not available).
HIS FATHER'S SON—Martin Spellman, John Carroll.
MR. WONG AT HEADQUARTERS—Boris Karloff, Grant Withers—(3808).
MONEY TO BURN—(Cast not available).
PIONEER DAYS—Jack Randall—(3858).
ROLL, WAGONS, ROLL—Tex Ritter, Muriel Evans, Nelson McDowell—(3951).
WESTBOUND STAGE—Tex Ritter, Muriel Evans, Reed Howes.
YUKON FLIGHT—James Newill, Louise Stanley—(3938).

PARAMOUNT

(1938-1939 releases from 3801 up; 1939-1940 releases from 3901 up)

BEAU GESTE—MD—Gary Cooper, Susan Hayward, Ray Milland, Robert Preston, Brian Donlevy—High-rating production, can be sold for the money—114m.—see July 26 issue—(3902).
BULLDOG DRUMMOND'S BRIDE—CD—John Howard, Heather Angel—Bottom-half dualler—67m.—see July 12 issue—(3844).
CAT AND THE CANARY, THE—CMY—Bob Hope, Paulette Goddard, John Beal—Okay programmer for the kids and mystery fans—74m.—see Oct. 18 issue—(3909).
DEATH OF A CHAMPION—CMY—Lynne Overman, Robert Paige, Virginia Dale—Just a dualler—67m.—see Sept. 6 issue—(3901).
DIAMONDS ARE DANGEROUS—MD—George Brent, Isa Miranda, John Loder—Miranda's possibilities should help—76m.—see Nov. 29 issue.
DISPUTED PASSAGE—D—Dorothy Lamour, Akim Tamiroff, John Howard—Can do big biz, if sold properly—91m.—see Oct. 4 issue—(3908).
EAGLE AND THE HAWK, THE—MD—Fredric March, Cary Grant, Carole Lombard, Jack Oakie—Sell the men to the women—75m.—see Mar. 22 issue—(3866)—(re-issue).
GRACIE ALLEN MURDER CASE—CMY—Gracie Allen, Warren William, Ellen Drew, Kent Taylor—High-rating comedy programmer—75m.—see May 17 issue—(3839).
GRAND JURY SECRETS—MD—John Howard, Gail Patrick—Pleasing dualler with a novel twist—68m.—see May 17 issue—(8842).
HERITAGE OF THE DESERT—W—Donald Woods, Evelyn Venable—Top-notch western—74m.—see Apr. 5 issue—(3848).
HONEYMOON IN BALI—CD—Fred MacMurray, Madeleine Carroll, Akim Tamiroff—Profit-making laugh carnival—96m.—see Sept. 20 issue—(3904).
INVITATION TO HAPPINESS—D—Irene Dunne, Fred MacMurray, Charles Ruggles, Billy Cook—Top-notch attraction; can be exploited—99m.—see May 17 issue—(3841).
ISLAND OF LOST MEN—MD—Anna May Wong, J. Carrol Naish—Just a mellar dualler—64m.—see Aug. 9 issue—(8848).
JAMAICA INN—COD—Charles Laughton, Leslie Banks, Maureen O'Hara—Deserving of best selling facilities—99m.—see Oct. 4 issue—(English-made)—(3906)—(A).
LAW OF THE PAMPAS—W—William Boyd, Russell Hayden, Sidney Toler—Top-notch western—74m.—see Nov. 1 issue—(3955).
LLANO KID, THE—MD—Tito Guizar, Gale Sondergaard—Highly saleable western—70m.—see Nov. 15 issue—(3913).
MAGNIFICENT FRAUD, THE—Lloyd Nolan, Akim Tamiroff, Patricia Morison—Nice dual program—78m.—see July 12 issue—(3847).
MAN ABOUT TOWN—CMU—Jack Benny, Dorothy Lamour, Edward Arnold, Binnie Barnes, Eddie (Rochester) Anderson—Jack Benny at his best; can be sold to mass and class as a top-notch attraction—85m.—see June 28 issue—(3845).
MILLION DOLLAR LEGS—Betty Grable, Jackie Coogan, Donald O'Connor—For lower-half of twin bills—65m.—see July 12 issue—(3846).
NIGHT WORK—CD—Charles Ruggles, Mary Boland—Minor nabe dual fare—62m.—see Aug. 9 issue—(8849).
$1,000 A TOUCHDOWN—C—Joe E. Brown, Martha Raye, Susan Hayward—Bottom-half dualler—73m.—see Oct. 4 issue—(3903).
OUR LEADING CITIZEN—MD—Bob Burns, Susan Hayward—Below par for Burns—89m.—see Aug. 9 issue—(3850).
OUR NEIGHBORS, THE CARTERS—CD—Fay Bainter, Frank Craven, Edmund Lowe—High-rating fare for small town and nabe houses—85m.—see Nov. 1 issue—(3911).
RANGE WAR—W—William Boyd, Russell Hayden—Standard Hopalong—66m.—see Aug. 22 issue—(3954).
RENEGADE TRAIL—W—William Boyd, Charlotte Wynters—Good nabe western reaction—58m.—see Apr. 19 issue—(3859).
RULERS OF THE SEA—D—Douglas Fairbanks, Jr., Will Fyffe, Margaret Lockwood—Can be sold for the money; get behind it—97m.—see Sept. 20 issue—(3910).
SEVENTEEN—C—Jackie Cooper, Betty Field, Otto Kruger—Pleasing program—78 m.—see Nov. 1 issue.
STAR MAKER, THE—MU—Bing Crosby, Ned Sparks, Linda Ware, Louise Campbell—Musical bonanza with smart exploitation—94m.—see Aug. 23 issue—(3851).
STOLEN LIFE—D—Elizabeth Bergner, Michael Redgrave—This might be sold for big returns—89m.—see May 3 issue—(British-made)—(3864)—(A)
TELEVISION SPY—MD—William Henry, Judith Barrett, William Collier, Sr.—Exploitable lower-half dualler—59m.—see Oct. 18 issue—(3907).
THIS MAN IS NEWS—MYD—Barry K. Barnes, Valerie Hobson—Pleasing English picture, with a slow start, a smash finish—75m.—see July 26 issue—(3865).
UNDERCOVER DOCTOR—MD—J. Carroll Naish, Lloyd Nolan, Broderick Crawford, Janice Logan, Heather Angel—Nicely paced action dualler—67m.—see May 31 issue—(3840).
UNMARRIED—CD—Buck Jones, Helen Twelvetrees—Buck Jones doesn't ride again—in muti—66m.—see May 17 issue—(3838).
WHAT A LIFE!—CD—Jackie Cooper, Betty Field—Juvenile program; can be sold—70m.—see Sept. 20 issue—(3905).

TO BE REVIEWED OR IN PRODUCTION

ALL WOMEN HAVE SECRETS—Joseph Allen, Jr., Jean Cagney, Virginia Dale—74m.—(3914).
AT GOOD OLD SIWASH—William Holden, Judith Barrett, Vaughan Glaser.
BISCUIT EATER, THE—Billy Lee, Cordell Hickman, Richard Lane.
BUCK BENNY RIDES AGAIN—Jack Benny, Andy Devine, Virginia Dale, Eddie "Rochester" Anderson.
DR. CYCLOPS—Albert Dekker, Janice Logan, Tom Coley—(Technicolor).
EMERGENCY SQUAD—Louise Campbell, William Henry.
FARMER'S DAUGHTER, THE—Martha Raye, Charles Ruggles, William Frawley.
FOUR ACES—William Boyd, Russell Hayden, June Clayton, Britt Wood.
FRENCH WITHOUT TEARS—Ray Milland, Ellen Drew—(English-made).
GERONIMO!—Preston Foster, Andy Devine, Chief Thundercloud, Ellen Drew—90m.
GREAT VICTOR HERBERT, THE—Walter Connolly, Mary Martin, Allan Jones.
GULLIVER'S TRAVELS—Full-length cartoon, produced by Max Fleischer—(Technicolor).
KNIGHTS OF THE RANGE—Russell Hayden, Jean Parker, J. Farrell MacDonald.
LIGHT OF WESTERN STARS—Victory Jory, Russell Hayden, Noah Beery, Jr.
LIGHT THAT FAILED, THE—Ronald Colman, Walter Huston, Ida Lupino, Dudley Digges.
NIGHT OF NIGHTS—Pat O'Brien, Olympe Bradna, Roland Young, George E. Stone, Reginald Gardiner—(3912).
OPENED BY MISTAKE—Charles Ruggles, Lynne Overman, Janice Logan.
PARTNERS OF THE NIGHT—Charles Laughton—(English-made).
PAROLE FIXER—William Henry, Robert Paige, Virginia Dale.
REMEMBER THE NIGHT—Fred MacMurray, Barbara Stanwyck, Beulah Bondi.
ROAD TO SINGAPORE, THE—Bing Crosby, Dorothy Lamour, Bob Hope, Judith Barrett.
SAFARI—Madeleine Carroll, Douglas Fairbanks, Jr., Tullio Carminati.
SAINT MARTIN'S LANE—Charles Laughton, Vivien Leigh—(British-made).
SANTA FE MARSHAL—William Boyd, Russell Hayden, Bernadine Hayes.
TYPHOON—Dorothy Lamour, Robert Preston, Lynne Overman—(Technicolor).
UNTAMED—Ray Milland, Patricia Morison, Akim Tamiroff—(Technicolor).
WAY OF ALL FLESH, THE—Akim Tamiroff, William Henry.
WOMEN WITHOUT NAMES—Ellen Drew, Judith Barrett, Robert Paige, Louise Beavers.

PRODUCERS DIST. CORP.

(Distributed through independent exchanges)

BEASTS OF BERLIN—same as Hitler—Beast of Berlin.
HITLER—BEAST OF BERLIN—MD—Roland Drew, Steffi Duna—Exploitable, topical mellar, with obvious angles—85m.—see Nov. 1 issue.
TORTURE SHIP—MD—Lyle Talbot, Jacqueline Wells, Irving Pichel—Entertaining inde programmer—62m. see Nov. 1 issue.

TO BE REVIEWED OR IN PRODUCTION

BURIED ALIVE—Beverly Roberts, Robert Wilcox.
INVISIBLE KILLER, THE—Roland Drew, Grace Bradley, Alex Callam.
MERCY PLANE—James Dunn, Frances Gifford.

RKO-RADIO

(1938-1939 releases from 901 up; 1939-1940 releases from 001 up.)

ALLEGHENY UPRISING—MD—Claire Trevor, John Wayne, George Sanders—Exploitable frontier drama—81m.—see Nov. 1 issue—(006).
BACHELOR MOTHER—CD—Ginger Rogers, David Niven, Charles Coburn—Big money comedy riot—82m.—see July 12 issue—(932).
BAD LANDS—W—Robert Barrat, Douglas Walton—A new type of western—70m.—see Aug. 9 issue—(933).
CAREER—MD—Ann Shirley, Edward Ellis—Best for small town—79m.—see July 12 issue—(930).
CONSPIRACY—AD—Allan Lane, Linda Hayes—Strong dual support—59m.—see Aug. 28 issue—(935).
DAY THE BOOKIES WEPT, THE—C—Joe Penner, Betty Grable—Okay for the Penner fans—64m.—see Sept. 6 issue—(002).
EVERYTHING'S ON ICE—CD—Irene Dare, Edgar Kennedy, Roscoe Karns—Pleasant programmer, ballyhoo Irena Dare—67m.—see Sept. 20 issue—(946).
FIFTH AVENUE GIRL—C—Ginger Rogers, Walter Connolly, James Ellison—Sell Rogers—83m.—see Aug. 23 issue—(934).

FIGHTING GRINGO, THE—W—George O'Brien, Lupita Tovar—Satisfactory O'Brien action-western—59m.—see Sept. 6 issue—(986).
FIVE CAME BACK—D—Chester Morris, Wendy Barrie, Lucille Ball, Kent Taylor, John Carradine, C. Aubrey Smith, Patric Knowles—High-rating top duallier; should build on word-of-mouth—75m.—see June 14 issue—(927).
FLYING DEUCES, THE—C—Stan Laurel, Oliver Hardy, Jean Parker—Lower-bracket attraction; will satisfy confirmed Laurel and Hardy fans—69m.—see Oct. 18 issue—(010).
FULL CONFESSION—D—Victor McLaglen, Joseph Calleia—Just a programmer; top duallier in spots—73m.—see Aug. 23 issue—(003).
GIRL AND THE GAMBLER, THE—DMU—Leo Carrillo, Tim Holt, Steffi Duna, Donald MacBride — Okay duallier—63m.—see June 14 issue—(926).
GIRL FROM MEXICO, A—CD — Lupe Valez, Donald Woods—Pleasing little programmer; duallier—71m.—see May 31 issue—(928).
IN NAME ONLY—MD—Carole Lombard, Cary Grant, Kay Francis—Headed for the high grosses—94m.—see Aug. 9 issue—(936).
LOST SQUADRON, THE—MD—Richard Dix, Mary Astor—Looks like Radio has a clicker—79m.—see 2nd February, 1932, issue—(994)—(re-issue).
MARSHAL OF MESA CITY, THE—W—George O'Brien, Virginia Vale—Top-notch O'Brien—62m.—see Oct. 18 issue—(081).
MEET DR. CHRISTIAN—D — Jean Hersholt, Dorothy Lovett—Good family and nabe entertainment; radio following should help at box office—70m.—see Nov. 1 issue—(005).
NURSE EDITH CAVELL — D — Anna Neagle, George Sanders, Edna Mae Oliver—Very timely; can be sold for the money if properly handled—97m.—see Sept. 6 issue—(001).
OF HUMAN BONDAGE—D—Bette Davis, Leslie Howard—Fine—83m.—see 1st July, 1934, issue—(993)—(re-issue).
QUEEN OF DESTINY (Sixty Glorious Years) — D — Anna Neagle, Anton Walbrook, C. Aubrey Smith—Box-office importation, if exploited—95m.—see Nov. 30 issue—(Technicolor)—(English-made)—(061).
RENO—D—Richard Dix, Gail Patrick—Nice program; okay top duallier — 73m.—see Nov. 15 issue—(008).
SAINT IN LONDON, THE—MY—George Sanders, Sally Gray—Average "Saint" entry—72m.—see July 12 issue—(English-made)—(929).
SIXTY GLORIOUS YEARS—see Queen of Destiny.
SPELLBINDER, THE—MD—Lee Tracy, Barbara Reed—Nabe duallier—69m.—see July 26 issue—(931).
SUED FOR LIBEL—MY—Kent Taylor, Linda Hayes—Exploitable duallier—66m.—see Oct. 18 issue—(012).
THAT'S RIGHT, YOU'RE WRONG—CMU—Kay Kyser & Orchestra, Adolphe Menjou, Lucille Ball—Money musical—93m.—see Nov. 29 issue—(011).
TIMBER STAMPEDE — W — George O'Brien, Marjorie Reynolds—Satisfactory O'Brien—59m.—see June 28 issue—(985).
THREE SONS—D—Edward Ellis, William Gargan, Kent Taylor—Duallier—72m.—see Oct. 4 issue—(004).
WAY DOWN SOUTH—MD—Bobby Breen, Steffi Duna—For Breen fans; nabe duals—63m.—see July 26 issue—(947).

TO BE REVIEWED OR IN PRODUCTION

ABE LINCOLN IN ILLINOIS—Raymond Massey, Ruth Gordon, Mary Howard—(009).
ESCAPE TO PARADISE—Bobby Breen, Marla Shelton, Kent Taylor, Joyce Compton.
DEATH OVER WARSAW—Lee Tracy.
HUNCHBACK OF NOTRE DAME, THE—Charles Laughton, Maureen O'Hara, Sir Cedric Hardwicke, Walter Hampden, Thomas Mitchell—(015).
ISLE OF DESTINY—Wallace Ford, June Lang, William Gargan, Katherine DeMille—(Cosmocolor).
LEGION OF THE LAWLESS—George O'Brien, Virginia Vale—(082).
MARINES FLY HIGH, THE—Richard Dix, Chester Morris, Lucille Ball, Steffi Duna.
MARRIED AND IN LOVE—Alan Marshall, Barbara Read, Patric Knowles—(014).
MEXICAN SPITFIRE—Lupe Velez, Donald Woods, Linda Hayes, Ward Bond, Leon Erroll.
PINOCCHIO—Full-length cartoon, produced by Walt Disney—(Technicolor).
PRIMROSE PATH, THE—Ginger Rogers, Joel McCrea, Marjorie Rambeau.
SAINT'S DOUBLE TROUBLE, THE—George Sanders, Helene Whitney, Bela Lugosi.
SWISS FAMILY ROBINSON, THE — Thomas Mitchell, Edna Best, Freddie Bartholomew, Terry Kilburn, Tim Holt.
TWO THOROUGHBREDS—Joan Brodell, Jimmy Lydon, J. M. Kerrigan—(013).
VIGIL IN THE NIGHT—Carole Lombard, Brian Ahearn, Anne Shirley—(007).

REPUBLIC

(1938-1939 releases from 801 up; 1939-1940 releases from 901 up.)

ARIZONA KID, THE—W—Roy Rogers, George Hayes, Sally March—Okay Rogers western—61m.—see Oct. 18 issue—(951).
CALLING ALL MARINES—MD—Donald Barry, Helen Mack—Just a duallier—66m.—see Sept. 20 issue—(912).
COLORADO SUNSET—W—Gene Autry, Smiley Burnette—High-rating Autry—64m.—see Aug. 9 issue—(846).
COVERED TRAILER, THE, THE HIGGINS FAMILY IN—CD—James, Lucille, Russell Gleason, Tommy Ryan—Entertaining Higgins entry—66m.—see Nov. 29 issue—(915).
FLIGHT AT MIDNIGHT—MD—Phil Regan, Jean Parker—Good top duallier—66m. — see Sept. 6 issue—(911).
IN OLD CALIENTE—W—Rog Rogers, Mary Hart—Okay Rogers western—57m.—see July 12 issue—(856).
IN OLD MONTEREY—W—Gene Autry, June Storey—Best of the Autrys—73m. — see Aug. 9 issue—(847).
JEEPERS CREEPERS—C—Weaver Brothers & Elviry, Roy Rogers, Maris Wrixton—Strictly for the provinces—69m.—see Nov. 15 issue—(914).
KANSAS TERRORS, THE—W—Robert Livingston, Raymond Hatton, Duncan Renaldo—Okay western—57m.—see Nov. 1 issue—(961).
MAIN STREET LAWYER — D — Edward Ellis, Anita Louise, Robert Baldwin—Pleasing family program—72m.—see Nov. 15 issue—(905).
MICKEY, THE KID—MD—Bruce Cabot, Ralph Byrd, Tommy Ryan, ZaSu Pitts—Bottom duallier—65m.—see July 12 issue—(814).
MOUNTAIN RHYTHM—W—Gene Autry, June Storey—Autry clicks again—59m.—see July 12 issue—(845).
MYSTERIOUS MISS X, THE—CD—Michael Whalen, Mary Hart—Good dual support for heavy dramatic co-features—65m.—see Jan. 25 issue—(809).
NEW FRONTIER — W — John Wayne, Ray Corrigan—Mesquiteers fall down—57m.—see Aug. 23 issue—(868).
PRIDE OF THE NAVY—AD — James Dunn, Rochelle Hudson, Gordon Jones—Good action meller; better than average dual fare—65m.—see Feb. 8 issue—(822).
SABOTAGE — MD — Arleen Whelan, Gordon Oliver, Charles Grapewin—Lower-half duallier; plug timeliness—69m.—see Oct. 18 issue—(913).
SHE MARRIED A COP—C—Phil Regan, Jean Parker—Nice comedy for the nabes—65m.—see July 12 issue—(815).
SHOULD HUSBANDS WORK?—C—James, Lucille, Russell Gleason—Good supporting fare—65m.—see July 26 issue—(816).
SMUGGLED CARGO—MD—Barry Mackay, George Barbier, Rochelle Hudson—Fast-moving inde meller—62m.—see Sept. 6 issue—(825).
SOS—TIDAL WAVE—Ralph Byrd, George Barbier, Kay Sutton, Frank Jenks, Maro Lawrence, Dorothy Lee—Good action meller; can ride in top spot in most locations—60m.—see June 14 issue—(813).
SOUTHWARD, HO!—W—Roy Rogers, George Hayes, Wade Boteler, Mary Hart, Arthur Loft—One of the better Rogerses—58m.—see May 31 issue—(855).
WALL STREET COWBOY — W — Rog Rogers, George Hayes—So-so Rogers—66m.—see Sept. 20 issue—(857).
WYOMING OUTLAW — W — Three Mesquiteers, Adele Pearce—Okay for western, Mesquiteer fans—56m.—see July 26 issue—(867).
ZERO HOUR, THE—D—Frieda Inescort, Otto Kruger, Adrienne Ames, Don Douglas, Jane Darwell—Good program; can hold top spot in smaller situations—65m.—see May 31 issue—(812).

TO BE REVIEWED OR IN PRODUCTION

COWBOYS FROM TEXAS—Robert Livingston, Raymond Hatton, Carole Landis—(962).
DARK COMMAND, THE—John Wayne, Claire Trevor, Brian Donlevy.
DAYS OF JESSE JAMES—Roy Rogers, Pauline Moore, George Hayes.
MONEY TO BURN, THE HIGGINS FAMILY IN—James, Lucille, Russell Gleason, Harry Davenport, Tommy Ryan, Lois Ransom.
NARROW PATH, THE—Charles Bickford, Owen Davis, Jr., Sheila Bromley.
ROVIN' TUMBLEWEEDS—Gene Autry, Smiley Burnette, Mary Carlisle—64m.—(848).
SAGA OF DEATH VALLEY—Roy Rogers, George Hayes, Donald Barry—(952).
SOUTH OF THE BORDER—Gene Autry, Smiley Burnette, June Storey.

20th CENTURY-FOX

(1938-1939 relcases from 901 up; 1939-1940 releases from 001 up.)

ADVENTURES OF SHERLOCK HOLMES, THE—MY—Basil Rathbone, Ida Lupino, Nigel Bruce—High-rating mystery programmer—82m.—see Sept. 6 issue—(005).
CHARLIE CHAN AT TREASURE ISLAND—MY—Sidney Toler, Cesar Romero—Standout Chan—74m.—see Aug. 23 issue—(006).
CHARLIE CHAN IN CITY IN DARKNESS—MD—Sidney Toler, Lynn Bari, Harold Huber—Run-of-the-mill Chan duallier—74m.—see Nov. 1 issue—(021).
CHARLIE CHAN IN RENO—MY—Sidney Toler, Ricardo Cortez, Phyllis Brooks, Slim Summerville, Kane Dichmond, Sen Yung—Okay Chan mystery—71m—see June 14 issue—948).
CHICKEN WAGON FAMILY—CD—Jane Withers, Leo Carrillo—Okay for the Withers fans—64m.—see Aug. 9 issue—(002).
DAYTIME WIFE—C—Tyrone Power, Linda Darnell—Sell the names—70m.—see Nov. 29 issue—(020).
DRUMS ALONG THE MOHAWK—MD—Claudette Colbert, Edna May Oliver, Henry Fonda—High rating—103m.—see Nov. 1 issue—(Technicolor)—(015).
ELSA MAXWELL'S HOTEL FOR WOMEN—MD—Ann Sothern, Linda Darnell, Elsa Maxwell, James Ellison—Highly exploitable programmer—83m. — see Aug. 9 issue—(Cosmopolitan)—(001).
ESCAPE, THE—D—Kane Richmond, Amanda Duff, Edward Norris—Well-knit, tear-jerking duallier—62m.—see Sept. 6 issue—(010).
FIRST WORLD WAR, THE—Compilation — Edited by Laurence Stallings, narration by Pedro de Cordoba—Depends on selling—78m.—see Oct. 18 issue—(re-issue)—(062)—(A).
FRONTIER MARSHAL — W — Randolph Scott, Binnie Barnes, Cesar Romero—Duallier; can be featured—71m.—see Aug. 9 issue—(951).
GORILLA, THE—C—Ritz Brothers, Lionel Atwill, Bela Lugosi, Anita Louise—Depends on the Ritzes—66m.—see May 31 issue—(944).
HEAVEN WITH A BARBED-WIRE FENCE—D—Jean Rogers, Raymond Walburn—Just a filler—62m.—see Oct. 18 issue—(019).
HERE I AM, A STRANGER—MD—Richard Greene, Richard Dix, Brenda Joyce — Strong program — 83m.—see Oct. 4 issue—(009).
HOLLYWOOD CAVALCADE — D—Don Ameche, Alice Faye, J. Edward Bromberg — Highly exploitable everywhere—96m.—see Oct. 18 issue — (Technicolor)—(007).
HONEYMOON'S OVER, THE—CD—Stuart Erwin, Marjorie Weaver—Okay dual program — 70m. — see Nov. 15 issue—(024).
INSIDE STORY — D — Michael Whalen, Jean Rogers, Chick Chandler, Douglas Fowlay—For lower half of duals—61m.—see 1st Nov. issue—(934).
IT COULD HAPPEN TO YOU — CD — Stuart Erwin, Gloria Stuart, Raymond Walburn, Douglas Fowley, June Gale, Clarence Kolb, Mary Forbes—Pleasing dual entertainment — 72m. — see June 14 issue—(950).
JONES FAMILY IN HOLLYWOOD, THE—C—Jed Prouty, Spring Byington—Will do for second feature, but doesn't quite keep up with the earlier Joneses—60m.—see May 17 issue—(946).
JONES FAMILY IN QUICK MILLIONS—CD—Jed Prouty, Spring Byington—Above par for the Joneses—61m.—see Aug. 9 issue—(004).
MR. MOTO TAKES A VACATION—MYD—Peter Lorre, Joseph Schildkraut, Lionel Atwill, Virginia Field—One of the better Motos; duallier—63m.—see Nov. 30 issue—(952).
NEWS IS MADE AT NIGHT—CD—Preston Foster, Lynn Bari—Good news-murder comedy yarn for the nabes—72m.—see July 12 issue—(953).
PACK UP YOUR TROUBLES—C—Ritz Brothers, Jane Withers—Good comedy offering, with timely angle—75m.—see Sept. 20 issue—(014).
PIGSKIN PARADE—CMU—Judy Garland, Stuart Erwin, Patsy Kelly, Yacht Club Boys—Okay laugh show—93m.—see 1st Nov., 1936, issue—(713).
RAINS CAME, THE—D—George Brent, Tyrone Power, Myrna Loy—Money in the bank—104m.—see Sept. 20 issue—(011).
ROAD TO GLORY, THE—MD—Fredric March, Lionel Barrymore, Warner Baxter, June Lang—Big production throughout—101m.—(re-issue)—(061).
SECOND FIDDLE—DMU—Sonja Henie, Rudy Vallee, Tyrone Power—Not the best Henie, but saleable—86m.—see July 12 issue—(949).
SHIPYARD SALLY—CMU—Gracie Fields, Sydney Howard—Just a nabe duallier—80m.—see Oct. 18 issue—(English-made)—(018).
STANLEY AND LIVINGSTONE — D — Spencer Tracy, Sir Cedric Hardwicke, Richard Greene, Charles Coburn, Walter Brennar, Nancy Kelly—The kind of show which can be exploited for big returns—101m.—see July 26 issue—(003).
STOP, LOOK AND LOVE—C—Jean Rogers, William Frawley—Pleasant dual entertainment—57m.—see Sept. 6 issue—(008).
SUSANNAH OF THE MOUNTIES—MD—Shirley Temple, Randolph Scott, Margaret Lockwood, J. Farrell MacDonald, Maurice Moscovich, Victor Jory, Moroni Olsen—Depends on Temple draw—78m.—see June 28 issue—(954).
TOO BUSY TO WORK, THE JONES FAMILY IN—CD—Jed Prouty, Spring Byington, Ken Howell—Jonses get more life—65m.—see Oct. 18 issue—(016).
20,000 MEN A YEAR—MD—Randolph Scott, Margaret Lindsay, Preston Foster—Exploitable air duallier—84m.—see Nov. 1 issue—(013).
WARE CASE, THE—MD — Clive Brook, Jane Baxter, Barry Barnes—Well-made English meller, for the houses that can play the British product—79m.—see May 31 issue, under Gaumont British—(8013).
WINNER TAKE ALL—CD—Tony Martin, Gloria Stuart, Henry Armetta, Slim Summerville—Lower bracket offering for nabes, duals—62m.—see Mar. 8 issue—(939).
YOUNG MR. LINCOLN—D—Henry Fonda, Alice Brady, Marjorie Weaver, Arleen Whelan, Eddie Quillan—Credit not only to the company but to the industry—100m.—see June 14 issue—(Cosmopolitan)—(947).

TO BE REVIEWED OR IN PRODUCTION

BARRICADE—Warner Baxter, Alice Faye, Charles Winninger—(026).
BLUE BIRD, THE—Shirley Temple, Sybil Jason, Gale Sondergaard, Nigel Bruce—(Technicolor)—(025).

CHARLIE CHAN IN PANAMA—Sidney Toler, Jean Rogers, Kane Richmond.
CISCO KID AND THE LADY, THE—Cesar Romero, Marjorie Weaver, Virginia Field—(012).
CITY OF CHANCE, THE—Lynn Bari, Donald Woods, C. Aubrey Smith—(027).
EVERYTHING HAPPENS AT NIGHT—Sonja Henie, Ray Milland, Robert Cummings.
GIRL MUST LIVE, A—Margaret Lockwood, Lilli Palmer, Renee Houston—(English-made).
GRAPES OF WRATH, THE—Henry Fonda, Linda Darwell, John Carradine.
HE MARRIED HIS WIFE—Joel McCrea, Nancy Kelly, Mary Boland—(023).
HIGH SCHOOL—Jane Withers, Joe Brown, Jr., Cliff Edwards—(028).
INSPECTOR HORNLEIGHT ON HOLIDAY — Gordon Harker, Alistair Sim, Wally Patch—(English-made)—(022).
LITTLE OLD NEW YORK—Alice Faye, Richard Greene, Fred MacMurray.
MAN WHO WOULDN'T TALK, THE—Lloyd Nolan, Onslow Stevens, Jean Rogers.
SHOOTING HIGH—Jane Withers, Gene Autry, Marjorie Ames.
SO THIS IS LONDON—Robertson Hare, Alfred Drayton, George Sanders, Berton Churchill—(English-made).
SWANEE RIVER—Don Ameche, Al Jolson, Andrea Leeds—(Technicolor)—(017).
YOUNG AS YOU FEEL, THE JONES FAMILY IN—Jed Prouty, Spring Byington.

UNITED ARTISTS

(Arranged by producers)

SAMUEL GOLDWYN

HURRICANE, THE—MD—Dorothy Lamour, Jon Hall, Mary Astor, C. Aubrey Smith, Thomas Mitchell, Raymond Massey, John Carradine, Jerome Cowan—Box office plus—see 2nd November, 1937, issue—(re-issue).
REAL GLORY, THE—AD—Gary Cooper, Andrea Leeds, David Niven—High-rating action program—96m.—see Sept. 20 issue.
THEY SHALL HAVE MUSIC—DMU—Jascha Heifetz, Joel McCrea, Walter Brennan, Andrea Leeds—A top-notch attraction, can be sold for big returns if properly exploited—101m.—see July 26 issue.

ALEXANDER KORDA

ELEPHANT BOY—D—Sabu, W. E. Holloway, Walter Hudd, Allan Jeayes, Bruce Gordan—Good bally material, excellent technically, with wide appeal—82m.—see 1st April, 1937, issue—(re-issue).
FOUR FEATHERS—AD—Ralph Richardson, S. Aubrey Smith, John Clements, June Duprez—Can be sold big—112m.—see June 28 issue—(technicolor)—(English-made).

HAL ROACH

CAPTAIN FURY—MD—Brian Ahearn, Victor McLaglen, June Lang—Top-bracket attraction; a natural for the action fans—91m.—see May 17 issue.—see Jan. 11 issue.
HOUSEKEEPER'S DAUGHTER, THE—C—Joan Bennett, John Hubbard, Adolphe Menjou—Top-bracket comedy—80m.—see Sept. 20 issue.

DAVID O. SELZNICK

INTERMEZZO, A LOVE STORY—D—Leslie Howard, Ingrid Bergman, Edna Best — High-rating dramatic piece for class audiences—70m.—see Oct. 4 issue.
STAR IS BORN, A—CD—Janet Gaynor, Fredric March, Adolphe Menjou, May Robson, Andy Devine, Lionel Stander, Peggy Wood—Box office—111m.—see 1st May, 1937, issue—(re-issue).

EDWARD SMALL

MAN IN THE IRON MASK, THE—MD—Louis Harward, Joan Bennett—A big budget picture with a saleable title; can be exploited—110m.—see July 12 issue.

WALTER WANGER

ETERNALLY YOURS—CD—Loretta Young, David Niven, Hugh Herbert—High-ranking comedy—98m. — see Oct. 18 issue.
WINTER CARNIVAL—MD—Ann Sheridan, Helen Parrish, Richard Carlson—Can be exploited; has all the angles—91m.—see July 26 issue.

TO BE REVIEWED OR IN PRODUCTION

CHUMP AT OXFORD, A—Stan Laurel, Oliver Hardy—(Roach).
HOUSE ACROSS THE BAY—Joan Bennett, George Raft, Gladys George—(Wanger).
LADIES KNOW TOO MUCH—Pat O'Brien, Ruth Terry, Edward Arnold—(Wanger).
LION HAS WINGS, THE—Merle Oberon, Ralph Richardson—(Korda).
MY SON, MY SON! — Josephine Hutchinson, Brian Ahearn, Louis Hayward, Henry Hull—(Small).
OF MICE AND MEN—Burgess Meredith, Lon Chaney, Jr., Betty Field—(Roach).
1,000,000 B. C.—John Hubbard, Victor Mature, Carol Landis—(Roach).
OVER THE MOON—Merle Oberon, Rex Harrison, Zene Dare, Ursula Jeanes — (Technicolor) — (foreign-made)—(Korda).
PRODUCTION No. 6—Charles Chaplin, Paulette Goddard, Reginald Gardner—(Chaplin).
RAFFLES—David Niven, Olivia de Havilland, Dudley Digges, Dame May Whitty—(Goldwyn).
REBECCA—Laurence Olivier, Joan Fontaine, Judith Anderson, Reginald Denny, Nigel Bruce—(Selznick).
THIEF OF BAGDAD, THE—Sabu, Conrad Veidt, Jean Duprez—(technicolor)—(English-made)—(Korda).
TWO'S COMPANY—Stan Laurel, Oliver Hardy, James Finlayson—(Roach).
WESTERNER, THE—Gary Cooper, Walter Brennan, Fred Stone, Doris Davenport—(Goldwyn).

UNIVERSAL

(1938-1939 releases from 3001 up; 1939-1940 releases from 4001 up.)

ALL QUIET ON THE WESTERN FRONT — D — Louis Wolheim, Lew Ayres, John Wray—To be seen—93m.—see Oct. 4 issue—("Uncensored Version")—(4073).
CALL A MESSENGER—CD—Billy Halop, Huntz Hall, Robert Armstrong, Mary Carlisle—Nabe dual filler 65m.—see Oct. 4 issue—(4020).
CHIP OF THE FLYING U—W—Johnny Mack Brown, Bob Baker, Doris Weston—Up to the series' high standard—55m.—see Nov. 15 issue—(4030).
DESPERATE TRAILS—W—Johnny Mack Brown, Bob Baker, Fuzzy Knight, Frances Robinson — Good opener for the series—58m.—see Sept. 6 issue—(4058).
FIRST LOVE — CD — Deanna Durbin, Robert Stack, Eugene Pallette—It rings the bell again—84m.—see Nov. 15 issue—(3002).
FORGOTTEN WOMAN, THE—MD—Sigrid Gurie, William Lundigan—Saleable melter; dualler—68m.—see July 12 issue—(3031).
HAWAIIAN NIGHTS—MU—Johnny Downs, Constance Moore—Pleasing musical programmer—65m.—see Aug. 23 issue—(4024).
HERO FOR A DAY—D—Anita Louise, Dick Foran—Just a dualler—66m.—see Sept. 20 issue—(4035).
HOUSE OF FEAR, THE—MY—William Gargan, Irene Hervey—Thrill-packed mystery; excellent dual support—66m.—see May 17 issue—(3038).
I STOLE A MILLION—D—George Raft, Claire Trevor, Dick Foran—Exploitable drama; okay for top billing—80m.—see July 26 issue—(3007)—(A).
INSIDE INFORMATION—MD—Dick Foran, June Lang, Harry Carey, Mary Carlisle—Weak nabe dualler—62m.—see June 14 issue—(3039).
LAUGH IT OFF—CD—Constance Moore, Johnny Downs, Marjorie Rambeau—Pleasing dualler — 63m.—see Nov. 15 issue—(4026).
LEGION OF LOST FLIERS—AD—Richard Arlen, Andy Devine, Anne Nagel—Okay action yarn for duals—63m.—see Oct. 4 issue—(4053).
LITTLE ACCIDENT—C—"Baby Sandy," Richard Carlson, Joy Hodges — Family program, lower-half dualler—65m.—see Nov. 1 issue—(4019).
MAN FROM MONTREAL—AD — Richard Arlen, Andy Devine, Anne Gwynne—Nabe dualler—60m.—see Nov. 15 issue—(4054).
MIKADO, THE—Operetta—Kenny Baker, D'Oyly Carte Players—Top-notch production; deserves the best of selling—91m.—see Mar. 22 issue—(Technicolor)—(English-made)—(4044).
MISSING EVIDENCE—MY—Preston Foster, Irene Hervey, Inez Courtney—Nabe dual support—64½m.—see Oct. 18 issue—(4028).
MUTINY ON THE BLACKHAWK—MD—Richard Arlen, Andy Devine, Constance Moore—Dualler—66m.—see June 28 issue—(4051).
MY MAN GODFREY—C—William Powell, Carole Lombard, Eugene Pallette, Alice Brady, Gail Patrick, Mischa Auer, Alan Mowbray, Jean Dixon, Franklyn Panghorn—Good program—93m.—see May 31 issue (4071)—(re-issue).
OKLAHOMA FRONTIER—W—Johnny Mack Brown, Bob Baker, Fuzzy Knight—Good—58m.—see Oct. 18 issue—(4059).
OLD DARK HOUSE, THE—MD—Boris Karloff, Melvyn Douglas, Charles Laughton, Gloria Stuart, Raymond Massey—Sell the names—74m.—see May 21 issue—(4072)—(re-issue).
ONE HOUR TO LIVE—MY—Charles Bickford, Doris Nolan—Strong dualler—59m.—see Sept. 20 issue—(4030).
RIO—MD—Basil Rathbone, Sigrid Gurie, Victor McLaglen, Leo Carrillo—Below par; will have to be sold—77m.—see Oct. 4 issue—(4014).
ROAD BACK, THE—MD—John Emery, Spring Byington, Andy Devine, John King—Topical version has selling angle—79m.—see Nov. 15 issue—("Outspoken Version")—(4074)—(A).
SUN NEVER SETS, THE—MD—Douglas Fairbanks, Jr., Basil Rathbone, Virginia Field, Lionel Atwill, Barbara O'Neill, C. Aubrey Smith, Melville Cooper—Cast above the material; will have to be sold—96m.—see June 14 issue—(3009).
THEY ASKED FOR IT—William Lundigan, Joy Hodges, Michael Whalen, Thomas Beck, Lyle Talbot, Isabel Jewell—Pleasing low-bracket dualler — 61m. — see June 14 issue—(3040).
TROPIC FURY — AD — Richard Arlen, Andy Devine, Beverly Roberts—Strong dualler—62⅓m.—see Aug. 23 issue—(4052).
TWO BRIGHT BOYS—MD—Jackie Cooper, Freddie Bartholomew, Dorothy Peterson — Pleasing program; top dualler—70¼m.—see Sept. 20 issue—(4017).
UNDER-PUP, THE — CD — Robert Cummings, Gloria Jean, C. Aubrey Smith, Billy Gilbert, Beulah Bondi, Nan Grey—Looks like money on a long pull; good production for a new name—88m.—see Sept. 6 issue—(4010).
UNEXPECTED FATHER — C — Mischa Auer, Dennis O'Keefe, Baby Sandy, Shirley Ross—Pleasing program—78m.—see July 26 issue—(3008).
WEST OF CARSON CITY—W—Johnny Mack Brown, Bob Baker, Fuzzy Knight—High-rating western—55m.—see Nov. 29 issue—(4061).
WHEN TOMORROW COMES—D—Irene Dunne, Charles Boyer—Good program, with strong femme angles—91m.—see Aug. 23 issue—(3003).
WITNESS VANISHES, THE—MY—Edmund Lowe, Wendy Barrie—Okay mystery dualler—66m.—see Oct. 4 issue—(4027).

TO BE REVIEWED OR IN PRODUCTION

BIG GUY, THE—Victor McLaglen, Jackie Cooper, Ona Munson.
CHARLIE McCARTHY, DETECTIVE—Charlie McCarthy, Mortimer Snerd, Edgar Bergen, Robert Cummings.
DANGER ON WHEELS—Richard Arlen, Andy Devine—(4055).
DESTRY RIDES AGAIN—James Stewart, Marlene Dietrich, Mischa Auer.
FRAMED—Constance Moore, Robert Armstrong, Frank Albertson.
GREEN HELL—Douglas Fairbanks, Jr., Joan Bennett, John Howard.
HONEYMOON DEFERRED — Edmund Lowe, Margaret Lindsay, Elizabeth Risdon.
INVISIBLE MAN RETURNS, THE — Sir Cedric Hardwicke, Vincent Price, Nan Grey.
MY LITTLE CHICKADEE—Mae West, W. C. Fields, Joseph Calleia, Dick Foran, Anne Nagel.
RIDERS OF THE PASCO BASIN—Johnny Mack Brown, Bob Baker, Fuzzy Knight—(4062).
TOWER OF LONDON — Basil Rathbone, Boris Karloff, Nan Grey.

WARNERS-FIRST NATIONAL

(1938-1939 releases from 301 up; 1939-1940 releases from 401 up)

(FN)—First National; (W)—Warners

ANGELS WASH THEIR FACES, THE—MD—Ann Sheridan, Ronald Reagan, Dead End Kids—High-rating action program—85m.—see Aug. 9 issue—(FN)—(367).
CHILD IS BORN, A—Jeffrey Lynn, Gladys George, Geraldine Fitzgerald, Gale Page—Well made; it deserves handling of a special nature — 79m.—see Aug. 9 issue—(W)—(415)—(A).
CODE OF THE SECRET SERVICE—MD—Ronald Reagan, Rosella Towne—Action dualler—58m. — see May 17 issue—(FN)—(374).
COWBOY QUARTERBACK, THE—C — Bert Wheeler, Marie Wilson—For lower half of twin bills—56m.—see July 12 issue—(FN)—(366).
DAUGHTERS COURAGEOUS — CD — John Garfield, Claude Rains, the Four Lane Sisters, Jeffrey Lynn, Fay Bainter, Mae Robson, Donald Crisp—Good program—107m.—see June 28 issue—(FN)—(360).
DEAD END KIDS ON DRESS PARADE, THE—MD—Dead End Kids, John Litel, Frankie Thomas—Okay dual program—62m.—see Nov. 15 issue—(W)—(413).
DUST BE MY DESTINY—MD—John Garfield, Priscilla Lane—Top-bracket attraction—88m.—see Aug. 23 issue—(FN)—(461).
EACH DAWN I DIE—MD—James Cagney, George Raft, Jane Bryan, George Bancroft—Plug it for big returns—92m.—see July 26 issue—(FN)—(356).
ESPIONAGE AGENT—MD—Joel McCrea, Brenda Marshall, Jeffrey Lynn, George Bancroft—High-rating exploitable programmer—83m.—see Oct. 4 issue—(FN)—(462).
EVERYBODY'S HOBBY—CD—Irene Rich, Henry O'Neill—Entertaining program; dualler—54m.—see Sept. 20 issue—(FN)—(376).
HELL'S KITCHEN—Dead End Kids, Margaret Lindsay, Ronald Reagan, Eddie Foy, Jr., Stanley Fields, Grant Mitchell — Familiar Dead End Kids action melter—81m.—see June 28 issue—(W)—(312).
I AM NOT AFRAID—see The Man Who Dared.
INDIANAPOLIS SPEEDWAY—AD—Pat O'Brien, John Payne, Gale Page, Frank McHugh, Ann Sheridan—Plug title and players—82m.—see July 26 issue—(W)—(315).
JUAREZ—D—Paul Muni, Bette Davis, Brian Aherne, Claude Rains, John Garfield—BOXOFFICE in capital letters — 127m. — see May 3 issue—(W) — (301).
JUAREZ AND MAXIMILIAN—see The Mad Empress.
KID FROM KOKOMO, THE—CD—Pat O'Brien, Joan Blondell—Fair programmer—92m.—see May 31 issue—(FN)—(363).
KID NIGHTINGALE—C—John Payne, Jane Wyman, Walter Catlett—Okay for dual support—57m.—see Oct. 4 issue—(W)—(411).
MAD EMPRESS, THE (Juarez and Maximilian)—D—Mede Novara, Conrad Nagel, Lionel Atwill—It just misses—72m.—see May 3 issue, under Miscellaneous—(FN)—(472).
MAN WHO DARED, THE (I Am Not Afraid)—MD—Jane Bryan, Charles Grapewin—For nabes, duals—60m.—see Apr. 19 issue—(FN)—(375).
NANCY DREW AND THE HIDDEN STAIRCASE—MY—Bonita Granville, John Litel—Another good entrant in the Drew series—60m.—see Aug. 23 issue—(W)—(419).
NANCY DREW, TROUBLE SHOOTER — MD — Bonita Granville, Frankie Thomas, John Litel, Charlotte Wynters—Good dualler for neighborhoods—60m.—see June 28 issue—(W)—(324).

NAUGHTY BUT NICE—CMU—Dick Powell, Gail Page, Ann Sheridan, Allen Jenkins, Jerry Colonna, Zasu Pitts, Maxie Rosenbloom—Surprisingly funny, don't sell it short—90m.—see June 14 issue—(W)—(811).

NO PLACE TO GO—MD—Dennie Morgan, Gloria Dickson, Fred Stone—Just another dualler—57m.—see Sept. 6 issue—(FN)—(469).

OLD MAID, THE — MD — Bette Davis, George Brent, Miriam Hopkins—Another acting triumph for Bette Davis; must be sold—95m.—see Aug. 9 issue—(FN)—(452)—(A).

ON YOUR TOES—CMU—Vera Zorina, Eddie Albert, Alan Hale—Good entertainment—94m.—see Oct. 18 issue—(FN)—(463).

PRIDE OF THE BLUE GRASS—MD—Edith Fellows, James McCallion — Good entertainment for the family trade—65m.—see Oct. 4 issue — (W) — (418).

PRIVATE DETECTIVE—MY—Jane Wyman, Dick Foran —Okay for dual support—55m.—see Nov. 29 issue —(471).

PRIVATE LIVES OF ELIZABETH AND ESSEX, THE—COD—Bette Davis, Errol Flynn, Olivia de Havilland—Celluloid masterpiece; get behind it—106m. —see Oct. 4 issue—(Technicolor)—(W)—(402).

ROARING TWENTIES, THE—MD—James Cagney, Priscilla Lane, Humphrey Bogart—Top-notch meller, headed for big returns—104m.—see Nov. 1 issue—(W)—(403).

SMASHING THE MONEY RING—MD—Ronald Reagan, Margot Stevenson—Good action dualler—57m.—see Nov. 1 issue—(FN)—(470).

TORCHY PLAYS WITH DYNAMITE—MD—Jane Wyman, Allen Jenkins—Neat, swift Torchy yarn—59m.—see Aug. 9 issue—(W)—(826).

WATERFRONT—MD—Dennis Morgan, Gloria Dickson—Lower half of duellers—69m.—see July 12 issue—(W)—(825).

WE ARE NOT ALONE—D—Paul Muni, Jane Bryan, Flora Robson—Excellent drama for discriminating audiences—112m.—see Nov. 15 issue—(FN).

TO BE REVIEWED OR IN PRODUCTION

BRITISH INTELLIGENCE—Boris Karloff, Margaret Lindsay.

BROTHER RAT AND A BABY—Wayne Morris, Priscilla Lane, Eddie Albert, Ronald Reagan.

CALLING PHILO VANCE—James Stephenson, Margot Stevenson.

ENEMY WITHIN, THE—Ronald Reagan, Lya Lys, Eddie Foy, Jr., John Litel.

FIGHTING 69th, THE—James Cagney, Pat O'Brien, George Brent, Jeffrey Lynn.

FOUR WIVES — The Lane Sisters, Gale Page, Jeffrey Lynn, May Robson, Claude Rains, Frank McHugh, Eddie Albert.

FUGITIVE FROM JUSTICE — Morgan Conway, Roger Pryor, Sheila Bromley.

GAMBLING ON THE HIGH SEAS—Wayne Morris, Jane Wyman.

GRANNY GET YOUR GUN—May Robson, Margot Stevenson, Harry Davenport.

INVISIBLE—STRIPES — George Raft, Jane Bryan, Humphrey Bogart, William Holden.

KING OF THE LUMBERJACKS — John Payne, Gloria Dickson, Stanley Fields.

LIFE OF DR. EHRLICH, THE—Edward G. Robinson, Ruth Gordon, Otto Kruger, John Litel.

PHILO VANCE COMES BACK—James Stephenson, Henry O'Neill.

RETURN OF DOCTOR X, THE—Wayne Morris, Rosemary Lane, Humphrey Bogart.

STATE COP—John Payne, Denis Morgan, Julie Stevens.

TEAR GAS SQUAD—Dennis Morgan, John Payne, Gloria Dickson.

VIRGINIA CITY—Errol Flynn, Miriam Hopkins, Randolph Scott, Humphrey Bogart.

YEARS WITHOUT DAYS—John Garfield, Ann Sheridan, Pat O'Brien, Burgess Meredith.

MISCELLANEOUS

Listed here are only those independently produced pictures, not handled by companies of nation-wide scope.

BEYOND BENGAL—Travel—Produced by Harry Schenck —Maybe yes, and maybe no—70m.—see July 26 issue—(Showmen's Pictures).

BLACK LIMELIGHT — MY — Raymond Massey, Joan Marion—Routine murder mystery for houses that can play English product—63m.—see July 12 issue—(English-made)—(Alliance).

CHAMPIONS OF THE GRIDIRON—Sports Commercial —Players, coaches, executives of the National Professional Football League—Excellent sports film—50m. (also a 10m. abridgment)—see Apr. 19 issue —(Industrial Pictures).

CITY, THE—Documentary—From an original by Pare Lorentz, with narration by Morris Carnovsky—Excellent; can be exploited—44m.—see May 31 issue —(Civic Films).

CODE OF THE CACTUS — W — Tim McCoy, Dorothy Short, Ben Corbett—Top-rating McCoy western—57m.—see May 17 issue—(Victory).

DAUGHTER OF THE TONG—AD—Evelyn Brent, Grant Withers—Minor nabe dualler support—56m.—see Aug. 24 issue—(Metropolitan).

DEATH GOES NORTH—AD—Edgar Edwards, Sheila Bromley, Dorothy Bradshaw, Jameson Thomas—Better-than-average independent action drama—61m.—see May 31 issue—(Warwick).

DUKE IS TOPS, THE—MU—Ralph Cooper, Lena Horne —High-rating all-Negro musical—72m.—see June 28 issue—(Million Dollar Productions).

FIGHTING RENEGADE—W—Tim McCoy, Joyce Bryant —High in horse-opera scale—54m.—see Sept. 20 issue—(Victory).

FLAMING LEAD—W—Ken Maynard, Eleanor Stewart—Okay inde oatie—57m.—see July 12 issue—(Nat Saland).

FLIRTING WITH DEATH (Let's Pretend We're Sweethearts)—CD—Lola Lane, Chic Chandler, George Meeker—Better than average independent—68m.—see May 31 issue—(Imperial).

GANG SMASHERS—MD—Nina Mae McKinney, Mantan Moreland, Laurence Criner—Nice all-Negro meller for colored theatres—66m.—see June 14 issue—

LAND OF LIBERTY—Documentary—Compiled by and for the industry and the MPPDA—Fine motion picture achievement—138m.—see July 12 issue—(MPPDA).

LET'S PRETEND WE'RE SWEETHEARTS—see Flirting With Death.

LOST ON THE WESTERN FRONT—D—Paul Cavanaugh, Marcelle Chautel—Exploitable dualler—63m.—see Nov. 1 issue—(Standard).

MAD YOUTH—MD — Mary Ainslee, Betty Compson—Saleable sexer—60m.—see Oct. 18 issue—(Willis Kent)—(A).

MARIJUANA MADNESS (The Pace That Kills)—MD—Lois January, Noel Madison—Only for sensational type exploitation—65m.—see Aug. 9 issue—(Kent) —(A).

MESQUITE BUCKAROO—W—Bob Steele, Carolyn Curtis—Low grade western—59m.—see Aug. 23 issue —(Metropolitan).

MIDDLETON FAMILY AT THE WORLD'S FAIR, THE—MD—Marjorie Ford, James Lydon—Might be tried as filler with high-bracket feature—50m.—see Oct. 4 issue—(Technicolor)—(Modern Talking Picture Service).

MOON OVER HARLEM—MD—Bud Harris, Cora Green —Weak, even for all-Negro audiences—67m.—see July 26 issue—(Meteor).

MYSTIC CIRCLE MURDER—MY—Betty Compson, Robert Fiske—Weak dualler—69m.—see Oct. 18 issue —(Fanchon Royer).

PACE THAT KILLS, THE—see Marijuana Madness.

PORT OF HATE—MD—Polly Ann Young, Kenneth Harlan—Weak inde for bottom of nabe duals—57m.—see Aug. 23 issue—Metropolitan).

REFORM SCHOOL—MD—Louise Beavers, Harlem's Tuff Kids, Monte Hawley—Top product for Negro houses —76m.—see June 28 issue—(Million Dollar Productions).

RIDERS OF THE SAGE—W—Bob Steele, Claire Rochelle—Run of the mill—56m.—see Oct. 18 issue —(Metropolitan).

RIDIN' FOOL, THE—W—Bob Steele, Francis Moore—Low grade western—58m.—see Oct. 18 issue—(Metropolitan).

SHE GOES TO WAR—MD—Eleanor Boardman, John Holland—War from the women's angle—87m.—see Nov. 15 issue—(Mitchell Leichter).

SMOKY TRAILS—W—Bob Steele, Jean Carmen—Okay Steele—56m.—see Apr. 19 issue—(Metropolitan).

SPECIAL INSPECTOR—MD—Charles Quigley, Rita Hayworth—Pleasing action programmer—52m. — see Apr. 5 issue—(Warwick).

STRAIGHT SHOOTER—W—Tim McCoy, Julie Sheldon, Ben Corbett, Ted Adams—All McCoy and an hour long!—60m.—see Nov. 15 issue—(Victory).

TEN NIGHTS IN A BARROOM—MD—Hal Skelly, Zita Johann—Those nights are here again!—61m.—see Nov. 15 issue—(B&M Pictures).

TEXAS WILDCATS—W—Tim McCoy, Joan Barclay, Ben Corbett, Ted Adams—Top-rating McCoy—56m.—see June 28 issue—(Victory).

TRIGGER FINGERS—W—Tim McCoy, Ben Corbett—Okay western—53m.—see Sept. 6 issue—(Victory).

TWO GUN TROUBADOUR—W—Fred Scott, Claire Rochelle—Speedy inde oatie entry—58m.—see July 26 issue—(Spectrum).

TUMBLEWEEDS—W—William S. Hart, Barbara Bedford—Revival which can get results if exploited—88m.—see May 17 issue—(Astor).

TYPHOON TREASURE—MD—Campbell Copelin, Gwen Munro—Adventure yarn for lower half on duals—68m.—see July 12 issue — (Australian-made)—(Commonwealth).

WHY THIS WAR?—Documentary—No credits—Exploitable documentary—81m.—see Nov. 1 issue—(Samuel Cumins).

FOREIGN

Listed here are imported productions and all foreign-language pictures of whatever origin, when such pictures are not a part of the regular release schedule of an independently listed producer-distributor.

ADVENTURE OF GIACOMO CASSANOVA—see Avventura di Giacomo Cassanova.

AFFAIR LAFONT, THE (Conflict)—D—Corinne Luchaire, Annie Ducaux—For the arty—84m.—see Oct. 18 issue—(Trans-Atlantic Films)—(A).

ALEXANDER NEVSKY—SP—Nicolai, N. P. Okhlopkov —Box office for foreign, art houses—94m.—see Apr. 5 issue—(Amkino).

ALLERGI MASNADIERI (The Make-Believe Pirates)—CMU—Assia Noris, C. Pilotto—Very good Italian comedy—72m.—see Oct. 18 issue—(Americo Pullini).

ALPINE PASSION (Amore sulle Alpi)—MD—Gustave Diesel, Simona Bourday—Esperia has done better—74m.—see Nov. 15 issue—(Esperia)—(A).

AMANGELDY—D—Elubai Umurzakov, Sara Dzhandarbekova—Inferior Russian film—79m.—see June 28 issue—(Amkino).

AMORE SULLE ALPI—see Alpine Passion.

AVVENTURA DI GIACOMO CASANOVA (Adventure of Giacomo Casanova) — CD—Nerio Bernardi, Leda Gloria—Best for Italian houses, audiences—70m. —see June 14 issue—(Amerital).

BATTELLER DE LA VOLGA, LE—see The Volga Boatman.

BATTLES IN THE SHADOW (Lotta nell' Ombra)—MD —Antonio Centa, Renato Cialente—Pleasing Italian thriller—86m.—see June 28 issue—(Esperia).

BETRAYAL—D—Annie Veruay, Suzy Prim, Pierre-Richrad Willm—French box-office success—80m.—see Oct. 4 issue—(World).—(A).

BIG FELLA—MDMU—Paul Robeson, Elisabeth Welsh—Pleasing programmer, but watch out for the racial problem — 70m. — see Feb. 22 issue — (Retlaw Films).

BIZARRE BIZARRE—F—Louis Jouvet, Francoise Rosay —Rib-tickler for French fans—see Apr. 5 issue—(Lenauer).

BOMBS OVER LONDON—AD—Charles Farrell, Fritz Kortuer—Plug timeliness and Farrell for best results—78m.—see Sept. 20 issue—(Film Alliance).

BOUQUETS FROM NICHOLAS—MD—Noel-Noel, Jacques Varennes, Janine Noel-Noel—Can play the right nabes; swell for the arty, French—75m.—see Mar. 22 issue—(Walch Films).

BOYS' SCHOOL (Les Disparus de Saint Agil)—MY—Eric von Stroheim, Michael Simon, Armand Bernard, Serge Grave—Outstanding Gallic show—91m.—see June 14 issue, under Columbia—(Columbia).

BRIVELE DER MAMEN, A (A Letter to Your Mother)—D—Lucy Gehrman, Alexander Stein—Yiddish cinematic triumph—104m.—see October 4 issue—(Sphinx).

CHALLENGE, THE—D—Robert Douglas, Joan Gardner —High-rating importation—77m.—see May 17 issue—(Film Alliance).

CHANGED MAN, THE—see Elcserelt Ember.

CONFLICT—see The Affair Lafont.

CONCENTRATION CAMP—D—O. Jakov, S. Shirokova—Too much Communist propaganda for the average house—66m.—see Apr. 5 issue—(Amkino).

CONQUESTS OF PETER THE GREAT, THE—D—Nikolai Simonov, Alla Tarasova—For Soviet houses only—96m.—see Sept. 20 issue—(Amkino).

CRISIS—Documentary—Produced, directed by Herbert Kline, narrated by Leif Erickson—For liberal, intelligent; an exploitation challenge to average exhibitor—86m.—see Mar. 22 issue—(Mayer-Burstyn).

CURTAIN RISES, THE (Entree des Artistes)—MD—Louis Javet, Janine Darcey—Pleasing French import —85m.—see May 8 issue—(Kassler).

DEAD MEN TELL NO TALES—MD—Emlyn Williams, High Williams, Marius Goring—Tops for murder—70m.—see May 31 issue—(Alliance).

DEMON BARBER OF FLEET STREET, THE—MD—Tod Slaughter, Eve Lister—British entrant, strictly for the "horror" trade—67m.—see Sept. 6 issue—(Select Attractions)—(A).

DENARO E D'AMORE (Money and Love)—CD—Elsa Merlini, Tina Lattanzi—Pleasing Italian comedy-drama—86m.—see July 12 issue—(Amerital).

DISPARUS DE SAINT AGIL, LES—see Boys' School.

DOUBLE CRIME ON THE MAGINOT LINE—D—Victor Francen, Vera Korene—Excellent for art, French houses; exploitation — 88m.—see May 8 issue—(Tower Pictures).

ELCSERELT EMBER (The Changed Man)—MD—Ferenc Kiss, Margit Dakya, Gero Maly — Just for Hungarians—84m.—see Mar. 8 issue—(Hungaria).

END OF THE DAY, THE (Fin du Jour)—D—Victor Francen, Louis Jouvet—Superb Gallic production—95m.—see Sept. 20 issue—(Juno Films).

ENTREE DES ARTISTES—see The Curtain Rises.

ERAVAMO SETTE SORELLO—see We Were Seven Sisters.

ESCAPE FROM YESTERDAY—D—Jean Gabin, Annabella—Infinitely superior French product—95m.—see May 17 issue—(Hoffberg)—(A).

FAMILLE LEFRANCOIS, LE—see Heroes of the Marne.

FIRST FILM CONCERT, THE—MU — No production credits available—Extremely attractive fare for the arty—52m.—see Nov. 15 issue—(World).

FOR MEN ONLY (Per Uomini Soli)—CD—Carlo Buti, Paola Barbara—Great show for Italian nabes—78m. —see May 17 issue—(Esperia).

FIN DU JOUR—see The End of the Day.

GANG'S ALL HERE, THE—CD—Jack Buchanan, Google Winters—Just fair comedy; nabe lower-half dualler —75m.—see Apr. 19 issue—(Associated British).

GREAT COMMANDMENT, THE—D—John Beal, Maurice Muscovich, Albert Dekker—Worth watching; has universal appeal—85m.—see Oct. 18 issue—(Cathedral Films).

HARVEST (Regain)—MD—Gabriel Gabrio, Edouard Delmont—For the art customers—80m.—see Aug. 9 issue—(French Cinema Center)—(A).

HEARTBEAT—MD—Orane Domazia, Fernandel — Fair Gallic product—88m.—see Sept. 20 issue—(French Motion Picture Corporation)—(A).

HEROES OF THE MARNE (Le Famille Lefrancois)—Raimu, Germaine Dermoz—Chiefly for foreign, art houses—88m.—see May 8 issue—(Spectrum)—(A).

HO PERDUTO MIO MARITO—see My Husband Is Lost.

HOMME ET SA FEMME, UN—see A Man and His Wife.

THE SHORTS CHECK-UP

COLUMBIA

Two Reel

COMEDIES (26)

Mooching Through Georgia (F)
A. Clyde .....Aug. 11 18m.
Now It Can Be Sold (G)
A. Clyde .....June 2 17m.
Pest From the West, A(G)
B. Keaton .....June 16 19m.
Rattling Romeo (F)
C. Chase .....July 14 17m.
Saved by the Belle (G)
3 Stooges .....June 30 17m.
Trouble Finds Andy Clyde (F)
A. Clyde .....July 28 16m.

'39-'40 (26)

All American Blondes (G)
A. Clyde .....Oct. 20 17m.
Andy Clyde Gets Spring Chicken
A. Clyde .....Dec. 15 —m.
Awful Goof, The
C. Chase .....Dec. 22 —m.
Calling All Curs (F)
3 Stooges .....Aug. 25 17½m.
Glove Slingers
B. Keaton .....Nov. 24 —m.
Goodbye, Mr. Chumps
3 Stooges ..... —m.
Oily to Bed, Oily to Rise (G)
3 Stooges .....Oct. 6 18½m.
Skinny the Moocher (F)
C. Chase .....Sept. 8 16½m.
Static in the Attic (F)
W. Catlett .....Sept. 22 19m.
Teacher's Pest
C. Chase .....Nov. 3 16½m.
Three Sappy People
3 Stooges .....Dec. 1 —m.

SERIALS (4)

Overland with Kit Carson (G)
B. Elliot, I. Meredith. July 21
(15 episodes)

'39-'40 (4)

Deadwood Dick .....
Green Archer, The.....
Shadow, The .....Jan. 5
(15 episodes)
Terry and the Pirates...

One Reel

CINESCOPES

'39-'40 (6)

World of 1960 (Futurama) .....Nov. 24 —m.

READ CAREFULLY

THE SHORTS CHECK-UP gives title, cast information, release date, running time of shorts released since May 19, 1939.

INDEXES to short subjects will be found in THE BLUE SECTION, on pages 128 and 129, 179, 229, 325 and 326, 374—a complete record since September, 1937.

REVIEWS of all short subjects are printed in THE SHORTS PARADE, appearing fortnightly in THE BLUE SECTION.

THE RUNNING TIME IN THE SHORTS CHECK-UP IS THE LATEST AVAILABLE.

COLOR RHAPSODIES (12)

Hollywood Sweepstakes (F) .....July 28 8m.
Lucky Pigs (G) .....May 26 7m.
Nell's Yells (F) .....June 30 7m.

'39-'40 (16)

Boy, a Gun and Birds, A.Jan. 12 —m.
Crop Chasers (G) .....Sept. 22 8m.
Dreams on Ice (F).....Oct. 20 6½m.
Jitterbug Knights (F)..Aug. 11 7m.
Mother Goose in Swing-time .....Dec. 8 —m.
Mountain Ears (G) ....Nov. 3 7m.

COMMUNITY SING (10)

No. 10 — Songs of Romance (G) .....June 16 10m.

'39-'40 (10)

No. 1 — Bing Crosby Songs (G) .....Aug. 4 9m.
No. 2 — Old-Time Songs (F) .....Sept. 8 9½m.
No. 3—College Songs (G).Oct. 13 10m.
No. 4—Stephen Foster Songs ..... Nov. 17 —m.
No. 5 .....Dec. 22 —m.

FABLES

'39-'40 (6)

Little Lost Sheep (F)...Oct. 6 7m.
Park Your Baby .....Dec. 22 —m.

HOUSEMASTER—CD—Otto Kruger, Diana Churchill—Fair support for duals; plug American names—85m. see Apr. 19 issue—(Associated British).

I MET A MURDERER—D—James Mason, Sylvia Coleridge—Artistic success; can be exploited—78m.—see Oct. 18 issue—(York).

IN SOVIET RUSSIA TODAY—Documentary—No credits—Propaganda for radical audiences—100m. — see Oct. 4 issue—(Amkino).

INDISCRETIONS—CD—Sascha Guitry, Betty Daussmond—For art, French houses, exclusively—80m.—see May 17 issue, under Foreign—(Tri-National)—(A).

IRELAND'S BORDER LINE—CD—Jimmy O'Dea, Myrette Morven—Top Irish product—64½m.—see Nov. 1 issue—(William Alexander).

JUBILEE—Documentary—Edited by the Rev. James H. Griffiths, narrated by the Rev. Vincent Genova—For Catholics; exploit its timeliness—60m. — see Feb. 22 issue—(King Cole).

JUST LIKE A WOMAN—CD—Gertrude Michael, John Lodge—Fair English production—73m.—see Nov. 1 issue—(Alliance).

KLIATSHE, DI—see Light Ahead.

KOL NIDRE—MD—Lili Liliana, Leon Leibgold—Well-titled show for Yiddish audiences—90m.—see Sept. 20 issue—(Joseph Seiden).

LAMBETH WALK—C—Lupino Lane, Sally Gray—Just a dualler-importation—80m.—see Aug. 23 issue—(Capad).

LETTER TO YOUR MOTHER, A—see A Brivele der Mamen.

LENIN IN 1918—D—B. V. Shcbukin, M. G. Gelovani—Outstanding Soviet motion picture — 130m. — see July 12 issue—(Amkino).

LIGHT AHEAD (Di Kliatshe)—D—Izidore Casher, Helen Beverly—Superb Yiddish photoplay—103m. — see Oct. 4 issue—(Carmel).

LOST ATLANTIS, THE—MD—No cast credits—Just film—70m.—see June 14 issue—(Road Show Attractions).

LOTTA NELL' OMBRA—see Battles in the Shadow.

MADEMOISELLE MA MERE—F—Danielle Darrieux, Marcel Simon—Breezy Gallic affair; Darrieux tops exploitation possibilities—80m.—see Oct. 4 issue—(Hoffberg)—(A).

MAKE-BELIEVE PIRATES, THE — see Allergi Masnadieri.

MAN AND HIS WIFE, A (Un Homme et Sa Femme)—MD—Harry Baur, Suzy Vernon—Fair for French, arty; lower-half dualler for nabes—77m.—see Apr. 5 issue—(French Film Exchange)—(A).

MARSEILLAISE — D — Pierre Renoir, Lise Delamare—Fair French cinema—80m.—see Nov. 15 issue—(World Pictures).

MILL ON THE FLOSS, THE—D—Geraldine Fitzgerald, Frank Lawton — Outstanding British attraction—78m.—see Nov. 15 issue—(Standard).

MIO DESTINO, IL (My Destiny)—D—Emma Gramatica, Luigi Cimari — For Italian and foreign-language houses—76m.—see July 26 issue—(Roma Film).

MIRELE EFROS—MD—Berta Gersten, Michael Rosenberg—Should pull tears and cash—87m.—see Nov. 1 issue—(Credo Pictures).

MR. MAX (Il Signor Max)—C—Vittoria DeSico, Assia Noris—Outstanding Italian comedy—86m.—see Oct. 18 issue—(Esperia).

MONEY AND LOVE—see Denaro e d'Amore.

MUSICA IN PIAZZA—CD—Milly, Enrico Viarisio—For Italian audiences only—66m.—see July 12 issue—(Amerital).

MUTINY ON THE ELSINORE—MD—Paul Lukas, Kathleen Kelly, Lyn Harding, Michael Martin-Harvey—High-rating sea thriller—72m.—see Feb. 22 issue—(Kreilberg).

MY DESTINY—see Il Mio Destino.

MY HUSBAND IS LOST (Ho Perduto Mio Marito)—CD—Nino Besozzi, Paola Borboni—Okay Italian comedy—87m.—see Nov. 1 issue—(Esperia)—(A).

MY SON—DMU—Gustav Berger, Fanna Rubina—High-rater for Yiddish consumption—91m.—see May 31 issue—(Jewish Talking Picture).

NEW HORIZONS—D—Boris Chirkov, Vera Kibardina—For radical houses only—92m.—see May 31 issue—(Amkino).

NORTH SEA PATROL—MD—Geoffrey Toone, Judy Kelly—Pleasing, timely programmer that can be sold—69m.—see Nov. 15 issue—(Alliance Films).

ON HIS OWN—D—V. O. Massalitinova, M. Troyanovsky—Okay for left-wingers—100m.—see Sept. 20 issue—(Amkino).

OPPENHEIM FAMILY, THE—D—V. P. Balashov, I. M. Tolchanov, A. I. Voitsik—Exploitable U. S. S. R. product; deserves playing time—97m.—see June 14 issue—(Amkino)

OUR FIGHTING NAVY—see Torpedoed.

QUAI DES BRUMES, LE—see Port of Shadows.

PEOPLE, ETERNAL, A—D—Conrad Veidt, Marie Ney—Weak Yiddish offering—65m.—see Nov. 15 issue—(Henry Lynn).

PER UOMINI SOLI—see For Men Only.

PORT OF SHADOWS (Le Quai des Brumes)—MD—Jean Gabin, Michel Simon—Beautiful, well worth seeing; a 7-award film—90m.—see Oct. 18 issue—(Film Alliance of U. S.).

PRISONER OF CORBAL, THE—COD—Nils Asther, Noah Beery—Nabe dual filler—73m.—see Sept. 6 issue—(English-made)—(Syndicate).

PURITAN, THE—D—Jean-Louis Barrault, Alla Donell—Can be exploited for fair money—85m.—see Mar. 22 issue—(Lenauer)—(A).

RANGLE RIVER—"W"—Victor Jory, Margaret Dare—Pleasing Australian import with a "western" flavor—72m.—see May 17 issue—(Hoffberg).

RASPUTIN—D—Harry Baur, Marcelle Chantal—Superb Gallic production—93m.—see Nov. 1 issue—(Concord Films)—(A).

REGAIN—see Harvest.

RETURN OF THE FROG, THE—MY—Gordon Harker, Una O'Connor—Okay British mystery programmer—71m.—see Sept. 6 issue—(Select Attractions).

ROYAL DIVORCE — D — Ruth Chatterton, Pierre Blanchar—Worthwhile dualler—82½m.—see Oct. 4 issue—(Imperial).

SCIPIO AFRICANUS MAJOR—see Scipione l'Africano.

SCIPIONE L'AFRICANO (Scipio Africanus Major)—D—Annibale Ninchi, Camillo Pilotti, Isa Miranda, Frances Francesca—Bonanza for Italian customers—115m.—see Oct. 4 issue—(Esperia).

SECOND BUREAU—D—Marta LaBarr, Charles Oliver—Okay spy drama—66m.—see Nov. 1 issue—(Film Alliance of U. S.).

SIGNOR MAX, IL—see Mr. Max.

SONG OF THE STREET—D—Vladimir Sokoloff, Madeleine Ozeray—Weak oreign offering — 77m. — see Sept. 6 issue—(Mayer-Burstyn).

SONG OF YOUTH—Documentary—Produced in U. S. S. R. by Soyuz Film Chronica—Superior Russian documentary—53m.—see June 28 issue — (Amkino).

SORPRESE DE UN MATRIMONION, LE—see The Surprises of Matrimony.

SOTTO LA CRUCE DEL SUD—see Under the Southern Cross.

SOVIET BORDER—MD—E. Piapkina, E. Fedorova, N. Kriuchkov, S. Krilov, N. Vinogradov—Propaganda film for the radical—94m.—see Mar. 8 issue—(Amkino).

SPAIN FIGHTS ON—see The Will of a People.

SPY OF NAPOLEON—MD—Richard Barthelmess, Dolly Haas—For class spots, nabe with limitations—77m.—see May 17 issue—(Standard).

SURPRISES OF MATRIMONY, THE (Le Sorprese de un Matrimonion)—CD—Vittorio DeSica, Elisa Gegani—For Italians only—118m.—see Nov. 1 issue—(Columba)—(A).

SQUADRONE BIANCO, LO (The White Squadron)—D—Fosco Giachetti, Antonio Centa, Fulvia Lanzi—Good drama for the art-foreign, Italian houses—98m.—see Nov. 29 issue—(Esperia).

THAT THEY MAY LIVE—D—Victor Francen, Line Noro, Marie Lou, Jean-Max—Spectacular French anti-war piece—73m.—see Nov. 1 issue—(Mayer-Burstyn)—(A).

THREE WALTZES—Operetta—Yvonne Printemps, Pierre Fresnay—Natural for art, foreign-policy theatres—92m.—see May 8 issue—(Vedis Films).

TORPEDOED (Our Fighting Navy)—AD—H. B. Warner, Richard Cromwell, Noah Beery—Must ride on its timeliness; plug Americans—66m.—see Sept. 20 issue—(Film Alliance of U. S.).

TREACHERY ON THE HIGH SEAS—MY—Bebe Daniels, Ben Lyon, Charles Farrell—Okay Britisher for nabe dual support—68m.—see Oct. 4 issue—(Times).

UNDER THE SOUTHERN CROSS (Sotto la Croce del Sud)—D—Doris Duranti, Antonio Centa—Tops for Italian houses — 81m.—see June 28 issue—(Esperia).

U. S. S. R. ON THE SCREEN, 1939—Documentary—No credits given—Left wing attraction—94m.—see Aug. 23 issue—(Amkino).

VOLGA BOATMAN, THE (Le Batteller de la Volga)—D—Pierre Blanchar, Vera Korene—Best for foreign, art houses—78m.—see Apr. 5 issue—(Hoffberg).

WALLY, LA—DMU—Germana Paolieri, Carlo Minchi—For Italian audiences only—83m.—see July 26 issue—(Amerital).

WE WERE SEVEN SISTERS (Eravamo Sette Sorello)—CD—Nino Besozzi, Antonio Gandusio, Sergio Tofano—Excellent for Italian audiences—87m.—see June 28 issue—(Esperia)—(A).

WILL OF A PEOPLE, THE (Spain Fights On)—Documentary—No cast or production credits—For liberal houses—55m.—see Feb. 22 issue—(L. Frank).

WINGS OVER AFRICA—MD—Joan Gardner, Ian Colin—Weak dualler; may be exploited—62m.—see Aug. 9 issue—(Merit).

WHITE SQUADRON, THE—see Lo Squadrone Bianco.

WITHOUT A HOME—D—Alexander Marten, Viera Gran—For strictly Yiddish-policy houses — 90m.—see Apr. 19 issue—(Foreign Cinema Arts).

WORLD IS OURS, THE—CD—Voskovec, Werich—Excellent foreign product—96m.—see Aug. 23 issue—(Kassler)

YOUTH IN REVOLT—MD—Jean-Louis Barrault, Fabien Loris, Charles Daurot—Fair art entry—91m.—see May 31 issue, under Columbia.

FOOLS WHO MADE HISTORY

'39-'40 (6)

Goodyear, Charles, The Story of (G) .....Oct. 6 10½m.
Howe, Elias, The Story of (G) .....Sept. 1 11m.

HAPPY HOUR

(Special)

'39-'40

Building of Boys (E)...Oct. 12 11m.
Book of Books, The (E).Oct. 6 10m.

MUSIC HALL VANITIES (4)

Montmartre Madness (F).June 30 10½m.

NEWS WORLD OF SPORTS (10)

Big Fish (F) .....Aug. 18 10m.
Jockeys Up (G).....June 2 10½m.
Technique of Tennis, The (G) .....June 30 8½m.
There Goes Rusty (G).July 15 10½m.

'39-'40 (12)

Bows and Arrows (E)..Oct. 6 9m.
Jai Alai .....Nov. 17 —m.
Untitled .....Dec. 22 —m.

PHANTASIES

'39-'40 (10)

Charm Bracelet, The (F).Sept. 1 6½m.
Millionaire Hobo .....Nov. 24 —m.
Mouse Exterminator, The.Jan. 26 —m.

SCRAPPY (6)

Scrappy's Rodeo (G)...June 2 6m.

SCREEN SNAPSHOTS (12)

No. 10—The Rathbones Toss a Party (G)....May 26 10m.
No. 11—Hawaiian Eateries (G) .....June 29 10m.
No. 12 — Stars of the Past (Anniversary Reel) (E) .....July 28 10m.

'39-'40 (12)

No. 1—Art of Make-Up (E) .....Sept. 22 10m.
No. 2 — Animal Actors and Trainers (E)....Nov. 10 11m.
No. 3 .....Dec. 1 —m.
No. 4 .....Jan. 5 —m.

TOURS (6)

In Moroooo (F).....Aug. 11 10½m.
Man Made Island (G)...May 26 9½m.
Sojourn In India (F)..July 7 9½m.

'39-'40 (8)

Beautiful Switzerland ..Nov. 17 —m.
Historic Cities of India (G) .....Oct. 27 10m.
Holland and the Zuyder Zee (B) .....Sept. 15 10m.
New Hampshire .....Dec. 22 —m.

WASHINGTON PARADE (4)

No. 3—Inside the Capitol (G) .....May 26 10m.
No. 4 — Library of Congress (E) .....Aug. 4 10m.

'39-'40 (6)

No. 1—Smithsonian Institution (G) .....Nov. 10 10m.
No. 2 .....Dec. 8 —m.

METRO

Two Reel

CRIME DOESN'T PAY (6)

Drunk Driving (E).....Oct. 14 21m.
Help Wanted (G).....June 10 21m.
Think First (E) .....Sept. 21 21m.

One Reel

CARTOONS (13)

(Technicolor)

Bear That Wouldn't Sleep, The (G) .....June 10 9m.
Blue Danube, The.....Oct. 28 —m.
Bookworm, The (E)....Aug. 26 9m.
Goldilocks and the Three Bears (F) .....July 15 11m.
One Mother's Family (E) Sept. 30 9m.

FITZPATRICK TRAVELTALKS (12)

(Technicolor)

Colorful Curacao (G) ..May 27 9m.

'39-'40 (12)

Day on Treasure Island, A (G) .....Sept. 2 11m.
Natural Wonders of Washington State (E).....Oct. 7 9m.
Quaint Saint Augustine (E) ..... 10m.

MINIATURES (10)

Greener Hills, The (G).May 27 11m.
Prophet Without Honor (E) .....May 30 11m.

'39-'40 (9)

Ash Can Fleet, The (E) Sept. 9 11m.
Failure At Fifty, A (E) Oct. 10 10m.
Mendelssohn's Wedding March (G) .....Nov. 4 10m.
(Technicolor)
Rhumba Rhythm (G) G. Murphy .....Sept. 2 10m.

OUR GANG COMEDIES (12)

Auto Antics (F) .....July 22 10m.
Dog Daze (F) .....July 1 11m.
Joy Scouts (F) .....June 24 10m.

'39-'40 (8)

Captain Spanky's Showboat (F) ....Sept. 9 11m.
Dad for a Day (G)....Oct. 21 11m.

PASSING PARADE (10)

Angel of Mercy (E)...May 20 10m.
Giant of Norway, The (E) .....June 24 11m.
One Against the World (E) .....Aug. 19 11m.
Story That Couldn't Be Printed (E) .....July 22 11m.
Unseen Guardians (G)..Aug. 26 11m.
Yankee Doodle Goes to Town (E) .....June 17 11m.

PETE SMITH SPECIALTIES (15)

Culinary Carving (E)..July 1 9m.
Football Thrills of 1938.Sept. 16 10m.
Poetry of Nature (E)..June 17 8m.
Radio Hams (G) .....May 20 10m.
Set 'Em Up (E)..... 10m.
Take a Cue (E).....Aug. 12 9m.

'39-'40 (13)

Let's Talk Turkey (G)..Oct. 28 10m.
Ski Birds .....Nov. 18 8m.

ROBERT BENCHLEYS (8)

Home Early (F) .....May 27 9m.
How to Eat (G).....June 10 10m.

'39-'40 (4)

Day of Rest, The (F)...Sept. 16 9m.

PARAMOUNT

One Reel

BETTY BOOP (12)

Musical Mountaineers (F).May 12 7m.
Rhythm on the Reservation (F) .....July 7 6m.
Scared Crows, The (F).June 9 6m.
Yip, Yip, Yippy (F)...Aug. 11 6m.

COLOR CLASSICS (6)

(Technicolor)

Barnyard Brat (F).....June 30 7m.

'39-'40 (6)

Fresh Vegetable Mystery, The (G) .....Sept. 29 7m.

COLOR CRUISES (7)

(Cinecolor)

Colombia (F) .....July 21 10m.
Jamaica (G) .....May 26 9m.

'39-'40 (7)

Chile .....Nov. 10 —m.
Ecuador (F) .....Sept. 1 10m.
Peru (F) .....Oct. 6 9m.

HEADLINERS (15)

Sweet Moments (G) R. Morgan and Orchestra .....Aug. 18 11m.
Tempo of Tomorrow (G) R. Himber & Orchestra.June 2 11m.

'39-'40 (10)

Artie Shaw's Class In Swing (E) A. Shaw & Orchestra.Sept. 8 10m.
Flo Rito, Ted, and Orchestra (G) .....Oct. 6 11m.
Here's Hal H. Kemp & Orchestra.Nov. 24 —m.
Moments of Charm of 1940 (G) P. Spitalny & All-Girl Orchestra .....Oct. 27 11m.
(Technicolor)

PARAGRAPHICS (13)

Breaking the News (G).Aug. 25 10m.
Farewell, Vienna (G)..June 23 10m.

'39-'40 (10)

Busy Little Bears (F)..Oct. 20 10m.
Public Hobby Number One (G) .....Sept. 22 11m.
Bits of Life.....Nov. 17 11m.

PICTORIALS (12)

No. 11 — Three Rivers (F) .....June 2 11m.
No. 12 — Storks — Alaska—Monkeys (F).July 14 10m.

POPEYE (12)

Ghosks Is the Bunk (F).June 16 7m.
Hello How Am I (F)..July 14 6m.
It's the Natural Thing to Do (F) .....July 28 7m.

'39-'40 (12)

Never Sock a Baby (G).Nov. 3 6m.

POPULAR SCIENCE (6)

(Cinecolor)

No. 6 (G) .....Aug. 4 9m.

'39-'40 (6)

No. 1 (G) .....Sept. 15 11m.
No. 2 (E) .....Nov. 3 10m.

SPORTLIGHTS (12)

Death Valley Thrills (G).June 9 10m.
Watch Your Step (F)..July 7 10m.

'39-'40 (13)

Aqua-Rhythm (G) ....Nov. 24 10m.
Catching Whoppers (F).Oct. 13 10m.
Desert Adventure, A (G).Sept. 22 10m.
Dog Is Born, A (G)....Nov. 3 10m.
Hydro-Maniacs (G) ...Sept. 1 10m.

SYMPHONIC SERIES

'39-'40 (3)

Blue Danube, The (E)..Sept. 29 10m.
Merry Wives of Windsor (E) .....Oct. 27 9m.
William Tell .....Nov. 24 —m.

UNUSUAL OCCUPATIONS (6)

(Cinecolor)

No. 6 (F) .....June 16 10m.

'39-'40 (6)

No. 1 (G) .....Oct. 13 11m.
No. 2 .....Nov. 17 —m.

RKO-RADIO

Two Reel

EDGAR KENNEDY (6)

Feathered Pests (F) ...July 14 16m.

'39-'40 (6)

Act Your Age (G).....Oct. 6 18m.
Kennedy the Great (G).Dec. 1 19m.
Slightly at Sea (F)....Feb. 9 16m.

HEADLINER COMEDIES (4)

Sales Slip (F) E. Truex .....July 21 17m.

LEON ERROLS (6)

Ring Madness (G).....June 30 19m.

'39-'40 (6)

Truth Aches (G).....Nov. 3 19m.
Wrong Room (G).....Sept. 22 19m.

THE MARCH OF TIME (13)

No. 11—War, Peace and Propaganda (E) ....June 9 19m.
No. 12 — The Movies March on (E) .....July 7 22m.
No. 13—Metropolis, 1939 (E) .....Aug. 4 18m.

'39-'40 (13)

No. 1 — Soldiers With Wings (E) .....Sept. 1 19m.
No. 2—The Battle Fleets of England (E) .....Sept. 29 19m.
No. 3 — Uncle Sam, the Farmer (G) .....Oct. 27 18m.
No. 4 .....Nov. 24 —m.

RADIO FLASH (4)

Marriage Go Round (F).July 28 18m.

'39-'40 (8)

Blamed for a Blonde (F) R. Atwill .....Oct. 20 16m.
Chicken Feed (B) B. Gilbert .....Jan. 19 18m.
Coat Tales (G) J. Prouty .....Nov. 17 18m.
Twincuplets (G) ..... 19m.

SPECIAL

Five Times Five (E) Dionne Quintuplets ..July 21 19m.

WESTERN MUSICAL (4)

Sagebrush Serenade (G) June 16 19m.

'39-'40 (4)

Bandits and Ballads (F) Dec. 29 17m.
Cupid Rides the Range (G) .....Sept. 8 18m.

One Reel

INFORMATION PLEASE

'39-'40 (13)

No. 1 (E) .....Sept. 8 11m.
No. 2 (E) .....Oct. 6 11m.
No. 3 (G) .....Nov. 3 10m.

REELISMS (13)

Pack Trip (G) .....Aug. 18 9m.
Swinguet (F) .....May 26 8m.
World of Tomorrow (G).June 23 9m.
Zoo (G) .....July 21 9m.

'39-'40 (13)

Acres of Plenty (F)....Oct. 13 9m.
American Royal (G)...Nov. 10 9m.
Nevada Unlimited (G)..Sept. 15 8m.

SPORTSCOPES (13)

Devil Drivers (G).....June 16 9m.
Kennel Kings (G).....Aug. 11 9m.
Riding the Crest (G)..July 14 9m.

'39-'40 (13)

Gun Play (F) .....Sept. 1 9m.
Hunting Hounds (G)...Sept. 29 9m.
Ice Cutters (F) .....Oct. 27 9m.
Winter Playground ....Nov. 24 9m.

WALT DISNEY'S CARTOONS (18)

Autograph Hound, The (E) .....Sept. 1 8m.
Beach Picnic, he (E)...June 9 8m.
Donald's Penguin (E)..Aug. 11 8m.
Pointer, The (E).....July 21 8m.
Sea Scouts (E) .....June 30 8m.

'39-'40 (18)

Officer Duck (E).....Sept. 22 8m.

REPUBLIC

SERIALS (4)

Dare Devils of the Red Circle (G) C. Quigley, C. Landis.June 10 (12 episodes)
Dick Tracy's G-Men (G) R. Byrd, P. Isley....Sept. 2 (15 episodes)
Zorro's Fighting Legion R. Hadley, S. Darcy..Dec. 16 (12 episodes)

20th CENTURY-FOX

One Reel

ADVENTURES OF A NEWSREEL CAMERAMAN

'39-'40 (4)

Conquering the Colorado (E) .....Aug. 18 11m.
Filming the Fleet (E)..Oct. 27 11m.

DRIBBLEPUSS PARADE

'39-'40 (6)

"Monkies Is the Cwazlest People" (G) .....Sept. 29 9m.
Silly Season, The (F)..Dec. 8 9m.

FASHION FORECAST (4)
(Technicolor)
Summer Styles (E) ....July 7 10m.
'39-'40 (4)
No. 5—Fall Fashions (G) .....Sept. 15 10m.
No. 6—Winter Fashions. Dec. 22 —m.

MAGIC CARPET OF MOVIETONE (6)
Good Neighbors (E) ..May 26 10m.
Tempest Over Tunis (E).June 9 10m.
'39-'40 (6)
Aghileen Pinnacles, The (G) .....Nov. 10 11m.
Birthplace of Icebergs (E) .....Aug. 4 11m.
Evergreen Empire, The (G) .....Oct. 13 11m.

SPORTS REVIEWS (6)
Sports Immortals (G)..June 23 10m.
Youth in the Saddle (G).July 21 10m.
'39-'40 (6)
Big Game Fishing (F).Sept. 1 10m.
Clocking the Jockies (G).Nov. 24 11m.

TERRYTOONS (26)
Africa Squawks (S) ...June 30 6m.
Barnyard Baseball (B)..July 14 6m.
(Technicolor)
Bully Romance, Gandy Goose in a (F) ..June 16 6m.
Old Fire Horse, The (G).July 28 7m.
Prize Guest, The (B)..June 2 6m.
'39-'40 (26)
Black and White
Golden West, The (B)..Aug. 25 7m.
Hitch-Hiker, The .....Dec. 1 —m.
Mouse and a Million, A (F) .....Nov. 2 7m.
Sheep in the Meadow (G) .....Sept. 22 7m.
Untitled .....Dec. 15 —m.
Watchdog, The (F) ...Oct. 20 7m.
Technicolor
First Robin, The.....Dec. 29 —m.
Hook, Line and Sinker (F) .....Sept. 8 7m.
Orphan Duck, The (G)..Oct. 6 7m.
Two Headed Giant (F).Aug. 11 7m.
Wicky-Wacky Romance..Nov. 17 —m.

UNITED ARTISTS

One Reel
WORLD WINDOWS (12)
(Technicolor)
Arabian Bazaar (G)....Sept. 1 10m.
Eternal Fire (G) ..... 10m.
Fox Hunting in the Roman Campagna (E) 10m.
Jerusalem (E) ..... 10m.
Petra the Lost City (E).Aug. 1 10m.
Rome Symphony (E)... 10m.
Ruins of Palmyra .....Oct. 1 —m.
Wanderers of the Desert (G) .....July 1 10m.

UNIVERSAL

Two Reel
MUSICALS (13)
Gels and Gallons (G) East and Dumka.....July 12 17½m.
Swing Sanatorium (F) Collins & Stone .....June 14 18m.
With Best Dishes (F) L. Roth, G. Kemper..Aug. 9 17m.
'39-'40 (13)
Boy Meets Joy (F) P. Tomlin, J. Hodges.Sept. 6 17m.
Rhumba Land W. Shaw .....Nov. 18 18½m.
Snow Follies L. Roth, King Sisters Dec. 13 —m.
Swing Hotel (G) D. Daly and Orchestra.Oct. 18 18m.

SERIALS
'39-'40 (4)
Conquering the Universe, Flash Gordon in L. Crabbe .....Apr. 9 (12 episodes)
Green Hornet, The (G) G. Jones, A. Nagel..Jan. 9 (13 episodes)
Oregon Trail, The (G) J. Brown, L. Stanley.July 4 (15 episodes)
Phantom Creeps, The (G) B. Lugosi, D. Arnold.Oct. 17 (12 episodes)

SPECIAL
'39-'40 (1)
March of Freedom, The (E) .....Sept. 6 20m. (Pre-released June 7)

One Reel
GOING PLACES (13)
No. 64 (F) .....June 26 9m.
No. 65 (F) .....July 17 9m.
'39-'40 (15)
No. 66 (G) .....Sept. 25 9m.
No. 67 (F) .....Oct. 16 9m.
No. 68 (G) .....Nov. 13 9m.
No. 69 .....Dec. 11 —m.

STRANGER THAN FICTION (13)
No. 63 (F) .....June 5 9m.
No. 64 (G) .....July 3 10m.
No. 65 (G) .....Aug. 7 9m.
'39-40 (15)
No. 66 (G) .....Sept. 18 8½m.
No. 67 (G) .....Oct. 9 9m.
No. 68 (F) .....Nov. 6 9m.
No. 69 .....Dec. 4 —m.
No. 70 .....Dec. 18 —m.

WALTER LANTZ CARTUNES (26)
Arabs With Dirty Fezzes (G) .....July 31 7m.
Bird on Nelly's Hat (F).June 19 7m.
Bola Mola Land (B) . May 29 7m.
Silly Superstition (F)...Aug. 28 7m.
Slaphappy Valley (G). Aug. 21 7m.
Snuffy's Party (F) ...Aug. 7 7m.
Stubborn Mule (F)....July 3 7m.
'39-'40 (13)
(Technicolor)
A-Haunting We Will Go (G) .....Sept. 4 7m.
Life Begins for Andy Panda (G) .....Oct. 9 8½m.
Scrambled Eggs ..... Nov. 20 —m.
Sleeping Princess, The. Dec. 4 —m.

VITAPHONE

Two Reel
BROADWAY BREVITIES (22)
Broadway Buckaroo (G) R. Skelton .....June 3 20m.
Seeing Red (G) R. Skelton ....Aug. 26 20m.
Swing Opera, A (F)....July 22 18m.
Wardrobe Girl (E) G. Manners, L. Allen.June 17 20m.
'39-'40 (10)
Double or Nothing (E). 19m.
Ice Frolics (G) E. Gardner, Merry Macs .....Oct. 28 17m.
Remember When? (E) Eton Boys, R. Ragland 20m.
Slapsie Maxie's (E) M. Rosenbloom .....Sept. 16 17m.
World's Fair, Jr. Kiddie Revue .....Dec. 9 —m.

TECHNICOLOR PRODUCTIONS (8)
Bill of Rights, The (G).Aug. 12 22m.
Quiet, Please (G) F. Feld, C. Foy... July 22 18m.
Ride, Cowboy, Ride (E) D. Morgan ..... Sept. 9 22m.
Sons of Liberty (E) C. Rains, G. Sondergaard .....May 27 20m.
'39-'40 (8)
Monroe Doctrine (E)...Oct. 14 22m.
Old Hickory .....Jan. 8 —m.
Royal Rodeo J. Payne .....Nov. 25 —m.

One Reel
COLOR PARADE (13)
For Your Convenience (G) .....May 20 10m.
Mechanix Illustrated No. 5—(G) .....June 10 10m.
No. 6—(F) .....Aug. 5 9m.
Modern Methods (F)...July 15 10m.
'39-'40 (10)
American Saddle Horses.Nov. 11 —m.
Mechanix Illustrated No. 1—(G) .....Sept. 30 10m.
No. 2 .....Dec. 2 —m.
Untitled .....Oct. 21 —m.
Untitled .....Nov. 11 —m.

FLOYD GIBBONS (13)
Haunted House (G)....June 3 12m.
Lives in Peril (F)....July 1 12m.
Three-Minute Fuse (G).July 29 11m.
Verge of Disaster (G)..Aug. 26 9m.

LOONEY TUNES (16)
Polar Pals (G) .....June 3 7m.
Porky's Picnic (G)....July 15 7m.
Scalp Trouble (G).....June 24 7m.
Wise Quacks (F).....Aug. 5 7m.
'39-'40 (16)
Film Fan, The.....Dec. 16 —m.
Jeepers Creepers (G)...Sept. 23 7m.
Naughty Neighbors (F).Oct. 7 7m.
Pied Piper Porky.....Nov. 4 —m.
Porky's Hotel (G) ....Sept. 2 7m.
Porky the Giant Killer..Nov. 18 —m.

MELODY MASTERS (18)
Clinton, Larry, and Orchestra (G) .....May 20 10m.
DeLange, Eddie, and Orchestra (F) .....Aug. 12 9m.
Osborne, Will, and Orchestra (G) .....July 22 10m.
Rio, Rita, & All-Girl Orchestra (F) .....July 1 10m.
Shaw, Artie, and Orchestra (G) .....July 22 10m.
Stevens, Leith, & Orchestra (F) .....June 10 10m.
'39-'40 (10)
Lopez, Vincent, and Orchestra (G) .....Sept. 30 10m.
Organ Novelty, An (G) The Crawfords ..... 9m.
Rubinoff and His Orchestra (G) .....Nov. 11 8m.
Shaw, Artie, and Orchestra .....Dec. 30 —m.
Swing Styles (G).....Sept. 2 10m.

MERRIE MELODIES (26)
(Technicolor)
Believe It or Else (G) June 3 7m.
Dangerous Dan McFoo (G)July 15 7m.
Detouring America (G) Aug. 26 7m.
Hare-um Scare-um (F) Aug. 12 7m.
Hobo Gadget Band (G).June 17 7m.
Little Brother Rat (F) Sept. 2 7m.
Naughty But Mice (F). May 20 7m.
Old Glory (E) .....July 1 10m.
Show Man's Land (G)..July 29 7m.
'39-'40 (26)
Curious Puppy .....Dec. 30 —m.
Fresh Fish (E) .....Nov. 4 7m.
Good Egg (F) .....Oct. 21 7m.
Fagin's Freshman .....Nov. 18 —m.
Land of the Midnight Fun (E) .....Sept. 23 7m.
Little Lion Hunter (G) Oct. 7 7m.
Screwball Football .....Dec. 16 —m.
Sioux Me (G) .....Sept. 9 7m.
Sniffles and Bookworm...Dec. 2 —m.

TECHNICOLOR SPECIALS (4)
Romance in Color (G).Aug. 19 10m.

VARIETIES (12)
Deen of the Pasteboards (G) L. Zingone .....May 27 10m.
One Day Stand (E)....Aug. 19 10m.
Right Way, The (G) I. Rich, H. O'Neill...July 1 9m.
Witness Trouble (G).. Grouch Club .....July 29 10m.
'39-'40 (6)
Sword Fishing (E).... Oct. 21 10m.
Vote Trouble (G).....Sept. 9 10m.

COMMERCIAL

All In One (G) ... 10m.
Behind the Mike (E)... 9m.
Circus Daze (G) .. 9m.
Current Flashes (G) .. 10m.
Hitting the Roof (G) 10m.
Holiday Greeting Shorts (E) ..... 1½, ¾m.
How to Make a Sales Presentation Stay Presented (F) ... 30m.
Miami Miracle (G) ... 10m.
Modeled for Distinction (G) ..... 10m.
More Power to You (E) 10m.
New England Yesterday and Today (E) .. 20m. (Also a 10-minute version)

Radio Blockade (E)... 9m.
Sea Food (G)..... 12m.
Ski Trails of New France (G) .. . .. 11m.
Vacuum Control (E) ... 10m.

MISCELLANEOUS

Adventures in the Jungle (G) ... . 26m.
Afternoon at a Bull Fight (F) ..... 10m.
Anti-Mutuel Talk ..... 3m.
Aquabatics (G) ..... 9m.
Armstrong, Henry, vs. Lou Ambers Fight Pictures (G) ..... 21m.
Ave Maria, Our Lady of Chartres (G) ... 10m. (Also a 2-reel version)
Baer, Max, vs. Louis Nova Fight Pictures (G).. 15m.
Behind Spanish Lines (F) 19m.
Bettina, Melio, vs. Billy Conn Fight Pictures (F) ..... 27½m.
Birth of the Movies (E) 18m.
California Today (F).. 10m.
Calling on Cairo (G)... 8m.
China Fights On (F) .. 18m.
Chinook's Children (E). 10m.
Dagestan (F) ..... 10m.
Diamond Minds (F).... 10m.
Flying Frogs, The (G). 10m.
Footsteps of Saint Patrick (F) ..... 24½m.
Fountain of Bakhchisarai, The (G) ..... 10m.
Four Seasons (E)..... 3m.
For Auld Lang Syne (G) 10m.
Galento, Tony, vs. Joe Louis Fight Pictures (G) ..... 20m.
Gems of the Orient (E) 10m.
Getting Your Money's Worth (G) ..... 11m.
Great Train Robbery, The (—) ..... 10m.
Happy Landing, A (F). 8m.
Highlights of London (G) 10m.
Homes of Today (E).. 11m.
Honoring a People's Poet (B) ..... 5m.
In Old Morocco (G)... 8½m.
Irish Isle, The (F).... 10m.
Island of Love (F)..... 10m.
Joe Louis Versus Bob Pastor Fight Pictures (G) ..... 28m.
Journey to Normendy, A (G) ..... 10m.
Kilmainham Jail (G)... 28m.
Let My People Live (G) 19m.
Louis, Joe, vs. Jack Roper, Jr., Fight Pictures (G) ..... 16m.
Makassar (G) ..... 10m.
Mat Meulers (E) ..... 10m.
Memory Lingers On, The (G) ..... 10½m.
Miracles of Modernization (F) ..... 9m.
Monsters of the Deep (F) 26m.
Mother, The (G)..... 10m.
Musical Moments (F)... 20m.
North Sea (G) ..... 24m.
Ocean, Thou Mighty Monster (G) ..... 11m.
Peasant's Wedding, The (F) ..... 35m.
Plant Power (G) ..... 10m.
Pope Pius XI, Pope of Peace (G) ..... 10m.
Raiders Over England (F) 18m.
Rembrandt (E) .... 10m. (Also a 2-reel version)
Seabiscuit (G) ..... 19m.
Service in Submarines (E) ..... 10m.
School of Talent (G).. 10m.
She Shall Have Music (F) 35m.
Southern Beauties (F).. 10m.
Spy Menace, The (F)... 11m.
Starlight Night (G) . 27m.
Story of Our Flag, The (F) ..... 11m.
Swing's the Thing (G). 18m.
Technicolor Test Reel (E) ..... 9m.
Terzo Annuale dell' Impero col Discorse del Duce (G) ..... 10m.
Touchdown (G) ..... 9m.
Warning, The (G) ... 36m.
Wild Innocence (—) .. 34m. (Also a 44-minute version: see review of feature, Blue Section, page 50)
Winners of the International Violin Contest (G) 10m.
Zoo in Manhattan (G). 10m.

THE EXHIBITOR'S NATIONAL RELEASE DATE GUIDE

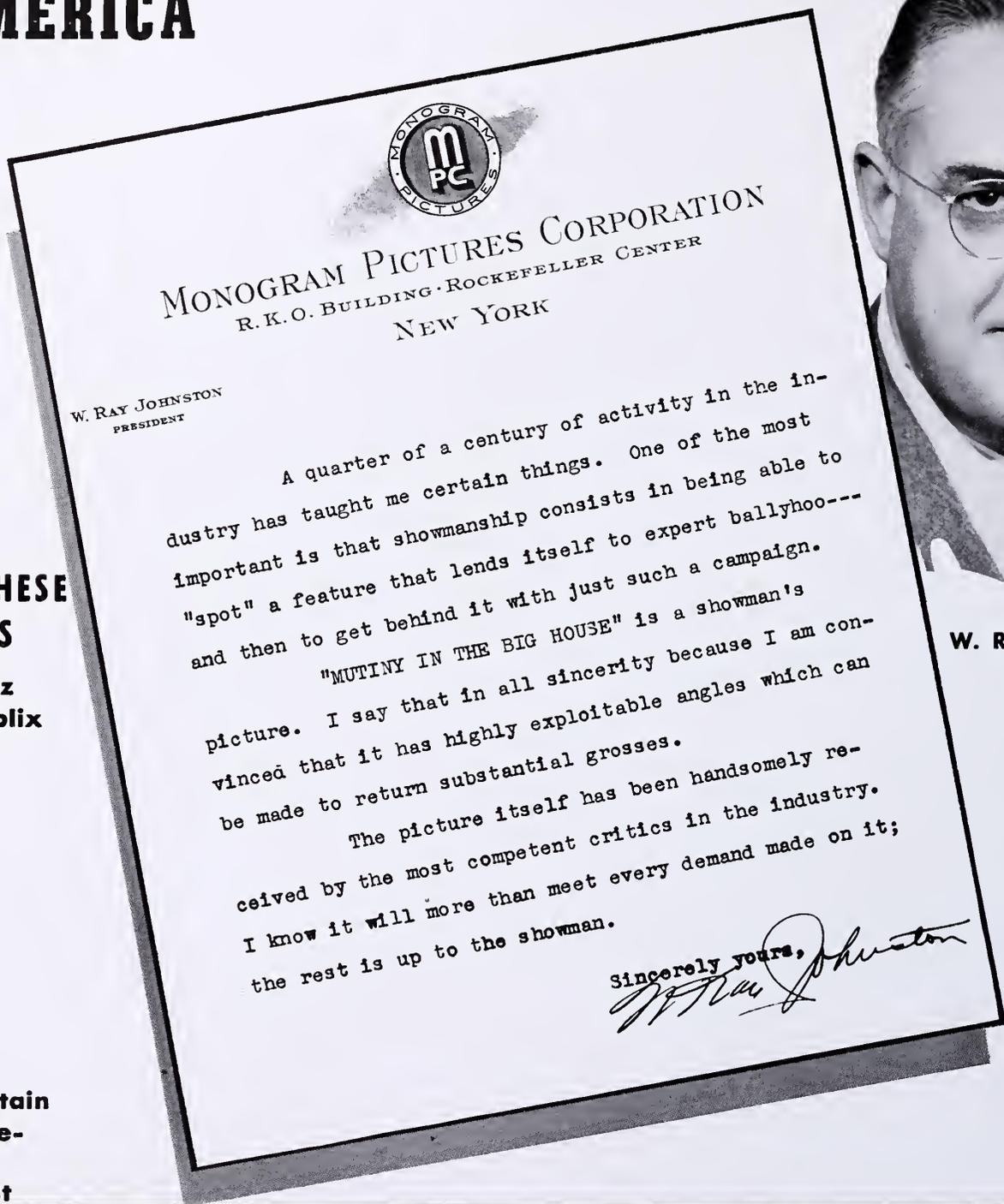
Pictures listed are in the order of their release by the several companies, placed as closely as possible to the correct date. This Guide is subject to changes in dates, titles, and casts, as made by the companies' home offices. For convenience, westerns are designated by a W following the title, which should not be confused with (W) in the Warner-First National column, where the letter designates a Warner picture.

	COLUMBIA	METRO	MONOGRAM	PARAMOUNT	RADIO	REPUBLIC	20th-FOX	UNITED ARTISTS	UNIVERSAL	WARNERS FIRST NAT.
OCT 27	Beware Spooks! J. Brown, M. Carlisle Miracle of Main Street W. Abel, Margo	Bad Little Angel V. Weidler, G. Reynolds	Mutiny in the Big House C. Bickford, B. MacLane Overland Mail, W J. Randall	Disputed Passage D. Lamour, A. Tamiroff	Sued for Libel K. Taylor, L. Hayes	Jeepers Creepers Weaver Brothers, Elviry, R. Rogers	The First World War (Re-issue) 20,000 Men a Year R. Scott, M. Healy M. Lindsay		Little Accident Sandy, M. Auer	The Roaring Twenties (W) J. Cagney, H. Bogart, P. Lane
NOV 3	The Stranger From Texas, W C. Starrett, I. Meredith	Ninotchka G. Garbo, M. Douglas, I. Claire	Danger Flight J. Trent, M. Reynolds Fighting Mad J. Newill, S. Blane	Law of the Pampas, W W. Boyd, S. Duna R. Hayden	The Flying Deuces S. Laurel, O. Hardy The Marshal of Mesa City, W G. O'Brien, V. Vale	Main Street Lawyer E. Ellis, A. Louise	Heaven With a Barbed-Wire Fence J. Rogers, R. Walburn		The Road Back (Re-issue) Call a Messenger B. Halop, R. Armstrong Legion of Lost Fliers R. Arlen, A. Devine	Kid Nightingale (W) J. Payne, J. Wyman
10	Blondie Brings Up Baby P. Singleton, A. Lake	Remember? R. Taylor, G. Garson, L. Ayres	Heroes in Blue D. Purcell, B. Hayes Raiders Over England (Two-Reeler)	The Cat and the Canary B. Hope, G. Sondergaard P. Goddard	Allegheny Uprising J. Wayne, C. Trevor	The Covered Trailer Higgins Family	Drums Along the Mohawk C. Colbert H. Fonda (Technicolor)		First Love D. Durbin, R. Stack One Hour to Live C. Bickford, D. Nolan, J. Litel	The Private Lives of Elizabeth and Essex (W) B. Davis, E. Flynn (Technicolor)
17		Another Thin Man W. Powell, M. Loy C. Smith	The Phantom Strikes S. Hale, W. Lawson, L. Henry (English-made)	Rulers of the Sea D. Fairbanks, Jr., W. Fyffe	Meet Dr. Christian J. Hersholt, D. Lovett	Rovin' Tumbleweeds, W G. Autry, S. Burnette ('38-'39)	The Jones Family in Too Busy to Work The Jones Family		Tower of London B. Rathbone, B. Karloff, N. Grey	The Dead End Kids on Dress Parade (W) Dead End Kids, J. Litel
24	The Amazing Mr. Williams J. Blondell, M. Douglass	The Secret of Dr. Kildare L. Ayres, L. Barrymore, L. Day	Roll, Wagons, Roll, W T. Ritter, M. Evans	Our Neighbors, The Carters F. Bainter, F. Craven	That's Right, You're Wrong K. Kyser and Orchestra, L. Ball A. Menjou	Cowboy From Texas, W 3 Mesquiteers Saga of Death Valley, W R. Rogers, G. Hays, D. Barry	Day-Time Wife T. Power, L. Darnell, B. Barnes	Send Another Coffin P. O'Brien, R. Terry, E. Arnold (Wanger)	The Big Guy V. McLaglen, J. Cooper Chip of the Flying U. W J. Brown, B. Baker	We Are Not Alone (FN) P. Muni, J. Bryan, M. Robson
DEC 1	Cafe Hostess P. Foster, A. Dvorak I Married Adventure O. Johnson (Special)	Joe and Ethel Turp Call on the President L. Stone, A. Sothern, W. Gargan	Yukon Flight J. Newill, L. Stanley	Night of Nights P. O'Brien, O. Bradna, R. Young	Reno R. Dix G. Patrick, A. Louise		Charlie Chan in City in Darkness S. Toler, S. Bari Inspector Hornleigh on Holiday G. Harker, A. Sim, (English-made)		Laugh It Off J. Downs, C. Moore	The Return of Doctor X (FN) W. Morris, R. Lane, H. Bogart
8	Fugitive at Large J. Holt, P. Ellis, S. Fields	Henry Goes Arizona F. Morgan, V. Weidler, G. Kibbee	West of the Divide, W Lucky Texan, W J. Wayne Re-issues The Gentleman From Arizona, W	The Llano Kid T. Guizar, E. Dunn, A. Mowbray, G. Sondergaard	Two Thoroughbreds J. Brodell, J. Lydon, J. Kerrigan		The Barricade W. Baxter, A. Faye, C. Wininger		The Man From Montreal R. Arlen, A. Devine	Private Detective (FN) J. Wyman, D. Foran
15	Taming of the West, W B. Elliott, I. Meredith	Nick Carter, Master Detective W. Pidgeon, R. Johnson, H. Hull	Pioneer Days, W J. Randall Four Just Men H. Sinclair, F. Lawton (English-made)	All Women Have Secrets J. Allen, Jr., Jean Cagney, V. Dale			The Honeymoon's Over S. Irwin, M. Weaver, J. Gale		Missing Evidence P. Foster, I. Hervey West of Carson City, W J. Brown, B. Baker	The Mad Empress (FN) M. Novara, L. Atwill
22	His Girl Friday C. Grant, R. Russell, R. Bellamy	Judge Hardy and Son The Hardy Family	West-Bound Stage, W T. Ritter	Gulliver's Travels Full-length cartoon, by M. Fleischer (Technicolor)	Married and in Love B. Read, A. Marshall, P. Knowles		Everything Happens at Night S. Henie, R. Milland, R. Cummings	Rebecca L. Olivier, J. Fontaine, J. Anderson, R. Denny (Selznick)	The Invisible Man Returns C. Hardwicke, V. Price, N. Grey	Four Wives (FN) Lane Sisters, G. Page, C. Rains, J. Lynn, M. Robson
29		Balalaika N. Eddy, I. Massey, C. Ruggles	Rip Van Winkle ('39-'40)	The Great Victor Herbert W. Connolly, M. Martin, A. Jones	Hunchback of Notre Dame C. Laughton, M. O'Hara Legion of the Lawless, W George O'Brien		The Cisco Kid and the Lady C. Romero, M. Weaver		Destry Rides Again J. Stewart, M. Dietrich, M. Auer	A Child Is Born (W) J. Lynn, C. George, G. Fitzgerald
JAN 5				Geronimo! P. Foster, A. Devine, E. Drew			Swanee River D. Ameche, A. Leeds, A. Jolson		Riders of Pasco Basin, W J. Brown, B. Baker, F. Knight	

PRODUCERS DISTRIBUTING CORPORATION

October 15: Hitler—Beast of Berlin—R. Drew, S. Duna; November 1: Torture Ship—L. Talbot, J. Wells; November 15: Buried Alive—B. Roberts, R. Wilcox; November 25: Gold Star Mothers (no cast available); December 1: Invisible Killer—R. Drew, G. Bradley.

AN OPEN LETTER TO THE SHOWMEN OF AMERICA



MONOGRAM PICTURES CORPORATION
R.K.O. BUILDING · ROCKEFELLER CENTER
NEW YORK

W. RAY JOHNSTON
PRESIDENT

A quarter of a century of activity in the industry has taught me certain things. One of the most important is that showmanship consists in being able to "spot" a feature that lends itself to expert ballyhoo--- and then to get behind it with just such a campaign.

"MUTINY IN THE BIG HOUSE" is a showman's picture. I say that in all sincerity because I am convinced that it has highly exploitable angles which can be made to return substantial grosses.

The picture itself has been handsomely received by the most competent critics in the industry. I know it will more than meet every demand made on it; the rest is up to the showman.

Sincerely yours,
W. Ray Johnston

W. RAY JOHNSTON

SOLD TO THESE CIRCUITS

- Balaban & Katz
- Comerford-Publix
- Schine
- Essaness
- Harris
- Warner-Saxe
- Gregory
- Interstate
- Publix-Denver
- Fox-Midwest
- Kincey
- Butterfield
- Great States
- Fox Intermountain
- Saenger Amusement Co.
- Fox West Coast

"MUTINY IN THE BIG HOUSE"

Directed by WILLIAM NIGH
Associate Producer GRANT WITHERS • Screenplay by ROBERT D. ANDREWS
Original story by MARTIN MOONEY
A MONOGRAM PICTURE

STARRING
CHARLES BICKFORD
BARTON MACLANE

"This one is worth 'A' playing time." — Red Kann, Boxoffice

"Smartly contrived, briskly stimulating." — Motion Picture Herald

"Action and suspense pile up the thrills." — Jay Emanuel

"Best prison picture Hollywood has given the world." — Hollywood Spectator

"Strong dramatic picture will score with all patrons." — Film Daily

"Tense and thrilling — Monogram's Best." — Hollywood Reporter

THE EXHIBITOR

1918-1939

21 YEARS OF CONSTRUCTIVE EFFORT THAT HAVE RESULTED IN UNEQUALLED READER INTEREST, LOYALTY AND PAID CIRCULATION STANDING... IS CELEBRATED IN THIS "COMING-OF-AGE" ISSUE

NEW YORK STATE EDITION

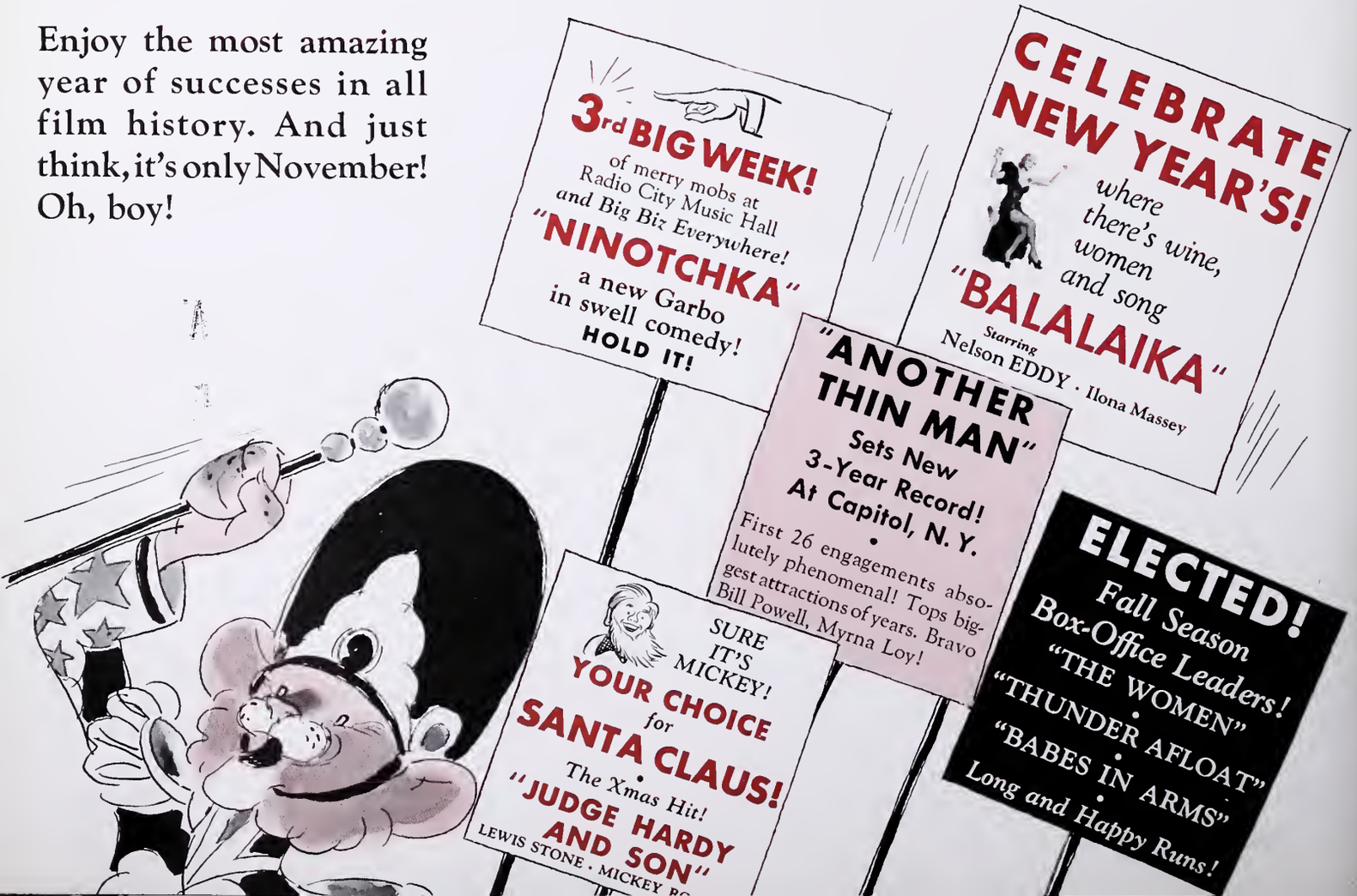
ENTERED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST OFFICE AT PHILADELPHIA, PA., UNDER THE ACT OF MARCH 3, 1879

NOVEMBER 29, 1939
VOL. 23 No. 3 PRICE 10 CENTS

DON'T GET CAUGHT OUT ON A LIMB–

while the M-G-M Hit Parade passes by!

Enjoy the most amazing year of successes in all film history. And just think, it's only November! Oh, boy!



...AND WE'VE GOT SOMETHING TO MAKE A NOISE ABOUT!

We've got the only advertising medium in the field that never lets you down! . . . NATIONAL SCREEN TRAILERS.

- **Only known advertising reaching all of your *customers* at every performance. Only known advertising which emphasizes the highlights of your picture in action as well as words.**
- **Only known advertising that is part of your show.**
- **Only known advertising that gives you an accurate check on how many people read your sales message. Only known advertising that makes them stop to LOOK *and* LISTEN. . . . They are in your theatre . . . CUSTOMERS in a mood to buy!**

We've got something to shout about because NATIONAL SCREEN TRAILERS *SELL SEATS!*

PUT IT OVER WITH A BANG with Special Announcement Trailers by **NATIONAL SCREEN SERVICE** ...made especially for you from your own copy or ours!

NATIONAL *Screen* SERVICE

PRIZE BABY OF THE INDUSTRY

CAGNEY in 'ROARING 20s' *from Warner Bro*

'DUST BE MY DESTINY' *from Warner Bros.* –

ESSEX' *from Warner Bros.* – *And* 'DRESS PAR

MUNI'S 'WE ARE NOT ALONE' (Jane Bryan;

And 'THE RETURN OF DR. X' *from Warner*

from Warner Bros. – *And* CAGNEY, O'BRIEN, BR

Warner Bros. – *And* OBERON in 'WE SHALL M

from Warner Bros. – *And* FLYNN in 'VIRGINIA CI

Hopkins, Randolph Scott) *from Warner Bros.* – *And*

S BORN' (Geraldine Fitzgerald) *from Warner B*

YEARS WITHOUT DAYS' (Garfield! O'Brien! S

from Warner Bros. – *And* 'BROTHER RAT AND

Priscilla Lane, Jane Bryan, Eddie Albert, Wayn

And 'INVISIBLE STRIPES' (Geo. Raft, Jane B

from Warner Bros. – *And* ROBINSON in 'DR

- And 'OLD MAID' from Warner Bros. – And

And DAVIS and FLYNN in 'ELIZABETH and

DE' ('Dead End' Kids) from Warner Bros. – And

y the author of 'Mr. Chips') from Warner Bros.

ros. – And 'FOUR WIVES' ('4 Daughters' Cast)

T in 'THE FIGHTING 69th' from

T AGAIN'

" (Miriam

A CHILD

s. – And

ridan!)

BABY'

Morris) from Warner Bros.

an, William Holden, Humphrey Bogart)

HRLICH' from Warner Bros.

JACK L. WARNER *In Charge of Production*
HAL B. WALLIS *Executive Producer*

NEXT FOR RADIO CITY

from Warner Bros.

PAUL MUNI

in

"We Are Not Alone"

By the Author of "Mr. Chips"

with JANE BRYAN • Flora Robson • RAYMOND SEVERN
UNA O'CONNOR • Directed by EDMUND GOULDING • Screen Play by James Hilton
& Milton Krims • From the Novel by James Hilton • Music by
Max Steiner • A Warner Bros.–First Nat'l Picture

ARE YOUR SAILS SET RIGHT FOR '40?

"Ships sail East
And ships sail West
By the same winds
That blow

It's not the gale
But the set of the sail
That determines
Where you go."

1940 will soon be sailing along. Twelve months of changing consumer preferences and prejudices, of shifting economic conditions, of varying factors which influence the spending plans of America.

. . . How well will your product, your sales plans fare? Are your sales and helm set to squeeze the utmost from the New Year's business weather?

You've got to know what's ahead of you next year. Assuming, estimating, and supposing won't help. You've got to know. And only through scientific marketing research can you be certain of charting an exact course. A thorough, unbiased study of facts as they really are will set your course for profits.

You already know Ross Federal's reputation for accuracy, speed, fairness, coverage. But maybe you don't know Ross Federal is an acknowledged leader in the field of marketing research, that marketing research is the one certain way for you to find out how your product rates with your public, that a few dollars spent in *finding out* —through scientific Ross Federal Research—can save many times its cost wasted in guesswork.

Today, experienced Ross Federal Research representatives will supply the facts, will ruthlessly pare away misleading or controversial opinions and uncover the vital forces to give you accurate guides for next year's plans.

These are not times to be drifting along. Right now is the time to set aside an allowance, in your budget, for scientific research to guide you through the unpredictable business year ahead.

With offices located in thirty-one key marketing centers from coast to coast, with bonded representatives strategically placed throughout every state in the Union, Ross Federal stands ready to meet your research requirement for 1940. Why not call in a Ross Federal man and talk it over.

ROSS FEDERAL RESEARCH
CORPORATION
18 EAST 48th STREET NEW YORK CITY

E D I T O R I A L

THE

EXHIBITOR

Vol. 23, No. 3 November 29, 1939

MEMBER AUDIT BUREAU OF CIRCULATIONS

A Jay Emanuel Publication. Covering the film territories in the Metropolitan East. Published weekly by Jay Emanuel Publications, Incorporated. Publishing office: 1225 Vine Street, Philadelphia, Pennsylvania. New York City office, 1600 Broadway. West Coast office, 1119 Poinsettia Drive, Hollywood, California. Representatives in Washington, D. C.; Albany, Buffalo, Boston, New Haven. Jay Emanuel, publisher; Paul J. Greenhalgh, business manager; Herbert M. Miller, managing editor. Subscription rates: $2 for one year; $5 for three years. Address all communications to 1225 Vine Street, Philadelphia, Pennsylvania.

Just In Passing

THE ANNUAL BOW TO WESTERNS

Elsewhere in this issue will be noted more on our annual bow to westerns. Therein should be found material interesting to the whole industry.

No better indication of what westerns mean at the box-office may be seen than in the announcement that 20th Century-Fox is to produce a cavalcade of westerns while Paramount is also toying with the idea of making a gigantic open air epic.

The No. 1 man in the western field is, of course, Gene Autry. Thanks to high standards of production and an amazing outburst of recognition by national, fan and trade magazines, Autry is the outstanding figure in the field, corresponding to the place held by Tom Mix in the silent days.

As far as we are concerned, we continued our 100 percent coverage of all westerns made. Every one produced by majors and independents was reviewed, an achievement which no other trade paper equalled.

Much has been said elsewhere of what the western means to the small town, where sophistication is an intruder, but during the past year it became apparent to a lot of theatres in the larger cities that their patrons could stand for a little open-spacing as a change from a steady diet. As a result, the western made headway in these situations in its attempt to take itself out of the Saturday matinee and night sphere.

Too much credit cannot be given the western producers, the men whose confidence in their product not only rode out those first sound days when 'the death knell of the western was sounded,' but who have spent good money for writers, photographers, technicians and better names to help lift the westerns into a higher bracket.

NOW WE ARE TWENTY-ONE

Now we are twenty-one—we've come of age—and it is with this realization we give the annual accounting of our stewardship.

The principal accomplishment of 1939 was the New England undertaking, bringing to the film men of that area a tradepaper operated on the same fundamental lines as those three preceding it. We think we have been successful. The subscription records would be enough to prove it, but we are far more enthused over the personal letters received from many industryites of that area.

It is not difficult to start a tradepaper, but it is a task to accomplish, in less than a year, a job which has taken others decades. If a boast is in order, we now do so.

Editorially, The Exhibitor adhered to the same principles of its 21 years of operation, seeking the problem and throwing the spotlight of publicity on it. A constructive, hardworking tradepaper cannot solve the headaches of our business, but it can bring them to the fore and let the recognized bodies take up the fight.

Mechanically. the scheme of things found us once again pioneering. Excellence in printing was continued and modern methods brought in line to give the best possible service. The layout saw new ideas, revamping, new type, and other details which might seem minor but which only proved once again that a successful tradepaper must keep pace with progress. Exhibitors endorse it for good reason.

Particularly are we proud of the monthly Better Management department with lithograph pictorial insert. First in the field to use the process, the section's success was the signal for others to follow. We might give you a hint of things to come, as well, but the equipment editor asked us not to divulge other, newer ideas for 1940.

Services were enhanced; new ones added. "The Tip-Off," which tells what the pictures are doing not in terms of estimated figures but in your own language, was perhaps the most successful. Exhibitors, we knew, would welcome it, but we were most surprised to find that the distributors, themselves, attest to its value.

Another important development was the inauguaration of "Hints in Newspaper Advertising," full page ad layouts on pictures, as used in leading cities of the country. Already the idea is being copied. And the unsolicited contributions from ad men means that they, too, know the department's value.

The Servisection was brought up to date, made more pertinent. The Shorts and Feature Check-Up is even more useful; the various indices are even more complete, and every service has been brought up to date.

We put the changes into effect, but the ideas, in a major sense, came from the exhibitors. Where it is mechanically possible, the exhibitor is always right.

The local coverage, unchallenged and unrivalled, continued with the backing of a host of capable correspondents; the photographic pages, week in and week out, pictured activities, local and national, within the business.

And so, briefly, this is an account of our stewardship. For 1940, we can only repeat what we have said before:

"We believe that a tradepaper should be run on the same principles as the industry, itself—confidence, fair dealing, sincerity and a common understanding. All this we have made a part of our foundation.. We are proud of our publications.

"Actually, this is your tradepaper. It belongs to you. Everything within it has been evolved from your suggestions. Just as the public directs the course of our great industry so you direct our course. Others have copied; we always tried to lead the way.

"And we ask your continued co-operation. In return, we pledge ourselves to the highest principles of trade journalism."

Jay Emanuel

QUAD.

Day-Time Wife

Tops first smash week of "Stanley and Livingstone" at Fox, St. Louis. Off to fast starts in openings elsewhere!

Tyrone POWER · Linda DARNELL

in

Day-Time Wife

with

WARREN WILLIAM · BINNIE BARNES
WENDY BARRIE · JOAN DAVIS

Directed by Gregory Ratoff

Associate Producer Raymond Griffith, Screen Play by Art Arthur & Robert Harari · Story by Rex Taylor

Darryl F. Zanuck in Charge of Production

20th CENTURY FOX

THE KEYSTONE OF YOUR FUTURE

TERRITORIAL HIGHLIGHTS

Brooklyn Mothers Now Ask Program Regulation

Hint at Boycott If No Co-operation

NEW YORK CITY—A hundred mothers laid plans last fortnight to bring about changes in the programs of the neighborhood movie houses in Brooklyn.

They met in the afternoon at the invitation of the Motion Picture Council of Brooklyn in the Central YMCA for a discussion of suitable entertainment for the growing boy and girl.

Mrs. Lewis P. Addoms, president of the council, pointed out that the motion picture constituted one of the greatest influences to which a child is subject today, and added that it was the kind of influence that could not easily be removed or altered.

The mothers expressed objections to the serials with alarming endings, gangsters movies, and the inferior films frequently presented as the secondary features of double-feature shows. Agreement was evident that something should be done to change the type of pictures that the neighborhood houses have been showing to children. The parents said they would especially campaign for wholesome, educational and entertaining pictures during the week-ends.

A participant pointed out that the motion-picture exhibitors can be made to realize what is needed only through the activity of parents and parent associations.

The possibility of making the children stay out of the movie houses for a week or two was advanced.

It was indicated that consideration would also be given to the suggestion that the Motion Picture Council, which was organized four years ago to make the public more discriminating and to campaign for improved pictures, place its stamp of approval on pictures found satisfactory for juvenile audiences.

"Bookies" Break

SCHENECTADY — P. Rapp, manager, Fabian, got a break last fortnight when the loss of wire information forced the local bookies to shut down.

A local daily gave the item a front page box and pointed to the sign on the front of the Plaza: "The Day the Bookies Wept."

Reade Keeps Paramount But Drops Convention Hall

Reveals Change in Asbury Park Operation

ASBURY PARK, NEW JERSEY—Walter Reade, operator of a circuit of theatres in New York and New Jersey, revealed last week that he has retained control of the board-walk Paramount for another

WALTER READE
Holds one, drops two

10 years, but cancelled his operating contract with the city covering the Casino and Convention Hall.

Theatre operator said that he had given the city $70,000 in bonds and $13,584.73 in cash, covering all rents and arrearages in connection with the Paramount. A landlord-tenancy action instituted in district court here in August by the city alleged that approximately $125,000 was owed on rent for the theatre. Reade at that time contended that the amount in default was covered by a cash rent guarantee of $110,000.

The new contract stipulates, Reade said, that he will not be required to operate the theatre building during the winter months. The original contract called for year-round operation and considerable discussion arose a year ago when the theatre closed for the winter.

Terming the Casino and Convention Hall "great liabilities" to the city, the theatre operator said that the Reade organization had incurred large losses in the operation of the two buildings.

Under terms of contracts with the city which still had two years to run, Reade paid the city 20 percent of proceeds from the two buildings.

Buffalo Exchangemen Work on Delivery Problem

Seek to Improve Service in Upstate Area

BUFFALO—Sydney Samson, 20th Century-Fox, last week appointed Kenneth Robinson, branch manager, Paramount; Ralph Maw, branch manager, Metro; Mary Ryan, office manager, Metro; Sydney Lehman, branch manager, United Artists; Francis Maxwell, booker, RKO; and Lou Blumenfeld, booker, 20th Century-Fox, to serve on the committee to work with the local MPTO and film carriers committee for the purpose of improving film deliveries in the Buffalo territory.

The meeting, called for November 20, was postponed to November 27, at the MPTO offices.

Mrs. Crabill Mourned

JAMESTOWN—Passing of Mrs. Josephine Mildred Jennings Crabill, wife of Warners district manager Ralph E. Crabill November 19 at her home here after an illness of seven months was mourned by all, She was 38.

Besides her husband, she is survived by a son, Ralph E. Crabill, Junior; her mother, Mrs. M. S. Jennings, Chicago, and two brothers, E. R. Jennings, New York City, and H. E. Jennings, Chicago. Funeral services were held November 21. Burial was in Sunset Hill Cemetery.

She had resided here for eight years since her husband's transfer from Warner's Albany district to this zone.

Syracuse Local Nominates

SYRACUSE—Nominations for officers of Local No. 376, operators union, last week were as follows:

President, Louis Boyd; secretary, Howard Kennar; treasurer, Lionel Wilcox; business managers, Harry Burley and Melvin Denny; executive board; Howard Kelley, Royce Burgess, Joseph Cecile, Walter Scarfe, William Doss, Denny and George Doss, two to be elected.

Alliedmen Rap Neely

SYRACUSE—Local Alliedmen, meeting here last week at the Hotel Syracuse, went on record as opposing the Neely Bill, and announced they would make every effort to defeat its passage.

There was a good attendance at the session presided over by Rap Merriman, with Ed Souhami, state counsel, present.

Syracuse Strand Closing

SYRACUSE—The local Strand, in the RKO-Schine pool, is scheduled to close today (November 29.)

MPA Holds Dance

NEW YORK CITY—Annual dinner and dance of the Motion Picture Associates November 25, at the Hotel Astor was a big success, with plenty raised for charity through the activity of the Jack Ellis-headed body.

Industryites from all branches attended the affair, which went into history as one of the biggest.

IN THE SPOTLIGHT

"MILL ON THE FLOSS." As the Standard production opened at the Astor last fortnight, a party was given in New York City at the Astor Hotel. Here, among those toasting the event, are Irvin Shapiro, Nathan Hirsch, Matty Radin, Martin Lewis, Sydney Franklin, Gilbert Josephson, and Philadelphia's Max Goldberg.

JOAN BLONDELL MEETS THE MPA (Below). At a recent meeting of New York City's motion picture Associates. Joan Blondell, star (with Melvyn Douglas) of Columbia's forthcoming "The Amazing Mr. Williams," is an honored guest with Dick Powell, also of the cinema. Top picture shows MPA President Jack Ellis, Powell, and Miss Blondell. Next are seen Harry Doniger, Ruby Greenberg, Jack Perley, Jack Fields, Nat Fields, and Tony Ricci. Next to the bottom are Sol Trauner, Henry Furst, Ellis, Powell, Miss Blondell, and Moe Sanders. At the bottom are seen some of the father-and-son combinations in the business, including the Kutinskys, the Rosenfelds, and the Buxbaums.

MARX BROS. "AT THE CIRCUS." Arnold Stolz, new manager, Warners' Avon, Utica, promoted this bar and give-away from the makers of Pepsi-Cola for an atmospheric gag to go along with the showing of the Metro picture with the Brothers Marx. Bags of nuts were also promoted for the occasion.

A LODGE IS BORN. Here are the officers of the newly founded Lodge No. 1365, B'nai B'rith, taken at the charter meeting last fortnight at the Hotel Edison, New York City. They are Max Blackman, Leon Schlesinger, Miles Ahearn, Harold Rodner, A. W. Schwalberg, Harry Goldberg, and Stewart Aarons.

LATE NEWS HIGHLIGHTS

Avert Theatres Shutdown As Studios Okay 10% Raise

May Be Surrendered February 15, However

HOLLYWOOD—Theatened shutdown of all motion picture theatres in the country was averted November 25 when Joseph M. Schenck, representing the producers, informed William Bioff, leader of the IATSE and head of a conference of studio unions, that the studios would tentatively meet union demands for a 10 percent increase.

Producers agreed to retain the 10 percent wage increase already accorded to 12,000 IATSE members and to include an additional 23,000 studio workers, affiliated with AF of L motion picture union in the advance. But the producers stipulated that the increases were to extend only until February 15 when they may be surrendered.

Terms of the settlement were set forth by Schenck in a letter to the union group as follows:

"On or about February 15, 1940, you will give us an opportunity to show you that the condition of this industry makes a continuance of wage increases impossible, and further to show you that we have taken every possible step within our power to readjust our business so as to make it possible to continue without recalling these wage increases.

"If we convince you that conditions are such that the wage increases should be surrendered by you, you agree to surrender such wage increases and secure surrender of wage increases granted to AF of L crafts subsequent to August 15, 1939.

"If the producers are unable to convince you and there is difference of opinion on this matter, the question of surrender of these increases shall be put to arbitration.

"The arbitration shall be held in Hollywood and begin immediately after either party declares."

The decision of the arbitrators would be final, it was said.

The producers originally had attempted to rescind an agreement of last September in which they granted the IATSE increase under protest. The new agreement for a 10 percent advance in pay was made retroactive to August 12. Alliance members received a similar retroactive concession in the September agreement.

The action was regarded as a truce rather than a settlement of Hollywood's labor difficulties.

Bioff had freely intimated that a studio strike call would be accompanied by similar orders to alliance projectionists in the country's leading theatres. Bioff's threat had the apparent support of high AF of L leaders, with the presence of Meyer Lewis, William Green's personal West Coast representative.

The producers' action culminated a night-long session at the 20th Century-Fox studio, where motion picture executives pondered the issues with Schenck.

The producers only agreed to the increase, Schenck said, because the industry did not want to tie up the payrolls of thousands of men and women, and did not intend to jeopardize the entertainment, rights of milions of men, women and children.

Schenck requested future meetings with the union representatives to effect a permanent agreement by February 15.

The new settlement involves virtually all studio unions, for the painters' union, while not a party to the strike threat, automatically will be included in the wage increase. The painters' demands for a 15 percent increase are still pending but in union quarters it was regarded as likely they would accept the lesser amount.

The strike of craftsmen would have thrown out of work 30,000 studio employees, including directors, actors and writers, who have entered a 10-year non-strike agreement with the producers.

Union sources estimated the annual increase to studio workers in settlement would amount to about $3,000,000. They said that because of the casual nature of their employment, the annual wages of the studio craftsmen average only about $900.

The recent wage increase received by the IATSE unions brought their pay scale to a range of from 90.8 cents an hour for laborers to $149.50 a week for cameramen.

Bioff had threatened to close every theatre in the United States over the week end if producers continued to refuse to accede to the union's demands.

Terms of the settlement were agreed to by Bioff for the union; spokesmen Schenck, Y. Frank Freeman, E. J. Mannix, Walter Wanger and M. B. Silverberg for the producers.

Bioff, angered by the pressing of a 17-year-old Chicago charge against him, charged that producers had arranged for the prosecution to "embarrass" him. Producers denied knowledge of the charge and said they resented Bioff's even accusing them of it.

(For earlier news on the situation please turn to page 12, column three.)

Duals Flood Philly as S-W Extends Practice

Circuit Goes for Twin Bills In a Big Way

PHILADELPHIA—It was reported last week end that the next few days will see the double feature policy adopted by the following Stanley-Warner theatres:

Auditorium, Keystone, Strand, Lindy, Germantown, Imperial (Second Street), Imperial, Orient, Parker, Ogontz, Allegheny, Alhambra, Plaza, Avon; Princess, Camden, New Jersey; Strand, Reading; Clementon, New Jersey.

Some of these have already used the policy.

First effect locally was a break for the exchanges which got bigger commitments in the houses affected.

The indes are burned up. Stanley-Warner, they point out, are in a position to buy pictures cheaper, and in many cases the indes have bought shows at high 1939-1940 prices, practically prohibiting their being doubled.

They claim that the S-W action is not only a competitive blow but the move puts them in a bad position as the indes bought at prices asked of a single feature territory.

The S-W action was not unexpected, but it remains to be seen how it will spread to the rest of the territory.

Thanksgiving Big Help As Grosses Soar on B'way

"Ninotchka" Again Top Money-Maker

NEW YORK CITY—Materially aided by Thanksgiving, the third week end of Metro's "Ninotchka" did a terrific $76,000 on Thursday through Saturday, to top the first week's comparable four days by $9,000 and the second week's by $10,000.

The holiday helped out all along the line, as is evident from the following report to THE EXHIBITOR.

"ANOTHER THIN MAN" (Metro) — At the Capitol, opened November 23, will do approximately $30,000 on the week, good.

"BEASTS OF BERLIN" (Hitler—Beast of Berlin) (Producers)—At the Globe, opened November 17, did $3,800 on Saturday, Sunday of the second week, good.

"THE CAT AND THE CANARY" (Paramount) —At the Paramount, opened November 22, with Jan Savitt & His Orchestra and Tony Martin on the stage, did $25,000 on Saturday, Sunday, good.

"DAY-TIME WIFE" (20th Century-Fox) — At the Roxy, opened November 23, with a stage show, did $32,591 on Thursday, Friday, Saturday, Sunday, good.

"FIGHTING GRINGO" (RKO) and "DANGER FLIGHT" (Monogram)—At the Central, opened November 25, did $1,650 on Saturday, Sunday, fair.

"FIRST LOVE" (Universal) — At the Rivoli, opened November , is estimated to do $15,000 on the third week, fair.

"THE MILL ON THE FLOSS" (Standard)—At the Astor, opened November 14, is estimated to do $9,000 on the second week, fair.

"NINOTCHKA" (Metro)—At the Radio City Music Hall, opened November 9, with the stage show, did $76,000 on the Thursday, Friday, Saturday, Sunday of the third week, excellent.

"THE ROARING TWENTIES" (Warners)—At the Strand, opened November 10, with Bob Crosby and His Orchestra, did $18,500 on Friday, Saturday, Sunday of the third week, good. Second week's take: $44,000.

Thornton Kelly to Boston

BOSTON—Thornton Kelly, formerly field secretary for New York Allied, was appointed field representative for the Independent Exhibitors, local Allied group, last week. He will service the Connecticut organization. Beginning December 1, Kelly will make his headquarters in New Haven at 402 Chapel Street.

New Anti-Trust Action Filed by NYC Inde Exhib

Claims Damages From Majors, Others

NEW YORK CITY—An anti-trust suit for triple damages was filed last week in Federal Court by Mobeel Enterprises, Incorporated, operating the Glenwood, Brooklyn, against Century circuit, eight majors, Monogram and Republic, alleging that the defendants maintained a conspiracy to deprive the plaintiff of third and subsequent runs of pictures, and extended the privilege to the Century circuit for its College and other houses.

Plaintiff also says that it can't get pictures unless it runs them after Century houses, with house now playing sloughs and old pictures to keep open.

NEW YORK CITY—Randforce Amusement Corporation last week filed its answer in Federal Court to the suit of Folley Amusement Holding Corporation, which seeks $750,000 damages against it and majors, Monogram and Republic in an anti-trust action. Randforce denies all charges.

"Bingo" Banned in Del. Co.

PHILADELPHIA—"Bingo" was barred last week in Upper Darby and throughout Delaware County.

As a result several halls where "Bingo" games have attracted crowds of 1,000 or more each Thursday and Friday night, were dark.

Officials of an American Legion post and a church, who sponsored weekly weely "Bingo" sessions, indicated that they would comply with the edict, although questioning its legality.

French Cinema Has 17

NEW YORK CITY—The French Cinema Center, Inc., distributors of "Harvest," announced last week that they have acquired 17 short subjects for release this season.

The French Cinema Center is also releasing "The Violin" and four issues of its "Bulletin" series.

New Lamp Reported Due

NEW YORK CITY—Of interest to industryites was the report last week that National Theatre Supply will introduce a new type, low-current DC Suprex arc lamp to replace the low intensity lamps.

Mayor, Schaefer Confer

NEW YORK CITY—Mayor F. H. LaGuardia and RKO president George J. Schaefer were reported to have conferred last week end regarding th former's drive for eastern production.

Strike Closes Two

NEW YORK CITY—Both the Teatro Hispano and the Teatro Latino, Spanish-language houses, were closed last week because of a strike involving most of the employes.

Turkey Spirit

PHILADELPHIA — The prize for some sort of advertising will undoubtedly be claimed this year by Joseph Conway, Egyptian, Bala-Cynwyd, who on Thanksgiving Day ran this ad:

Come See Our Two Turkeys
Our Leading Citizen
and
Charlie Chan at Treasure Island

Mahan in WB New Haven Post

NEW HAVEN—Roger Mahan, one time salesman for Warner Brothers in this area, and recently attached to the Philadelphia office in the same capacity, was last week end appointed branch manager for the company here succeeding John Pavone. The shift took effect November 27.

Mahan is a veteran with the company and has many friends in the area.

Metro 85 Percent Sold

CHICAGO—William F. Rodgers, general sales manager, revealed at the sales meeting here last week end that the company has sold 85 percent of its possible accounts. "Gone With the Wind" was the principal topic of discussion at the session, attended by home office officials, district and branch heads.

Robber Gets $500

NEW YORK CITY—Two hold-up men invaded the office of the local Jewel last week end and escaped with $500. Samuel Hofstetter, manager, was held up, oredred to return to the office where they took $40 and his watch from him, as well as $400 from the house.

THE EXHIBITOR

VOLUME 23, NUMBER 3 NOVEMBER 29, 1939

Advance Shots	18
Better Management	22
Editorial Page	7
Hints on Newspaper Advertising	25
In the Spotlight	10
Late News Highlights	11
National Mirror	13
National Mirror Picture Page ("Gulliver's Travels")	28
National Release Date Guide	Inside Back Cover
News of the Territory	35
Production Notes	19
Reviews (THE EXHIBITOR Servisection)	Blue Section
Territorial Highlights	9
Warren Stokes Hollywood Newsreel	15

and in the

ANNUAL WESTERN ISSUE

"Editors Look at Westerns"	29
Personalities	31
Production for 1939-1940	31
Some Important Names	32

Material contained on this and the following pages often represent new developments in stories to be found on other pages of this issue. If the reader will bear this in mind, it will avoid possible confusion. This section of THE EXHIBITOR goes to press last, with latest developments within the industry, where available.

RKO Holiday Closings

NEW YORK CITY—RKO announced several closings last week for some houses during the holiday period.

Among them are the Strand, Syracuse, from November 29 to December 23; the Trent, Trenton, New Jersey, which operates week end, from December 15 to December 24.

Para Execs To Coast

NEW YORK CITY—Paramount President Barney Balaban, Stanton Griffis, chairman of the executive committee; Neil F. Agnew, general sales manager; Russell Holman, eastern production rep, left for the Coast last week end for conferences on product.

Pommer, Laughton to RKO

HOLLYWOOD—Both Erich Pommer and Charles Laughton have signed individual contracts with RKO, it was disclosed last week. Laughton will soon begin work in another picture, while Pommer will produce a feature with Maureen O'Hara.

ITOA Sets Ball Date

NEW YORK CITY—March 23 has been set as the date for the Independent Theatre Owners' Association's annual Movie Ball, it was announced last week.

Odeon Takes Para Houses

LONDON—Odeon circuit last week took over operation of seven Paramount houses on a lease arrangement.

Early Strike News

CHICAGO—The Cook County Appellate Court last week ordered the seizure of William Bioff, western representative of the IATSE, in connection with an uncompleted prison sentence growing out of a case of 17 years ago.

The court issued a mandate to State's Attorney Thomas J. Courtney requiring that Bioff be taken into custody until final adjudication of a conviction in 1922 on a pendering charge.

Bioff was sentenced to six months imprisonment and fined $300. The Appellate Court affirmed the sentence but Bioff served only seven days before he was released on an appeal bond.

HOLLYWOOD—A strike call to 35,000 film studio craftsmen scheduled for November 20 was averted by an emergency conference between producers' and union committeemen.

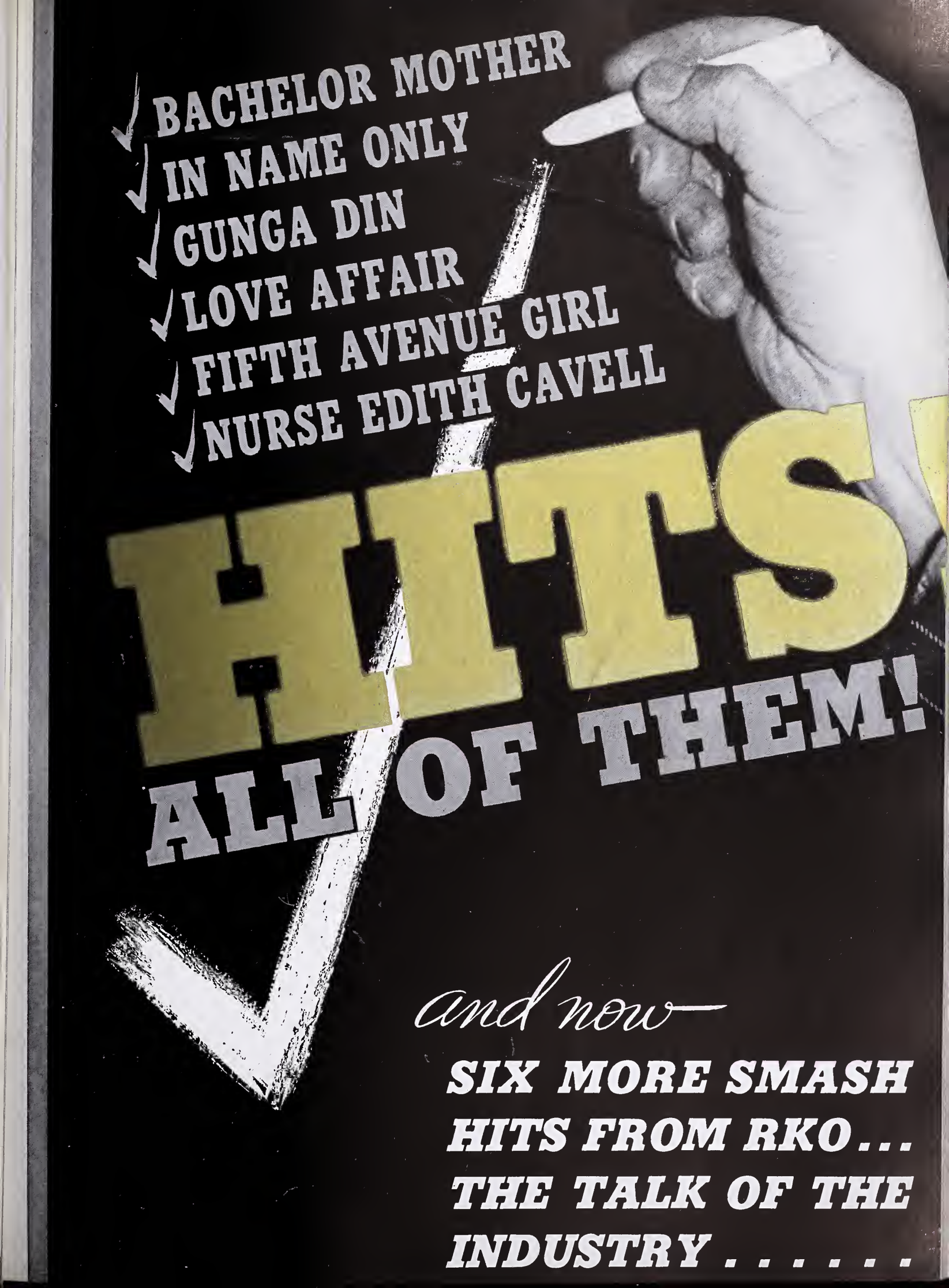
At the producers' request the conference was recessed until November 24. In the meantime no further strike deadline was set.

After the conference, President Joseph M. Schenck, Association of Motion Picture Producers, said:

"We have made considerable progress and it appears as if all our differences will be taken care of."

Meyer Lewis, western director, said:

"The unions are perfectly willing to give the producers sufficient time to go into everything involved. We are studying the matter intelligently and it looks as though there will not have to be a strike."


BACHELOR MOTHER
IN NAME ONLY
GUNGA DIN
LOVE AFFAIR
FIFTH AVENUE GIRL
NURSE EDITH CAVELL
HITS!
ALL OF THEM!
and now—
SIX MORE SMASH HITS FROM RKO... THE TALK OF THE INDUSTRY.....

KAY KYSER *and* ADOLPHE MENJOU *in*

THAT'S RIGHT—YOU'RE WRONG

with MAY ROBSON · LUCILLE BALL · DENNIS O'KEEFE · EDWARD EVERETT HORTON · ROSCOE KARNS · MORONI OLSEN *and* KAY KYSER'S BAND *featuring* GINNY SIMMS · HARRY BABBITT SULLY MASON · ISH KABIBBLE *and* "THE COLLEGE OF MUSICAL KNOWLEDGE" · *Produced and directed by DAVID BUTLER · Screen play by William Conselman and James V. Kern*

The laugh-swing sensation now sweeping the nation!... Thrilling Thanksgiving attraction in scores of first runs Coast to Coast and, according to all reports, a picture destined to top the top grosses everywhere!

CHARLES LAUGHTON *in Victor Hugo's* THE

HUNCHBACK OF NOTRE DAME

with SIR CEDRIC HARDWICKE · THOMAS MITCHELL · MAUREEN O'HARA · EDMOND O'BRIEN · ALAN MARSHAL · WALTER HAMPDEN · KATHARINE ALEXANDER · PRODUCED BY PANDRO S. BERMAN · DIRECTED BY WILLIAM DIETERLE · Screen Play by Sonya Levien · Adaptation by Bruno Frank

One of the greatest motion pictures of all time! . . . Everything about it pointing to such crowd-pulling power as to establish new box-office records . . . Produced on a scale of such magnitude and magnificence as to dwarf all previous conceptions of the possibilities of the screen! . . . ALL SET AS THE INDUSTRY'S SHOW EVENT FOR NEW YEARS!

VIGIL IN THE NIGHT

starring

CAROLE LOMBARD · BRIAN AHERNE · ANNE SHIRLEY *with* JULIEN MITCHELL · ROBERT COOTE · FROM THE NOVEL BY A. J. CRONIN

Produced and Directed by GEORGE STEVENS · PANDRO S. BERMAN in charge of production

For a ready-made audience numbering practically all of the picture-goers of the nation comes this rich fulfilment of their greatest expectations . . . Drama —deep, tense, absorbing and tremendously exciting . . . in the atmosphere that makes this great picture relate to the nursing profession as "The Citadel" related to the medical profession.

ROBERT E. SHERWOOD'S PULITZER PRIZE PLAY

ABE LINCOLN IN ILLINOIS

starring

RAYMOND MASSEY GENE LOCKHART • RUTH GORDON • MARY HOWARD
DOROTHY TREE • HARVEY STEPHENS • MINOR WATSON • ALAN BAXTER
PRODUCED BY MAX GORDON • DIRECTED BY JOHN CROMWELL • Screen Play by Robert E. Sherwood

Never in screen history has a more moving story been filmed than in this — THE GREAT AMERICAN MOTION PICTURE! . . . Some who see it will say it's the greatest picture ever made; many more will gloriously thrill to the privilege of being a part of what it represents; all must agree that the screen has no greater power than to lay life itself in the hearts of a people! . . . Like Lincoln himself, the picture towers in majesty—ALONE!

ALLEGHENY UPRISING

starring

CLAIRE TREVOR • JOHN WAYNE *with* GEORGE SANDERS • BRIAN DONLEVY • WILFRID LAWSON • ROBERT BARRAT • JOHN F. HAMILTON • MORONI OLSEN • EDDIE QUILLAN • Produced by P. J. Wolfson • Directed by William A. Seiter • PANDRO S. BERMAN in Charge of Production • Screen Play by P. J. Wolfson

RKO RADIO'S giant of action shows . . . Now playing throughout the country to some of the most satisfactory grosses theatres have known in months . . . A big show for big business RIGHT NOW!

SWISS FAMILY ROBINSON

with

THOMAS MITCHELL • EDNA BEST • FREDDIE BARTHOLOMEW • TERRY KILBURN • TIM HOLT • BABY BOBBIE QUILLAN . . A "THE PLAY'S THE THING" PRODUCTION • Produced by GENE TOWNE and GRAHAM BAKER • Directed by Edward Ludwig

Six months ago we promised that you could look for one of the greatest novelty adventure dramas the screen ever knew in "Swiss Family Robinson"...Now it's virtually completed, and the results justify the most enthusiastic claims any company ever made for a great attraction.

ALLEGHENY UPRISING
VIGIL IN THE NIGHT
ABE LINCOLN IN ILLINOIS
THAT'S RIGHT, YOU'RE WRONG
HUNCHBACK OF NOTRE DAME
SWISS FAMILY ROBINSON

HITS!

ALL OF THEM!

ONE AFTER THE OTHER!

-and on the way...

MY FAVORITE WIFE..
IRENE DUNNE • CARY GRANT • RANDOLPH SCOTT
A LEO McCAREY PRODUCTION . . Directed by GARSON KANIN

BILL OF DIVORCEMENT..
MAUREEN O'HARA • ADOLPHE MENJOU • FAY BAINTER

THE PRIMROSE PATH..
CO-STARRING GINGER ROGERS and JOEL McCREA
Produced and directed by GREGORY LA CAVA
Based on George Abbott's Broadway stage hit

HEART OF DARKNESS.. ORSON WELLES

IRENE.. ANNA NEAGLE • RAY MILLAND • ROLAND YOUNG
MAY ROBSON . . Produced and directed by HERBERT WILCOX

RKO RADIO PICTURES

AND MORE AND MORE TO COME FROM RKO . . . THE TALK OF THE INDUSTRY!

THE NATIONAL MIRROR

Catholics To Renew Legion of Decency Pledge

Issue Report on Pictures Reviewed

WASHINGTON—The National Catholic Welfare Council said last week that the Legion of Decency pledge, designed to discourage production of motion pictures "objectionable from the moral standpoints," would be renewed in all Catholic churches in the nation on December 10.

"Steps will likewise be taken to strengthen diocesan organizations of the legion, that the united effort which has been manifested throughout the country may be maintained and the standards of decency and morality in motion pictures upheld," the council said.

The legion reported that it reviewed 590 motion pictures from October, 1938, to November, 1939. Of these it classed 324 as unobjectionable for general patronage, 207 as unobjectionable for adults, 50 as objectionable in part and condemned nine.

Bishops of the Catholic Church, meeting here last fortnight, re-elected their Motion Picture Committee, with Archbishop Nicholas, Cincinnati, chairman.

Warner-Poster Deal Set

NEW YORK CITY—Warners and National Poster Association last week signed a one-year deal. Included in the latter body are Republic Displays Corporation and Associated Displays Corporation, which will handle Warner accessories for that time.

Present at the meeting signing the deal were Simon Libros, president of Republic and Associated, George P. Aarons, counsel; Irving Cohen, counsel for the local Republic members; and manager Wilson, of both poster companies' plants.

Carl Leserman represented Warners, with A. W. Schwalberg and Harold Berkowitz also in attendance.

Cantor Heads "Dimes" March

NEW YORK CITY—Eddie Cantor was last week appointed national chairman of the March of Dimes of the Air Committee in the 1940 anti-paralysis campaign. Keith Morgan made the announcement. More than $200,000 was collected last year.

Einfeld to Coast

NEW YORK CITY—S. Charles Einfeld finally took off on his trip to the Coast last week end, after it had been delayed.

Reach Agreement in English Film Situation

Companies Can Take Out 50 Percent of Money

LONDON—Oliver Stanley, president of the Board of Trade, announced last week that an agreement had been reached with United States film producers.

The agreement will permit the companies to take out of Britain an amount equal to 50 percent of the average yearly remittances—estimated at $24,000,000 to $32,000,000—of the last three years.

The remaining revenue will be kept in Britain under supervision of a control organization representing the producers and the Board of Trade. It probably will be used to produce films in Britain.

Stanley said that the producers had agreed not to attempt to create an artificial shortage or to take advantage of any shortage to raise film rentals.

In Australia, to conserve dollar exchange, motion picture distributors may be asked to keep part of their earnings in the country for the duration of the war, either on deposit or in government securities.

The government foresees a situation precluding remittances, believed to total millions a year, from leaving the Commonwealth. It wants the co-operation of the film interests in strengthening dollar exchange, thus increasing the capacity of the United Kingdom Government to purchase war materials in the United States.

The government is empowered under national security regulations to restrict or prohibit the export of funds. A modified system of restriction is now operating under which exporters must obtain permission from the Commonwealth Bank, but the government wishes to meet the convenience of film distributors and other business as far as is consistent with United Kingdom war needs.

LONDON — Oliver Stanley, Board of Trade head, revealed last week that the government intends to continue the Quota Act in present form until March, when the current booking registration period ends. He made this statement to the Films Council.

Negotiations on withdrawal of currency by American companies were continuing, he declared. The only amendment to the Quota Act will see the six month advance booking limitations extended to 12 months.

Complete Plans Set For "Gone with the Wind"

Reserved Seat Policy and Grinds Announced

NEW YORK CITY—During the fortnight between December 15, when it has its world premiere in Atlanta, and New Year's Day, "Gone With the Wind" will make New York and Los Angeles film history with simultaneous double openings in each city, and will begin engagements in a number of other key cities throughout the country, with nine special bookings announced last week by Metro.

In New York, the production will play simultaneously, beginning December 19, at the Astor and Capitol. Seats at the Astor will be reserved, with two performances daily. At the Capitol, the photoplay will be shown from mid-morning until midnight, with seats unreserved except for the initial performance. The running time of the picture is three hours and forty minutes, and there will be an interval of approximately a half-hour between each showing.

In Los Angeles and also in Boston, the same plan of a double engagement will be followed.

"Gone With the Wind" will open at the Carthay Circle, on the coast, December 28, where there will be two subsequent showings daily on a reserved seat basis. The following day will begin a second Los Angeles engagement at the United Artists, where there will be three screenings each day, with seats unreserved.

The Boston twin openings of "Gone With the Wind" will be at the State and Orpheum, December 21. State will sell reserved seats exclusively for two daily performances, while the Orpheum will have three performances, with reserved seats available only at night.

Pre-Christmas showings of "Gone With the Wind" are also announced for Cincinnati, Reading, Pennsylvania, and Harrisburg, Pennsylvania, the picture opening in each of these cities December 21. In Reading, at the Colonial, there will be two reserved seat performances daily, and at Loew's Harrisburg, three daily showings, starting at noon, with half-hour between each screening.

Scale of prices at the Astor, New York, will range from 75 cents to $2.20 including the tax. At the Capitol Theatre, further up Broadway, the scale (not counting a few loge seats) will be 75 cents at matinees and $1.10 at night, including tax. Gala New York premiere will be concentrated on the Capitol.

AAAA Hires Accountant

NEW YORK CITY—The AAAA last week hired an accountant to work out a plan acceptable to member unions, dropping the committee which had been acting on the consolidation plan.

Hays Body Meets Dec. 13

NEW YORK CITY—Next meeting of the Hays organization will be held December 13, when the fourth quarterly session is scheduled.

Anniversary Greetings

VICTOR JORY

Current Pictures

"KNIGHTS OF THE RANGE"

"LIGHT OF WESTERN STARS"

Harry Sherman Productions

for

PARAMOUNT RELEASE

Read

BETTER - - - - MANAGEMENT

An EXHIBITOR Service

GREETING TO JEP

CY FEUER

Music Director Republic Pictures

Regards to Lew Mentlik

"RKO Wants Best Deal Under Fairest Conditions

Andy Smith, Jr., Reveals Selling Principles

NEW YORK CITY—"RKO-Radio Pictures has and never will hurt anyone—we want the best deal possible under the fairest conditions."

So spoke Andy W. Smith, Jr., eastern division sales head of RKO, in an interview last week—and thus he effectively provided an answer to rumblings against the RKO sales policy which had been heard in some localities.

Smith pointed out that RKO was led by three men whose combined years of experience within the business totaled 81 years. President George J. Schaefer had 28; Ned E. Depinet had 27, while Smith had only 26.

RKO's ANDY SMITH
He Answers Some Questions

"You don't suppose that men who have helped the industry grow as it has in that period could have progressed without fair play, do you?" he asked.

"The men of our selling organization have been given a job to do—and they are doing it. They are selling RKO pictures at terms which some may consider high, but not when the production program is examined. Any company which can boast of such pictures as 'Allegheny Uprising,' 'That's Right, You're Wrong,' 'The Hunchback of Notre Dame,' 'Abe Lincoln in Illinois,' 'Vigil in the Night,' 'Pinocchio,' 'The Primrose Path,' 'Swiss Family Robinson'—all of which are completed or practically finished—must get certain terms in order to insure excellence of production.

"Reports from 12 openings on 'That's Right, You're Wrong' reveal bigger grosses than 'Gunga Din,' and 'Snow White,' which proves that RKO is making money shows.

"There is no secret to it. It's a matter of dollars and sense—money invested must come from somewhere — and exhibitors everywhere have told us that they will back us to the limit—if good pictures will be the result.

"You can tell the world this—RKO will deliver money-making pictures and it expects to earn, naturally, as much as it can, But there will never be an exhibitor who can truthfully say, 'RKO hurt me'."

Admission Taxes Ahead, Government Report Shows

October Receipts Past 1938 Mark

WASHINGTON — The Internal Revenue Bureau reported last week that admission collections were running ahead, and that October saw $1,727,931 collected, compared with $1,596,367 during the same month in 1938.

Collections showed a greater decline than was recorded a year ago, falling nearly $125,000 from the years' high of $1,852,256 reached in September. Loss last year was less than $72,500.

For the 10 months ended with October, the bureau reported collections aggregating $15,784,133, compared with $15,655,832 in the same period in 1938.

There was a gain of $318,835 during the first four months of the government's fiscal year, when collections were $6,627,905 against $6,309,070 a year ago.

A report for the third New York district showed that October collections in the Broadway sector were $277,256 against $545,092 in September and $285,506 in October, 1938.

Pletman Issues Statement

NEW YORK CITY—A. W. Pletman, who acquired the interests of John E. Otterson and Jarold West in Radio Wire Television Corporation of America, last week announced that as president he will continue the development of the major company's subsidiary, Wire Broadcasting Corporation of America. Pletman said, "We are immediately swinging into action in the branches already established, and we will open up new outlets until we have a nationwide network for the distribution of entertainment by wire."

Para Dividend Declared

NEW YORK CITY—At a meeting of the board of directors of Paramount Pictures, Inc., November 22, the regular quarterly dividend of $1.50 per share on first preferred stock and the regular quarterly dividend of 15 cents per share on the second preferred stock were declared.

These dividends are payable December 26, 1939, to stockholders of record at the close of business on December 8, 1939.

Extras Lose in Court

HOLLYWOOD—Judge Emmet Wilson last week denied without prejudice the petition of Class B members of the Screen Actors Guild, comprising extras, for a preliminary injunction directing officers of the Guild to give some 6,000 extras the right to vote on union matters.

The petition was filed by Ed Heim, an extra.

UA Theatre Profit

NEW YORK CITY—Net income of $138,811.93 was reported last week by United Artists Theatre Circuit, Inc., for the year ended August 31, 1939. Net for the same period last year was $148,743.37.

HOLLYWOOD NEWSREEL

WARREN STOKES

• NOW THE EXHIBITOR IS 21 years of age. It makes us look back over the years, reflect upon the progress of the motion picture industry, and also upon many of the things that have retarded that progress. Naturally, it would be impossible to cite all Hollywood's mistakes in one edition of your Hollywood Newsreel. Looking in to the future, we think of the new faces to be discovered. Looking into the past, we think of the new faces that were discovered only to be lost again in movieland's madness for typing.

Talent Can't Be Wasted

• THERE IS NO GAIN in the discovery of new talent if it is to be immediately submerged into the type mold of movieland in complete disregard of the histrionic ability which first prompted the moviemakers to herald its significance. Typing of screen players is second only to the fallacy of making formula screen fare. In fact, this method identifies them as part and parcel of the formula story which results in an endless supply of carbon copy entertainment from beginning to end. Variety in performance and character is just as important as variety in plot and story structure. Such a combination means greater popularity for the player and a longer life for the picture industry in general. A box-office stimulant this industry sorely needs.

That Carbon Copy

• TALENTED SCREEN ARTISTS, both new and old, suffering from this treatment, runs into the hundreds. Once in a blue moon, an established player gets a different role, draws raves from the critics and the public; even then, Hollywood, blind to the versatility of the player, immediately makes a series of carbon copies to cash in on this new popularity which immediately wears itself out through endless repetition of the same character. The majority of new faces never get a chance. If they click in their first role as a street cleaner, then they must become street cleaners for the rest of their life. It never dawns upon the producers that the paying patrons who liked Joe Doakes with his broom and shovel would like to see him in top hat and tails. Variety is the keynote of successful entertainment and versatility is the keynote of every artist's success. That combination pays bigger dividends at the theatre ticket window and into the coffers of the amusement industry.

JOSEPH DOWLING
Mr. Stokes has a case

An Example

• A CASE IN POINT, typical of the entire Hollywood scheme, is that of Joseph Dowling. He was brought to Hollywood because stock engagements gave him hit roles with critical audiences of Washington, Baltimore, Boston, Philadelphia, Cleveland, Toronto and many other key cities. New York stage roles gave him a chance to display his versatility. On the strength of this, New York executives of a major Hollywood producing company took him out of a swell role in "Ceiling Zero," and sent him to Hollywood to do a part in "Dr. Socrates." He was so thrilled over the promise of a big part in Hollywood that he decided to give up his Broadway standing to answer the call of movieland. The big part turned out to be just two lines. In the middle of the shooting schedule they decided to rewrite the part and he had to dress as a woman.

Back Again

• SIX MONTHS LATER, he was back in New York, where he clicked in "Dead End." Hollywood saw him again, marveled once more at his versatility, and brought him back to movieland. That was the start of Joe's gun toting career. Since that time he has worked in approximately 15 pictures. He has been killed in all but two. In these they let him live. But the audience knew he was a killer destined to get the chair or the rope. They hired him becaure he was the virile one, they liked the fire with which he delivered, he had something different the New York executives said he should give to the screen, so Hollywood typed him as the no-good guy.

(*Continued on page* 18)

Best wishes to Jay Emanuel
and THE EXHIBITOR from

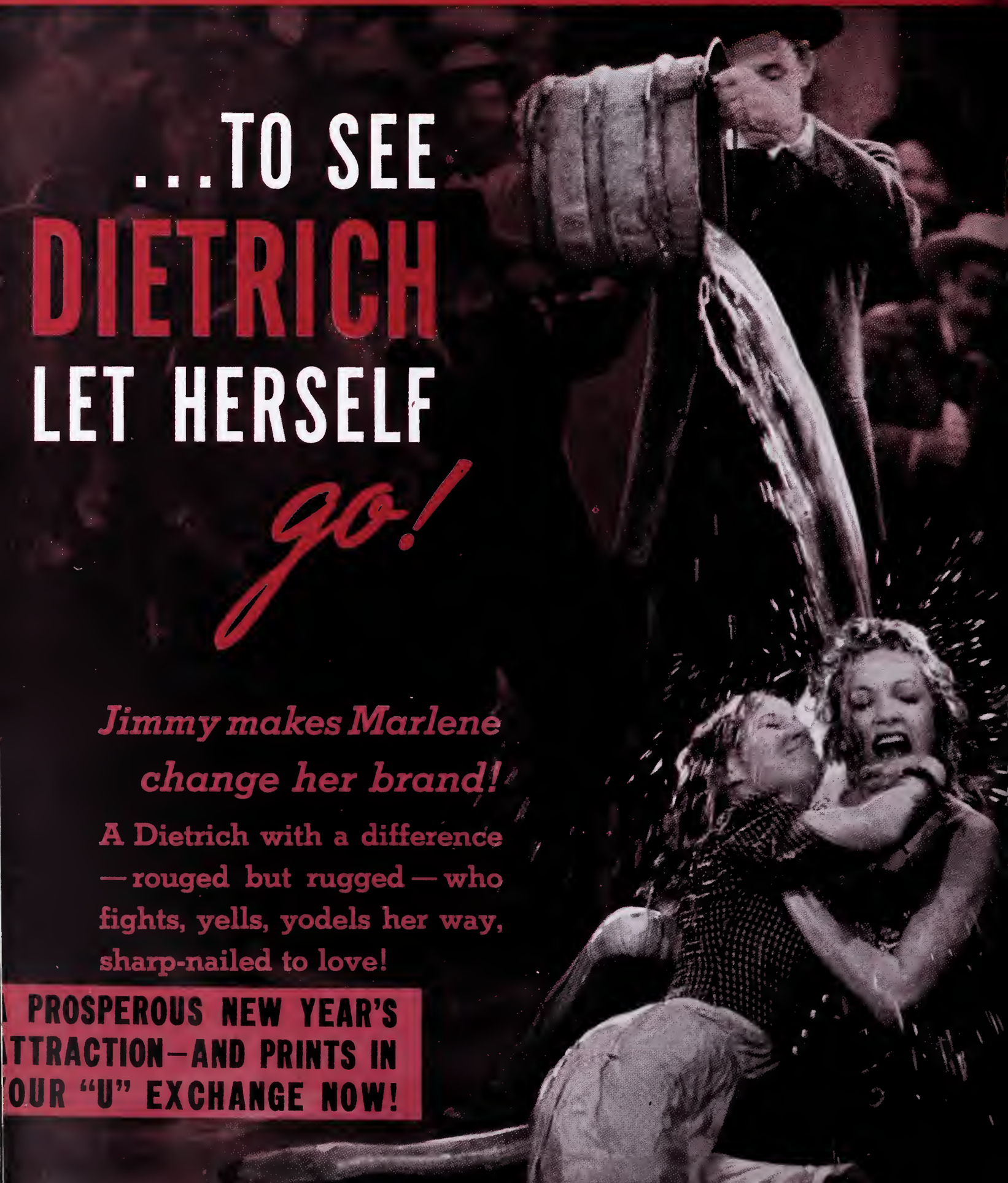
LEON SCHLESINGER

Celebrating his Tenth Year as Producer of

"Merrie Melodies" and "Looney Tunes" for WARNER BROS.

42 CARTOONS
FOR 1939-40 PROGRAM

THE WHOLE COUNTRY



...TO SEE DIETRICH LET HERSELF *go!*

Jimmy makes Marlene change her brand!

A Dietrich with a difference — rouged but rugged — who fights, yells, yodels her way, sharp-nailed to love!

A PROSPEROUS NEW YEAR'S ATTRACTION—AND PRINTS IN YOUR "U" EXCHANGE NOW!

WILL GO....

UNIVERSAL PRESENTS

MARLENE DIETRICH • JAMES STEWART

in

DESTRY RIDES *again*

with

CHARLES WINNINGER • MISCHA AUER
BRIAN DONLEVY • IRENE HERVEY
UNA MERKEL • ALLEN JENKINS
WARREN HYMER • BILLY GILBERT
SAMUEL S. HINDS • LILLIAN YARBO
and JOE KING

Original screenplay by Felix Jackson, Gertrude Purcell and Henry Myers • Based on the novel by Max Brand

Directed by George Marshall
Produced by Joe Pasternak

A JOE PASTERNAK PRODUCTION

NATIONAL RELEA
DECEMBER

Warren Stokes

(*Continued from page* 15)

• HOLLYWOOD KILLS OFF in the same manner most of the versatile talent that is capable of paying the biggest dividends. They kill off the character for which the master minds must cast him, because it is easier not to think beyond the last picture and give him something different which might help the motion picture business out of its admitted rut. Joseph Dowling is just one example of Hollywood's type and formula system which fails to get the most out of a player's ability, conducive to better audience appreciation and better business for the industry in general.

Plenty of Talent

• NEW TALENT IN HOLLYWOOD is by no means scarce. There is more talent beneath the grease paint of already firmly established players upon which Hollywood can capitalize than all the so-called talent scouts in the world can find elsewhere. The type mania has the celluloid city groggy. They must have someone who looks the part. They will import Lizzie Glutz from some foreign country, spend thousands of dollars giving her dramatic lessons and teaching her to speak English, while competent players already established with the picture-goers could win additional audience support, do a better job, and eliminate a huge chunk of that Hollywood overhead we hear so much about Variety is the spice of life and unless Hollywood gives its competent actors and actresses the opportunity to display more versatility on the screen, its lease on life will be of short duration.

Anniversary Greetings

to

Jay Emanuel and

THE EXHIBITOR

☆

WILLIAM C. THOMAS

ASSOCIATE PRODUCER

PARAMOUNT PICTURES

P.S. Regards to **WARREN STOKES**

Advance Shots

New Pictures Tersely Cited

PHILADELPHIA—Received too late at THE EXHIBITOR's office here to be included in this week's Blue Section were reviews of the following pictures. These Advance Shots are given pending the publication of the next issue of the Six-Point Reviews (Blue) Section.

Features

BURIED ALIVE (Producers) — Beverly Roberts, Robert Wilcox, George Pembroke, Ted Osborn. 71m. Regardless of what the title might convey. "Buried Alive" is a prison story, made in the better independent fashion. Telling the story of how the chaplain, executioner, and doctor in a prison loved a nurse, who falls in love with a trust, it is similar in content to other prison pictures and should serve okay on the dual programs.

COWBOYS FROM TEXAS (Republic)—The Three Mesquiteers (Robert Livingston, Raymond Hatton, Duncan Renaldo), Carole Landis, Charles Middleton. 57m. While "Cowboys from Texas" will fill the usual western spot, it will add nothing to the stature of William Colt MacDonald's fictional creations, as video'd by Republic. It is another yarn of homesteaders verus cattlemen, and the efforts of land-grabbers to make a pot o' money by selling cheaply acquired lands to the U. S. Government at an exorbitant figure for a dam site.

FOUR WIVES (Warners) — Claude Rains, May Robson, Jeffrey Lynn, Priscilla Lane, Eddie Albert, Rosemary Lane. 110m. A pretentious follow-up on the activities of "Four Daughters" and "Daughters Courageous," which unwinds as an attempt at the colossal, going overboard in every department to fade out as average film fare. Interest of the Lemp family is centered upon the sisters' outlook on prospective motherhood. Offering is too long and each situation is milked, making each climactic point too obvious. It might be improved with further cutting.

THE STRANGER FROM TEXAS (Columbia)—Charles Starrett, Lorna Gray, Richard Fiske, Dick Curtis. 54m. In as good an actionful western as Columbia has turned out with its Number One Star, Charles Starrett re-discovers cattle in the cow-country, the who and what of their rustling, and the solution of his father's murder.

Shorts

FUTURE ADMIRALS (Philip Provenza). 11m. Good.

THE KANGAROO COUNTRY (20th Century-Fox—Magic Carpet of Movietone). 9m. Good.

MONTMARTE (French Cinema Center). 15m. Fair.

SKY FIGHTS (20th Century-Fox—Adventures of a Newsreel Cameraman). 10m. Excellent.

THE SLEEPING PRINCESS (Universal —Walter Lantz Cartoon). 9m. Good.

THE WEST WALL (RKO-Radio—Reelism). 12m. Excellent.

The Advance Shots are given as an interim service to exhibitors, to give them the full advantage of THE EXHIBITOR's reviewing activities, which know no deadline be it on the East or on the West Coast. Use these Advance Shots in conjunction with the Blue Section, The Check-Up, and other booking services of THE EXHIBITOR.

Production Notes

West Coast News Items

HOLLYWOOD—So that its readers may keep abreast of the times, be in the know on the major developments and interesting sidelights, THE EXHIBITOR offers the following items from the various lots.

Columbia

The purchase of an important literary property, "The Doctor of Lennox," by A. J. Cronin, has been announced Wesley Ruggles will produce and direct the story as one of the company's most ambitious offerings.

Elizabeth Page, author of novel "Tree of Liberty," visited the studios to consult with Frank Lloyd on his plans to direct the spectacular romantic story of early America. At the conference were Sidney Buchman, who is writing the screenplay, and Lionel Banks, art director, who recently returned from an extended research tour in the east.

In response to popular demand following release of "Five Little Peppers and How They Grew," the second of the series will start without delay. Edith Fellows will again portray Polly in "Five Little Peppers Midway." Supporting cast will again include Clarence Kolb, Dorothy Peterson, Ronald Sinclair, Charles Peck, Tommy Bond and Dorothy Ann Seece, under the direction of Charles Barton.

Metro-Goldwyn-Mayer

Broadway continues in its attempts to lure Greer Garson away from Hollywood, if only temporarily, and the latest offer comes from John Van Druten. Author of "There's Always Juliet" and "Young Woodley," Van Druten is seeking the services of the star for his latest play, "True Story," which is being prepared for production in New York. Miss Garson, who recently completed a co-starring role with Robert Taylor in "Remember?" is scheduled next to star in the picturization of the Gertrude Lawrence stage success, "Susan and God."

"Doodlers" will have their day when John Nesbitt finishes one of his coming popular Passing Parade series. Nesbitt has recently finished a script called "The Art and Practice of Doodling," in which doodles, finished and in the making, will show how they reflect a person's mood and mentality. An interesting feature of the short will depict how a "doodle" actually recovered a man's fortune, lost for many years.

The screen's youngest director, George Sidney, wins his most important assignment to date with the job of directing the most unusual short of the year, Pete Smith's three-dimensional Specialty, "Third Dimension Murder." The film, written by Jerry Hoffman, follows closely the pattern of the popular one-reelers of two years ago, the "Audioscopics."

"Flight Command," a naval aviation story by Commander Harvey S. Haislip, co-author of "Thunder Afloat," and John Sutherland, has been purchased.

Lynne Carver has been selected for the important role of Marguerite Stevenson in the latest "Crime Does Not Pay" subject, "Pound Foolish." In this role, Miss Carver enacts the innocent victim of a diamond smuggling ring, operating internationally, and picking wealthy American women as their victims.

"Countess Maritza," a favorite operetta for more than a decade, will be brought to the screen. This is a light hearted musical romance dealing with a Hungarian countess, pursued by fortune hunters, who falls in love with the overseer of her estate, a nobleman who had taken the menial job to be near the lady of his choice.

Dolores Del Rio, Charmaine of "What Price, Glory?," reports to this studio for the first time since early in her career, to team with Wallace Beery and John Howard in "Arouse and Beware." This is a Civil War story, now before the cameras under the direction of Leslie Fenton.

Busby Berkeley gets a new long term contract here and is scheduled to direct "Good News," next musical film for Mickey Rooney.

Now that "Buck Benny Rides Again" for Paramount, the Marx Brothers will "Go West" for Metro, in a western comedy which will be directed by S. Sylvan Simon.

Paramount

Paramount was the winner of a spirited inter-studio bidding contest and closed a deal for "Kiss the Boys Goodbye," the Broadway stage success by Clare Boothe, author of "The Women." A gay satire on Hollywood's search for a Scarlett O'Hara, the play will serve as a film vehicle for Mary Martin who recently completed her first screen starring role in "The Great Victor Herbert."

Harry Sherman's search for a girl to portray the leading feminine role in "Man From Bar 20," a Hopalong Cassidy picture starring William Boyd, ended when Blonde Ruth Rogers won the role on the strength of her performance in "The Light of Western Stars."

Impressed with her performance in "The Light That Failed," starring Ronald Colman, Paramount executives have taken up the studio's option on the services of Muriel Angelus. She was dis-

Anniversary Greetings to

Jay Emanuel and The Exhibitor

M. J. SIEGEL

President, Republic Pictures

Our Neighbors the Exhibitors

Praise P

"OUR NEIGHBOR

UNITED DETROIT THEATRES CORPORATION
Executive Offices
SIXTEENTH FLOOR ✓ STROH BUILDING
DETROIT, MICH.
TELEPHONE CHERRY 4221

Operating the following Theatres:
MICHIGAN
UNITED ARTISTS
PALMS-STATE
FISHER
BROADWAY CAPITOL
RIVIERA
CINDERELLA
VARSITY
VOGUE
RAMONA
NORWEST
REGENT
ANNEX
ALDER
SUNDALE
BIRMINGHAM

November 17, 1939

Paramount Pictures, Inc.
1501 Broadway,
New York, N. Y.

Dear Sirs --
Paramount's production of "OUR NEIGHBORS--THE CARTERS" is a welcome and impressive achievement to theatre audiences. Reactions at the Michigan Theatre here were splendid. The naturalness of the characters, the humanness of the story, and the excellent blending of humor, romance, and drama, make "OUR NEIGHBORS—THE CARTERS" an excellent triumph in entertainment for any audience in any theatre and a picture that will be discussed and remembered for months to come.

Sincerely,
E. J. Hudson

Fanchon & Marco
PARAMOUNT THEATRE BUILDING
Sixth and Hill Sts. Los Angeles, Calif.

November 17

Paramount Pictures, Inc.
Hollywood, Calif.

Dear Friends--
"OUR NEIGHBORS--THE CARTERS" played to a good weeks' business as a single feature with stageshow at the Paramount Theatre, Los Angeles, but more unusual than this, it is one of the few pictures that nearly everyone leaving the theatre seemed to delight in commenting favorably upon as they left.

Sincerely,
Marco

Paramount Pictures

"Our Neighl

with Fay Bainter • I
Genevieve Tobin

Directed by Ralph Murphy • S

Our Neighbors the Critics

amount's

—THE CARTERS"

"Makes tears run down laugh creases in your face. Has a homey, lovable charm. The kind of story that could happen to the family next door, that's how close it is to you!" —*Jimmy Starr, Los Angeles Herald and Express*

"Vigorous entertainment, compelling drama, humor and pathos . . . superior acting. Touches upon problems which vitally affect millions of American Homes. Happy to tell my readers that they can't afford to miss it!" —*Richard Sheridan Ames, Rob Wagner's Script*

"A triumph of heart tugs and human appeal, offering one of the strongest and biggest ideas of that sort in recent years. Forceful and dramatic. Remarkably played by Frank Craven and Fay Bainter!" —*Edwin Schallert, Los Angeles Times*

"As fine a piece of entertainment of this sort as you would ever hope to get. Frank Craven is magnificent and Fay Bainter, as usual, is terrific." —*Hollywood Reporter*

"One of the strongest pictures the screen has given us in years. Audiences everywhere will be under obligations to Charles R. Rogers for giving them such a treat. A picture exhibitors should get behind with everything they have. It will steal the show!" —*Hollywood Spectator*

"Warm, human, appealing picture that should please!" —*Film Daily*

"Human interest and dramatic punch. Frank Craven—and characterization stacks up with the best of the year!" —*Dorothy Manners, Los Angeles Examiner*

—The Carters"

Craven • Edmund Lowe

iced by Charles R. Rogers

by S. K. Lauren • A Paramount Picture

"UNTAMED." No particular significance is to be noted between this Paramount picture and this shot of Paramount's golfing (with scores) director George Archainbaud, 93; William LeBaron's assistant A. M. Botsford, 97; associate producer Paul Jones, 108. Archainbaud recently completed the technicolor production, with Ray Milland.

covered in the leading feminine role of the Broadway hit, "The Boys From Syracuse." She made her film debut in the Colman picture and is currently playing the top feminine supporting role in "Safari," co-starring Madeleine Carroll and Douglas Fairbanks, Jr.

Sneak preview audience reaction revealed that patrons thought "London After Dark" a story of black-outs and air raids in the British capital. Paramount has changed the title to "Partners of the Night."

Release date on Harry Sherman's "Knights of the Range," featuring Russell Hayden, Jean Parker and Victor Jory, is set for February 23. Lesley Selander directed.

Anniversary Greetings
To Jay Emanuel and
THE EXHIBITOR

Pete Smith

Under Contract to M.G.M.

Decorative Lighting • Glass and Metal Work
Exit and Direction Signs • Ornamental Plaster
Drinking Fountains • Air Distribution Plaques
36 Years in Business Is Your Assurance of Our Reliability.
VISIT OUR SHOWROOMS OR WRITE US
VOIGT Designers-Engineers-Manufacturers 1745 N. 12th Street, Phila.

RKO-Radio

Vivienne Osborne has been signed for an important role in "The Primrose Path," co-starring Ginger Rogers and Joel McCrea. This one is now in the making under the direction of Gregory La Cava.

Isabel Jewell, Tommy Kelly, Sig Rumann and Ethel Griffies are the latest additions to the cast of "Irene," the Herbert Wilcox production, starring Anna Neagle, with Ray Milland playing the lead opposite the English star. Other important roles go to Roland Young, May Robson, Alan Marshal, Doris Nolan and Arthur Treacher. Wilcox will direct as well as produce.

20th Century-Fox

Darryl Zanuck has chosen "Dance With The Devil" as the new title for the picture formerly known as "Johnny Apollo," in which Tyrone Power and Dorothy Lamour have the co-starring roles.

Otto Brower, roving director, has returned to the studio from Utah, where he filmed scenes for "Brigham Young," a story built on the life of that great Mormon leader.

Twentieth Century-Fox has purchased an original story, "For Women Only," by Hilda Stone and Sol M. Wurtzel, executive producer, will produce the picture as one of three "Hotel For Women" pictures which he has scheduled for early production.

Zane Grey's latest novel, "Western Union," which went on the bookstalls just before his death, has been purchased for early production.

United Artists—Goldwyn

"Vinegaroon" starring Gary Cooper, which was title changed to "The Outlaw," then back to "Vineagroon," is now being heralded as "The Westerner."

United Artists—Small

Madeleine Carroll has been selected to play the role of Livia in the celluloid version of Howard Spring's best selling novel, "My Son, My Son!" Brian Ahearne is set for the part of William Essex (the father); Louis Hayward, as Oliver Essex (the son). Henry Hull will portray Dermot O'Riorden, Bruce Lester the part of Rory, Josephine Hutchison plays Nellie, Sophie Stewart, Sheila, and Frances Dee will be seen as Maeve.

In announcing future production plans, Edward Small listed the Alexander Dumas classic, "The Corsican Brothers," "Kit Carson," "The House of Monte Cristo," "Christopher Columbus," "The Life of Rudolph Valentino," "The Legend of Sleepy Hollow," "South of Pago Pago," and "Two Years Before the Mast."

United Artists—Wanger

"Send Another Coffin," changed to "City For Sale," will now reach the marquee as "Ladies Know Too Much"—we hope! (Aside to Mr. Stokes: Too bad, Warren, the final title is alleged to be "Send Another Coffin").

Sonya Levien has begun writing the screenplay for "So Gallantly Gleaming," based on the colorful romance and pioneer adventures of General John C. Fremount and his wife.

Sheridan Gibney is completing the screenplay for "Dynasty of Death" which will be put into production in late winter. Adapted from the best-selling novel by Taylor Caldwell, the story reveals the intimate lives, loves, and intrigues of munitions manufacturers.

Warners

Meetings were held at the Burbank studio last week relative to speeding up preparations for putting three more big-budget pictures into production as soon as possible. The pictures are "Three Cheers for the Irish," the cast of which will include Jane Wyman, Frank McHugh and Donald Crisp; "Episode," based on the novel by Walter Reisch, will have a cast headed by Jeffrey Lynn, Priscilla Lane, and Claude Rains; "The Good Die Poor," which has been placed on Humphrey Bogart's schedule.

Pat O'Brien will appear with George Raft and Ann Sheridan at the head of the cast of "Torrid Zone," which has been scheduled for Winter production. It is a screen play by Richard Macauley and Jerry Wald.

Guy Endore, novelist, has been assigned to write the screen play of "January Heights," forthcoming picture, in which Miriam Hopkins is to star.

Michael Harvey, young stage player who has been appearing in the current hit, "The Man Who Came to Dinner," has been signed. Harvey withdrew from the cast of the comedy to take up his new career.

James Hilton's first assignment under his new writing contract will be the screen play of "Villa on the Hill," which is scheduled as one of the studio's top-budget pictures for next season.

Jane Bryan has a leading role in the forthcoming "We Shall Meet Again," starring Merle Oberon, George Brent and Pat O'Brien.

Priscilla Lane was named for the feminine lead in "The Patent Leather Kid," George Raft is starred. The film is scheduled to go into production after Raft completes work on his picture for Walter Wanger.

A new term contract has been given to Wayne Morris. The young star has just completed his part in "Brother Rat and a Baby," in which he appears with Eddie Albert, Priscilla Lane, Jane Bryan, Jane Wyman, Ronald Reegan, and Larry Williams.

Camera work has been finished on "The Fighting 69th," story of New York's famous regiment, and the picture, now being cut and edited, will be ready for release in mid-winter. James Cagney, Pat O'Brien and George Brent are co-starred.

Heinz Herald has been assigned by the Warner studio to write the screen play of "The Life of Alfred Nobel." He will collaborate with Ulrich Steindorff in the writing of the story which will be based on the life of the man who created the internationally famous peace prize.

Congratulations
Jay Emanuel
and
THE EXHIBITOR

We recognize the splendid part you have played in the development of the Motion Picture Industry

Edward Small Productions, Inc.
EDWARD SMALL, *President*
releasing thru UNITED ARTISTS

BETTER MANAGEMENT

Selling Features

"Mr. Smith Goes to Washington"

PHILADELPHIA—Among the items in the agenda of Columbia exploiteer Ed Rosenbaum for the engagement of "Mr. Smith Goes to Washington" here were promotion advertisements in all local newspapers through the courtesy of the Baltimore and Ohio Railroad, with the railroad also placing animated displays in its down-town ticket offices and 30x40 cards in all stations and branch offices. A letter war arranged with the local Boy Scout organizations to be sent to all Boy Scouts. Special newspaper breaks, including two editorials, were obtained.

SCRANTON, PENNSYLVANIA—For the engagement of "Mr. Smith Goes to Washington" here, Columbia exploiteer Ed Rosenbaum had a 50x25-foot banner stretched across the main thoroughfare. One hundred trolley dodgers were used on street cars, with 100 cards, especially made with a cut of James Stewart and Jean Arthur, being used inside the cars. A tie-in was made with the local radio station, for plugs following the H. V. Kaltenborn broadcast. The Tribune gave an editorial.

WILKES-BARRE, PENNSYLVANIA—For "Mr. Smith Goes to Washington," Columbia exploiteer Ed Rosenbaum posted 25 24-sheets, 150 three-sheets, and bus cards. In the Record, Times, Leader, News, and Sunday Independent, he used four- to eight-column feature mats. The Times, Leader, and News responded editorially to the Frank Capra production.

"That's Right, You're Wrong"

READING, PENNSYLVANIA—Manager C. G. Keeney, Park, discovered the best way, the best time and the best places to use a 55-foot street car, plastered with theatre posters from the motorman's end to the rear rope, on a crowded city street. To boost "That's Right, You're Wrong," Keeney rented the car, covered it with posters and had it taken over the entire city all of Saturday preceding the picture's Pennsylvania premiere at the Park. Car covered the downtown business section so thoroughly that it was "among those present" in a half dozen traffic jams. In fact, Keeney got "in Dutch" with the rector of his own parish church, he learned later, as the clergyman was tied up in three of the jams Keeney's street car helped to build up at the hours when the crowds were largest.

Keeney, through RKO-Radio, induced the Reading broadcasting station, linked with a Blue national network, to obtain a switch of the Kay Kyser hour on the Red Network on Wednesday night, and preceded the hour with 15 minutes' publicity for the Park. After the Kyser hour, Keeney got 15 minutes more time on the station. In addition, the local station gave the Park and the "That's Right, You're Wrong" picture ten spot announcements each day for five days preceding the opening.

HARRISBURG, PENNSYLVANIA — Opening with a Thanksgiving Eve show, the Kay Kyser picture was exploited in various ways by manager Bob Sidman, Senate. In addition to securing advance publicity on midnight show in newspaper columns, five pairs of tickets were given to winners of a dance contest at local ballroom. Spot announcements on the play date were made before and after Kyser's sponsored broadcasts two weeks in advance.

Six branch ticket offices were set up in candy shops, confectionery stores etc., which are frequented by jitterbugs, while displays were placed in locations near high schools. Tie-ups at music stores on sheet music and records included one on all of Kyser's recordings. Orchestrations were planted with local dance bands, which plugged the picture two weeks in advance. Professor caps were provided for downtown newsboys a few days before opening. Special trailer was used on programs to advertise the midnight show.

ATTRACTIVE SMALL TOWN AD. F. J. Cahalan, Magnet, Claremont, New Hampshire, used this kind of copy for the Columbia show, which shows plenty of initiative. In addition, he had 50 of the above printed as handbills and sent to teachers in the high school, with copy of the ad. Results were big. Cahalan asks other small town managers to send in ideas for comparison.

"First Love"

WILMINGTON, DELAWARE—Lewis S. Black, manager, Warner, has made a tie-up with a local broadcasting station for a weekly Friday night Hobby Lobby broadcast.

The lobby mike carried some of Dianna Durbin's singing on the air, and then the operator at the break of the first show would ask questions about the show of patrons leaving. Correct answers entitled patrons to tickets to the next week's show. Besides the Hobby Lobby feature, manager Black had a three-quarters of a page co-operative ad, and in the window of a store had a fashion display with models dressed in Deana Durbin dresses and a large arch around the central figure. He also had several window cards and stills in the window of a jewelry store.

SYRACUSE, NEW YORK—Through a benefit tie-up with the Girl Scouts, manager Sid Holland, RKO-Schine-Eckel manager, secured the services of 25 girl scouts, who canvassed from house to house and in office buildings selling tickets.

A mammoth head of Deanna Durbin, studded with lights, was wired from a turn table to a loud speaker concealed at back of the head and used to render Durbin songs. A platform was built in shoe store and set with a ladies slipper. Anyone entering the store was allowed to place her foot in slipper and those whose foot fitted the shoe were given guest tickets.

"The Star Maker"

HARTFORD, CONNECTICUT — In association with the Anatole Bourman School of the Dance, manager Paul Binstock, Lyric, for part of his campaign on "The Star Maker," held a "Star Maker Revue" with 40 talented children taking part at both a matiness and an evening performance. Binstock also arranged to have Bing Crosby send a telegram of best wishes. Postal Telegraph co-operated by making up 12 jumbo reproductions of the wire for display in merchants' windows.

"Allegheny Uprising"

SYRACUSE, NEW YORK—Manager Harry Unterfort, RKO - Schine - Keith's, used three Indians from the Onondaga reservation in ceremonial dress in front of the theatre.

Onondago Historical Society donated the use of Indian relics which were displayed. A direct descendent of Jim Smith, portrayed in the picture, was found living in a nearby village and story from this angle was used.

INSEPARABLE

METRO PREMIUMS

EXTRA PROFITS

METRO PREMIUM CO.

308 W. 44th STREET, NEW YORK
492 PEARL STREET, BUFFALO
303 N. 13th ST., PHILADELPHIA
47 CHURCH STREET, BOSTON

—and Offices in All Principal Cities Throughout the Country

THE EASTERN THEATRE MAN speaks

Number 59 of a Series:-

LLOYD BRIDGHAM
STATE THEATRE, Presque Isle, Maine

"In the comparatively short time THE EXHIBITOR has published a New England edition, it is remarkable how quickly theatre owners and managers have learned to rely completely upon its many services in the operation of their theatres, and that goes for me, too."

Nearly every Exhibitor reads THE EXHIBITOR!

AN INVITATION

Throughout 1939, expressions of praise, comment, criticism or suggestion from our many Exhibitor Friends will be carried in similar form in every issue. We welcome the expression of *every* reader and will use them in the order in which they are received.

"Drums Along the Mohawk"

WORCESTER, MASSACHUSETTS — Maurice Druker, assistant manager, Loew's Poli, got out an effective campaign. A downtown store provided window space for a big display of ancient drums, going back as far as 1770. Another store in an excellent location ran a window of genuine Indian relics, and the staid Worcester Historical Society became so enthused over the film it ran special displays in its own quarters of its own relics. Public Library exhibited eight 30x40 maps of the Mohawk Valley. Boy Scout paper conducted an essay contest on the picture, three stores ran window and counter displays of the book, eight news company trucks were bannered on tieup with Movie Story Magazine, which ran story of the film, Kresge gave a window of Percy Westmore's makeup, department store ran a window of children's Indian suits, several stores, schools and a newspaper distributed Indian headbands appropriately marked and cut rate store gave film a plug on 2000 paper bags.

"At the Circus"

GLOVERSVILLE, NEW YORK—Lou S. Hart, manager, Glove, put over a smashing campaign for "At the Circus." Lou had a big tractor parked in front of the theatre bearing a sign, "You Don't Need a Tractor to Pull Hundreds of Laughs Out of 'At the Circus'." He also arranged a window in a jewelry store with a contest based on the number of minutes an eight-day clock would run after eight days, all tied in with the movie. In addition, a walking ballyhoo paraded the streets in the form of a tall boy with an umbrella over him, the umbrella bearing the message, "There's a Rain of Laughs Coming" and then in smaller letters copy about "At the Circus." Lou also had 1,000 Marx Brothers comic masks distributed at the schools and arranged with Postal Telegraph to distribute 1,000 free telegrams tying in with the picture.

"Mutiny in the Big House"

WILMINGTON, DELAWARE — Dick Kirsh, manager, Aldine, had a special barricade front built up, showing Barton McLane behind prison bars on the front board and the whole structure done in gray. Besides this he got out 5,000 large heralds, 3,000 teaser envelopes labelled "For Married and Engaged Women Only," with a card inside advising them to give their husbands or sweethearts a treat to see the show.

"Dancing Co-Ed"

HARTFORD, CONNECTICUT—As the high spot in his campaign on "Dancing Co-Ed," manager Paul Binstock, Lyric, held a jitterbug contest, with prizes donated by a local jeweler. Another item was the house-to-house distribution of some 2,000 postcards of bandsman Artie Shaw.

Selling Shorts

"Drunk Driving"

BOSTON—Metro had a special police screening of "Drunk Driving" for Commissioner Timilty, deputy chief, and others. Policemen throughout New England have been advised by heads of police departments to see the picture.

Press Books

"Elizabeth" Pictorial

NEW YORK CITY—An unusually attractive folding pictorial display on Warners "The Private Lives of Elizabeth and Essex" for distribution among the nation's high schools and libraries has been prepared by the company's advertising and publicity department. These folders, being distributed this week by the Hays office to a large number of leading educators and librarians, are illustrated presentations of the history, research and production details of the making of the feature. Warners are making available a limited supply of them to exhibitors at a minimum cost.

Twenty-four cards, arranged in sets of three, and held in place in a novel three-way display folder, give complete details of the effort and care taken on the feature to make it historically accurate as well as cinematically perfect.

The folder contains eight sets of illustrated cards.

"We Are Not Alone"

NEW YORK CITY—Warners press book on "We Are Not Alone" opens with a double page spread outlining the selling values of the Hilton novel, the stars and the production. Following is a large publicity section with stories and art suitable for newspapers and for use in every type of engagement. Next is presented a two-page spread with quotes from the rave trade paper reviews. in addition to an illustration of the striking 24-sheet prepared for the film. Suggestions for tie-ups on the book "We Are Not Alone" by James Hilton follow, with a description of the by-line serialization by Hilton of the story available to newspapers.

Community Building

Party for Binstock

HARTFORD, CONNECTICUT—Well known to readers of THE EXHIBITOR as one of the industry's most "promotingest" managers, Paul Binstock, manager, Lyric, gets himself on the receiving end December 1, when he celebrates his 20th anniversary in theatre business. Julian B. Tuthill, motion picture editor, Hartford Times, is arranging the entire affair.

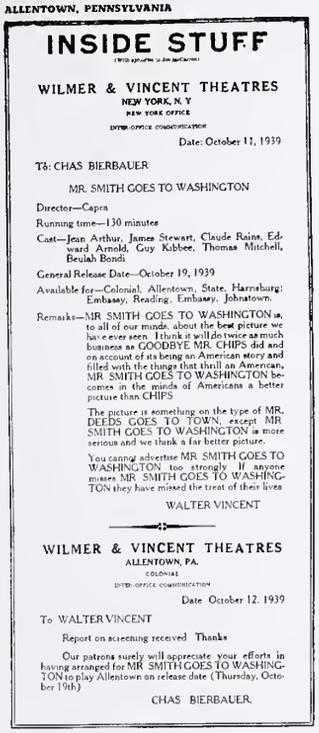
With the aid of Binstock, Tuthill promoted the two leading restaurants to send their bands, floor shows, and masters of ceremonies to do their stuff at the Lyric. A special trailer was made up, and a lobby display was arranged for two weeks in advance.

Other items promoted included 5,000 anniversary programs, a 28-inch cake with candles and inscription, window announcements.

Invited to the theatre as Binstock guests have been all couples who were married in this city on December 1, 1919. A dinner will be given at the Lobster Restaurant, and a late supper at Kid Kaplan's.

City officials and leading citizens have been invited to the affair, at which the mayor will be principal speaker and make the presentation to Binstock of an exploitation award recently won.

ALLENTOWN, PENNSYLVANIA



INSIDE STUFF

WILMER & VINCENT THEATRES
NEW YORK, N. Y.
NEW YORK OFFICE
INTER-OFFICE COMMUNICATION

Date: October 11, 1939

To: CHAS BIERBAUER

MR. SMITH GOES TO WASHINGTON

Director—Capra

Running time—130 minutes

Cast—Jean Arthur, James Stewart, Claude Rains, Edward Arnold, Guy Kibbee, Thomas Mitchell, Beulah Bondi

General Release Date—October 19, 1939

Available for—Colonial, Allentown, State, Harrisburg; Embassy, Reading, Embassy, Johnstown.

Remarks—MR SMITH GOES TO WASHINGTON is, to all of our minds, about the best picture we have ever seen. I think it will do twice as much business as GOODBYE MR. CHIPS did and on account of its being an American story and filled with the things that thrill an American, MR. SMITH GOES TO WASHINGTON becomes in the minds of Americans a better picture than CHIPS

The picture is something on the type of MR. DEEDS GOES TO TOWN, except MR SMITH GOES TO WASHINGTON is more serious and we think a far better picture.

You cannot advertise MR SMITH GOES TO WASHINGTON too strongly If anyone misses MR SMITH GOES TO WASHINGTON they have missed the best of their lives

WALTER VINCENT

WILMER & VINCENT THEATRES
ALLENTOWN, PA.
COLONIAL
INTER-OFFICE COMMUNICATION

Date October 12. 1939

To WALTER VINCENT

Report on screening received Thanks

Our patrons surely will appreciate your efforts in having arranged for MR SMITH GOES TO WASHINGTON to play Allentown on release date (Thursday, October 19th)

CHAS BIERBAUER

INDIANAPOLIS

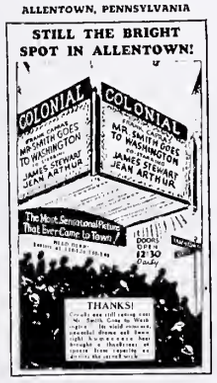
SEATTLE

PITTSBURGH

SAN FRANCISCO

HOUSTON, TEXAS

ALLENTOWN, PENNSYLVANIA

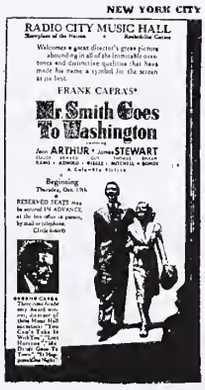


ALLENTOWN, PENNSYLVANIA

WASHINGTON

PORTLAND, MAINE

NEW YORK CITY



HINTS ON NEWSPAPER ADVERTISING

No. 90—"Mr. Smith Goes to Washington" (Columbia)

Another high-grossing show, this affords plenty of opportunity for the admen to play with copy. In addition to the merits of the picture, the controversy which arose after the Washington showing also is important, and might be used in newspaper advertising.

We point attention especially to the bottom ad from Allentown, which uses a pressbook mat and some local copy that must have attracted a lot of interest.

The Allentown ad in the top left corner is also off the beatcn track and can be used for other pictures, but not too often.

Seattle, adhering to the black, reverse plate motif, made use of all the names and plenty of star heads. We suggest this especially for scrutiny.

Note how, fundamentally, the press book layouts were used in several cases, but adapted to local ideas. The Washington hold-over ad is notable for its simplicity.

INDIANAPOLIS

OMAHA

LOUISVILLE

SEATTLE

BALTIMORE, MARYLAND

NEW YORK CITY

PHILADELPHIA

CHICAGO

MINNEAPOLIS

CHICAGO

SYRACUSE, NEW YORK

HINTS ON NEWSPAPER ADVERTISING

No. 91—"First Love" (Universal)

Everyone seems to have the same message—"Deanna's in Love"—and with a few exceptions, that is the highlight of the advertising copy, as presented on this page, culled from the layouts from 11 key cities.

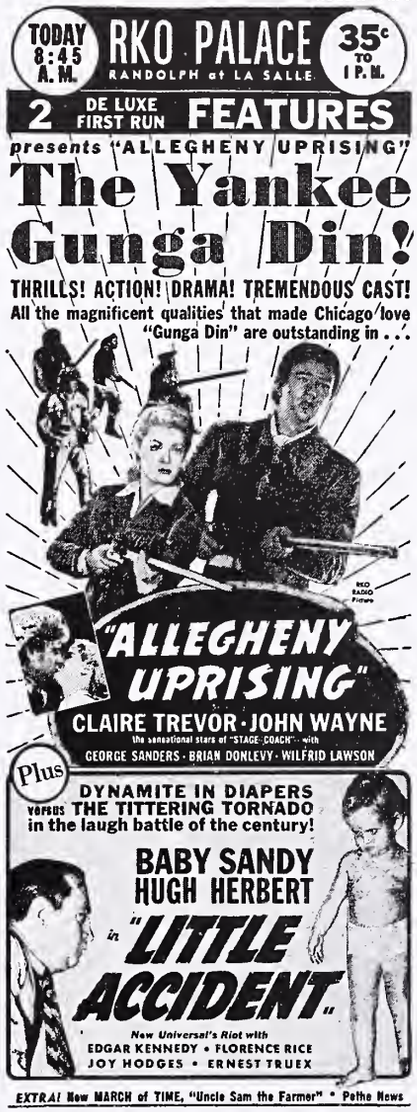
It seems to us that there might be some other angles in the picture—the Cinderella motif, especially, but as long as Deanna is doing business, perhaps it does not matter.

There is not much in the novelty line here. Philadelphia's entrant used a half-tone effect which only the better newspapers can reproduce effectively; Chicago's circle idea is unique and Seattle, of course, has its reverse plate idea.

PROVIDENCE, RHODE ISLAND

SYRACUSE, NEW YORK

CHICAGO



ROCHESTER, NEW YORK

OMAHA

BUFFALO

NEW YORK CITY

HINTS ON NEWSPAPER ADVERTISING

No. 92—"Allegheny Uprising" (RKO)

From the early runs, a page of more-or-less original ads on the RKO show is presented, and we think a prize of some sort should go to Chicago, where the copy reads, "The Yankee Gunga Din! . . . all the magnificent qualities that made Chicago love 'Gunga Din' are outstanding in . . ."

That is working the copy machine overtime—and won't the audience be disappointed if it does not see Ghandiites cavorting around in 1756 or so, the period of the picture.

Omaha prefers to link Claire Trevor and John Wayne as the "Stagecoach" stars—a good idea where the UA show did business.

Rochester used "America's First Rebel" in its story, while Providence just made use of general copy—"thrill-romance giant of the year"—which will apply to plenty of pictures released during almost any season.

Generally, there was little use of copy, the boys probably figuring that if they said too much the women might spot the show as too masculine for their tastes.

JONATHAN SWIFT'S "GULLIVER'S TRAVELS" IS MAX FLEISCHER'S FEATURE

Better than with words, these pictures tell the story of "Gulliver's Travels," Jonathan Swift's satirical masterpiece, which becomes Max Fleischer's first full-length, Technicolor cartoon, which, furthering a general misconception, concerns only the visit of Lemuel Gulliver to Lilliput, ignoring those to Brobdingnag, Laputa, and Yahoo. Here are seen the capture of Gulliver by the Lilliputians and his great sea victory on behalf of his little friends. Paramount has assigned the picture a December 22nd release.

THE EDITORS LOOK AT THE WESTERNS

A Survey of the Situation—What Product Has Been Promised—What Is Being Delivered—The Leading Stars—And the Place Held by the Open Air Dramas in the Industry Today

WITH THE EXCEPTION of the fact that some of the former favorites seem to be making headway on the comeback trail, a survey by THE EXHIBITOR shows little change in the rankings of the top names in the western field. This, in itself, is the most striking feature of a review of what's what in westerns, based on the efforts of 1938-1939 and what we have seen of 1939-1940.

CONTACTS WITH EXHIBITORS who know westerns and reports from the many correspondents in the field reveal that Gene Autry is still the top single name in the western group, backed as never before, by a deluge of magazine articles, a trip to Great Britain, and plenty of personal appearances. Autry, who stands as the No. 1 man of westerns, not only held his popularity but increased it. In the forefront, with Autry, as they were last season, are William Boyd, in the Hop-a-Long Cassidy series, and George O'Brien. O'Brien, who often takes an excursion into forms of melodrama not definitely associated with hard-riding, is still a name to be reckoned with. The Hop-a-Longs, made by Harry Sherman, have not lessened their production standards. William Boyd, with Russell Hayden as a new and fast-coming name, is a high favorite with exhibitors and patrons, the departure of George "Gabby" Hayes not affecting the series.

THERE IS ONE WESTERN NAME which is off the roster, though, this year. Buck Jones, who isn't delivering, did appear in one picture (horseless) for Paramount, which didn't help him with the outdoor fans.

GLANCING at the "big 10" of 1938-1939, we find that while the Three Mesquiteers are still favorites, changing of the faces in the make-up in the trio isn't assisting the group in holding their popularity. Bob Livingston, Ray Corrigan, and Max Terhune established the series, Livingston dropped out, but has since returned, while Corrigan and Terhune also have gone off the set, being replaced by Duncan Renaldo and Raymond Hatton. Smith Ballew, who appeared as one of the big names last season, is absent. Ken Maynard, in a series independently distributed, retains a following, although the new group is not being helped by the re-issues on the market. Charles Starrett, strong entrant in 1938-1939, continues to build.

TEX RITTER, with better distribution than he had been getting, and increased values in production, is slowly approaching the upper circles, thanks to his personality, some good songs, and some swell-supervised productions from producer Ed Finney. Tim McCoy, in-and-out of the independent and major studios, delivered workmanlike pictures last season, and is soon appearing for a new company.

GLANCING at what were termed the runners-up last season, we note that Roy Rogers, who looked so promising in his first show, has progressed rapidly in the esteem of the exhibitors and the fans, although there is a feeling that the Beau Brummel of the plains could become bigger with somewhat stronger story material.

Bob Steele, who is making an independent series, has not progressed, but has not dropped back. Here, too, the flood of re-issues is a factor. Bob Baker, a newcomer last year, failed to click, so Universal has wisely teamed him with Johnny Mack Brown, the latter doing the fighting, riding and loving, while Baker sings, a combination which has clicked in the first four of the series, and which should land those pictures in the top sphere of westerns by the time the season ends.

Jack Randall, who does not sing, again showed up in a standard series, although outshone by Ritter at the same studio. Tom Tyler, again in the independent market, stayed in about the same groove, while nothing is being heard of Tom Keene. Kermit Maynard, not without a following in earlier years, is rarely seen, except as "among those present" in one of the occasonal "bigger" productions. Fred Scott, in a 1938-1939 series which is still being distributed, stayed in about the same spot. Jack Luden, last year in a series of his own, is off the western list, but Bill Elliott, with whom Columbia experimented, has been coming along.

Grand National's Art Jarrett wasn't on the scene very long, but its Tex Fletcher, thanks to some personal appearances in the east, managed to attract some attention. Even though only in one picture, the personals helped. (And whatever became of the Max Baer westerns?) Dorothy Page, the only cowgirl, didn't make much of an impression—although the production values weren't too good

OF THE NEWCOMERS coming up, one detects John King, George Houston, Bobby Clark and Art Davis, on whom judgment must be reserved. Secondary names, such as Smiley Burnette, Max Terhune, George Hayes, and others, continue to be seen, with the last going over to another studio. Gone, apparently, are Hoot Gibson, Wally Wales, Bill Cody and other names which used to thrill the western fans. For their departure, there are no regrets, but we do harbor one longing—why no one has taken Dick Foran and put him back in the saddle. We will wager he would get in the "top 10" within one season.

THE BIG TEN

(Based on the 1938-1939 season)

1. GENE AUTRY
2. WILLIAM BOYD
3. GEORGE O'BRIEN
4. TEX RITTER
5. CHARLES STARRETT
6. ROY ROGERS
7. TIM McCOY
8. JACK RANDALL
9. THREE MESQUITEERS
10. BILL ELLIOTT

Also-Rans—Listed Alphabetically

Bob Baker, Tex Fletcher, Art Jarrett, Dorothy Page, Fred Scott, Bob Steele, Tom Tyler

Anniversary Greetings from

"Pop" Sherman

Wise showmen are riding the pay dirt trail with Hopalong Cassidy in the BEST OF THE WESTERNS

6 "HOPALONGS"

Featuring

WILLIAM BOYD

To hop up those sagging grosses. Look 'em over and you won't overlook 'em.

"RANGE WAR"

and

"LAW OF THE PAMPAS"

Now Thrilling Action Fans Everywhere.

Coming!

"SANTA FE MARSHAL"

To Arrest the Attention of Paying Customers.

"SHOW DOWN"

For a Full House.

"MAN FROM BAR-20"

To Roll Up the Profits.

AND

Another untitled smash action Hoppy, with Cassidy bringing in the cash for a Hoppy New Year.

2 ZANE GREY SPECIALS

"KNIGHTS OF THE RANGE"

with

Russell Hayden, Jean Parker and J. Farrell MacDonald

"LIGHT OF WESTERN STARS"

Featuring Victor Jory with Jo Ann Sayers, Russell Hayden, Noah Beery, Jr. and J. Farrell MacDonald

More Action with

"THE LLANO KID"

Featuring Tito Guizar with Gale Sondergaard, Alan Mowbray and Jane Clayton

And More Coming with

REX BEACH'S

Famous Masterpiece

"THE NE'ER-DO-WELL"

50 MILLION ACTION FANS CAN'T BE WRONG

HARRY SHERMAN PRODUCTIONS

PRODUCTION

FROM AVAILABLE ADVICES, here is a glimpse of how the western field shapes up for this season:

COLUMBIA

Concentrating on its Charles Starrett series, of which there will be 10 during the 1939-1940 season, Columbia has maintained the standard of the group in its first release this year, without, apparently, trying to build its star into the top western bracket.

Secondary western star is Bill Elliott, who gave promise of flashing to the top last year, but then slipped back into the groove.

Exhibitors indicate that the Starretts are audience pleasers, while the Elliotts are in the run-of-the-mill bracket.

Starretts:

Released: "Outpost of the Mounties," "The Stranger from Texas."

In production and coming: "Two-Fisted Rangers" and seven others.

All-Stars:

Released: "Taming of the West."

In production and coming: "Gun Lord of the Frontier" and six others.

Re-issues:

Available: "Law Beyond the Range," "Fighting Shadows," "Square Shooter," "Avenging Waters," "Fugitive Sheriff," "Western Frontier," "Western Courage," "Lawless Riders."

IMPERIAL

Imperial has announced a series of eight westerns for its 1939-1940 schedule.

Unnamed:

Released:: None.

In production and coming: Eight.

METROPOLITAN

What Metropolitan expects to do during the 1939-1940 season has not been announced. The following is what it contributed for the 1938-1939 season.

Steeles:

Released: "Mesquite Buckaroo," "Smoky Trails," "Feud of the Range," "Riders of the Sage," "The Ridin' Fool."

In production or coming: "Pinto Canyon," "The Man from Texas," "Wild Horse Valley."

MONOGRAM

Four series of westerns are on Monogram's 1939-1940 line-up: six Lone Star Westerns, with Jack Randall; two special westerns, based on James Fenimore Cooper stories, with Randall; eight Tex Ritters, and eight John Wayne re-issues.

Lone Star:

Released: None.

In production and coming: "Kit Carson's Pony Express," "Days of Daniel Boone," "The Covered Wagon Trails," "The Cheyenne Kid," "The Last Outlaw," "The Cowboy and the Bandit."

Special Randalls:

Released: None.

In production and coming: "The Prairie" and "The Pioneer."

Ritters (Special):

Released: None.

In production and coming: "Roll, Wagons, Roll," "West-Bound Stage," "Riders of Sundown," "Oklahoma Land Rush."

Ritters (Regular):

Released: None.

In production and coming: "South of the Rio Grande," "The Man from Hell's River," "The Kid from Panhandle," and "Redskin Trail."

Waynes:

Released: "Riders of Destiny" and "Sagebrush Trail," "The Lucky Texan,"

Coming: "Blue Steel," "The Man from Utah," "Randy Rides Again," "The Star Packer."

"West of the Divide."

The six Ken Maynards announced by Colony and Nat Saland will be handled by Monogram.

Ken Maynards:

Released: "Flaming Lead," "Death Rides the Range," "Phantom Rancher."

In production or coming in: "Rawhide and Dynamite," "Lightning Strikes Twice," "Where the West Begins."

PARAMOUNT

Hopalong Cassidy, in the person of William Boyd, continued in the Paramount fold, with four entries for the continuation of the chronicle. In addition to these producer Harry Sherman contributes three others. Russell Hayden has become a valuable name in the series.

Boyds:

Released: "Range War"; "Law of the Pampas."

In production and coming: "Santa Fe Marshal" and "Four Aces."

Other Sherman productions:

Released: "The Llano Kid" (special).

In production and coming: "Light of Western Stars."

PRODUCERS

The Producers Distributing Corporation, out of its 60 pictures announced for the 1939-1940 season, plans to issue 24 westerns: eight in a Frontier Marshal series, starring Tim McCoy; eight in a Billy, the Kid, series, starring George Houston; and eight in a Sagebrush Family series, with Bobby Clark.

Billy the Kids:

Released: None.

In production or coming: "Man from Oklahoma," "The Texas Drive," "The Arizona Trail," "Trails West," "Cherokee Kid," "Frontier Justice," "Law of the Santa Fe," "Buffalo Raiders."

Frontier Marshals:

Released: None.

In production or coming: "Texas Renegades," "Guns A-Blazing," "Swift Justice," "Rio Grande Outlaws," "Perils of the Pecos," "Mystery Canyon," "Lone Wolf Rider," "Arizona Gang Busters."

Sagebrush Familys:

Released: None.

In production or coming: "The Sagebrush Family Trails West," "The Sagebrush Family Rides On," "The Sagebrush Family Stakes a Claim," "The Sagebrush Family on a Dude Ranch," "The Sagebrush Family Across the Rio Grande," "The Sagebrush Family at the Rodeo," "The Sagebrush Family Meets the Outlaws," "The Sagebrush Family Fights Rustlers."

GENE AUTRY

ROY ROGERS

PERSONALITIES

RUSSELL HAYDEN

HARRY SHERMAN

TEX RITTER

RKO-RADIO

George O'Brien continues with RKO-Radio for another season, with six pictures on the register.

O'Briens:

Released: "Marshal of Messa City."

In production or coming: "Legion of the Lawless" and four others.

REPUBLIC

The Republic western program, for another year, totals 24, with eight each to be made by Gene Autry, Roy Rogers, and the Three Mesquiteers.

Autrys:

Released: None.

In production or coming: "When the Moon Comes Over the Mountain," "South of the Border," "Just a Song at Twilight," "Grand Old Op'ny," "Ride, Tenderfoot, Ride," "Round-Up Time in Reno," "Down by the Old Mill Stream," "Carolina Moon."

Rogers:

Released: "The Arizona Kid," " Sage of Death Valley."

In production or coming: "In Old Cheyenne," "Robin Hood of the Pecos," "Man from Rio," "Washington Cowboy," "Days of '49," "Wyoming Wildcat."

Three Mesquiteers:

Released: "The Kansas Terrors," "Cowboys From Texas."

In production or coming: "Heroes of the Saddle," "Oklahoma Outlaws," "Rocky Mountain Rangers," "Pioneers of the West," "Covered Wagon Days," "Arizona Skies."

SANFORTH

Clifford Sanforth will produce a series of eight musical westerns for the states-rights market under the title of "Adventures of the Texas Kid," featuring Art Davis.

Davises:

Released: None.

In production or coming: "Meet the Texas Kid," and seven others.

SPECTRUM

Spectrum will provide eight westerns, it is said, in the 1939-1940 season, with presumably, Fred Scott starred.

Unnamed:

Released: None.

In production or coming: Eight.

In the 1938-1939 season, the following is the record for the Scotts:

Released: "Two-Gun Troubadour," "Code of the Fearless," "Songs and Bullets," "Rangers Round-up," "Knight of the Plains," "In Old Montana."

UNIVERSAL

For this year Universal's Bob Baker takes the No. 2 spot, giving Johnny Mack Brown the ace position in the 1939-1940 westerns, of which there will be seven.

Brown-Bakers:

Released: "Desperate Trails" and "Oklahoma Frontier," "Chip of the Flying U," "West of Carson City."

In production or coming: "Riders of Pasco Basin," and two others.

VICTORY

What Victory is planning for the 1939-1940 season is not known.

WARNERS-FIRST NATIONAL

Warners-First National joins the reissuing parade, with six John Waynes, in sepia.

Waynes:

Released: None.

Coming: "The Riding Cowboy," "The Big Stampede," "The Telegraph Trail," "Haunted Gold," "Somewhere in Samoa," "The Man from Monterey."

Happy Anniversary to Jay Emanuel and The Exhibitor

RUSSELL

(Lucky)

HAYDEN

Riding the Range with Hopalong Cassidy for

HARRY SHERMAN PRODUCTIONS

CURRENT RELEASE

"Knights of the Range"

Here Are Some Important Names in the Western Field

Harry Sherman

His great love for the outdoors—the wide open spaces—probably provided the urge that made Harry Sherman a producer of outdoor romances, frequently referred to as westerns and, occasionally, as horse operas. This type of picture is the one best patronized by American audiences. In fact, since the inception of motion pictures, it has provided the real backbone of the industry and is still doing it. And remember, too, that the stars of these early outdoor epics were paid salaries more equal to those drawn by top-notch stars of today regardless of field. Tom Mix, it is well known, drew down the biggest salary of any star, past or present, and William S. Hart was not far behind him in the matter of pay, and William Farnum was right there with a big weekly pay check.

Sherman started producing westerns a little more than five years ago. They played in comparatively few theatres during the first 12 months or so, but interest in them grew by leaps and bounds, and today they are shown in more than 7,500 theatres in the U. S. alone.

Concrete proof that westerns are popular with the public was furnished when "The Texans" broke all records at its world premiere, and when, about two weeks later, "In Old Mexico," a Hopalong Cassidy picture, had its premiere. On the opening night 25,000 people crowded the streets leading to the theatre in hopes of catching a glimpse of William Boyd, June Clayton, George Hayes, and Russell Hayden, who were making personal appearances. The seats for the intial showing were all sold two hours before the picture went on the screen, and it was estimated that at least 5,000 people were turned away from the 3,000-seat theatre.

Why is this type of picture so popular with American theatre-goers? To Sherman there is only one answer: People like action and demand a clean, as well as an exciting film.

Almost anyone can afford to buy a ticket to the neighborhood theatre, whose patrons may enjoy scenic values they would have otherwise missed due to economic reasons. After being confined in an office or other business place all day, it is refreshing to relax to the fresh air of the cow country, even if it is only in the mind. Sherman and his co-workers are constantly attempting to improve their pictures. They buy the best stories available and hire the best actors available to play in them. Much artistic endeavor, Sherman says, goes into the making of the Hopalong films.

Russell Hayden

Russell Hayden, whose name is inscribed in the family Bible as Hayden Michael Lucid, was born on a 640-acre ranch near Chico, California, June 12, 1912, but it was not long before the family moved to Modesto where the lad first attended school. When his father became a salesman, the family also started to move about the state.

When Hayden (first or last name, it does not matter) left home to make his mark in the world, he went to Hollywood and began attending night classes of the University of Southern California, for, during the day, he worked at odd jobs to further his screen ambitions, becoming a laborer at Paramount.

Graduating from the pick-and-shovel brigade, Hayden landed a job in the studio's laboratory. His next step was joining the Harry Sherman outfit as business manager.

At that time James Ellison was portraying the juvenile leads in the Hopalong Cassidy series, in which William Boyd was featured. When Ellison accepted a spot in Cecil B. DeMille's "The Plainsman," Hayden stepped into the Sherman vacancy, first appearing in "Hills of Old Wyoming" (1937). Since then he has become almost as inseparable from the Hopalongs as William Boyd himself.

Hayden is six feet, two inches tall, and weighs 180 pounds, has black hair, black eyes, and is an all-round athlete, as well as an expert horseman. Prior to his film career, Hayden appeared in several Little Theatre shows, directed by Lela Rogers, mother of Ginger Rogers, and scored hits in "Fly Away Home" and "Funny Man."

Gene Autry

Since the time, back in 1934, when he appeared as a singing "super" in "In Old Santa Fe" with Ken Maynard in the star role, Delbert and Nora Autry's big boy, Gene, has gone places—and is still going places, with no signs of releasing his hold on the position of Public Cowboy Number One.

In the taking of a radio performer and adapting him to the screen is no particular feat, but when this is done by an independent producer—and for a horse-opera player!—it is indeed notable, and becomes the more astounding when that person is given a professional build-up, the like of which even an established star might be envious. But that is the story of Gene Autry.

Since that day in 1934, when Nat Levine proved his hunch about a singing cowboy as being what "the doctor ordered" to pep up westerns, there has been put behind Gene Autry a nation-wide publicity campaign, which has been backed by pictures in which the star performs to the high standard set by his advance scriveners. And to further him, Autry has been sent on personal appearance tours that have taken him even to Ireland and other points in the British Isles.

Perhaps Autry did have a ready-made audience when he entered pictures, for he had been on radio station KVOO since 1930 (when 22), and was a Victor recording artist, but his story since that time has been augmented by his own high quality work in a series of westerns into which has gone not only unprecedented sums of money, but story and production values as well.

When westerns were young, many a star —like "Broncho Billy" Anderson and William S. Hart—was made largely because there was little else to engage the attention of, at least to satisfy, an expectant public, enthralled with a new entertainment medium. Then, too, westerns also seemed to be ideally suited to camera treatment — an outdoor action story which could be easily caught with little acting, and the whole staged against Nature's own backdrop. In this day it is different, what with all the various types and kinds of pictures available. Accordingly, now, more than ever before, merit counts—but it must be deemed worthy. Not only has the public been told of Autry's merits, but the public at large has recognized not only his merit as a performer, but also the quality of entertainment that Republic has put into his pictures.

Now that Autry has become the subject of a newspaper cartoon-strip, his fame will spread, and it cannot but help to pay dividends at theatres playing his pictures. And the fact that he has been borrowed by 20th Century-Fox for a picture will not cause any depreciation in his stock.

One heard not infrequently remarks about the lack of westerns. There is no lack of westerns. They just do not play the theatres at which these quasi-commentators see their motion pictures. History may yet record, as Gene Autry's brightest achievement, the re-instatement of the western in its once-eminent position in the entertainment world. Surely, there are few, if indeed any other one, who can, by virtue of his position and his pictures, put westerns back on the screens of the United States for other purposes than to bring the kids in on a Saturday matinee. If 20th Century-Fox can, for example, sell four Cisco Kid stories as part of its regular program, why cannot unmitigated westerns (with running times, of course, somewhat more than the present average of 58 minutes) be included on a regular production schedule?

Republic knows how to make westerns, and it has Gene Autry. Need we say more?

Anniversary Greetings

Thank You Exhibitors

●

Gene Autry

I'm riding your way to wish you the best of everything on your twenty-first birthday.

TEX RITTER

Thanks to you exhibitors for voting me in. Your co-operation in elevating my standing at the box office is sincerely appreciated.

Tex Ritter

No drug-store cowboy is Tex Ritter, who was born and reared in the state from which he derived his nickname—Nederland, Texas, to be exact. During the years when he was acquiring an education, he was not the least concerned with acting or singing—except for his own personal enjoyment. But, while attending the University of Texas, from which he later graduated, he began to sing his cowboy songs in public, making appearances through the southeast and giving lecture-recitals on "The Texas Cowboy and His Songs." Thus far it was academic.

It was while Ritter was attending Northwestern University in 1930 that he left to come east and appear in the Theatre Guild's "Green Grow the Lilacs," in which Franchot Tone was also featured. During the run of this production, he also gave similar lectures to the students of the Washington Square Branch of New York University, arranged by the English Department for the benefit of students interested in balladry.

After a successful engagement in "Green Grow the Lilacs," Ritter appeared in a revival of the old melodrama, "The Round-Up," in which he played the part of Sagebrush Charlie, a character juvenile, and, incidentally, received the best notices of the play.

Followed an appearance for two years in the play, "Mother Lode."

But Texas was in his blood even before this, and he returned to his home for the summer, coming to New York in the fall to become a featured member in a Madison Square Garden rodeo troup. A full and assorted radio career came as the result of his singing with the rodeo, because he was offered a contract to write, sing, and act in a program over WOR called "The Lone Star Rangers" and it became, as a matter of history, the first popular western radio program in the east. From that moment, he became both a dramatic and singing star over the National Broadcasting Company and the Columbia Broadcasting System networks.

Edward Finney, who is currently producing these musical westerns, selected Ritter as the outstanding personality of this type of film and signed him.

Ritter is 29, stands six feet, and weighs 165 pounds. He has sandy hair and gray-blue eyes, and has an ingratiating he-man smile.

Roy Rogers

Another western star to get his motion-picture start via the radio is Roy Rogers, who in 1932, signed with the Sons of the Pioneers, the unit later picked up by Columbia to give the musical embellishments to the Charles Starrett westerns.

While touring the West Coast with the Sons of the Pioneers, Rogers was signed for a role in "Radio Scout," a comedy with El Brendel. Successful in that assignment, he was given another. In 1937, he was signed by Republic and given a role in a Gene Autry western, and later he was elevated to stardom in his own right.

With Rogers, Republic has again proved its showmanly acumen. Not that his voice is not good, or that he illy becomes a singing-cowboy role, but Republic decided Autry should be its singing buckaroo, that Rogers should be its action caballero, and that the Three Mesquiteers should be its general purpose trio. Thus, there would be no over-lapping of functions, and the three series would be separate and distinct.

As Republic gave Autry Smiley Burnette to add strength and appeal to his pictures, so Republic has given Rogers George "Gabby" Hayes, proving that the company knows what it is all about and appreciates the fact that, in this day and age, it takes more than a mere name to make a picture appeal.

What has been the cinema's gain in the acquisition of Roy Rogers has been a loss for dentistry, for it was Rogers' ambition at one time to study molar mending. When, in 1928, hard times fell upon the family, Rogers quit school to earn his own livelihood, first being employed in a shoe-making establishment. It was while singing at his work cutting out soles, that it was suggested he try for a radio audition.

Happy Anniversary

To JEP, and Thanks To You Exhibitor Fellers for the High Rating

ROY ROGERS

Be Seein' You Soon

in

"Days Of Jesse James"

NEWS OF THE TERRITORY

NEW YORK CITY

Crosstown

Supreme Court Justice Levy denied the application of Ben Roman for an order directing Neil F. Agnew, Paramount sales head, to testify before trial in Roman's suit against Paramount for alleged breach of contract on distribution of two reissues, "The Spoilers," and "Morocco" in New York and New Jersey. The judge, however, ordered Joseph Unger, Milton Kusell and Myron Satler to appear November 27.

Question: How will the Strand boys manage to fit "The Private Lives of Eliza beth and Essex" plus an "In Person" show anouncement on the marquee? And even if they can, what will the nabe houses do with "T.P.L.O.E.A.E." and another feature on their tiny marquees? . . . After a six-week stay at Martin Lewis' 55th Street, "Rasputin" finally moved out to make room for an extended run of "Port of Shadows." . . . Sharing the billing with President Roosevelt at the cornerstone laying ceremonies of the Roosevelt Memorial Library, Hyde Park, last week was Comerford's Frank C. Walker, whose address was the highlight of the day. Sol Rosenblatt was among the invited guests of the historic occasion. . . . George Sherman is spending a cupla weeks with his family in New York. . . . He just completed directorial chores on the latest Gene Autry opus. . . . Harry Hick heads the corporation operating the Fair, formerly Navarre. Foreign pictures will be shown exclusively.

Standard Pictures Distributing Company has appointed Arnold Van Leer and Associates as advertising, publicity and exploitation representatives.

A new theatre to cost $50,000 will be built on Union Turnpike by Herman Weingarten. C. A. Sandbloom is the architect.

Rialto is having its face lifted, and the interior will be completely redecorated with a series of murals designed by Nat Karson to illustrate Arthur Mayer's blood and thunder policy. These paintings, inspired by the management's relentless pursuit of horror, are surrealistic interpretations of a night mare at the Rialto, starring "Dracula," "Frankenstein," Laurel and Hardy and The Three Stooges. New murals will be unveiled Christmas day, in celebration of the fourth anniversary of the new Rialto.

Visiting the Comerford New York office was Senator Tom Walker of Montana, brother of Frank C. Walker. . . . Eddie Riggs, editor, Chicago Times, was another visitor with F. C. . . . Harry Doniger's son, Walter, had his option picked up by Metro for whom he works as a writer on the coast. . . . Arthur Mayer's Rialto was the scene of a kleig-light premiere when the "Flying Deuces" bowed. . . . One of the top execs of a major circuit donated a Simplex portable projection machine to Admiral Byrd's crew for entertainment on the trip to and from the Arctic.

44th Street

REPUBLIC: Jen Dennett lost her wrist watch a week or so ago and is offering a reward for its return. The timepiece is of high sentimental value.

RKO: The first announcement of Jack Ellis' week-end wedding came via Walter Winchell's nite broadcast. Mr. and Mrs. Jack will honeymoon in Florida and Havana in about a month.

20th CENTURY-FOX: Localites held their last drive meeting, with Herman Wobber, general sales manager, and M. A. Levy, drive leader, in attendance with Harry H. Buxbaum, Joe Lee, Bill Sussman and others. . . . Harry H. Buxbaum heads the Motion Picture Exchange-Committee of the Jewish Federation Drive.

UNIVERSAL: Plans for the formation of a Big U Social Club were drawn at an organization meeting. Harry Fellerman and Leo Simon are the temporary chairmen. Keep your eyes on this column for further developments. . . . Assistant booker Tom Goff was home ill. . . . Cashier Walter Bernhard brought a live turkey home for the Thanksgiving foodfest.

WARNERS: Booker Al Blumberg's car ran into a bit of smash-up trouble. Car in wreckage and Al's back feels awful score. . . . Columbia Al Barabas is still trussed up in gauze.

WORLD: Company, distributing "Mill On the Floss" in the local territory, was host to leading New York exhibitors at a reception following the premiere of the picture at the Astor. Among those present were Lew Fischler, Artie Wakoff, Al Paras, Walter Reade, Jr., William and Max Goldberg, Sidney Franklin, Matty Radin, Martin Lewis, Irving Renner, Rose Deutch, Al Suchman, Sidney Deneau, Harold Klein, Bob Finkel, Jack Birnbaum, Miss Carnegie, Rosalind Sher, Bill Davis.

Brooklyn

Ciro Paolillo, who has operated the 600-seat Paradise, 810 Fourth Avenue for 16 years without a single shut-down, except for modernization, is making another improvement by installing RCA Photophone sound.

Joe Lee, the dynamic publiciteer and exploitation head for the local Paramount, is certainly going to town these days with plenty of stunts. Leave it to Joe to keep busy—and original.

CIRCUITS

Century

Circuit made a tie-up with a restaurant and had plenty of turkeys to give away as a result.

Consolidated

Mount Eden, Bronx, has re-opened.

Knobel

After exhibiting German films exclusively for years the Irving, Brooklyn, closed for alterations for a few days and reopened with an All-American policy.

Loew's

Managers, assistant managers and district managers in the New York area—200 strong—threw a Thanksgiving beefsteak dinner and dance in the Starlight Roof of the Waldorf-Astoria Hotel. It was strictly a "family party" for the managerial staffs of the New York circuit, plus a few of the home office executives who are directly concerned with the theatres. Party was a tribute to the showmanship and hard work of the theatre staffs during the summer campaign to offset the hot-weather lull. President Nicholas M. Schenck, C. C. Moskowitz, Leopold Friedman, J. R. Vogel, Marvin Schenck, W. F. Rodgers, Oscar A. Doob, Eugene Picker, Harry Moskowitz, Harry Bernstein, J. T. Mills were among the home office group. But the party belonged to the theatre boys and girls. Six dazzling managers formed a Floradora Sextette—Eric Van Dyke, Edwin Burke, Nat Adelson, Robert Kilgore, Jack Fieman Sam Pearlman. Another group, wisely hiding behind thick beards, formed the Harry Karasik Ninotchka-Balalilaki Symphony Orchestra—district manager Karasik, with managers Harvey Everett, Ed Douglas, Herman Silver, Sam Rose, Wm. Downs, Richard Bosch, Sydney Kane, Joe Rubenfeld, Abe Kaplan, Martin Rosenburgh and Larry Stark. Herman Dolinsky, Loew's Coney Island, impersonated Shirley Temple. Seymour Mayor m.c.'d a Marx Bros. "Circus Screeno." There was a "Bank Night" dance, with real prizes. Ballroom was turned into a madhouse with a Cavalcade of Ballyhoo. A special edition of The Mirror caused a libelous sensation. The managers and their wives took screen tests with a real cameraman in charge. Leading producers presented "favors." United Artists showered the ladies with gifts. Paramount, Metro, Republic, Columbia, and Universal remembered.

Prudential

Westhampton, Long Island, theatre is open Saturdays, Sundays, and holidays only.

Randforce

New Clinton opened over the week end.

Skouras

Jay Enders, now house manager of the Academy of Music, under Harold Janecky; M. B. Esserman is managing the Hempstead, Hempstead, Long Island; Ben Ostrow is back as manager of the 77th Street; Joe Samarco is handling the Carlton, in a few recent changes following the recent drive's end. Fred Lichtman, manager, Lafayette, Suffern, won the big push, a double triumph, as he not only headed his division but also led all the other managers. Other winners were Walter Melvin, Valentine, Bronx, first in his zone, with Jack Bokser, Orotona, second. Thomas Saris, Merrick, Jamaica, Long Island, first in the Long Island division, which was third. Richard Carneghi, Roosevelt, Flushing, Long Island, was second, with Paul Laube, Manhasset, Manhasset, Long Island, third.

Service drive leader was George Nichols, Liberty, Elizabeth, New Jersey, with Harold Janecky, Academy of Music, Manhattan, second. Notis Komenos, State, Jersey City, was third, with Al Unger, Capitol, Jersey City, fourth, and Joe Salmon, Riverside, Manhattan, fifth.

Idea winners included Tom Robinson, Forrest Hills, Forrest Hills, Long Island; Tom Burns, Apollo, Jersey City; Jay Enders, Hempstead, Hempstead, Long Island, and A. Caruso, Corona, Corona.

HOME OFFICES

Film Alliance

Nat Wachsberger, vice-president and general manager, and Norman Elson, newly appointed sales manager, left for an extended tour of key cities that will take them to the coast. They will visit the present 15 exchanges of Film Allliance and also set up additional distributing agencies in other exchange centers where the company is not now represented.

Goldwyn

Sam Wood, whose most recent directorial achievement was "Goodbye, Mr. Chips," arrived following the completion of his latest picture, "Raffles." Wood expects to remain in New York about two weeks.

Metro

The home office contingent, headed by W. F. Rodgers, sales chief, hopped to Chicago last week-end for the "Gone With the Wind" sales meeting.

Monogram

Among those in the publicity office when the cyclone hit were Martin Sheridan, Steeve Broidy's publicity man in Boston, and exploiteer Paul Benson. . . . Manny Reiner's still stuck with his car.

RKO-Radio

John Farmer, executive in the office of President George Schaefer, rolled into a tie for high game in the RKO bowling league, Farmer, who for three years was a star first baseman at Princeton University, hit 255 to tie Warren Angus for the top game. Wildcats, composed of Gavin, Sniderman, Havens, Falz and Sevy, are leading the league composed of eight teams, RKO Theatre and RKO Radio Pictures employees.

Forham University Night was celebrated at the Fordham. The Rams' football team, university band, and students howled.

Republic

Musical director Cy Feuer's mother is in town from the coast on a tour of relative visiting.

Universal

Maybe this appeared somewhere else, but it just came to our attention. "Do-do" Blumberg, prexy Nate's daughter, appeared as an extra in "Rio" and received the regular daily wage. Her salary was turned right over to the Motion Picture Relief Fund.

Warners

Bryan Foy came in from the coast for conferences. . . . Gradwell L. Sears, sales head, left for a tour of the southern branches.

Father of Herman Starr, vice president, died last week, leaving a widow, six sons and a daughter.

Maurice Black, 70, retired New York business man and father-in-law of Joseph Bernhard, president and general manager Warner Brothers Theatres, died last week.

JOE JOEL SAYS:

Among Other Things . . .

Harry Doneger, well known Jersey exhibitor, is pleased to announce that his son, Walter, a junior writer, Metro, has had his contract renewed. . . . The Comet Amusement Company has taken back two popular games—"Whirlwind" and "At the Races." . . . Barney Feingold, Alden, Jamaica, Long Island, has been doing well as conductor of new-fangled quiz contests at his theatre. He is considering a change of billing, a direct result of a patron's remark. Having heard of Dr. I. Q., the cash customer suggested that Barney call himself Dr. I. S. Q. Barney asked what the initials stood for and the wisenheimer sallied with accents heavy, "I esk you." . . . Miss Davis, Premium Products, has returned to her office after suffering with a severe cold. . . . The Exhibiting Poster Company, third floor, Film Center building, has some very beautiful holiday greeting displays at reasonable prices. It will pay exhibitors to visit them. . . . Syndicate is very busy these days as exhibitors and many of the leading circuits are booking "Beast of Berlin." It is playing at the Globe to a crowded house. . . . Rosanna Kennedy, telephone operator, RKO, returned to work after an illness. And her friends welcomed her back. . . . I want my friends to excuse my short column this week on account of my being very ill for almost a week. But I have fully recovered and will be on the job good and strong next issue.

NEW JERSEY

Bergen County

Two-day benefit show was held at Grant-Lee, Palisade, for Mayor's Christmas Basket Fund Committee of Cliffside Park. . . . Special kiddie show was held at Pascack, Westwood. . . .A table tennis exhibition was presented on the stage of the Rivoli, Rutherford. . . . Mechanical talking Santa Claus in lobby of Park Lane, Palisades Park, is attracting much attention. . . . Oritani, Hackensack, is presenting 20-minute program featuring stars of silent films each Friday night for 10 weeks. Community singing also is a feature, with lyrics screened. . . . Matinee for benefit of Thanksgiving baskets for needy of Palisades Park was held at Park Lane. Children were dismissed early from school to attend and were admitted upon presentation of articles of food or canned goods.

—P. C.

Bergenfield

Rivalry between Dumont and Tenafly High Schools flamed to fever pitch on eve of annual football game between schools and resulted in attempt by Tenafly students to storm manager Louis Stahl's Palace, where many Dumont fans were attending semi-finals of a dance band contest. . . . Theodore A. Gatty, assistant manager, who called police, said the students held an informal rally in theatre, singing their school songs and cheering.

Clinton Heights

Roger Harmon has taken over Fireman's Hall here. He has houses in Rensselaer and Delmar.

Cranford

Newell Stepp was recently busy at the Cranford's Cranford with plans for an annual free show for children. 'Twas set for November 24 and children were to bring usual contributions of canned goods and other goodies for distribution to local charities. . . . Children's Saturday shows are going good at this house.

Elizabeth

Mrs. Florence Herman, resigned, is succeeded in the cashier's booth, Regent, by Miss Isabelle Fredericks. . . . Vaudeville, amateur night, kiddie pictures. are helping at the Liberty, says George Nichols. . . . Restraint is use of films, radios, etc., in matter of public questions, such as European war was urged by Representative Donald H. McLean in address to Elizabeth Council for Better Films. . . . Manager Clem T. Murphy, Ritz, tried to have RKO make "Swiss Family Robinson" premiere in Elizabeth, because Tom Mitchell, in lead, is a home-town boy. . . . Gayety, which, with Strand and Royal, make a local circuit, will have to be razed, being in line of Federal Housing project.

Sid Stern and Louis Buer are renovating their State. The entire front is being stuccoed, a new box office, doors, and Stanley Frames are being installed. Seymour Kutinsky represented National Theatre Supply in the deal.

Hackensack

A goat, lizard, rabbits, dogs, cats, turtles and a guinea pig were entered in pet show at Fox. In addition to the show, a Hackensack boy was awarded a bicycle and was so surprised when manager Harry Fuchs called his name. All the animals were held on their laps during matinee but some who brought animals too large to sit on laps had to sit in the aisles. Occasionally during the show would come a resounding yawn from the section where the animals were sitting but as it was a special occasion, manager Fuchs did not object. Theatre also held Country Store Night under the manager's direction.

Hoboken

Firemen were summoned to the Fabian when a billboard on the west side of the building took fire. It was put out without doing any damage to the building.

Jersey City

Through co-operation of manager Fred Weiber, Lincoln High School held football rally on stage of Tivoli in preparation for game with Dickinson High School. . . . Gifts on display in lobby of the Cameo for past five weeks were distributed. . . . Old-time films are being shown weekly at the Ritz. . . . Organist Ted Meyn at Loew's Jersey City is called "The Star Maker" because of his discovering so many potential stars.

Orpheum vaudeville draws some record crowds, Dave Kane, manager, announces. Instead of running a dual bill he has substituted five acts of vaudeville and a m.c. Kane made a personal appearance and thanked the audience for their patronage and asked if they wanted vaudeville back. Vote was unanimous in favor of it. . . . State employees share in a cash award given by George Skouras for finishing in a top position in the drive for service and maintenance in he playhouse. $10,500 was distributed to various theatres. . . . Many of the neighborhood houses awarded turkeys.

Bill Goodman, State, lost the bet of a hat to Reilly of the Stanley. . . . Goodman did some excellent work on "Mr. Smith." He had 1,000 postcards mailed from Washington plugging the picture and used a rubber stamp on the super-market bags plugging the show in the State. Bill had a special lobby display on "First Love." Display was equipped with sound and it played recordings of Deanna's songs. . . . Whitey Egbert had a miniature circus set up in the lobby for "At the Circus."

Plainfield

Kiddie Hour shows catch on for Saturday and Sunday matinees, Oxford, with selected short subjects suitable to children.

Rahway

George Nichols, Rahway manager, was about to reveal display story which worked so succesfully for "When Rains Came," when a patron came questing for his hat. George found it, and before resuming talk showed interviewer bureau full of lost hats, caps, parasols, sweaters, etc.—not forgetting a dainty pair of shoes from the feet of a woman patron. For "Rains," electric power arrangement created illusion of rain falling in realistic fashion. His aide, Fred Sheppard, at Empire, made collection of torpedoes, airplanes, etc., for "Torpedoed."

Summit

"Screen Tally-Ho" and "Jack Pot Nites" at Lyric, are held every Saturday. Same house gave out turkeys for Thansgiving.

Union

Victor Scrivens, door-man, resigned at the Union. . . . Manager Jack Hegarty got a big surprise with recent added Saturday night attraction. . . . He says middle-aged and older folk got big thrill, crowding in to see Charlie Chaplin and other screen vets throw pies. Program also included regular show and community songs, with soft-pedal organ stuff and patrons singing. . . . Frank Lawrence, Hegarty's chief aide, local boy, says Union is livest town for size and fast-growing.

Union City

RKO Capitol will be scene of show December 5 for benefit of Mayor Joseph Stilz's Christmas Fund, West New York.
—P. C.

NEW YORK STATE

Albany

Mike Kallett is now completely recovered from an attack of the grippe. . . . Lou Golding, Fabian circuit division manager, was in New York. . . . Wedding bells will ring out in June for William Clark, exhibitor of Fort Covington, Waddington. His bride-to-be is Mrs. Lillian Toth, daughter of Frank Kuras, owner and operator, Rialto, Massena. Kuras is one of the most popular exhibitor in the North Country. . . . A last-minute change in plans took Moe Grassgreen and his 20th Century-Fox sales staff to Boston for a district sales meeting. Salesmen Ben Dare and Fred Sliter and head booker Danny Houlihan made the trip with Moe. Branch managers, salesmen and head bookers from New Haven and Boston, as well as Albany, took part. . . . Mrs. Grassgreen and daughter Jacqueline Sandra accompanied Moe on the trip, visiting with her family. . . . "Mr. Tucker," Skye terrier belonging to Dick (Warner) Struwe, is completely recovered from an accident in which his leg was broken. . . . Artie Newman, Republic, was trying to fight off a cold. . . . Ted Berkeley, Harrisville, repainted the front of his theatre. . . . Ernie Wolfe, Avalon, Lowville, came back from a hunting trip with two fine bucks. . . . "Dead End" Kids, in town for a personal appearance at Fabian's Palace, crashed sport pages.

Paul Krummenacker, Warner branch manager, joined Charlie Rich, Buffalo manager, in Syracuse for a conference with district manager Eddie Schnitzer. . . . Cecil Patten, Adams, has invested in a movie camera and equipment and plans to take local movies for showing in his theatre. John Youanakis, Pottsdam, is all smiles as a result of Clarkson University (Pottsdam), defeating Canton's Saint Lawrence University on the gridiron.

Tony Ryan, Universal, was off on a two-week trip through his territory. . . . Elinor Paradeis, Pamo Films, was expected in. . . . His friends in Albany and throughout the area were grieved to hear of the death of Ralph Crabill's wife. . . . Lew Bucken, Amenia, installed two new projector heads. . . . Ernie Wolfe, Avalon, Lowville, took his wife on a trip to Canada. . . . Mrs. Klein, Hunter, was a row visitor. . . . Young Bob Van Deusen, son of the RKO office manager and booker, was on the sick list. . . . Mike Boumasour, Plaza, Malone, has set December 15 as the definite date for his departure for Florida. . . . Joe Engel, Universal, drove to West Point to take in an Army game. . . . Fred Waldecker, stage manager, "Dead End" Kids act, which played locally at Fabian's Palace, was literally worn out by the pranks and gags of the irrepressible crew.

Mrs. Frances McGraw, veteran theatre owner, Little Falls, died November 3. For many years she had owned the Gem there, prior to her building the Rialto in 1925, which she leased to the Schine circuit in 1926. For several years she acted as contact and maintenance operator for the Schines, selling the theatre property to them. Surviving is a daughter, Mrs. Nick Kaufman, wife of the present manager, Rialto. . . . Chris Buckley, Bennington, Vermont, exhibitor, was off on a hunting trip to Canada. . . . If Bill Barney, Grand, Watervliet, has been hard to find of late, as several salesmen report, it's because he's been busy repainting his home. . . . Cal King's son is recuperating from an influenza attack. King operates the Waldon, Williamstown, Massachusetts. . . . Mrs. Joe Miller and Mr. and Mrs. Jack Armm, entertained Mr. and Mrs. Alec Papyanakos, Canton, during their weekend visit.

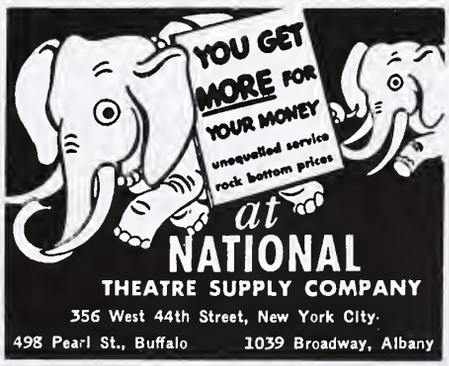
Bill Haynes arranged a "Colgate Night," at the Stanley, Utica. . . . C. A. Smakwitz, Warner district manager, arranged a short subject show for a dinner and rally held by the combined Cornell and Dartmount alumni clubs of Albany, couple of days before the two teams met. . . . Max Friedman, Warner theatres booker, made one of his trips to Buffalo. . . . Neil Hellman arranged an organs matinee at his Paramount, showing "Wizard of Oz" to children from Brady's Hospital, Children's Hospital, La Salle School and Saint Vincent's Orphanage. . . . Warner theatres zone manager Moe Silver, week-ended in New Haven.

Fay Steinback, secretary to Warner zone manager M. A. Silver, was taken to a hospital for an emergency appendix operation. . . . Joe Miller arranged simultaneous Thanksgiving Day premiere for Columbia's "Mr. Smith Goes To Washington," in Albany, Troy, Schenectady. This is understood to be first time a big picture has opened day-and-date in the three towns on a holiday. . . . Bob Lane, former exhibitor in Millertown, was seen in town—attending a convention of the International Harvester Company. He's associated with his father in a hay-grain and farm implement business. . . . Charlie Ost, genial National Screen Service representative, has been unusually busy these days, selling his firm's Christmas and New Year's trailers. He closed Smalley and Benton circuits and numerous independents. . . . Ralph Pielow, Metro resident manager, was very happy about Walter Winchell's air plug for "Ninotchka," which W. W. called "The finest picture to come out of Hollywood this year." Ralph was enthusiastic, too, about "Secret of Dr. Kildare." . . . Ruth Millberg, secretary to Warners' C. A. Smakwitz and Jules Curley, became an aunt for the third time when her sister Gloria Zuckerman, gave birth to a boy, Gerald Ellis, her firstborn. . . . Jim Spadaro, Shadowland, Ellenville, was in town on construction details of the new house he intends to build in Ellenville. . . . Annual Metro Christmas Party, exclusively for the exchange forces, has been set for December 18, at Cap's Restaurant, Rennselear. Gene Vogel is reported cast as Santa Claus—provided he can be persuaded to forego his inevitable cigar. . . . Louis Schine and George Lynch attended the Variety Club Dinner in Washington and inspected Schine circuit houses in Chesapeake Bay. . . . One exhibitor who prays for snow is Sam Davis, Phoenicia—Catskill Mountain village famed for its skiing. . . . Monte Steele, United Artists representative, got stuck in the snow between Tupper Lake

STATE SANITARY PRODUCTS, INC.
(NEW ADDRESS)
630 NINTH AVENUE
NEW YORK CITY
Circle 6-6656-7

Janitor and Cleaning Supplies

Ash Cans
Brooms
Brushes
Deodorants
Dixie Cups
Disinfectants
Fire Equipment
Flame Proofing Liquid
Gum Remover
Insecticides
Ladders
Mops
Metal Polish
Pails and Wringers
Paper Towels
Perfume Sprays
Rags
Rubber Mats
Rug Cleaner
Sand Urns
Shovels
Soaps
Stench Bomb Neutralizer
Swing Top Receptacles
Toilet Seats
Toilet Tissue



LUCKY AND DUCKY
The ONLY GUARANTEED Theatre Games!
DENNIS GAMES, Inc.
N. E. Cor. 13th and Race Streets, Philadelphia
RUS COHEN, 353 W. 44th Street, N. Y. C.
"Pioneer of Theatre Games"

Junction and Long Lake. . . . and was mighty thankful for the new hydraulic jack he had just purchased. . . . which he used several times to get back on the road. . . . Larry Frank and his "Band of a thousand melodies," nationally known headline band, has been contracted for the Annual Warner Club Banquet and Movie Ball. . . . Bob Rosenthal, Ritz, and Jack Swartout, American, Troy, have been seen in a huddle—it is reported they are planning a surprise gag at the Warner Club Ball. . . . Mr. and Mrs. Harry Hellman, Paramount, Royal, are planning to leave for Florida within a few days.

Binghamton

Bud Shelton, manager, Enjoy, and wife spent two days in Wilkes-Barre, Pennsylvania. . . . Mr. and Mrs. Ned Kornblite, Jeanne Meeker, Bud Kornblite, Carl Winters, and Fred DeRado attended the Syracuse-Colgate game in Syracuse. . . . A split week vaudeville policy went into the Capitol. . . . Tom Carey, manager, Riviera, had movies taken of local traditional football games. . . . Joe Hazlett, Capitol, journeyed to New York. . . . Pat Stevens, Capitol, still receives daily air mail from someone in Florida.

—F. D. R.

Buffalo

Final Sidney R. Kent Drive meeting was held in the local 20th Century-Fox exchange November 17, conducted by drive leader M. A. Levy; accompanied by Herman Wobber, general sales manager; William Sussman, eastern division manager; George A. Roberts, district manager, and W. C. Gehring, central division manager. Branch manager Edward English from the Montreal office and branch manager Harry Bailey from the Toronto office were also present, together with salesmen and bookers. With J. P. O'Loughlin, district manager in Canada, in town for the meeting, this brought all of the former drive leaders in together . . . Eddie McBride, manager, Loew's Providence, was in town to spend Thanksgiving with his mother and sister. . . . That handsome gentleman you inquired about accompanying George Tooker, Glen, Watkins Glen, around to the exchanges is his father. . . . John R. Osborne, Colonial, Elmira, was in town visiting Sydney Samson at 20th Century-Fox. . . . Charles Levy, RKO, New York, spent a day here. . . . Jack Bellman, manager, Republic, is back at his desk after a week end visiting his family . . . December 9 will be "Shea Night," at the Variety Club and a large attendance is expected. . . . Harold Randall, Columbia, and Bill Allbach, Republic, were the lucky boys who won the fruit cakes. . . . Dorothy Rae, 20th Century-Fox, who has been ill in the General Hospital, convalesced rapidly. . . . Mr. and Mrs. Bert Stern, United Artists district manager, spent a week end in town. . . Jake Lavene has put "Bingo" in at his Academy with $1 admission Saturday night. . . . Don Widland, Jam Handy Pictures, spent a week end in town conferring with John Sitterly.

Deepest sympathy is extended to Ralph Crabill, district manager, Warner theatres, on the passing of his wife. . . . Barbara Hartman, cashier, Columbia, isn't interested in Watertown any longer, she has changed her affections to Lockport. . . . Among the filmites attending the Syracuse-Colgate game were Mr. and Mrs Phil Fox, Columbia branch manager; Mr. and Mrs. Nick Basil, Basil circuit; Lou Blumenfield, booker, and Emmy Dickman, salesman, 20th Century-Fox. . . . Charlie Boasberg, branch manager, RKO, finally won a wager on a football game. . . . Ed Altman, Embassy, is resting at his home, following his illness. . . . Plans are being made for the formal opening of Shea's Niagara about February 1. . . Herman Lorence, Cattaraugus, Cattaraugus, renewed his old acquaintance with Dick Powell. . . . Mrs. Woronov, from New York, charming mother of Manny, Metro city salesman, is visiting. . . . Murray Briskin was in town booking, and speaking of Murray, Nate Sodikman, Monogram, and Joe Friedman, National Screen, say they will attest to his skill at playing pinochle. . . . Mr. and Mrs. Bob Boasberg entertained at a cocktail party in honor of newly-weds, Mr and Mrs. Dave Doyle. . . . All film row is hoping for the speedy recovery of Mrs. Harry Berkson, wife of Monogram's local manager, who was operated on at the Millard-Fillmore Hospital. . . . Dave Miller, Universal district manager, was in town conferring with Charles Hayman, Lafayette. . . . A. J. Rademacher, Altec Service, spent a few days in town . . . RKO started their sales drive, which will run to January 26. . . . If you are wondering why Mae Close, cashier, RKO, looked so glowy these days, it is because her boy-friend was here from the west for the Thanksgiving holiday.

A lovely luncheon was given at the Statler in honor of Mabel O'Shea, wife of E. K. O'Shea, Metro's eastern district manager. Among those present were Mrs. Sydney Samson, Mrs. Nick Basil, Mrs. Ralph Maw, Mrs. Manny Woronov, Mrs. Al Behling, Mrs George Gammel, Mrs. George Hanny, Jr., Mrs. Frank Smith, Mrs. Matt Sullivan, Mrs. Charles Rich, Mrs. John Scully, Mrs. Phil Fox, Mrs. Joe Schuchert, Jr., Grace and Betty Crotty, Marion Walsh, and your correspondent. . . . Thanksgiving party given by Variety Club, Tent No. 7, in the clubrooms November 25 was a huge success. A novel idea of the evening was a 5x7 portrait photograph made of each guest through the co-operation of John Sandstone, Pathe News representative, and delivered to them free of charge. . . . Herbert I. McIntyre, district manager, RKO has been appointed Drive Leader of the Ned Depinet Drive, which will begin January 27. Branch manager Charles Boasberg earnestly requests the support of our exhibitors and also a good slogan. . . . A. C. Hayman, general manager, Lafayete, and Phil Fox, branch manager, Columbia, flew to New York. . . . Mr. and Mrs. Jules Jasper, salesman, United Artists, celebrated their 20th anniversary with a large party at the Variety Club. . . We hear the new arrival at the Irving Frieds is expected in January. . . RKO's publicity man Dowden has been in town for the past week, working with Dick Kemper, manager, 20th Century. . . . The John Sitterlys and the Phil Foxs, next door neighbors, are both having their apartments redecorated. . . . RKO has a trade screening of "That's Right, You're Wrong." . . . There was a directors' meeting of the Variety Club held in the clubrooms November 20.

Film folk are planning to turn out en masse for the sixth annual scholarship ball, given by the Ahepa Society at the Hotel Statler Ballroom December 2 Mr. and Mrs. Nick Basil head the committee. . . . Ken Sisson, likeable and popular maestro, Shea's Buffalo Orchestra, was the subject for the advanced student class of the Albright School of Fine Arts in a tie-up. . . . Both Shea's Hippodrome and the 20th Century took advantage of Thanksgiving Day by moving up their opening day to the holiday. . . . Employees of Metro gave a linen shower November 18 in honor of Mrs. Walter Webster, formerly Lillian Holmes. There were about 50 people present. . . Shea Community theatres have a tie-up with the book department of the local department store, giving tickets to patrons which entitle them to a substantial reduction in the purchase of modern classics. . . . Charlie Baron, Metro exploiteer from Pittsburgh, was in. . . . Edith Chasin, Republic, gave a gadget shower in honor of Carolyne Fernandez, Republic, whose marriage to Harris Cohen will take place December 3. . . . Lobby of Shea's Buffalo and also the Lafayette were beautifully decorated with a bank of flowers in observance of "Mum Week." . . Plans are now being formulated by the Variety Club for its annual Children's Christmas party, New Year's Eve celebration and the installation of new officers. . . . Clara Jones, Shea's Buffalo matron, is confined to her home ill. . . . W. C. Rowell, 20th Century-Fox Rochester salesman, was in town for a meeting with branch manager Sydney Samson.

Birthday congratulations go to Eddie Meade and Walter Leffler, Shea publicity department. . . . Do you suppose its love when Vera Eberhardt, Republic, gets a letter from Chicago every day and a long distance call Monday nights? . . . Alice McCarthy, Shea office, spent the Thanksgiving holidays visiting in Rochester. . . . Emile Giffoniello prefers to stand these days on the Jewish Charity Drive, being ably assisted by Phil Fox, Columbia, and Charlie Boasberg, RKO. . . . Bob Moredock, Shea film department, spent the Thanksgiving holidays at Wayland. . . . Giannina Pappalardo, Shea's Buffalo bookkeeper, is taking up bowling seriously. . . . Ken Cooley has launched the second series of home talent searches on the stage of Shea Seneca. . . . Metro held a private screening of "Another Thin Man" and "Remember" at the Court Street. . . . An electric Hawaiian guitar was stolen from the car of Anthony Militello, Shea's Buffalo musician.

Statler at lunch time seems to be a popular spot. We noticed Marg Crean, Rene Sullivan, Dorothy Gammel, Irene McWilliams, Mabel O'Shea, Helen Hanny and Marian Walsh there. . . . Gwen McDonald, telephone operator, Lafayette, had the lucky number in the theatre's turkey raffle for employees. . . . That's a nifty new suit Bob (Shea booker) Murphy is sporting.

It is reported that operation of chance games is continuing without police interference. Allied has protested to exchanges against serving film to theatres which are operated primarily as "Bingo" parlors.

—M. G.

Cornwall

Manager J. Precott Thorpe, Storm King, produced a special stage presentation in conjunction with National Safety Week. . . . We wonder how many of our readers, especially stamp collectors, realize that Thorpe is internationally recognized as one of the foremost authorities on philately, and is the author of several books on this subject. . . . Al Tins, Storm King projectionist, was seen carrying heavy artillery and stalking deer in the Cornwall Mountains.

Gloversville

Schine Home Office News

Messrs. J. Myer and L. W. Schine, George V. Lynch, Frank M. Boucher and Gus Lampe are back from a tour through Maryland Schine houses. They also enjoyed the Variety Club ball in Washington. . . . Lou S. Hart, Glove manager, has returned from a sojourn in New York City, where he visited with Rodney Bush,

Lou Davidson, 20th Century-Fox. . . . Lou put over a good one both for the Glove and the local Red Cross when he offered to give a private screening of "The Cat and the Canary" to anyone brave enough to watch it in the theatre alone—and pay $25 for the privilege, the money to go to the Red Cross. . . . Plans are underway here for a special Christmas tie-up celebration with all merchants, with both theatres, the Glove and Hippodrome working jointly. . . . Harvey Cox, Hipp manager, Fred Handy, his assistant, and Milton Frye, assistant, Glove, are co-operating on arrangements with Lou Hart, Glove manager. . . . Freddie Sliter, young son of Mr. and Mrs. Harold F. Sliter, is recovering after a bad fall. . . . Mrs. Lou Goldstein is about again after an operation at the Littauer Hospital here, receiving congratulations from her friends.

Goshen

Walter and Carlisle Neithold, Goshen, have offered to purchase the old historic Goshen Inn with the intention of remodeling the building for use as a modern hotel. . . . Goshen has installed new Simplex E-7 mechanisms, Teddy Rosenberg handled the deal for National Theatre.

Hornell

William Leggiero, local Steuben, was wreathed in smiles at the turn-away business on "Drums." . . . Mary Kinnery, is the new box-office girl at the Steuben. . . . Fred Peters, owner Majestic, started making plans for a southern sojourn.

Jamestown

Mrs. Josephine Mildred Jennings Crabill, wife of Warners district manager Ralph E. Crabill, passed away November 19. Pallbearers were managers of the district, Dalton Burgett, William Leggiero, Allen B. Newhall, C. L. Hollister, Ralph Booth, Doc Westfall.

Attending the funeral from out of the city were M. A. Silver, zone manager, Albany; J. P. Faughnan, Warners Albany office; Charles Smakwitz, Albany district manager; Max Friedman, Albany booker; Mr. and Mrs. Charles E. Kurtzman, Loew's, Pittsburgh; Mr. and Mrs. Irwin S. Kay, Liberty, New Kensington, Pennsylvania; Mr. and Mrs. Louis Lazar, Schine theatres, Bellefontaine, Ohio; Ralph Maw, Metro, Buffalo; Kenneth Robinson, Paramount, Buffalo; Mr. and Mrs. Ray Fahrenholz, Strand, Elmira; Mel Conheim, Regent, Elmira; Mr. and Mrs. Ralph Booth, Family, Batavia; Clifford Schaufele, Diana, Medina; Mr. and Mrs. Dalton Burgett, Capitol, Durkirk; William Leggiero, Steuben, Hornell; Mr. and Mrs. Murray Lafayette, Haven, Olean; Mr. and Mrs. C. L. Hollister, Babcock, Wellsville, Mr. and Mrs. Alexis Beckerich, Olean; Viola Beckerich; Mr. and Mrs. James Macris, Majestic, Hornell; Mr. and Mrs. F. M. Westfall, Buffalo.

Also attending the funeral were Phil Fox, Columbia, Buffalo; John J. Scully, Universal, Buffalo; Syd Samson. 20th Century-Fox, Buffalo; Robert C. Horning, Shea's, Jamestown; Joe Hockenberry, Roosevelt, Jamestown; Ruth Kelley, Warners, district office.

She was a woman of rare charm and well known. She had many friends in Chicago and in the industry on the coast, in Newark where her husband was associated with Warner New Jersey district, and in Troy, during his period of management for Warners there. She will be sadly missed by all who have known her.

Middleport

Charles V. Martina, who has just added the Starr here to his Martina circuit, is modernizing the house by installing RCA Photophone sound. He recently placed RCA Photophone equipment in four other houses of his chain.

Newburgh

Park changed policy and runs matinees daily and continous on Saturady and Sunday. . . . Clint Lake, Ritz, received an unexpected visit from his old friend, Bide Duddley. . . . Al Pizarro, Broadway projectionist has been confined with a severe cold. . . . Jack (Golden Boy) Corwin, Ritz is now smoking cigars. . . . Prior to the opening of the deer season, Jack Carroll, Altec, was observed at target practice. . . . Netco Theatre (Insomnia) League bowling tournament had its second session. Park, ushers and managers shut out the operators, art department and Ritz respectively, and Broadway won from the Cameo, 2-1. Observed in the gallery were Eugene Levy, Ted Rosenberg, Mesdames Lake, Schaefer, Pizarro, Decker, Garrison, and Canella. . . . Ken Helstern, Ritz, projectionist, is still cutting up.

Rochester

Manager Charlie Freeman launched Friday night jitterbug contests as a special draw. . . . Allied members are making preparations for the annual meeting. . . . Jay Golden arranged an elaborate Hollywood opening for "Elizabeth and Essex" at RKO Palace including radio tie-up with WHEC. . . . Arthur Krolich, manager, Regent, is directing work of recovering seats by members of staff. . . . Charlie Freeman, Century, stressed musical angles of "That's Right, You're Wrong" with musical diploma distributed to schools and including signed ones good for free passes. Kay Kyser records were played over WSAY along with plugs for the picture and music co-operated with displays and distribution of heralds.

Schenectady

Trio of huntsmen from Proctor's bagged an eight-point buck near Speculator. Lucky nimrods were Walt Bannock, treasurer, and George Bowers, Harold Bodin, service staff. . . . Theatrical Bowling League challenged the Fire Department team, with three Proctorites on the picked team.

Syracuse

"Coach" Gus Lampe must have taken advice and attended practice—Syracuse took Colgate. . . . Frieda Kliman, cashier, Hollywood, celebrated a birthday with friends. . . . Advice to Bill Doss; a little alcohol in the radiator will do wonders. . . . We understand that Jimmie Constantino is now sole owner of the Phoenix Strand. . . . R. C. Canter, now managing S. and C.'s Baldwinsville Palace, has a new office. . . . Sam Slotnick is devoting his time to managing the Acme and Globe.

The Palace, Geneva, installed new Simplex machine. . . . Regent, Geneva, Western Electric and Simplex sound. . . . Strand, formerly Auditorium, Auburn, is being torn down. . . . White light shutters have been installed in Louis Beyer's Hollywood. . . . Manager Harry Unterfort, RKO-Schine-Keith's, ran a special midnight show Thanksgiving eve for opening of "Drums Along the Mohawk." . . . Local No. 376 should buy an ice pick and gloves for Francis Miller. . . . Boys along the Rialto find that the cheaper ties will slip. . . . Jefferson, Auburn, is now using five acts vaudeville three days a week. . . . Entire present slate of officers of Local No. 9 has been re-nominated. . . . Mrs. Marian Young, secretary, Keiths, has resigned, replaced by Mrs. Ruth Corbett.

Syracuse exhibitors are trying to claim priority rights on "Bingo" nights. . . . "Bob" Holland, Chicago manager, is visiting parents Mr. and Mrs. Sid Holland. . . . "Popeye" Club at Smith's Harvard is gaining favor with the kiddies. . . . Walt League's attempts to pinch-hit were, not so good. . . . "Vocal-Ad" is soon to enter the Syracuse advertising field. . . . Gus Lampe accompanied L. W. Schine to New York. . . . Ray Rowe wonders when Joe Cecile will be available, now that the Strand is closing. . . . Mike Lavine, Gus Lampe, Ray Rowe and Eddie Cummings are reported to be interested in the coaching job at Syracuse. . . . Now that the football season is closed on the Hill, wonder where Carl Blair, "Stubby" Johnson and George Raaflaub will spend Saturdays. . . . Harry Burley has to pick on milk wagons with his car.

Troy

Troy manager Leo Rosen reports a large delegation from his house is planning to attend the annual Warner Club banquet and movie ball, of which Leo is entertainment chairman. . . . Jack Swartout, American, was under the weather.

Watervliet

Local Empire, dark for a period, will be reopened next month.

MUTINY IN THE BIG HOUSE. Barton MacLane and Charles Bickford are seen in a dramatic moment in Monogram's contribution to the better prison pictures.

NEW YORK CITY EXCHANGE LISTING

ADVANCE

630 Ninth Avenue—CIrcle 6-6765

President—Emil Rosenbaum.

Salesmen—Mike Thomas, New York and Brooklyn; Al Spector, New Jersey.

ALLIANCE

630 Ninth Avenue—CIrcle 6-6660

Vice-President—Budd Rogers.

General Manager—Arthur Greenblatt.

Salesmen—Julius Levine, Brooklyn and Long Island; Jack Farkas, New York City and Upstate; Sidney Hess, New Jersey.

Booker—Louis Solkoff.

COLUMBIA

630 Ninth Avenue—CIrcle 6-0900

District Manager—Nat J. Cohen.

New York and Brooklyn Supervisor—Saul Trauner.

New Jersey, Upstate, Long Island Supervisor—Irving Wormser.

Office Manager—Edward Helouis.

Salesmen—Jack Sokoloff, Brooklyn; Moe Fraum, New Jersey, Upstate; John Wenisch, New Jersey; Seymour Schussell, Long Island, Upstate.

Bookers—Sam Feinblum, Head Booker; William Katz, Brooklyn; Jack Safer, New Jersey; Gilbert Fillet, Upstate, Long Island; Ira Michaels, city.

GRAND NATIONAL

630 Ninth Avenue—CIrcle 6-2828

Branch Manager—Dick Perry.

Booker—Marvin Mirisch.

J. H. HOFFBERG CO., Inc.

729 Seventh Avenue—MEdallion 3-3813

President—J. H. Hoffberg

Sales Manager—Oliver Unger

Salesman—Irving Grossman

Booker—Walter Klee

MERIT

630 Ninth Avenue—CIrcle 6-0271

Office Manager—Etta V. Segall.

Salesmen—Jack Farkas, Jerry Wilson.

Booker—Etta V. Segall.

Asst. Service Manager—Jerry Thomas.

METRO

630 Ninth Avenue—CIrcle 6-6200

District Manager—E. K. O'Shea.

New Jersey, Long Island, Upstate Manager —Ben Abner.

New York, Brooklyn Branch Manager—Jack Bowen.

Office Manager—Harold Goldgraben.

Salesmen—Harry Miller, Brooklyn; Howard Levy, New York City; Lou Allerhand, New Jersey; H. L. Ripps, Long Island, Upstate.

Bookers—Eddie Richter, New Jersey; Moe Rose, New York City; Johnny Cuniff, Brooklyn; Al Arnswalder, New Jersey; Harry Margolis, Upstate, Long Island.

Head Booker—Robert Ellsworth.

MONOGRAM

630 Ninth Avenue—CIrcle 6-8886

Branch Manager—Joseph J. Felder.

Office Manager—Sol Kravitz.

Salesmen—Irving Landes, Upstate and New Jersey; Charles Penser, Manhattan, Bronx; Ben Schwartz, Brooklyn, Long Island.

Bookers—Sol Kravitz, Phil Horowitz.

NATIONAL SCREEN SERVICE

630 Ninth Avenue—CIrcle 6-5700

Salesmen—Harold Bennett, Joe Friedman, Jack Judd, L. George Ross, Henry Reiner, Louis W. Vogel, Arnold Cohen, Charles Ost, Stanley Neal, Herman L. Booth, E. Feldberg, A. J. Edman.

PARAMOUNT

331 West 44th Street—CIrcle 6-6160

New York State District Manager—Milt Kusell.

Brooklyn Branch Manager—Henry Randel.

New York Branch Manager—Myron Sattler.

New Jersey Branch Manager—Edward Bell.

Salesmen—Ted Aber, Max Mendel, Brooklyn; Irwin Lesser, Jack Tuohy, New York; Herbert Kaufman, Albert Gebhardt, New Jersey.

New York Bookers—Kitty Flynn, Nat Stern, Irving Baron, Victor Bikel.

Brooklyn Bookers—L. Bergson, Sam Lake, Ruby Greenberg.

New Jersey Bookers—Jack Perley, Seymour Berkowitz, Richard Magan.

PRODUCERS DISTRIBUTING CORP.

630 Ninth Avenue—CIrcle 6-8866

Eastern District Manager—Harry Rathner.

Salesmen—Bert Kulick, Melvin M. Hirsh, Sidney Kulick, Larry Kulick.

Booker—Larry Kulick; assistant, Dora Fried

RKO

630 Ninth Avenue—CIrcle 6-4700

Branch Manager—R. S. Wolff.

Assistant Manager—F. L. Drumm.

Sales Manager—Phil Hodes.

Salesmen—Jack Ellis, New York City; Louis Kutinsky, Ed Carroll, New Jersey; John Dacey, short subjects; Harry Zeitels, Long Island, Upstate.

Bookers—F. Laurie, New York City; Jean Slade, Brooklyn; D. Post, Long Island, Upstate; H. Silverman, New Jersey.

REPUBLIC

630 Ninth Avenue—CIrcle 6-0760

Exchange Head—Herman Gluckman.

General Sales Manager—Morris Epstein.

Office Manager—Sidney Picker.

Salesmen—Anthony Ricci, New Jersey; David Black, Brooklyn; Dave Sohmer, New York City; Robert J. Fannon, Long Island, Upstate.

Bookers—Jen Dennett, Anna Plisco, Pearl Goldstein.

SACK AMUSEMENT

723 Seventh Avenue

In charge—Lester J. Sack.

SYNDICATE

630 Ninth Avenue—CIrcle 6-8866

President—Melvin Hirsh.

Salesmen—Bert Kulick, Larry Kulick, Sidney Kulick.

Booker—Larry Kulick.

TIMES PICTURES

630 Ninth Avenue—CIrcle 6-0980

TREO FILM EXCHANGE

630 Ninth Avenue—CIrcle 6-4724

20th CENTURY-FOX

345 West 44th Street—CIrcle 6-6700

Branch Manager—H. H. Buxbaum.

Sales Manager—J. J. Lee.

Office Manager—Moe Sanders.

Salesmen—Moe Kurtz, New Jersey; Seymour Florin, Upstate; J. St. Clair, Long Island; Willie Schutzer, Brooklyn; Abe Blumstein, New York City.

Bookers — George Blenderman, head booker; Al Mendelson, New Jersey; Lou Kuttler, New York City; Pete Fishman, Brooklyn, Long Island; Norma Bernstein, newsreels.

UNITED ARTISTS

630 Ninth Avenue—CIrcle 6-5480

District Manager—Charles Stern.

Branch Manager—Clarence Eisman.

Assistant Branch Manager—Nat Beier.

Office Manager—Eddie Mullen.

Salesmen—Sam Rifkin, New Jersey; Dave Burkan, New York City; S. Stern, Brooklyn; Larry Brown, New York State.

Bookers—Herb Richek, Ben Levine, Tony Agoglia.

UNIVERSAL

630 Ninth Avenue—CIrcle 6-4747

District Manager—A. J. Herman.

Branch Manager—David A. Levy.

Sales Manager—Max Cohen.

Assistant Manager—Nat Goldberg.

Salesmen—Ben Price, Bronx, New York City; Phil Winnick, New Jersey, Staten Island; Jules "Sonny" Liggett, Upstate, Long Island; Harry Furst, Brooklyn.

Bookers—Sam Phillips, Harold Weisenthal, New York City; Leo Simon, New Jersey; James Cummings, Brooklyn, Long Island.

WARNERS

315 West 44th Street—CIrcle 6-1000

District Manager—Ed. M. Schnitzer.

New York and Brooklyn Manager—Harry P. Decker.

New Jersey Manager—Harry Hummell.

Office Manager—Sam Lefkowitz.

Sales Supervisor New York and Brooklyn —Gus Solomon.

Short Subjects Sales Supervisor — Paul Swift.

Salesmen—Leo Jacobi, New York and Brooklyn; I. Rothenberg, Upstate, Long Island and Brooklyn; A. Berish, New Jersey.

Bookers—S. Macomber, head booker; Max Fried, Upstate and Long Island; Dan Ponticelle, New Jersey; P. Saglembeini, New York; Al Blumberg, Brooklyn.

SIX-POINT FEATURE REVIEWS

COLUMBIA

The Amazing Mr. Williams

FAMILY COMEDY 80M.

Melvyn Douglas, Joan Blondell, Clarence Kolb, Ruth Donnelly, Edward S. Brophy, Donald MacBride, Don Beddoe, Jonathan Hale, John Wray. Directed by Alexander Hall.

"The Amazing Mr. Williams" contains all the elements of good celluloid entertainment, a top-notch comedy which can ride in the top brackets in most situations. Melvyn Douglas and Joan Blondell win new laurels as a comedy team, and the direction of Alexander Hall is highly commendable. A fast-moving comedy, this should draw a brisk line to the box-office turnstile for maximum laughter and business-building and word-of-mouth comment Douglas, ace member of homicide squad, finds his plans for marrying the mayor's secretary (Joan Blondell) very much thwarted by a series of baffling crimes. From here on, it is a fast and furious race between love and duty. Douglas, after proving he has won the high regard of his chief, pulls a boner, learning that he is about to send the wrong man to the chair. In attempting to save the innocent victim, he becomes a fugitive himself. This results in more complications, finally bringing Blondell to his aid. Big laugh of the picture comes with Douglas, dressed as a woman, tries to lure a maniac killer into a trap. More fun comes when Douglas, on his way to prison with a convicted murderer, stops to spend the evening in a jitterbug parlor, after passing off the convicted man as a college chum. Edward S. Brophy is a standout as the killer. Audience reaction was excellent.

ESTIMATE: *Top-ranking comedy.*

METRO

Another Thin Man (13)

FAMILY COMEDY DRAMA 102M.

William Powell, Myrna Loy, Virginia Grey, Otto Kruger, C. Aubrey Smith, Ruth Hussey, Nat Pendleton, Patric Knowles, Tom Neal, Phyllis Gordon, Sheldon Leonard, Don Costello, Harry Bellaver, William A. Pulsen, Muriel Hutchinson, Abner Biberman, Marjorie Main, Asta. Directed by W. S. Van Dyke, 2d.

This is the tops in the Thin Man series, marking William Powell's return to the screen after a long absence. The story opens with Powell and Myrna Loy set for a holiday only to be detained through a hurry call from the Long Island estate of C. Aubrey Smith, Loy's late father's business partner and keeper of the money bags. Sheldon Leonard, a former employee of Smith, whom the latter sent to prison for embezzlement, tries to force money from Smith through a series of death threats. Everyone is under suspicion, including Powell, who follows his own hunches to bag the criminal, which he succeeds in doing with the unwanted aid of spouse Loy. After a couple of extra murders, Virginia Grey, Smith's adopted daughter, in love with Leonard, is exposed as the criminal. Asta the pup is still a member of the family and there is an addition with the introduction of Nicky, Jr., in the person of a cute baby who answers to the name of William A. Paulson. W. S. Van Dyke's direction is notable and the performances of both William Powell and Myrna Loy are par excellence. Audience reaction was good.

ESTIMATE: *In the better grosses.*

The Secret of Dr. Kildare (12)

FAMILY DRAMA 82M.

Lew Ayres, Lionel Barrymore, Lionel Atwill, Helen Gilbert, Nat Pendleton, Laraine Day, Sara Haden, Samuel S. Hinds, Emma Dunn, Walter Kingsford. Directed by Harold S. Bucquet.

Using a phobia as a basis for an imaginary illness; and psychology as a cure, this one, with a thin plot, but well directed and smoothly acted, holds audience attention without use of tense situations or suspense. Lionel Atwill, multi-millionaire, whose daughter (Helen Gilbert) shows a peculiar complex, seeks the advice of Lionel Barymore, ace diagnostician, who, in turn, puts Lew Ayres, his assistant, on the case. It develops that Gilbert has a fear of becoming mentally deranged and blind. This has been instilled in her by Sara Haden, her old nurse. Ayres gains Gilbert's confidence by posing as a friend of her father and finally solves the problem by arranging a fake eye operation when Helen has become blind through fright and phobia. Ayres and Barrymore turn in good performances, and Laraine Day carries the love interest with a further display of her histrionic ability, which seems to improve with every picture. Audience reaction was good.

ESTIMATE: *Standard Kildare.*

MONOGRAM

The Phantom Strikes (3923)

FAMILY MYSTERY DRAMA 58M.

(English Made)

Wilfrid Lawson, Sonnie Hale, Alexander Knox, Louise Henry, Patrick Barr, John Longden, Patricia Roo, Peter Croft, Charles Eaton, George Merritt, Arthur Hambling. Directed by Walter Forde.

Monogram's tie-up with England's Pathe is the happy cause for the importation of this suspenseful and exciting film version of Edgar Wallace's "The Ringer." With Wilfrid Lawson, the father in "Pygmalion" and "Allegheny Uprising," holding down the lead, the picture proceeds at a speedy clip and should not fail in pleasing the whodunit fans. A shady lawyer gets a death threat from a criminal known only as "The Ringer." Despite a heavy police guard, Lawson is murdered. Officers Patrick Barr and Henry Longden accuse Alexander Knox, who very accomodatingly swallows his own death capsule. Sonnie Hale keeps the laughter going in a grand comedy performance.

ESTIMATE: *Okay English mystery program.*

PARAMOUNT

Geronimo!

FAMILY MELODRAMA 90M.

Preston Foster, Ralph Morgan, Andy Devine, William Henry, Ellen Drew, Gene Lockhart, Pierre Watson, Marjorie Gateson, Kitty Kelly, Addison Richards, Chief Thundercloud, Monte Blue, Joseph Crehan, Hank Bell, Frank Cordell. Directed by Paul Sloane.

Aimed at the houses that like their action fast and furious, "Geronimo!" will have no trouble satisfying. Paramount has produced a soldier-Indian story of 1876 with plenty of good exploitation values, acting, etc., and some high rating thrill sequences. The story is one of the quest for Geronimo, Apache leader, who, aided by trickster-Indian agent Gene Lockhart, hurled several thousand Indians at a handful of U. S. troops in an effort to avenge the death of his family years before. That he doesn't succeed is due to the efforts of Indian scout Andy Devine and captain Preston Foster, who gives his life in order that one man might get through to the fort and bring the cavalry to the rescue. Entwined is the clash between the general (Frank Morgan) and his son (William Henry), a lieutenant under his command, whom he had not seen since he was a baby. Morgan puts the army ahead of his personal life, and realizes his mistake almost too late. The romance is very slight, Ellen Drew being Henry's sweetheart, who comes to the outpost and almost loses her life when Geronimo kills Henry's mother and wounds her. All in all, this is strong action show, with the angles obvious.

ESTIMATE: *Highly exploitable.*

RKO-RADIO

Legion of the Lawless (082)

FAMILY WESTERN 59M.

George O'Brien, Virginia Vale, Herbert Heywood, Norman Willis, Hugh Sothern, William Benedict, Edwin Waller, Bud Osborne, Monte Montague. Directed by David Howard.

This is a passable George O'Brien vehicle and, while not on a par with some of his previous offerings, it should satisfy his regular fans. O'Brien turns lawyer and rides into a small town ruled by the law of the vigilantes. Comes trouble over a railroad right of way, with crooked members of the citizens' committee trying to gain control of the property for profiteering. O'Brien goes to work in his customary manner, with a powerful fist and a

straight shot to bring things to a happy conclusion. Virginia Vale supplies the romantic interest with more grace and charm than the average heroine of the wide open spaces. Audience reaction at a suburban theatre was fair.

ESTIMATE: *Okay for O'Brien fans.*

That's Right, You're Wrong (011)

FAMILY COMEDY WITH MUSIC 93M.

Kay Kyser and His Orchestra (with Ish Kabibble, Harry Babbitt, Ginny Simms, and Sully Mason), Adolph Menjou, Lucille Ball, Moroni Olsen, May Robson, Edward Everett Horton, Hobart Cavanaugh, Roscoe Karns, Dennis O'Keefe. Directed by David Butler.

All the entertainment value embodied in radio's popular "College of Musical Knowledge" is faithfully transferred to the screen in this cinematic laugh and rhythm machine entitled "That's Right, You're Wrong." In Kay Kyser, RKO-Radio has the prize radio plum of the year, and they've dished up the bespectacled southerner with a novel script, instead of with an ornate meaningless production. It's estimated that Kyser's Wednesday evening broadcasts reach 20,000,000 persons each week and that's a lot of potential moviegoers in anyone's language, so grease up the ticket register. Despite Kyser's objections, his orchestra wants to make a movie after receiving a bid from mogul Moroni Olsen. With Adolphe Menjou as the unit producer and Edward Everett Horton and Hobart Cavanaugh assigned to the script, the nearest thing to a completed movie is a screamingly hilarious screen test featuring Kyser as a gondolier and Lucille Ball as his glamour girl. Among the catchy ditties vocalized by Ginny Simms, Ish Kabibble, Harry Babbitt, and Sully Mason (who are also plugging them via the air waves) are "Little Red Fox," "Happy Birthday to Love," "The Answer Is Love," "Chatterbox," and "Fit To Be Tied." In short, this is a tuneful, witty, and swiftly-paced affair which shows that Kay Kyser is as much fun before the camera as he is behind the mike.

ESTIMATE: *Money musical.*

REPUBLIC

The Higgins Family in The Covered Trailer (915)

FAMILY COMEDY DRAMA 66M.

James, Lucile, Russell Gleason, Harry Davenport, Mary Beth Hughes, Tommy Ryan, Maurice Murphy, Maude Eburne, Spencer Charters, Tom Kennedy, Hobart Cavanaugh, Pierre Watkin, Frank Dae, Richard Tucker, Willie Best, Walter Fenner. Directed by Gus Meins.

Once again the Gleasons play the celluloid Higgins right up to the hilt, and once again Republic comes through with okay family-nabe fare in the latest of the Higgins' adventures. Having planned a South American cruise, the whole thing falls through when Lucile Gleason pulls a boner. The family goes on a trailer tour rather than be the town's laughing stock. Then follows a bear chase; imprisonment; reports of the drowning of the entire family; charges of embezzlement against James Gleason; and the eventual straigtening-out. It all adds up to a pretty nice entertainment sum. And the fact that the Gleasons—poppa, momma, and sonny—are just about the cinema's No. 1 family in real life only adds to the pleasure.

ESTIMATE: *Entertaining Higgins entry.*

Rovin' Tumbleweeds (848)

FAMILY WESTERN 64M.

Gene Autry, Smiley Burnette, Mary Carlisle, Douglass Dumbrille, William Farnum, Lee "Lasses" White, Ralph Peters, Gordon Hart, Vic Potel, Jack Ingram, Sammy McKim, Reginald Barlow, Eddie Kane, Guy Usher, Pals of the Golden West. Directed by George Sherman.

Republic's Public Cowboy Number One slings his cinematic lasso around a story which brings in migrant workers, floods, an oatie version of "Mr. Smith Goes to Washington," all of which apparently was too much for one 64-minute film. Although this rates among Gene Autry's weakest efforts, his drawing power is nothing to be sneered at. Floods make migrant workers of rancher friends of Autry, who is elected to Congress on the platform that he will get flood control for the territory. Douglass Dumbrille's henchmen foil Autry on every turn, and the Washington cowboy returns with nothing accomplished. There's another flood during which Dumbrille works hand in hand with those who tried to stem it, thus bringing about a change in his stone heart. There isn't much time for action, what with seven singing sequences filling in wherever posible. Mary Carlisle is adequate as Autry's radio announcing gal friend.

ESTIMATE: *Weak Autry.*

Saga of Death Valley (952)

FAMILY WESTERN 58M.

Roy Rogers, George "Gabby" Hayes, Donald Barry, Doris Day, Frank M. Thomas, Jack Ingram, Hal Taliaferro, Lew Kelly, Fern Emmett, Tommy Baker, Buz Buckley. Directed by Joseph Kane.

In as well-mounted a production as can be wished for in a western, Roy Rogers romps a bit higher up on the popularity scale. His pleasing voice gets an opportunity to give out with a few range songs, but for the most part, the celluloid is devoted to telling a pretty good story and to showing off plenty of gun-toting action. Young Rogers' father is killed by Frank M. Thomas and the son vows vengeance. His brother is kidnapped by Thomas and is brought up as the leader of the outlaw's night raiders. Rogers returns to his home section and puts the crooks to rout, but not until he is reconciled with his long-lost brother The photography is excellent. Doris Day is adequate as the femme interest.

ESTIMATE: *One of Rogers' best.*

20th CENTURY-FOX

Day-time Wife (020)

FAMILY COMEDY 70M.

Tyrone Power, Linda Darnell, Warren William, Binnie Barnes, Wendy Barrie, Joan Davis, Jean Valerie, Leonid Kinskey, Mildred Gover, Renia Riano. Directed by Gregory Ratoff.

Tyrone Power becomes a light comedian, and so does Linda Darnell. Both are infinitely better in straight dramatic roles. The names of both will draw, however, and satisfactory grosses may result if this picture is sold right. Story concerns Powers philandering with secretary Wendy Barrie. Power's wife (Linda Darnell) learns of his carryings-on and decides to win him back by equipping herself with all the tricks of a secretary. Accordingly, she obtains a position with wolfish Warren William, all unbeknown to her husband, of course. The whole thing winds up in a penthouse party to which Williams and Power bring their secretaries. Darnell saves the day when William's wife enters unexpectedly, later forgives husband Power when she learns his affair with Barrie was surprisingly innocuous.

ESTIMATE: *Sell the names.*

UNIVERSAL

Tower of London

FAMILY MELODRAMA 93M.

Basil Rathbone, Boris Karloff, Barbara O'Neil, Ian Hunter, Nan Grey, Vincent Price, Rose Hobart, John Sutton, Lionel Belmore, Ralph Forbes, Frances Robinson, Ernest Cossart, G. P. Huntley, John Rodion, Ronald Sinclair, John Herbert-Bond, Donnie Dunagan, L. G. Carroll, Miles Mander. Directed by Rowland V. Lee.

Universal has produced an impressive, dramatic melodrama of England and court intrigue of the 15th century, studded with feature and star names, and possessed of many angles for merchandising. While it is not likely to cause excitement in the box-office division, it seems to possess some possiblity where strong selling gets behind it. As in most costume pictures, the actors occasionally get held up by the trappings, armor, etc. Essentially, it is a story of the lust for power demonstrated by Richard (Basil Rathbone), brother of Edward IV. Intent on getting the throne, Richard, with the aid of Boris Karloff, the executioner of the Tower, eliminates those in the line of secession, one by one, until fate, in the person of Henry Tudor, catches up with him and kills him in battle. The intrigue, murders, etc., all take place in the Tower, where Henry VI had been imprisoned by Edward IV (Ian Hunter.) Romance is handled by Nan Grey, as lady-in-waiting, and John Sutton, as John Wyatt, on the side of Henry Tudor. Universal has spent plenty of money in the show, and for some types of houses, where the costumes don't carry weight, the torture chambers, murders, etc., secret passages, etc., can be made to help attract patrons. In the presence of both Rathbone and Karloff, the exhibitor has a rare exploitation opportunity, for here are two actors whose work is so well known that it can be assumed that the public will want to see them in a nip-and-tuck battle for histrionic honors.

ESTIMATE: *Exploitable for best returns.*

West of Carson City (4061)

FAMILY WESTERN 55M.

Johnny Mack Brown, Bob Baker, Fuzzy Knight, Peggy Moran, Harry Woods, Robert Homans, Al K. Hall. Directed by Ray Taylor.

The fourth in this series, starring Johnny Mack Brown, with Bob Baker and Fuzzy Knight as aides-de-camp, is a fast-moving, satisfying western, which will help establish this group as one of the best open-air series of the season. Laid in Pony Express days, the story begins with a gold rush, which brings the lawless element to Ridgeville. But our Johnny is up to the minute, taking very little time to clean out the bad 'uns, after they had threatened the life of the judge and his daughter. Bob Baker sings two songs, Fuzzy Knight supplies comedy and there is the usual quota of hard riding, fist fights, gun battles, etc. In short, this series is holding to a standard, and as such it should more than please.

ESTIMATE: *High-rating western.*

WARNERS-FN

The Mad Empress (472)

FAMILY HISTORICAL DRAMA 72M.

Medea Novara, Lionel Atwill, Conrad Nagel, Guy Bates Post, Jason Robards, Frank McGlynn, Sr., Evelyn Brent, Claudia Dell, Gustave von Seyffertitz, Martin Garralaga, Julian Rivero, Duncan Renaldo, Nigel de Brulier, Rene de Liguoro, Michael Vicaroff, Earl Gunn. Directed by Miguel Torres.

Having cut about 25 minutes from the running time of this film as it stood when it was first released as "Juarez and Maxmilian," Warners has managed to whip this into a fairly presentable attraction. When Miguel Torres originally set out to sell this film, it was a ponderous affair with little on the ball to warrant much business. Now, however, this can get by okay on the low end of twin bills. (This review is for the record. Picture was first reviewed on page 305 of the Blue Section.)

ESTIMATE: *Dualler.*

Private Detective (471)

FAMILY MYSTERY DRAMA 55M.

Jane Wyman, Dick Foran, Gloria Dickson, Maxie Rosenbloom, John Ridgely, Morgan Conway, John Eldredge, Joseph Crehan, Williams Davidson, Selmar Jackson, Vera Lewis, Julie Stevens, Jack Mower, Henry Blair, Earl Dwire, Willie Best. Directed by Noel Smith.

In our humble opinion, any picture in which Slapsie Maxie Rosenbloom appears is worthy of playing time, even if the film is of such minor importance as "Private Detective." Intended to round out double features, this whodunit should prove more than satisfactory in that category. John Eldredge is murdered and circumstantial evidence points to Gloria Dickson, his estranged wife, as the killer. Jane Wyman signs Dickson as a client for her detective agency, while Wyman's fiance (cop Dick Foran) flounders around with Rosenbloom to assist him in said floundering. Wyman pins the murder on unscrupulous attorney Morgan Conway.

ESTIMATE: *Okay for dual support.*

The Return of Doctor X

FAMILY MELODRAMA 62M.

Wayne Morris, Dennis Morgan, Humphrey Bogart, John Litel, Rosemary Lane, Lya Lys, Joseph Crehan, Charles Wilson, Jack Mower, Huntz Hall, Olin Howland. Directed by Victor Sherman.

This action-packed drama has Wayne Morris as a wiseacre reporter in the starring role, and the picture continues the exploits of crazed Doctor X. John Litel, an experimenting physician, derives an artificial blood, which he uses to bring Humphrey Bogart, the executed Doctor X, back to life. But, due to unforseen difficulties, the revivified corpse must have fresh, human blood to continue his extended life. Rosemary Lane is one of his intended victims, and, as a climax, he kidnaps her to drain her blood. The villainy is stopped at the right moment by Morris and Denis Morgan, a protege of Litel, and Bogart is killed. There is plenty of action in the picture, and the theatre audience seemed to enjoy it. The story is a sequel to "Doctor X," that First National brought, in Technicolor, to the screen in 1932, with Lionel Atwill in the title role.

ESTIMATE: *Enjoyable action-packed melodrama.*

MISCELLANEOUS

Hitler's Reign of Terror

FAMILY DOCUMENTARY 56M.

(Samuel Cummins)

Photographed by Cornelius Vanderbilt, Jr. Narrated by Edwin C. Hill.

Authentic motion pictures of Hitlerism in action are crossed with newsreel shots, several enacted scenes, and plenty of propagranda in this documentary indictment of everything Naziism stands for. Although the film means well, is isn't what one would call a good picture. However, good or no good, this has an exploitable title and can be sold by utilizing sensational stunts. Cornelius Vauderbilt, Jr., who photographed most of the film, also does part of the commentary in somewthat of a grating fashion. Edwin C. Hill's narrating carries a tone of sincerity and authority. Among the well-known personages making short screen commentaries are Fannie Hurst, Samuel Seabury, Rabbi Wise, the editor of the Catholic Commonwealth, and a high official of the American Legion.

ESTIMATE: *Exploitation offering.*

FOREIGN

The Continental Way

FAMILY COMEDY DRAMA 82M.

(L'Aria del Continente)

(Esperia)

Angelo Musco, Leda Gloria, Rosina Anselmi, Valentino Bruchi, Silvana Jachino, Luigi Cimara, Enzo Gianotti, Romolo Costa, Renato Pisu. Directed by G. Righelli.

Chuckles and outright guffaws greeted this amusing importation as it unreeled before an enthusiastic Italian premiere audience. The lack of superimposed English titles didn't prevent this critic from getting plenty of laughs without understanding the language. Wealthy Angelo Musco wanders from his provincial home town to get himself an appendectomy in the big city. He returns with siren Leda Gloria who was doing her best to mulct him of as much money as possible. With Gloria as his aide, he tries to "reform" his village, but he finds out in time that Gloria is just a faithless country gal. This is tops in entertainment for Italian houses.

ESTIMATE: *Excellent Italian comedy.*

Katia (Mayer-Burstyn)

ADULT DRAMA 80M.

Danielle Darrieux, John Loder, Marcel Simon, Aime Calrioud, Marie Helene Daste, Marcel Carpentier, Therese Dorny, Marcelle Praince, Jacques Ervin, Georges Flateau, Jeanne Provost, Aimos. Directed by Maurice Tourneur.

From the same tragically beautiful pattern as such a French masterpiece as "Mayerling" comes this superb drama, touchingly portraying a love affair, which came might near altering the course of history. Danielle Darrieux, as Princess Catherine Dolgoruki, and John Loder, as Czar Alexander, head an impressive cast of Gallic players. Both stars are familiar to American audiences. Although "Katia" (pronounced "Kot-cha") is a natural box-office attraction for art houses, it cannot be neglected as an outstanding program for general run theatres. Tracing the romance of the czar and his rebellious subject, Catherine, from the latter's youth, through her schools days, and right up to the time of Loder's untimely assassination, the story leaves nothing to be desired. Darrieux does an outstanding job as the princess whose love for the czar and her experiences as his morganatic wife made her an unpopular member of the Russian court.

ESTIMATE: *Superb Gallic production; exploitable.*

Shors (Amkino)

FAMILY DRAMA 92M.

E. Samoilov, I. Skuratov, A. Khvilia, F. Ishenko, N. Nikitina, A. Borisoglebskaya. Directed by Alexander Dovzhenko.

Long on the action, heroic, and sweep, this film tale of the Chapayev of the Ukraine is short on the story value. It is one of those lengthy pictures which brings out plenty of applause where Soviet sympathizers gather, but which will be just another wasted hour and a half in other spots. The Ukraine's fight for freedom provides the plot. E. Smaoilov, in the title role, and I. Skuratov are the standards in a cast replete with fine players.

ESTIMATE: *For left-wing audiences.*

Lo Squadrone Bianco

FAMILY DRAMA 98M.

(The White Squadron)

(Esperia)

Fulvia Lanzi, Francesca Dalpe, Fosco Giachetti, Antonio Centa, Guido Celano, Olinto Cristina, Cesare Polacco, Mahamed Ben Mabruk. Directed by Eugenio Fontana.

Another *pellicola interamente parlata in Italiano*—and without (to the date of review) the benefit of English subtitles, this Esperia release of the Instituto Nazionale Luce production should find ready acceptance in art and foreign -language cinemas in general and in theatres catering to an Italian clientele in particular. Laid in the Libian Desert, the story follows more or less the usual U. S. desert, foreign-legion formula—with an Arab ambush of the Italian troops a big moment—but varying from the standard in not only not ending in a clinch, but in definitely ending an affair, with a break in which the picture opens. Despite the length and the absence of English subtitles, "Lo Squadrone Bianco" is interesting entertainment.

ESTIMATE: *Good drama for the art-foreign, Italian houses.*

Thunder Over Paris

ADULT DRAMA 82M.

(Transatlantic Distributors)

Erich von Stroheim, Mireille Balin, Roger Duchesne, Bernard Lancret, Lucien Dalsace, Aimos. Directed by Leon Mathot.

Art houses will be able to exploit this Gallic plea for peace for profit, but it will take a lot of promotion to sell it to general run audiences. Erich von Stroheim's name will have to front for the film in most places. A veteran of the first World War, Von Stroheim, an attache of the American embassy in Paris, is a militant pacifist. His diplomatic duties keep him away from his actress wife, Mireille Balin, who consorts with actor Roger Duchesne and friend Bernard Lancret, while her husband is attempting to pacify a seething Europe. Both young men are drafted, Von Stroheim loses his wife to Duchesne, and Balin is last seen tearfully seeing Duchesne off to the front.

ESTIMATE: *Plug timeliness and von Stroheim.*

Feature Production Number Listing, with National Release Dates

COLUMBIA

1939-1940

1010	U-Boat 29	Oct. 7
1011	Beware Spooks!	Oct. 24
1013	Blondie Brings Up Baby	Nov. 9
1015	Those High Grey Walls	Sept. 21
1025	Hidden Power	Sept. 7
1031	Scandal Sheet	Oct. 16
1032	Miracle of Main Street	Oct. 29
1071	Lost Horizon (re-issue)	June 2
1072	The Awful Truth (re-issue)	June 16
1101	Mr. Smith Goes to Washington	Oct. 19
1201	Outpost of the Mounties	Sept. 14
1202	The Stranger From Texas	Nov. 2
1203	Bullets for Rustlers	
1204	Untitled Starrett	
1211	Taming of the West	Dec. 7
1212	Pioneers of the Frontier	
	The Amazing Mr. Williams	Nov. 23
	Cafe Hostess	Nov. 30
	I Married Adventure	Dec. 1
	Fugitive at Large	Dec. 7
	His Girl Friday	Dec. 25

METRO-GOLDWYN-MAYER

1939-1940

1	The Women	Sept. 1
2	Henry Goes Arizona	Dec. 8
3	Dancing Co-Ed	Sept. 29
4	Thunder Afloat	Sept. 15
5	Blackmail	Sept. 8
6	Fast and Furious	Oct. 6
7	Ninotchka	Nov. 3
8	Marx Bros. "At the Circus"	Oct. 20
9	Babes in Arms	Oct. 13
10	Bad Little Angel	Oct. 27
11	Remember?	Nov. 10
12	The Secret of Dr. Kildare	Nov. 24
13	Another Thin Man	Nov. 17
	Joe and Ethel Turp Call on the President	Dec. 1
	Nick Carter, Master Detective	Dec. 15
	Judge Hardy and Son	Dec. 22
	Balalaika	Dec. 29

MONOGRAM

1938-1939

3803	Mutiny in the Big House	Oct. 25
3808	Mr. Wong at Headquarters	Sept. 25
3815	Sky Patrol	Sept. 9
3816	Danger Flight	Nov. 1
3830	Raiders Over England	Nov. 15
3831	Fight for Peace	Sept. 30
3856	Oklahoma Terror	Oct. 25
3857	Overland Mail	Oct. 31
3858	Pioneer Days	Dec. 15
3870	West-Bound Stage	Dec. 22
	The Gentleman From Arizona	Dec. 5

1939-1940

3901	Rip Van Winkle	Dec. 25
3919	Heroes in Blue	Nov. 7
3923	The Phantom Strikes	Nov. 15
3936	Crashing Through	Oct. 1
3937	Fighting Mad	Nov. 5
3938	Yukon Flight	Dec. 1
3951	Roll, Wagons, Roll	Nov. 25
	Riders of Destiny (re-issue)	Oct. 20
	Sagebrush Trail (re-issue)	Oct. 20
	West of the Divide (re-issue)	Dec. 10
	Lucky Texan (re-issue)	Dec. 10
	Under Western Skies	Dec. 22
	Four Just Men	Dec. 15

PARAMOUNT

1939-1940

3901	Death of a Champion	Sept. 1
3902	Beau Geste	Sept. 15
3903	$1,000 a Touchdown	Sept. 22
3904	Honeymoon In Bali	Sept. 29
3905	What a Life!	Oct. 6
3906	Jamaica Inn	Oct. 13
3907	Television Spy	Oct. 20
3908	Disputed Passage	Oct. 27
3909	The Cat and the Canary	Nov. 10
3910	Rulers of the Sea	Nov. 17
3911	Our Neighbors, the Carters	Nov. 24
3912	The Night of Nights	Dec. 1
3913	The Llano Kid	Dec. 8
3914	All Women Have Secrets	Dec. 15
3915	Gulliver's Travels	Dec. 22
	The Great Victor Herbert	Dec. 29
3954	Range War	Sept. 8
3955	Law of the Pampas	Nov. 3

PRODUCERS DISTRIBUTORS

	Hitler—Beast of Berlin	Oct. 15
	Torture Ship	Nov. 1
	Buried Alive	Nov. 15
	Gold Star Mothers	Nov. 25
	Invisible Killer	Dec. 1

RKO-RADIO

1938-1939

934	Fifth Avenue Girl	Sept. 22
935	Conspiracy	Sept. 1
946	Everything's on Ice	Oct. 6
986	The Fighting Gringo	Sept. 8

1939-1940

001	Nurse Edith Cavell	Sept. 29
002	The Day the Bookies Wept	Sept. 15
003	Full Confession	Sept. 8
004	Three Sons	Oct. 13
005	Meet Dr. Christian	Nov. 17
006	Allegheny Uprising	Nov. 10
007	Vigil in the Night	
008	Reno	Dec. 1
009	Abe Lincoln in Illinois	
010	The Flying Deuces	Nov. 3
011	That's Right, You're Wrong	Nov. 24
012	Sued for Libel	Oct. 27
013	Two Thoroughbreds	Dec. 8
014	Married and in Love	Dec. 22
015	The Hunchback of Notre Dame	Dec. 29
061	Queen of Destiny	
081	Marshal of Mesa City	Nov. 3
082	Legion of the Lawless	Dec. 29

REPUBLIC

1938-1939

848	Rovin' Tumbleweeds	Nov. 16
857	Wall Street Cowboy	Sept. 6

1939-1940

905	Main Street Lawyer	Nov. 3
911	Flight at Midnight	Aug. 28
912	Calling All Marines	Sept. 21
913	Sabotage	Oct. 13
914	Jeepers Creepers	Oct. 27
915	The Covered Trailer	Nov. 10
941	South of the Border	Dec. 15
	Money to Burn	Dec. 22
	Woman Who Dared	Dec. 27
951	The Arizona Kid	Sept. 29
952	Saga of Death Valley	Nov. 22
953	Days of Jesse James	Dec. 29
961	The Kansas Terrors	Oct. 6
962	Cowboy From Texas	Nov. 28

20th CENTURY-FOX

1939-1940

001	Elsa Maxwell's Hotel for Women	Aug. 4
002	Chicken Wagon Family	Aug. 11
003	Stanley and Livingstone	Aug. 18
004	The Jones Family In Quick Millions	Aug. 25
005	The Adventures of Sherlock Holmes	Sept. 1
006	Charlie Chan at Treasure Island	Sept. 8
007	Hollywood Cavalcade	Oct. 13
008	Stop, Look and Love	Sept. 22
009	Here I Am, a Stranger	Sept. 29
010	The Escape	Oct. 6
012	The Cisco Kid and the Lady	Dec. 29
012	The Adventurer	Dec. 29
013	20,000 Men a Year	Oct. 27
014	Pack Up Your Troubles	Oct. 20
015	Drums Along the Mohawk	Nov. 10
016	The Jones Family In Too Busy to Work	Nov. 17
017	Swanee River	Jan. 5
018	Shipyard Sally	Oct. 20
019	Heaven With a Barbed Wire Fence	Nov. 3
020	Day-Time Wife	Nov. 24
021	Charlie Chan In City In Darkness	Dec. 1
022	Inspector Hornleigh on Holiday	Dec. 1
023	He Married His Wife	Jan. 19
024	The Honeymoon's Over	Dec. 15
025	The Bluebird	Dec. 22
026	Barricade	Dec. 8
027	The City of Chance	Jan. 12
028	High School	Jan. 26
061	The Road to Glory (re-issue)	Oct. 13
062	The First World War (re-issue)	Oct. 27

UNITED ARTISTS

1939-1940

GOLDWYN

They Shall Have Music	Aug. 18
The Real Glory	Sept. 29
Raffles	

KORDA

The Four Feathers	Aug. 4
The Lion Has Wings	
The Thief of Bagdad	
Over the Moon	

ROACH

The Housekeeper's Daughter	Oct. 26
1,000,000 B. C.	
A Chump at Oxford	
Of Mice and Men	
Two's Company	

SELZNICK

Intermezzo, a Love Story	Sept. 22
Rebecca	Dec. 22

SMALL

The Man In the Iron Mask	Aug. 11

WANGER

Winter Carnival	July 28
Eternally Yours	Oct. 6
Send Another Coffin	Nov. 23
House Across the Bay	

CHAPLIN

Production No. 6	

UNIVERSAL

1938-1939

3002	First Love	Nov. 10

1939-1940

4010	The Under-Pup	Sept. 1
4014	Rio	Sept. 29
4017	Two Bright Boys	Sept. 15
4019	Little Accident	Oct. 27
4020	Call a Messenger	Nov. 3
4024	Hawaiian Nights	Sept. 8
4026	Laugh It Off	Dec. 1
4027	The Witness Vanishes	Sept. 22
4028	Missing Evidence	Dec. 15
4030	One Hour to Live	Nov. 10
4035	Hero for a Day	Oct. 6
4044	The Mikado (Pre-released June 16)	Sept. 8
4051	Mutiny on the Blackhawk	Sept. 1
4052	Tropic Fury	Oct. 13
4053	Legion of Lost Fliers	Nov. 3
4054	Man From Montreal	Dec. 8
4058	Desperate Trails	Sept. 8
4059	Oklahoma Frontier	Oct. 20
4060	Chip of the Flying U	Nov. 24
4061	West of Carson City	Dec. 15
4062	Riders of Pasco Basin	
4071	My Man Godfrey (re-issue)	June 2
4072	The Old Dark House (re-issue)	June 2
4073	All Quiet on the Western Front (re-issue)	Sept. 29
4074	The Road Back (re-issue)	Nov. 3
	Tower of London	Nov. 17
	Destry Rides Again	Dec. 29
	The Invisible Man Returns	
	The Big Guy	Nov. 24
	Green Hell	
	Charlie McCarthy, Detective	Dec. 22

WARNERS-FIRST NATIONAL

1939-1940

WARNERS

402	The Private Lives of Elizabeth and Essex	Nov. 11
403	The Roaring Twenties	Oct. 28
411	Kid Nightingale	Nov. 4
413	The Dead End Kids on Dress Parade	Nov. 18
415	A Child Is Born	
418	Pride of the Blue Grass	Oct. 7
419	Nancy Drew and the Hidden Staircase	Sept. 9

FIRST NATIONAL

452	The Old Maid	Sept. 2
461	Dust Be My Destiny	Sept. 16
462	Espionage Agent	Sept. 30
463	On Your Toes	Oct. 14
469	No Place to Go	Sept. 23
470	Smashing the Money Ring	Oct. 21
471	Private Detective	Dec. 9
481	The Mad Empress	Dec. 16
	We Are Not Alone	Nov. 25
	The Return of Dr. X	Dec. 2
	Four Wives	Dec. 23
	John Wayne Re-Issues	
491	The Riding Cowboy	
492	The Big Stampede	
493	The Telegraph Trail	
494	Haunted Gold	
495	Somewhere In Samoa	
496	The Man From Monterey	

SHORTS PARADE INDEX

A guide to all shorts reviews carried in THE SHORTS PARADE from September 6, 1939, to date, showing title, company and page on which review was carried in the Blue Section.

Title Distributor Page

A

ACRES OF PLENTY—RKO 404
AFTERNOON AT A BULL FIGHT—Emanuel 421
AGHILEEN PINNACLES, THE—20-F 396
ALL AMERICAN BLONDES—Col. ...413
ALL IN ONE—Handy 396
AMERICAN ROYAL—RKO 429
AMERICAN SADDLE HORSES—Vita. 429
ANIMAL ACTORS AND TRAINERS—see Screen Snapshots, No. 2
ANTI-MUTUEL TALK—Society for the Prevention of Crime 421
AQUA-RHYTHM—Para. 421
ARABS WITH DIRTY FEZZES—Univ. 364
ARMSTRONG, HENRY, VS. LOU AMBERS FIGHT PICTURES—Banner 382
ART OF MAKE-UP—see Screen Snapshots, No. 1
ASH CAN FLEET, THE—MGM 395
AUTO ANTICS—MGM 382
AUTOGRAPH HOUND, THE—RKO ..382

B

BACK OF THE MIKE—Handy 396
BATTLE FLEETS OF ENGLAND—see The March of Time, No. 2
BIG FISH—Col. 383
BIG GAME FISHING—20-F 383
BIRTH OF THE MOVIES—Alliance ..382
BITS OF LIFE—Para. 429
BLAMED FOR A BLONDE—RKO ...395
BLUE DANUBE, THE—Para. 403
BOOK OF BOOKS, THE—Col. 404
BOOKWORM, THE—MGM 389
BOWS AND ARROWS—Col. 404
BOY MEETS JOY—Univ. 389
BUILDING OF BOYS—Col. 404
BUSY LITTLE BEARS—Para. 404

C

CALLING ON CAIRO—Central 396
CAPTAIN SPANKY'S SHOWBOAT—MGM 395
CATCHING WHOPPERS—Para. 389
CHARM BRACELET, THE—Col. ...382
CHICKEN FEED—RKO 395
CLOCKING THE JOCKEYS—20-F ...396
COAT TALES—RKO 395
COLLEGE SONGS — see Community Sing, No. 3
COMMUNITY SING (1939-1940—Col.
No. 1 382
No. 2 413
No. 3 421
CONQUERING THE COLORADO—20-F 364
CROP CHASERS—Col. 403
CROSBY, BING, SONGS—see Community Sing, No. 1

D

DAD FOR A DAY—MGM 421
DAY OF REST, THE—MGM 395
DAY ON TREASURE ISLAND, A—MGM 383
DESERT ADVENTURE, A—Para. ...389
DOG IS BORN, A—Para. 404
DOUBLE OR NOTHING—Vita. 404
DREAMS ON ICE—Col. 403
DRUNK DRIVING—MGM 404

E

ECUADOR—Para. 383
EVERGREEN EMPIRE, THE—20-F. 383

F

FAGIN'S FRESHMAN—Vita. 427
FAILURE AT FIFTY, A—MGM 395
FALL FASHIONS—see Fashion Forecast, No. 5
FASHION FORECAST (1939-1940)—20-F
No. 5 395
FILMING THE FLEET—20-F 382
FIO RITO, TED, AND HIS ORCHESTRA—Para. 403
FOOTBALL THRILLS OF 1938—MGM 396
FOOTSTEPS OF SAINT PATRICK—Guaranteed 413
FRESH FISH—Vita. 413
FRESH VEGETABLE MYSTERY, THE—Col. 395
FROM THE ENDS OF THE EARTH—MGM 389
FUNNY BIRDS HERE AND THERE—see Going Places, No. 68

G

GETTING YOUR MONEY'S WORTH, No. 3—Lenauer 389
GOING PLACES (1939-1940—Univ.
No. 66 396
No. 67 404
No. 68 404
GOOD EGG—Vita. 413
GREEN HORNET, THE—Univ. 427
GUN PLAY—RKO 383

H

HAPPY LANDING, A—Imperial ...427
HARE-UM SCARE-UM—Vita. 364
HISTORIC CITIES OF INDIA—Col. ..421
HITCH-HIKER, THE—20-F 427
HOLIDAY GREETING SHORTS—National Screen Service 429
HOLLAND AND THE ZUYDER ZEE—Col. 413
HOMES OF TODAY—FHA 429
HOOK, LINE AND SINKER—20-F ..383
HUNTING HOUNDS—RKO 404

I

ICE CUTTERS—RKO 413
ICE FROLICS—Vita. 404
IN MOROCCO—Col. 396
IN THE HEART OF AFRICA—see Going Places, No. 67
IN OLD MOROCCO—Central 366
INFORMATION PLEASE (1939-1940)—RKO
No. 2 404
No. 3 421
ISLAND OF LOVE—Principal 413
IT'S THE NATURAL THING TO DO—Para. 364

J

JEEPERS CREEPERS—Vita. 403

K

KENNEDY THE GREAT—RKO 395
KILMAINHAM JAIL—Alexander 413

L

LAND OF THE MIDNIGHT FUN—Vita. 395
LET'S TALK TURKY—MGM 404
LIFE BEGINS FOR ANDY PANDA—Univ. 395
LITTLE BROTHER RAT—Vita. 382
LITTLE LION HUNTER—Vita. 395
LITTLE LOST SHEEP—Col. 403
LIVES IN PERIL—Vita. 364
LOPEZ, VINCENT, AND ORCHESTRA—Vita. 404
LOUIS, JOE, VS. BOB PASTOR FIGHT PICTURES—Banner 395

M

MARCH OF TIME, THE (1938-1939)—RKO
No. 13 364
MARCH OF TIME, THE (1939-1940)—RKO
No. 1 381
No. 2 403
No. 3 413
No. 4 429
MECHANIX ILLUSTRATED (1939-1940)—Vita.
No. 1 382
MEMORY LINGERS ON, THE (No. 2)—Ennis 389
MENDELSSOHN'S WEDDING MARCH—MGM 404
MERRY WIVES OF WINDSOR—Para. 421
METROPOLIS, 1939—see The March of Time, No. 13
MIAMI MIRACLE—Para. 429
MODERN METHODS—Vita. 364
MOMENTS OF CHARM OF 1940—Para. 421
"MONKIES IS THE CWAZIEST PEOPLE"—20-F 395
MONROE DOCTRINE, THE—Vita. ..403
MOUNTAIN EARS—Col. 421

N

NATURAL WONDERS OF WASHINGTON STATE—MGM 404
NAUGHTY NEIGHBORS—Vita. 403
NELL'S YELLS—Col. 382
NEVADA UNLIMITED—RKO 396
NEVER SOCK A BABY—Para. 421
NEWSFRONTS OF WAR, 1940—see March of Time, No. 4

O

OFFICER DUCK—RKO 364
OILY TO BED, OILY TO RISE—Col. .403
OLD-TIME SONGS — see Community Sing, No. 2
ONE AGAINST THE WORLD—MGM .382
ONE-DAY STAND—Vita. 364
ONE MOTHER'S FAMILY—MGM ...404
ONE MOUSE IN A MILLION—20-F ..413
ONE NIGHT BEFORE CHRISTMAS—Syndicate 429
ORGAN NOVELTY, AN—Vita. 421
ORPHAN DUCK, THE—20-F 395
OSBORNE, WILL, AND ORCHESTRA—Vita. 364
OVERLAND WITH KIT CARSON—Col. 364

P

PERU—Para. 404
PIED PIPER PORKY—Vita. 427
POPULAR SCIENCE (1939-1940)—Para.
No. 1 382
No. 2 421
PORKY'S HOTEL—Vita. 395
PORKY'S PICNIC—Vita. 364
PUBLIC HOBBY, No. 1—Para. 383

Q

QUAINT SAINT AUGUSTINE—MGM .429

R

RAIDERS OVER ENGLAND—Monogram 427
RADIO BLOCKADE—Handy 396
REMEMBER WHEN?—Vita. 382
RHUMBA LAND—Univ. 427
RHUMBA RHYTHM—MGM 382
RIDE, COWBOY, RIDE—Vita. 395
ROYAL RODEO, THE—Vita. 427
RUBINOFF AND HIS VIOLIN—Vita. 404

S

SCRAMBLED EGGS—Univ. 427
SCRAPPILY MARRIED—RKO 427
SCRAPPY'S RODEO—Col. 382
SCREEN SNAPSHOTS (1938-1939)—Col.
No. 12 366
SCREEN SNAPSHOTS (1939-1940)—Col.
No. 1 395
No. 2 421
SEA FOOD—Pathe 383
SEABISCUIT—Howard 364
SEEING RED—Vita. 364
SET 'EM UP—MGM 404
SHAW, ARTIE, AND HIS ORCHESTRA IN "SYMPHONY OF SWING"—Vita. 427
SHAW'S, ARTIE, CLASS IN SWING—Para. 382
SHEEP IN THE MEADOW—20-F ...395
SILLY SEASON, THE—20-F 421
SILLY SUPERSTITION—Univ. 389
SIOUX ME—Vita. 395
SKI BIRDS—MGM 429
SLAPHAPPY VALLEY—Univ. 382
SLAPSIE MAXIE'S—Vita. 382
SLIGHTLY AT SEAS—RKO 413
SMITHSONIAN INSTITUTION — see Washington Parade, No. 1
SNOWMAN'S LAND—Vita. 364
SOJOURN IN INDIA—Col. 383
SOLDIERS WITH WINGS — see The March of Time, No. 1
SOUTHERN BEAUTIES—Imperial .429
SPY MENACE, THE — Screen Classics 413
STARLIGHT NIGHT—Hoffberg 427
STATIC IN THE ATTIC—Col. 403
STORY OF CHARLES GOODYEAR, THE—Col. 403
STORY OF ELIAS HOWE, THE—Col. 403
STORY OF OUR FLAG, THE—Screen Classics 389
STORY THAT COULDN'T BE PRINTED, THE—MGM 366
STRANGER THAN FICTION (1939-1940)—Univ.
No. 66 389
No. 67 389
No. 68 404
STUBBORN MULE—Univ. 364
SWEET MOMENTS—Para. 364
SWING HOTEL—Univ. 403
SWING OPERA, A—Vita. 364
SWING STYLES—Vita. 382
SWORD FISHING—Vita. 404

T

TERZO ANNUALE DELL' IMPERO COL DISCORSO DEL DUCE—Esperia 396
THERE GOES RUSTY—Col. 389
THINK FIRST—MGM 395
THREE-MINUTE FUSE—Vita. 364
TRUTH ACHES—RKO 404
TWINCUPLETS—RKO 427
TWO-HEADED GIANT—20-F 364

U

UNCLE SAM, THE FARMER—see The March of Time, No. 3
UNSEEN GUARDIANS—MGM 383
UNUSUAL OCCUPATIONS (1939-1940)—Para.
No. 1 404

V

VALLEY OF THE THOUSAND SMOKES—20-F 429
VOTE TROUBLE—Vita. 382

W

WASHINGTON PARADE 1939-1940)—Col.
No. 1 421
WATCHDOG, THE—20-F 403
WICKY WACKY ROMANCE, A—20-F 427
WILLIAM TELL—Para. 429
WINTER FASHIONS — see Fashion Forecast, No. 6
WINTER PLAYGROUND—RKO ... 429
WISE QUACK—Vita. 364
WORLD'S FAIR JUNIOR—Vita. 413

Z

ZOO, THE—RKO 366
ZOO IN MANHATTAN—Central ... 429
ZORRO'S FIGHTING LEGION—Rep. 427

EXPLANATORY NOTE

This index to short subjects, reviewed in this Blue Section from September 6 through November 29, will not be issued again. The next index to short subjects, tentatively set for the February 21, 1940, issue, will include only those subjects whose reviews appear in the Blue Section from December 13 to that date.

This Shorts Parade index, in association with the Alphabetical Guide, found only in THE EXHIBITOR, is the industry's only reference compilation to all feature and short product delivered.

INDEX TO INDICES

From September 1, 1937, to May 1, 1938 ..... 128, 129
From May 15, 1938, to August 15, 1938 179
From September 1, 1938, to December 14, 1938 229
From December 28, 1938, to May 31, 1939 ..... 325, 326
From June 14, 1939, to August 23, 1939 374

MISCELLANEOUS DISTRIBUTORS

All addresses are of New York City, unless otherwise indicated.

ALEXANDER, William, 729 Seventh Ave.
ALLIANCE Film Corporation, 1270 Sixth Avenue.
BANNER Films (David Dietz), 630 Ninth Avenue.
CENTRAL Film Company, Film Center Building.
EMANUEL, Charles A.
ENNIS, Bert, 730 Fifth Avenue.
ESPERIA Film Distributing Company, 1650 Broadway.
FHA (Federal Housing Administration), Washington, D. C.
GUARANTEED Pictures, 729 Seventh Avenue.
HANDY, Jam, Organization, 2900 East Grand Boulevard, Detroit, Michigan. (In some territories, subjects are handled by Monogram.)
HOFFBERG, J. H., Company, Inc., 729 Seventh Avenue.
HOWARD, C. S., Box 405, North Hollywood, California. (In some territories, Monogram is handling "Seabiscuit.")
IMPERIAL Pictures, Inc., 729 Seventh Avenue.
LENAUER-International Films, Inc., 202 West 58th Street.
PATHE (Commercial Department of RKO-Pathe News), 1270 Sixth Avenue.
PRINCIPAL Productions, Inc., 1501 Broadway.
SCREEN CLASSICS, care of Edward J. Gabriel, Capital Film Exchange, 1314 Vine Street, Philadelphia.
SOCIETY for the Prevention of Crime, 150 Broadway.
SYNDICATE Exchanges, Inc., 630 Ninth Avenue.

THE SHORTS PARADE

THREE-REEL

Novelty

STARLIGHT NIGHT. Hoffberg, 27m. Released last year as "Silent Night, Holy Night," and burdened down by almost 40 minutes of running time, this English-language import made in Switzerland has been pared down to 27 minutes of good cinema. It re-enacts the story and the events which led to the writing of the Christmas carol, "Silent Night," by Father Mohr and Francis Gruber. The film is especially worthy as an exploitable addition to programs during the holiday season. GOOD. L. S. M.

TWO-REEL

Comedy

SCRAPPILY MARRIED. RKO-Radio—Leon Errol. 20m. If the last two minutes of his two-reeler hadn't rolled around, we wouldn't have hesitated in calling this a downright bad entry. However, the marital untangling which took place in those last few moments provided some hearty laughs. George Meeker is married to Lona Andre, despite a Mexican divorce which says he isn't. So he marries Adele Pearce. So Leon Errol, as Meeker's attorney, has troubles. He has plenty more when his wife walks in, but that's where the fun starts. FAIR. (03703). L. S. M.

TWINCUPLETS. RKO-Radio — Radio Flash. 19m. In as merry a mix-up as has occurred in two reels in many a moon, the Stroud Twins of radio and the Brewster twins of the cinema gallivant slap-happily across the screen and take advantage of the natural comedy set-up provided by two sets of identical twins. Clarence Stroud is wed to Barbara Brewster—or vice versa—and the other two twins are on the verge. Comes complications about a musical comedy contract and something about a college building. The four still haven't found out who's who when the end comes. GOOD. (03204).

Dramatic

RAIDERS OVER ENGLAND. Monogram—Special. 18m. Made with the cooperation of the British government, this shows what would happen in the event of an air-raid on England. Obviously of more interest there than here, it still has its points. The title is exploitable, and the shots of ground crews in action, planes, etc., should be interesting. FAIR. H. M.

Color Musical

THE ROYAL RODEO. Vitaphone—Technicolor Production. 15m. Combining a new angle on cinematic oaties with a loud huzzah for Americanism, the Warners have again upped and produced one of the industry's sterling short subjects. Featuring such players as John Payne, Cliff Edwards, Lucille Fairbanks, Scotty Beckett, and Boyd Irwin, the picture is a tabloid edition of an exciting western. Cowboy Payne brings his Wild West show to the mythical Kingdom of Avania where he gives a command performance before boy King Beckett. He rescues the young king from the clutches of a treacherous regent. In a musical finale, the entire cast sings "The Good Old American Way," a sort of musical lesson on how to run a country. Lucille Fairbanks, a beauteous dream in blonde hair, handles the femme interest in a most interesting manner. EXCELLENT. (5002). L. S. M.

Musical

RHUMBA LAND. Universal—Musical. 18½m. Wini Shaw sings two numbers, the Theodores dance, Vivien Fay and Jimmy Clemens dance, Tana sings, and a rhumba band plays—all of which makes up an up-to-average musical two-reeler, with background of Havana. GOOD. (4223). H. M.

SERIAL

THE GREEN HORNET. Universal—Serial, in 13 two-reel episodes. Gordon Jones, Wade Boteler, Keye Luke, Anne Nagel, Philip Trent, Walter McGrail, Cy Kendall, Selmar Jackson, John Kelly, Gene Rizzi, Douglas Evans, Ralph Dunn, Arthur Loft, Edward Earle, Ann Gwynne, Ann Doran. Directed by Forde Beebe and Ray Taylor. One of radio's foremost dramatic programs is transferred to the screen with a certain degree of success in the form of this 13-episode serialization of "The Green Hornet.' Because of the huge following the radio program possesses, there is a ready-made audience awaiting the picture play. The kids, especially, will go for it. Although Gordon Jones, playing the dual role of a young newspaper publisher and the Green Hornet, goes about capturing an entire gang of insurance racketeers, the first three chapters were individual adventures by themselves, somewhat of an innovation in serials. However, each chapter ends with Jones in plenty of hot water, and it will take the entire 13 editions before he finds out the mastermind behind the work. Anne Nagel capably takes care of the unimportant femme romantic lead; Keye Luke is prominently featured as Jones' faithful valet; and Wade Boteler is okay as his Irish bodyguard. GOOD. L. S. M.

ZORRO'S FIGHTING LEGION. Republic—Serial, in 12 episodes. First episode three reels, others two. Reed Hadley, Sheila Darcy, William Corson, Leander de Cordova, Edmund Cobb, C. Montague Shaw, John Merton, Budd Buster, Carleton Young, Guy D'Ennery. Directed by William Witney and John English. The dashing Zorro, made famous by Douglas Fairbanks some years back, returns to the screen in the form of Reed Hadley, who tops the cast of what, judged by the first two episodes, looks like one of the season's best-drawing serials. Hadley arrives from California to take the place of his murdered uncle on Benito Juarez's council. He teams up with cousin William Corson and a uniformed band of patriots to prevent treacherous government officials from stealing the gold scheduled to be delivered to Mexico City. The mystery to be solved is the identity of an armored God who incited a fanatic Indian tribe against the white men who are to deliver the gold Hadley makes a handsome and spirited Zorro. Sheila Darcy, as the femme lead, didn't have much to do in the first two chapters, but she surely dressed up the screen while she was around. EXCELLENT. (873/1—873/12). L. S. M.

Highlight Shorts

•

TWO REEL

Uncle Sam, The Farmer—March of Time, No. 3—RKO.

ONE REEL

Color Cartoon

Fresh Fish—Vitaphone.

Musical

Merry Wives of Windsor—Paramount.

Color Novelty

Popular Science No. 2—Paramount.

Novelty

Screen Snapshots No. 2—Columbia.

ONE-REEL

Color Cartoon

FAGIN'S FRESHMEN. Vitaphone—Merrie Melody. 7m. Blackie the Cat thinks his kid brothers and sisters are sissies on accounta they spend most of their spare time singing, when they could have more fun listening to gangster stories on the radio. Blackie dreams of enrolling in Fagin's School for Crime, and joins his family in musical endeavor when he awakens. There are plenty of hearty laugh sequences. GOOD. (5306). L. S. M.

A HAPPY LANDING. Imperial. 8m. Filmed in Vericolor, which is not always of the best, this depicts the antics of a little boy, with a girl, a rooster, and a small duck. An independent cartoon venture, it cannot be said to rank with the color cartoons seen around, although for some types of houses, it may have its moments. FAIR. H. M.

SCRAMBLED EGGS. Universal—Color Cartoon. 8m. In the better cartoon sphere, this shows how Peterkin, a mischievous little body, changes the eggs on which the various birds are sitting in the Maternity Tree. But when he finds out that he has to take care of the babies, he apologizes and patches things up. GOOD. (4263). H. M.

A WICKY WACKY ROMANCE. 20th Century-Fox—Terry Toon. 8m. In the Technicolor land of the South Sea Isle, the wicked pirates capture the native dancer, and her hero rescues her, with not a great deal of originality. FAIR. (0554). H. M.

Cartoon

THE HITCH-HIKER. 20th Century-Fox—Terry-Toon. 7m. This time it's a duck with a trailer without a car. Comes a dog with a car without a trailer. They get together and a horde of mosquitoes quickly tear them apart. There are a few moments of fun. FAIR. (0505). L. S. M.

PIED PIPER PORKY. Vitaphone—Looney Tunes. 7m. Porky, as the Pied Piper of Hamelin, is outraged when he discovers that one wise-guy mouse still defies him. He tries his pipe to no avail, then sics his cat on the audacious rodent who make a fur coat out his pursuer. GOOD. (5604). D. O.

Musical

ARTIE SHAW AND HIS ORCHESTRA IN "SYMPHONY OF SWING." Vitaphone—Melody Master. 10m. Still one of the country's foremost swingsters, Artie Shaw will add to his horde of fans when this 10-minute jam session starts making the rounds. Tony Pastor opens the show with a vocal rendition of "Jeepers Creepers" and Helen Forrest follows with a solo on "Deep Purple." Shaw and his band really

The Shorts Parade

(Continued from page 428)

start jiving when they toss away the sheet music and swing out on "Lady Be Good." EXCELLENT. (5504). L. S.M.

WILLIAM TELL. Paramount-Symphonic Series. 10m. The National Philharmonic Orchestra again crashes through with a splendid rendition of the overture, with the camera work, etc., all up to the high standard of the others in the series. This is, indeed, top-notch and worth billing on the marquee. EXCELLENT. (D9-3). H. M.

Color Novelty

AMERICAN SADDLE HORSES. Vitaphone—The Color Parade. 10m. Excellent color photography enhances the attractiveness of this outstanding film study of the various type of domestic saddle horses. The different gaits of the animals are demonstrated by a magnificent highly trained horse show champion. John Deering's narration is another entry on the asset side of the ledger. EXCELLENT. (5402). L. S. M.

HOMES OF TODAY. Federal Housing Administration. 11m. In Technicolor, for free distribution to theatres, this shows how the government is aiding housing, giving shots of homes from $2,500-$5,000. The commentator tells about the carrying charges, etc. Short winds up with interiors, illustrating how the houses can be easily revamped to take care of children, visitors, etc. The subject was made by the commercial department of RKO-Pathe News for the FHA and can be secured through William Waldholz, chief of FHA motion picture distribution, 90 Church Street, New York City. EXCELLENT. H. M.

MIAMI MIRACLE. Paramount—Special Trailer. 10m. Ted Husing narrates and is seen with Max Fleischer, while this Technicolor short, a plug for "Gulliver's Travels," takes the onlooker through the Miami plant of Fleischer, showing the progress of this cartoon, as a preliminary to the feature. It's all very interesting. GOOD. J.

Novelty

AMERICAN ROYAL. RKO-Radio-Reelism. 9m. Footage is composed of scenes at the American Royal Livestock Show in Kansas City, stockyards, and glimpses of prize cattle and horses on a Missouri estate. Well-made, with photography above the ordinary, this should prove okay for horse-lovers. GOOD. (04603). H. M.

BITS OF LIFE. Paramount—Paragraphic. 11m. The first of the projected filmizations of Liberty's short short stories, this subject crams a lot of entertainment into one reel. Two of the stories are enacted. One is that of a girl who wants to leave her husband, but who changes her mind after speaking to an elderly neighbor. The second yarn is that of a prospector who finds gold, but also finds it does him no good when he needs water on the desert. Here's truly a novel subject, but we feel it would be more effective if only one story were told. GOOD. (V9-3). L. S. M.

ZOO IN MANHATTAN. Central Films. 10m. The same shorts producer who gave the industry "Chinook's Children," last season's corker on Eskimo dogs, again aimed his camera at a portion of the animal kingdom and has recorded an interesting one-reeler to round out one's program. It is a tour of the various inhabitants of the zoo in New York's Central Park and is most notable for the contrast noted between the skyscrapers in the background and the call to nature in the fore. John S. Martin, who so capably handled the commentary for "Dark Rapture," dittos for this. GOOD. L. S. M.

Sport

WINTER PLAYGROUND. RKO-Radio. Sportscope. 9m. What happens when fun and sports seekers pile out of excursion trains and into the quaint city of Quebec is pictured entertainingly in this outstanding Sportscope entry. Andre Baruch handles the oral end of the descriptive chores while the camera takes the audience on thrilling rides down a toboggan chute, in dogsleds, and on skiis down the slopes of the Laurentian Mountains. Two skiers towed by a low-flying plane provide the breath-taking climax of one of the most exciting sport subjects. EXCELLENT. (04304). L. S. M.

SKI BIRDS. Metro-Pete Smith Specialty. 8m. Skiing, how to ski, some intricacies, form, etc., accompanied by Pete Smith's excellent commentary, and very well done. EXCELLENT. (S-102) J.

Trailer

HOLIDAY GREETING SHORTS. National Screen. To wish the patrons a Happy New Year or A Merry Christmas or both, National Screen has produced a de luxe and a junior trailer for each of of the holidays. Featuring a baby who is the cutest thing this side of "Baby Sandy," NSS is delivering a honey of a quartet. De-luxes run a minute and a half and the juniors are about three-quarters of a minute. EXCELLENT. L. S. M.

Color Travel

QUAINT SAINT AUGUSTINE. Metro-Fitzpatrick-Traveltalk. 10m. Back in the United States again, Fitzpatrick covers the Florida city, its fountain of youth, the schoolhouses, slave market, Spanish atmosphere, making for an excellent subject. EXCELLENT. (T-53). J.

SOUTHERN BEAUTIES. Imperial. 10m. Filmed in Vericolor, this shows Miami, its hotels, beauties, the Everglades, alligators, etc., with the color generally fair, except for a few brief excursions into a lesser rating. FAIR. H. M.

Travel

THE VALLEY OF TEN THOUSAND SMOKES. 20th Century-Fox—Adventures of a Newsreel Cameraman. 10m. Another of Father Hubbard's exciting adventures in arctic territory, this real is a suspenseful trip to a portion of Alaska which has puzzled geologists no end. Traveling through quicksand, ghost forests, et cetera, the Glacier Priest and his party reach their destination and find that the smoke is not smoke, but steam. Lowell Thomas aids in making the subject even more interesting EXCELLENT. (0105). L. S. M.

LAST MINUTE 20th CENTURY-FOX

Barricade (026) — FAMILY MELODRAMA 70M.

Alice Faye, Warner Baxter, Charles Winninger, Arthur Treacher, Keye Luke, Willie Fung, Doris Lloyd, Eily Malyon, Joan Caroll, Leonid Snegoff. Directed by Gregory Ratoff.

An imposing trio of marquee names will have to carry this yarn to any successes it may register Alice Faye, Warner Baxter, and Charles Winninger valiantly attempt to salvage a fairly weak story and do emerge with an action cinema which can be top-billed in the nabes and provinces. Faye, with a phoney Russian accent, stumbles into Winninger's out of the way American consulate 1,000 miles north of Shanghai. Also stumbling into the consulate is drunken newspaperman Baxter. The district around the consul grounds is overrun by marauding Mongolian bandits who threaten the lives of all within the consul's protection. The last-minute arrival of Chinese Nationalists saves a lot of blood. Faye seems a bit out of place in the Oriental setting, but Baxter does okay by himself. By far the outstanding characterization of the lot is that of Winninger who never disappoints.

ESTIMATE: *Just a programmer.*

LAST MINUTE SHORT SUBJECTS

TWO-REEL Dramatic

ONE NIGHT BEFORE CHRISTMAS. Syndicate. 13m. A good melodramatic offering for the holiday season, this inde effort is the heart-warming story of a little girl whose mother is too poor to fill her Christmas stocking. While the youngster's mother is away, escaped convict Russell Hopton comes into the house. The child, thinking Hopton is Santa, befriends him. In return, the criminal allows himself to be captured by the girl so that she and her mother could share the reward. Jot this down as nice holiday fare. GOOD. L S. M.

NEWSFRONTS OF WAR—1940. RKO-Radio—March of Time, No. 4. 19m. One of the most interesting of a never-ending list of interesting and breath-taking March of Time releases, this issue explains to the public how war news is sent by the Associated Press to the local newspapers. Especially timely and exploitable is the fact that the subject not only shows where the most fertile news sources of last year were, but also points ahead to the future. The AP wires, sending wirefotos and cablefotos, radio broadcasts of news, and other activities of the AP are shown before the camera makes a study of the true meaning of the Berlin-Moscow "alliance," and the importance of the German-Russian pact in the news of tomorrow. EXCELLENT. (03104). L. S. M.

Alphabetical Guide

(Continued from page 430)

T

TAMING OF THE WEST—54m.—Columbia 399
TELEVISION SPY—59m.—Paramount 400
TEN NIGHTS IN A BARROOM—61m.—B&M Pictures 418
THAT'S RIGHT, YOU'RE WRONG—93m. — RKO-Radio 424
THAT THEY MAY LIVE—73m.—Mayer-Burstyn 410
THESE GLAMOUR GIRLS—78m.—Metro 379
THUNDER OVER PARIS—82m.—Transatlantic 425
TWO BRIGHT BOYS—70¼m.—Universal 387
THEY SHALL HAVE MUSIC—101m.—United Artists 354
THOSE HIGH GREY WALLS—82m.—Columbia 391
THREE SONS—72m.—RKO-Radio 392
THUNDER AFLOAT—94m.—Metro 391
TORPEDOED (Our Fighting Navy)—75m. — Film Alliance of U. S. 387
TORTURE SHIP—62m.—Producers Pictures 409
TOWER OF LONDON—93m.—Universal 424
TREACHERY ON THE HIGH SEAS—68m.—Times 394
TRIGGER FINGERS—53m.—Victory 381
TROPIC FURY—62⅓m.—Universal 370
20,000 MEN A YEAR—83m.—20th Century-Fox .. 409

U

U-BOAT 29—79m.—Columbia 391
UNDER-PUP, THE—88m.—Universal 380

W

WALL STREET COWBOY—66m.—Republic 386
WE ARE NOT ALONE—112m.—Warners 417
WEST OF CARSON CITY—55m.—Universal 424
WHAT A LIFE!—79m.—Paramount 385
WHITE SQUADRON, THE—see Lo Squadrone Bianco
WHY THIS WAR?—81m.—Samuel Cumings 409
WINTER CARNIVAL—91m.—United Artists 354
WITNESS VANISHES, THE—66m.—Universal 393
WOMEN, THE—134m.—Metro 379

ALPHABETICAL GUIDE TO 191 FEATURES

Reviewed since August 1, 1939

A

ADVENTURES OF SHERLOCK HOLMES, THE—82m.—20th Century-Fox 380
AFFAIR LAFONT, THE (Conflict)—84m.—Trans-Atlantic Films 402
ALL QUIET ON THE WESTERN FRONT—93m.—Universal (revised and re-issued) 392
ALLEGHENY UPRISING—78m.—RKO-Radio 408
ALLERGI MASNADIERI (The Make-Believe Pirates)—72m.—Americo Pullini 402
ALPINE PASSION (Amore sulle Alpi) — 74m. — Esperia 418
AMAZING MR. WILLIAMS, THE—80m.—Columbia 423
AMORE SULLE ALPI—see Alpine Passion.
ANOTHER THIN MAN—102m.—Metro 423
ARIA DEL CONTINENTE, L'—see The Continental Way
ARIZONA KID, THE—61m.—Republic 400
AWFUL TRUTH, THE—92m.—Columbia (re-issue) 29

B

BABES IN ARMS—94m.—Metro 391
BAD LITTLE ANGEL—72m.—Metro 407
BARRICADE—70m.—20th Century-Fox 429
BEASTS OF BERLIN—same as Hitler—Beast of Berlin, q. v.
BEAU GESTE—114m.—Paramount 353
BETRAYAL—80m.—World 393
BEWARE SPOOKS—68m.—Columbia 407
BLACKMAIL—81m.—Metro 385
BLONDIE BRINGS UP BABY—66m.—Columbia 415
BOMBS OVER LONDON—78m.—Film Alliance 387
BRIVELE DER MAMEN, A (A Letter to Your Mother)—104m.—Sphinx 393

C

CALL A MESSENGER—65m.—Universal 392
CALLING ALL MARINES—66m.—Republic 386
CAT AND THE CANARY, THE—74m.—Paramount 399
CHARLIE CHAN IN (AT or WITH)—20th Century-Fox—
CITY IN DARKNESS—74m. 408
TREASURE ISLAND—74m. 370
CHICKEN WAGON FAMILY—64m.—20th Century-Fox 362
CHILD IS BORN, A—79m.—Warners 363
CHILDREN OF THE WILD—73m.—Grand National 266
CHIP OF THE FLYING U—55m.—Universal 416
CONFLICT—see The Affair Lafont.
CONQUESTS OF PETER THE GREAT, THE—96m.—Amkino 387
CONTINENTAL WAY, THE (L'Aria del Continente)—82m.—Esperia 425
CRASHING THROUGH—55m.—Monogram 391

D

DANCING CO-ED—84m.—Metro 391
DANGER FLIGHT—61m.—Monogram 415
DAY THE BOOKIES WEPT, THE — 64m. — RKO-Radio 381
DAY-TIME WIFE—70m.—20th Century-Fox 424
DEAD END KIDS ON DRESS PARADE, THE—62m.—Warners 417
DEATH OF A CHAMPION—67m.—Paramount 379
DEMON BARBER OF FLEET STREET, THE—67m.—Select Attractions 381
DESPERATE TRAILS—58m.—Universal 380
DISPUTED PASSAGE—91m.—Paramount 391
DRUMS ALONG THE MOHAWK—103m.—20th Century-Fox 408
DUST BE MY DESTINY—88m.—Warners 370

E

ELSA MAXWELL'S HOTEL FOR WOMEN—83m.—20th Century-Fox 362
END OF THE DAY, THE (Fin du Jour)—95m.—Juno Films 387
ESCAPE, THE—62m.—20th Century-Fox 380
ESPIONAGE AGENT—83m.—Warners 393
ETERNALLY YOURS—98m.—United Artists 401
EVERYBODY'S HOBBY—54m.—Warners 387
EVERYTHING'S ON ICE—66m.—RKO-Radio 386

F

FAST AND FURIOUS—73m.—Metro 399
FIFTH AVENUE GIRL (My Fifth Avenue Girl)—88m.—RKO-Radio 370
FIGHT FOR PEACE—65m. — Monogram (formerly Warwick) 125
FIGHTING GRINGO, THE—59m.—RKO-Radio 380
FIGHTING MAD—55m.—Monogram 415
FIN DU JOUR—see The End of the Day.
FIRST FILM CONCERT, THE—52m.—World 418
FIRST LOVE—84m.—Universal 417
FIRST WORLD WAR, THE—78m.—20th Century-Fox (re-issue) 400
FIVE LITTLE PEPPERS AND HOW THEY GREW—60m.—Columbia 381
FIGHTING RENEGADE—54m.—Victory 387
FLAMING HEAD—57m.—Monogram 347
FLIGHT AT MIDNIGHT—66m.—Republic 380
FLIRTING WITH DEATH (Let's Pretend We're Sweethearts)—68m.—Imperial 321
FLYING DEUCES, THE—68m.—RKO-Radio 400
FOUR FEATHERS, THE—112m.—United Artists 337
FUGITIVE AT LARGE—63m.—Columbia 361
FULL CONFESSION—73m.—RKO-Radio 370

G

GERONIMO!—90m.—Paramount 423
GOLDEN BOY—101m.—Columbia 379
GREAT COMMANDMENT, THE—85m. — Cathedral Films 402

H

HAWAIIAN NIGHTS—65m.—Universal 370
HEARTBEAT—88m.—French Motion Picture Corporation 388
HEAVEN WITH A BARBED-WIRE FENCE—62m.—20th Century-Fox 400
HERE I AM A STRANGER—83m.—20th Century-Fox 392
HERO FOR A DAY—65m.—Universal 387
HEROES IN BLUE—58m.—Monogram 415
HIDDEN POWER—60m.—Columbia 319
HIGGINS FAMILY, THE, IN—Republic—COVERED TRAILER, THE—66m. 424
HITLER—BEAST OF BERLIN — 85m. — Producers Pictures 409
HITLER'S REIGN OF TERROR—56m.—Samuel Cummins 425
HOLLYWOOD CAVALCADE—96m.—20th Century-Fox 400
HONEYMOON IN BALI—96m.—Paramount 385
HONEYMOON'S OVER, THE—70m.—20th Century-Fox 416
HO PERDUTO MIO MARITO!—see My Husband Is Lost.
HOUSEKEEPER'S DAUGHTER THE—80m.—United Artists 386

I

I MET A MURDERER—78m.—York Pictures 402
IN SOVIET RUSSIA TODAY—100m.—Amkino 393
INTERMEZZO, A LOVE STORY — 70m. — United Artists 396
IRELAND'S BORDER LINE—64½m.—William Alexander 409
IRISH LUCK—58m.—Monogram 379

J

JAMAICA INN—99m.—Paramount 392
JUAREZ AND MAXIMILIAN—see The Mad Empress
JEEPERS CREEPERS—69m.—Republic 416
JONES FAMILY, THE (20th Century-Fox) IN (AT or WITH)—
QUICK MILLIONS—61m. 363
TOO BUSY TO WORK—65m. 401
JUST LIKE A WOMAN—73m.—Alliance 410

K

KANSAS TERRORS, THE—57m.—Republic 408
KATIA—80m.—Mayer-Burstyn 425
KID NIGHTINGALE—57m.—Warners 393
KLIATSHE, DI—see Light Ahead
KOL NIDRE—90m.—Joseph Seiden 388
KONGA, THE WILD STALLION—61m.—Columbia 385

L

LAND OF LIBERTY—138m.—MPPDA 347
LAW OF THE PAMPAS—74m.—Paramount 407
LAUGH IT OFF—63m.—Universal 417
LEGION OF LOST FLIERS—63m.—Universal 392
LEGION OF THE LAWLESS—59m.—RKO-Radio 423
LET'S PRETEND WE'RE SWEETHEARTS—see Flirting With Death
LETTER TO YOUR MOTHER, A—see A Brivele der Mamen
LIGHT AHEAD (DI Kliatshe)—103m.—Carmel 393
LITTLE ACCIDENT—65m.—Universal 409
LLANO KID, THE—70m.—Paramount 416
LOST HORIZON—118m.—Columbia (re-issue) 1
LOST ON THE WESTERN FRONT—63m.—Standard 410

M

MAD YOUTH—73m.—Willis Kent 402
MADEMOISELLE MA MERE—80m.—Hoffberg 394
MAD EMPRESS, THE (Juarez and Maximilian)—72m.—Warners 305, 425
MAKE-BELIEVE PIRATES, THE—see Allergi Masnadieri.
MAN FROM MONTREAL—60m.—Universal 417
MAIN STREET LAWYER—72m.—Republic 416
MAN IN THE IRON MASK, THE—110m.—United Artists 347
MARSEILLAISE—80m.—World Pictures 418
MARSHAL OF MESA CITY, THE — 62m. — RKO-Radio 400
MARX BROS. "AT THE CIRCUS"—87m.—Metro 407
MEET DR. CHRISTIAN—70m.—RKO-Radio 408
MIDDLETON FAMILY AT THE WORLD'S FAIR, THE—50m. 396
MIKADO, THE—91m.—Universal 281
MILL ON THE FLOSS, THE—78m.—Standard 418
MIRACLE ON MAIN STREET—78m.—Columbia 415
MIRELE EFROS—87m.—Credo Pictures 410
MISSING EVIDENCE—64½m.—Universal 401
MR. MAX (Il Signor Max)—86m.—Esperia 402
MR. SMITH GOES TO WASHINGTON—130m.—Columbia 399
MUTINY IN THE BIG HOUSE—83m.—Monogram 399
MUTINY ON THE BLACKHAWK—66m.—Universal 337
MY FIFTH AVENUE GIRL—see Fifth Avenue Girl
MY HUSBAND IS LOST (Ho Perduto Mio Marito!)—87m.—Esperia 410
MY MAN GODFREY—93m.—Universal (re-issue) 321
MYSTIC CIRCLE MURDER—69m.—Fanchon Royer 402

N

NANCY DREW AND THE HIDDEN STAIRCASE—60m.—Warners 371
NINOTCHKA—110m.—Metro 399
NO PLACE TO GO—56m.—Warners 381
NORTH SEA PATROL—69m.—Alliance Films 418
NURSE EDITH CAVELL—98m.—RKO-Radio 380

O

OKLAHOMA FRONTIER—58m.—Universal 401
OKLAHOMA TERROR—50m.—Monogram 379
OLD DARK HOUSE, THE—74m. — Universal (re-issue) 321
OLD MAID, THE—95m.—Warners 363
ON HIS OWN—100m.—Amkino 388
ON YOUR TOES—94m.—Warners 402
ONE HOUR TO LIVE—59½m.—Universal 387
$1,000 A TOUCHDOWN—73m.—Paramount 392
OUR FIGHTING NAVY—see Torpedoed
OUR NEIGHBORS, THE CARTERS—85m.—Paramount 408
OUTPOST OF THE MOUNTIES—63m.—Columbbia 407
OVERLAND MAIL, THE—52m.—Monogram 416

P

PACK UP YOUR TROUBLES—75m. — 20th Century-Fox 386
PEOPLE ETERNAL, A—65m.—Henry Lynn 418
PHANTOM STRIKES, THE—58m.—Monogram 423
PORT OF SHADOWS (Le Quai des Brumes)—90m.—Film Alliance of U. S. 402
PRIDE OF THE BLUE GRASS—65m.—Warners 393
PRIVATE DETECTIVE—55m.—Warners 425
PRIVATE LIVES OF ELIZABETH AND ESSEX, THE—106m.—Warners 396
PRISONER OF CORBAL, THE—73m.—Syndicate 381

Q

QUAI DES BRUMES, LE—see Port of Shadows.
QUEEN OF DESTINY (Sixty Glorious Years)—95m.—RKO-Radio 220

R

RAINS CAME, THE—104m.—20th Century-Fox 386
RANGE WAR—66m.—Paramount 369
RASPUTIN—93m.—Concord Films 410
REAL GLORY, THE—96m.—United Artists 386
REMEMBER?—83m.—Metro 415
RENO—73m.—RKO-Radio 416
RETURN OF DOCTOR X, THE—62m.—Warners 425
RETURN OF THE FROG, THE—71m.—Select Attractions 381
RIDERS OF BLACK RIVER—54m.—Columbia 385
RIDERS OF THE SAGE—56m.—Metropolitan 402
RIDIN' FOOL, THE—58m.—Metropolitan 402
RIO—77m.—Universal 393
ROAD BACK, THE—79m.—Universal ("The Outspoken Version") 417
ROAD TO GLORY, THE—101m.—20th Century-Fox (re-issue) 401
ROARING TWENTIES, THE—104m.—Warners 409
ROVIN' TUMBLEWEEDS—64m.—Republic 424
ROYAL DIVORCE—82½m.—Imperial 394
RULERS OF THE SEA—97m.—Paramount 385

S

SABOTAGE—69m.—Republic 400
SAGA OF DEATH VALLEY—58m.—Republic 424
SCANDAL SHEET—67m.—Columbia 407
SCIPIO AFRICANUS MAJOR—see Scipione l'Africano
SCIPIONE L'AFRICANO (Scipio Africanus Major)—115m.—Esperia 394
SECOND BUREAU—66m.—Film Alliance of U. S. 410
SECRET OF DR. KILDARE, THE—82m.—Metro 423
SEVENTEEN—78m.—Paramount 408
SHE GOES TO WAR—87m.—Mitchell Leichter 417
SHIPYARD SALLY—80m.—20th Century-Fox 401
SHORS—92m.—Amkino 425
SIGNOR MAX, IL—see Mr. Max.
SIXTY GLORIOUS YEARS—see Queen of Destiny.
SKY PATROL—61m.—Monogram 385
SMASHING THE MONEY RING—57m.—Warners 409
SMUGGLED CARGO—62m.—Republic 380
SONGS AND SADDLES—65m.—Monogram 235
SONG OF THE STREET—77m.—Mayer-Burstyn 381
SORPRESE DI UN MATRIMONION, LE — see The Surprises of Matrimony.
SQUADRON BIANCO, LO (The White Squadron)—98m.—Esperia 425
STANLEY AND LIVINGSTONE—101m.—20th Century-Fox 354
STOP, LOOK AND LOVE—57m.—20th Century-Fox 380
STRAIGHT SHOOTER—60m.—Victory 418
SUED FOR LIBEL—66m.—RKO-Radio 400
SURPRISES OF MATRIMONY, THE (Le Sorprese di un Matrimonion)—118m.—Columba 410

(Continued on page 429)

READ CAREFULLY

ALL FEATURE PICTURES carried in the Six-Point review pages (Blue Section) are listed alphabetically by title, with the latest available running time, the distributor, and the number of the page on which the review appears.

SHORT SUBJECTS INDEXES will be found on pages 128 and 129, 179, 229, 325 and 326, and 376.

For further information, consult the Production Number Analysis (also in the Blue Section) and The Feature Check-Up (the Yellow Section).

THE EXHIBITOR'S NATIONAL RELEASE DATE GUIDE

Pictures listed are in the order of their release by the several companies, placed as closely as possible to the correct date. This Guide is subject to changes in dates, titles, and casts, as made by the companies' home offices. For convenience, westerns are designated by a W following the title, which should not be confused with (W) in the Warner-First National column, where the letter designates a Warner picture.

	COLUMBIA	METRO	MONOGRAM	PARAMOUNT	RADIO	REPUBLIC	20th-FOX	UNITED ARTISTS	UNIVERSAL	WARNERS FIRST NAT.
NOV 3	The Stranger From Texas, W C. Starrett, I. Meredith	Ninotchka G. Garbo, M. Douglas, I. Claire	Danger Flight J. Trent, M. Reynolds Fighting Mad J. Newill, S. Blane	Law of the Pampas, W W. Boyd, S. Duna R. Hayden	The Flying Deuces S. Laurel, O. Hardy The Marshal of Mesa City, W G. O'Brien, V. Vale	Main Street Lawyer E. Ellis, A. Louise	Heaven With a Barbed-Wire Fence J. Rogers, R. Walburn		The Road Back (Re-issue) Call a Messenger B. Halop, R. Armstrong Legion of Lost Fliers R. Arlen, A. Devine	Kid Nightingale (W) J. Payne, J. Wyman
10	Blondie Brings Up Baby P. Singleton, A. Lake	Remember? R. Taylor, G. Garson, L. Ayres	Heroes in Blue D. Purcell, B. Hayes Raiders Over England (Two-Reeler)	The Cat and the Canary B. Hope, G. Sondergaard P. Goddard	Allegheny Uprising J. Wayne, C. Trevor	The Covered Trailer Higgins Family	Drums Along the Mohawk C. Colbert H. Fonda (Technicolor)		First Love D. Durbin, R. Stack One Hour to Live C. Bickford, D. Nolan, J. Litel	The Private Lives of Elizabeth and Essex (W) B. Davis, E. Flynn (Technicolor)
17		Another Thin Man W. Powell, M. Loy C. Smith	The Phantom Strikes S. Hale, W. Lawson, L. Henry (English-made)	Rulers of the Sea D. Fairbanks, Jr., W. Fyffe	Meet Dr. Christian J. Hersholt, D. Lovett	Rovin' Tumbleweeds, W G. Autry, S. Burnette ('38-'39)	The Jones Family in Too Busy to Work The Jones Family		Tower of London B. Rathbone, B. Karloff, N. Grey	The Dead End Kids on Dress Parade (W) Dead End Kids, J. Litel
24	The Amazing Mr. Williams J. Blondell, M. Douglass	The Secret of Dr. Kildare L. Ayres, L. Barrymore, L. Day	Roll, Wagons, Roll, W T. Ritter, M. Evans	Our Neighbors, The Carters F. Bainter, F. Craven Geronimo! P. Foster, E. Drew (Pre-release)	That's Right, You're Wrong K. Kyser and Orchestra, L. Ball A. Menjou	Cowboy From Texas, W 3 Mesquiteers Saga of Death Valley, W R. Rogers, G. Hays, D. Barry	Day-Time Wife T. Power, L. Darnell, B. Barnes	Send Another Coffin P. O'Brien, R. Terry, E. Arnold (Wanger)	The Big Guy V. McLaglen, J. Cooper Chip of the Flying U, W J. Brown, B. Baker	We Are Not Alone (FN) P. Muni, J. Bryan, M. Robson
DEC 1	Cafe Hostess P. Foster, A. Dvorak I Married Adventure O. Johnson (Special)	Joe and Ethel Turp Call on the President L. Stone, A. Sothern, W. Gargan	Yukon Flight J. Newill, L. Stanley	The Night of Nights P. O'Brien, O. Bradna, R. Young	Reno R. Dix G. Patrick, A. Louise		Charlie Chan in City in Darkness S. Toler, S. Bari Inspector Hornleigh on Holiday G. Harker, A. Sim, (English-made)		Laugh It Off J. Downs, C. Moore	The Return of Doctor X (FN) W. Morris, R. Lane, H. Bogart
8	Fugitive at Large J. Holt, P. Ellis, S. Fields	Henry Goes Arizona F. Morgan, V. Weidler, G. Kibbee	West of the Divide, W Lucky Texan, W Wayne Re-issues The Gentleman From Arizona C. Reynolds, J. MacDonald	The Llano Kid T. Guizar, E. Dunn, A. Mowbray, G. Sondergaard	Two Thoroughbreds J. Brodell, J. Lydon, J. Kerrigan	South of the Border, W G. Autry, S. Burnette, J. Storey	The Barricade W. Baxter, A. Faye, C. Wininger		The Man From Montreal R. Arlen, A. Devine	Private Detective (FN) J. Wyman, D. Foran
15	Taming of the West, W B. Elliott, I. Meredith	Nick Carter, Master Detective W. Pidgeon, R. Johnson, H. Hull	Pioneer Days, W J. Randall Four Just Men H. Sinclair, F. Lawton (English-made)	All Women Have Secrets J. Allen, Jr., Jean Cagney, V. Dale		The Higgins Family in "Money to Burn" The Higgins Family	The Honeymoon's Over S. Irwin, M. Weaver, J. Gale		Missing Evidence P. Foster, I. Hervey	The Mad Empress (FN) M. Novara, L. Atwill
22	His Girl Friday C. Grant, R. Russell, R. Bellamy	Judge Hardy and Son The Hardy Family	West-Bound Stage, W T. Ritter	Gulliver's Travels Full-length cartoon, by M. Fleischer (Technicolor)	Married and in Love B. Read, A. Marshall, P. Knowles	Woman Who Dared C. Bickford, O. Davis, D. Day	Everything Happens at Night S. Henie, R. Milland, R. Cummings	Rebecca L. Olivier, J. Fontaine, J. Anderson, R. Denny (Selznick)	Charlie McCarthy, Detective C. McCarthy, M. Sneed, E. Bergen	Four Wives (FN) Lane Sisters, G. Page, C. Rains, J. Lynn, M. Robson
29		Balalaika N. Eddy, I. Massey, C. Ruggles		The Great Victor Herbert W. Connolly, M. Martin, A. Jones	Hunchback of Notre Dame C. Laughton, M. O'Hara Legion of the Lawless, W George O'Brien	Days of Jesse James, W R. Rogers, G. Hayes, P. Moore	The Cisco Kid and the Lady C. Romero, M. Weaver		Destry Rides Again J. Stewart, M. Dietrich, M. Auer	A Child Is Born (W) J. Lynn, C. George, G. Fitzgerald
JAN 5				Emergency Squad W. Henry, L. Campbell, R. Denning			Swanee River D. Ameche, A. Leeds, A. Jolson			
12				Geronimo! P. Foster, E. Drew (Regular Release)			The City of Chance L. Bari, C. Smith, D. Woods			

PRODUCERS DISTRIBUTING CORPORATION

October 15: Hitler—Beast of Berlin—R. Drew, S. Duna; November 1: Torture Ship—L. Talbot, J. Wells; November 15: Buried Alive—B. Roberts, R. Wilcox; November 25: Gold Star Mothers (no cast available); December 1: Invisible Killer—R. Drew, G. Bradley.

The Successor To "ETCHED GOLD"

GOLDEN DAWN

12 OPENINGS — 12 NEW RECORDS!

Like Every Other **QUALITY** *Premium*

BOX OFFICE TESTED!

Before It Is Generally Released!

A Product of ROYAL POTTERIES . . . Manufacturers of ETCHED GOLD, BLUE BELL, ROSEMARY, GOLDEN CAVALIER and OTHER OUTSTANDING HITS

QUALITY PREMIUM DISTRIBUTORS

1309-11 VINE STREET • [HOME OFFICE] • **PHILADELPHIA, PA.**

BOSTON • NEW YORK • PITTSBURGH • CLEVELAND • DETROIT • CHICAGO • KANSAS CITY • MINNEAPOLIS • MILWAUKEE • CHARLOTTE

THE EXHIBITOR

NEW YORK STATE CENSORS ISSUE ANNUAL REPORT

"THE TIP-OFF" REPORTS ON NEW BUSINESS

VALUABLE HINTS ON NEWSPAPER ADVERTISING

THE COMPLETE FEATURE AND SHORTS CHECK-UP

EDITORIAL: "AN OPEN LETTER TO DARRYL ZANUCK"

NEW YORK STATE EDITION

ENTERED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST OFFICE AT PHILADELPHIA, PA., UNDER THE ACT OF MARCH 3, 1879

DECEMBER 6, 1939
VOL. 23 No. 4 PRICE 10 CENTS

TODAY!

Special M-G-M Flash!

"Another Thin Man" tops "Babes in Arms"!

Sensational business in first 26 key runs!

Capitol, N. Y. opening biggest in 3 years! Held over!

Audiences applaud reunion of Bill Powell, Myrna Loy!

"Ninotchka" nationwide returns excite industry!

Radio City Music Hall 3-week run makes history!

Garbo comedy clicks in small towns as in cities!

Industry opinion Garbo has zoomed to new stardom!

"Judge Hardy and Son" Christmas bookings setting record!

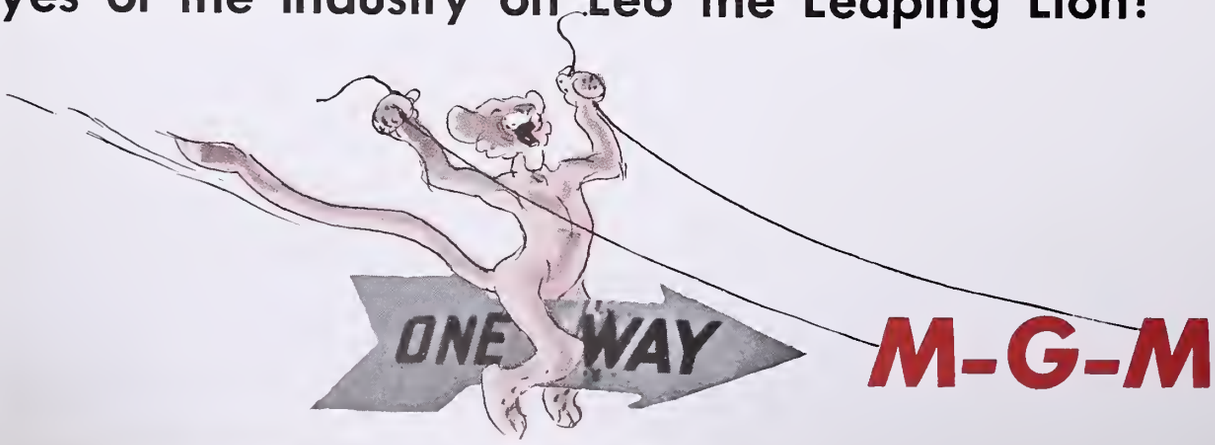
First preview of new Hardy picture is riotous!

Prediction on Coast it will top biggest Hardy hits!

"Balalaika" World Premiere Radio City Music Hall soon!

Watch New Year's bookings for this rousing musical!

Eyes of the industry on Leo the Leaping Lion!



M-G-M

E D I T O R I A L

THE
EXHIBITOR

VOL. 23, No. 4 DECEMBER 6, 1939

MEMBER AUDIT BUREAU OF CIRCULATIONS

A Jay Emanuel Publication. Covering the film territories in the Metropolitan East. Published weekly by Jay Emanuel Publications, Incorporated. Publishing office: 1225 Vine Street, Philadelphia, Pennsylvania. New York City office, 1600 Broadway. West Coast office, 1119 Poinsettia Drive, Hollywood, California. Representatives in Washington, D. C.; Albany, Buffalo, Boston, New Haven. Jay Emanuel, publisher; Paul J. Greenhalgh, business manager; Herbert M. Miller, managing editor. Subscription rates: $2 for one year; $5 for three years. Address all communications to 1225 Vine Street, Philadelphia, Pennsylvania.

Just In Passing

SOME UNIONS CAUSE TROUBLE

Despite the impression gained from the Hollywood goings-on, the IATSE has, in most cases, been considered fair in dealings with exhibitors.

But the union's policy of "home rule" has led to plenty of trouble where the locals have become avaricious, wanting terms and conditions that they know they do not deserve, regardless of size and nature of towns served.

There are cases, too, where the local asks ridiculous terms, lengthy vacations with pay, ice water in the booth (even when it is only a few steps away), personal telephone service, unfair overtime charges, etc.

With the present "home rule" policy, the national body can do nothing, so clashes between the locals and exhibitors are common.

Perhaps when Assistant Attorney General Thurman Arnold gets around to it, he will decide how the two-men-in-the-booth rule should be determined, for he already has said that "unreasonable restraints designed to compel the hiring of useless and unnecessary labor" are illegal.

It is no secret that the musicians and stagehands demands killed vaudeville in many a house and are helping to keep it out now. If the unions would only see the matter in the proper light employment might be given to thousands if vaudeville could return.

The independent exhibitor, unfortunately, cannot always depend upon the circuit to help him, as for the former it is an individual question, while in the case of the circuit it might affect all houses in the string.

Good unions are a credit to this business, but there are still some locals who do not fall into this category.

Meanwhile, it will be interesting to note whether Thurman Arnold can get some action where even the national leaders of the unions apparently cannot.

AN OPEN LETTER TO DARRYL ZANUCK

(As It Might Have Been Written by Si Fabian—But Wasn't)

My dear Mr. Zanuck:

When I read your letter to me (which apparently was given to the tradepapers first) I thought perhaps that you had the wrong exhibitor in mind. But after getting all the dope, apparently there was no mistake.

Before going into the merits of your argument, I would like to point out that I am not a newcomer in this business. My father was one of the men who helped make the exhibition end the important factor it is today, and I have always tried to follow in his footsteps—by what he taught me and by what I have since learned myself.

I remember his telling me once: "Son, always do what you think is right. This is the land of practical people, and there's a lot of money to be made, but, as you make it, never do anything about which you can't satisfy your conscience or that might result in anyone pointing fingers at you."

Well, Mr. Zanuck, I never forgot that—and I'm glad, because I think that it applies in this case.

You have gone to a lot of trouble to tell me that "Drums Along The Mohawk," which you thought I should hold over at the Proctors, Schenectady, did more business in six days than "Alexander" did in seven, and also that it outdrew "Hollywood Cavalcade," "Stanley and Livingstone," and "The Rains Came." You didn't mention it, but you could have pointed out that it also drew more than "Suez," "Young Mr. Lincoln," and "Alexander Graham Bell." When a theatreman operates a house he doesn't do it on enthusiasm but on what the books show, so I think I had a perfect right to withdraw the picture from a house playing percentage and then bring it back at another theatre later where I had it bought on a flat buy. What's wrong with that?

If you had a "Drums" every week, Mr. Zanuck, I doubt whether your sales department would want to sell me anything on a flat buy.

I also realize that the studio sent me personalities to help the opening, but remember that it also boosted your share and did you a lot of good nationally by giving the picture a publicity send-off that can be charged off to advertising.

I know there is a war in Europe and that the revenues of the companies have been cut.

I know that labor overhead has gone up (it has in my theatres, too) and that costs are rising (my books keep staring me in the face). But before you start telling me or another exhibitor how to run our business, I would like to make a few statements of my own.

Most of the theatres in this country are run by competent operators, men who know that Hollywood must be fed plenty of money each week to keep the wheels going. That is why your pictures are sold at high percentage that you, your salesmen and we know are often unfair.

I do not have to go into detail about the wrong guesses that you have made because when you miss, we lose. Between you and me, this business of shouting your head off about losing money doesn't sound convincing when there are a lot of things which could be corrected in Hollywood and haven't.

Waste of money in production, racing stables, overpaid stars, agents who force salaries up, wrong guesses, etc. Waste, waste and more waste.

Running a studio must be something like running a theatre—there are always a lot of people telling you how to do it. But, whatever suggestions have gone from the East to the West seem to fall on deaf ears.

We run our theatres as most exhibitors do—to get the most money. When you make a poor picture or place a picture in the wrong allocation, we don't run to the press and issue insulting statements.

Verified statements have been issued to the effect that less than half of the theatres in the country pay income taxes. Is it necessary to refer again to the exorbitant salaries paid in Hollywood? When a theatreman takes a vacation to India, no one knows about it. When you fellows go, the whole world knows about it, and you are met by the Maharajah of Pumpernickel.

You're a very good producer. You have done much for this business. But don't shout about one picture. Take the general average. No one ever before accused me of dissipating product.

So what do you say, Mr. Zanuck? Attend to your knitting and I'll pay attention to mine. You make good pictures and you won't have to worry about how I operate my theatres.

And we'll both make money.

Jay Emanuel

(EDITOR'S NOTE: *The above letter appears not only as an answer that might have been written by Si Fabian but one which might have been penned by any independent or affiliated circuit operator placed in the same position as he was. Its publication as an editorial follows plenty of reaction which reached the editorial desk during the past few weeks. What the reaction was composed of is best illustrated in the letter.*

QUAD.

FREE!

ANOTHER SERVICE from Your Home Town Trade Journal to its LOYAL READERS

FEATURES
that make it BEST for you:

1. An overall size of 18x24 inches. Large enough to be seen at a distance yet small enough and trim enough to grace the nicest office.

2. All Showmen's Dates and National Holidays clearly shown *on the Calendar days* where they can't be missed. No paragraph of small type where you might forget them.

3. Listing 14 Months (December 1939 and January 1941) in order to facilitate booking by looking either back or forward at the beginning and end of the year.

4. Constructed for booking purposes, and perfected as only the publication with practical theatre operating experience could do it.

5. Ready for your office wall the minute you receive it.

Your 1940 BOOKING CALENDAR

will be mailed to you upon request . . . . . Just ask for it!

MAIL THIS **TODAY**

THE EXHIBITOR, 1225 Vine Street, Philadelphia, Pa.

GENTLEMEN:-

Please forward a 1940 BOOKING CALENDAR to me. Send it to the following address.

Name..... *Theatre*.....

Address.....

TERRITORIAL HIGHLIGHTS

New Jersey Allied Protests "B", "C" Ratings

Claim Pictures Get Into High Allocations

NEW YORK CITY—Allied of New Jersey went on record at its meeting last week as opposed to the alleged practice of some companies allocating "B" and "C" in the higher brackets.

President Lee Newbury appointed a committee to study the matter in the hope that reclassification might be made if protests were strong enough.

No further meetings of the body may be held until after the holidays.

As regards the Essex County situation, where "Bingo" games have been banned, the exhibitors stated that they were still operating the games, as no official notice had been received.

"Free 'Bingo'" Arrives

ROCHESTER—Free "Bingo" was launched by Howard G. Carroll at Strand last fortnight in an effort to circumvent District Attorney Daniel J. O'Mara's ban. House closes at 6 P. M. Fridays, then sells reserved seats for film and vaudeville show at $1 a shot (usual admission 15 and 20 cents). "Bingo," which is real draw, is played during intermission, with any hangers on in lobby allowed to play free for $600 in prizes. House seats 1500.

The District Attorney has already indicated that the "free" angle stymies him because of a court decision in a "Bank Night" test case several years ago.

Bottle Plan Gets Squawks

BUFFALO—Inauguration of a local plan whereby milk bottle caps are redeemed by theatres as part payment ran into a snag last week when Health Commissioner Francis E. Fronczak said he had received some complaints.

It seems that the children, in order to get as many caps as possible, were taking the caps off bottles as soon as delivered, leaving uncapped bottles to stand, and that garbage cans were being searched for discarded caps.

Middleburg Opens Sundays

MIDDLEBURG—This upstate town approved Sunday movies last week, when a special referendum was held on the matter, following passage of the Owens law by the Legislature.

Mitch Conery operates the Valley.

Think Charity Drive Will Set New Record

Committees' Reports Very Optimistic

NEW YORK CITY—Committee members of the Amusement Division of the New York and Brooklyn Federations of Jewish Charities heard reports of progress thus far in the 1939 campaign at a luncheon meeting at the Hotel Astor last week.

Reports were presented by Julian T. Abeles, co-chairman, attorneys committee; Harry Buxbaum, chairman, motion picture exchanges committee; Bertram Lebhar, co-chairman, broadcasting committee; Benjamin S. Moss, chairman, motion picture accessories committee; Joseph H. Seidelman, Universal committee.

Chairman Bernstein predicted the division would raise more money in 1939 than it ever has before.

Bernstein pointed out that due to the absence of Harry Brandt from the city Sam Rinzler will take charge of the work being done by the independent theatres committee. Max A. Cohen, Charles Moses and David Weinstock will work with him.

Troy "Bingo" Raided

TROY—Local "Bingo" games may be ended, it appeared this week, following raids on several halls last fortnight. Lottery indictments aginst the operators may be asked from the December Grand Jury.

Syracuse Alliedmen Meet

SYRACUSE—The next meeting of the local Allied unit will be held either December 19 or 21 at the Hotel Syracuse, it was announced last week.

Hip's Passing Complete

NEW YORK CITY—The Board of Standards last week approved a variation in the city's zoning statutes to permit the use of the site of the old Hippodrome as an automobile parking center.

An interesting sidelight on the board's action was the proviso that the owners of the big plot buy and set out at their own expense large trees along the street and avenue frontages to beautify the site and to protect the owners of the adjoining properties from what they otherwise might consider to be an undesirable use of the land.

Only 24 Features Rejected by NY Censors

Body Ordered 1334 Eliminations During Year

ALBANY—Only 24 features were rejected by the New York State Board of Censors during the year ended June 30, a report released last week showed. Scenes and subtitles eliminated were 1334. The body looked at 1920 pictures during the year. Director Irwin Esmond's report revealed.

Comparative figures for the preceding year were: 1,955 features reviewed; 23 rejected, 772 cuts.

Esmond stated that five appeals were taken by distributors to the Board of Regents and that he was sustained in four. Of the sole exception, it is said "in connection with the fifth appeal substantial revisions were made before the picture was shown to the Regents and it was then passed as revised."

Elimination of 1,334 scenes were subdivided: 433 indecent, 65 inhuman, 286 tending to incite to crime, 508 immoral or tending to corrupt morals, 42 sacrilegious.

A total of 24 pictures were rejected in their entirety, but six were later revised, resubmitted and licensed. In 18 years, the division has rejected 363 films, made more than 30,000 cuts.

It cost the film industry $298,023.50 for this review work, $6,000 less than the preceding year, when revenue amounted to $304,073. Expenditures of Esmond's office operations increased nearly $3,000 to $67-296.45. Censorship in 18 years netted the state $2,768,049.07.

Esmond stated that 485 foreign-made films were reviewed, licensed, coming from Denmark, Cuba, Switzerland, Argentina, Spain, Ireland, Finland, Egypt, Italy, Russia, Hungary, Sweden, Poland, Czechoslovakia, Mexico, China, France, Germany, Norway. Foreign pix are steadily increasing.

Staff additions are recommended to meet "increased demands" on the division.

Esmond's report said the same kind of "careful review" is exercised in regards to all pictures, foreign or domestic, indie or of major product.

Anti-Trust Charges Denied

NEW YORK CITY—Big U, 20th Century-Fox, Paramount, and Universal filed answers last week in United States District Court to the $75,000 triple damage anti-trust suit brought by Folley Amusement Holding Corporation against the majors, Republic and Monogram. They denied conspiracy charges.

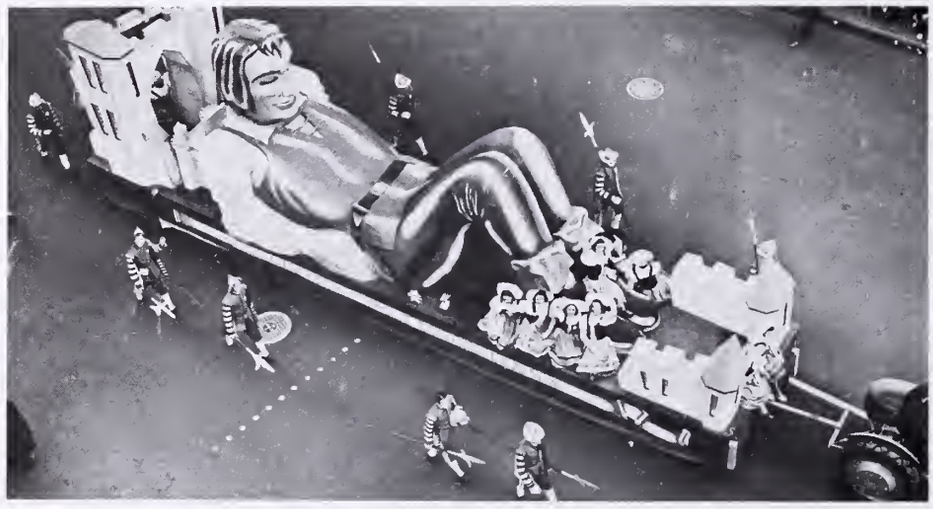
Ben Greene Examined

NEWARK, NEW JERSEY—Benjamin Greene, president, Lenrose Amusement Corporation, which is suing the majors in a $150-000 anti-trust triple damage action, was scheduled to have been examined before trial December 1 by the major company defendants. The plaintiff claims conspiracy.

IN THE SPOTLIGHT

"THE FLYING DEUCES." Boris Morros (right), producer of this RKO-Radio release starring Stan Laurel and Oliver Hardy, is snapped at the Rialto, New York City, with Arthur Mayer. For the opening of the comedy, manager Mayer staged a real gala Hollywood premiere, with searchlights and a whole raft of local celebrities.

"THE HOUSEKEEPER'S DAUGHTER." This original dress, worn by Joan Bennett in the United Artists release, was displayed in New York City.



"GULLIVER'S TRAVELS." This float was one of the highlights of the Thanksgiving parade, staged by Macy's, New York City's famed department store. Produced by Max Fleischer, Paramount will release the feature-length, Technicolor cartoon December 22, four days after its world premiere in Miami.

"THE MAN WHO DARED." This much-the-worse-for-wear automobile was used by the State, Olean, as ballyhoo for the Warner picture, with Jane Bryan.

CHINOOK'S CHILDREN. Though not in connection with the Central Films release of the same name, these huskies, with Mr. and Mrs. Mayokok, their four children, and Canadian Guide Dave Irwin, appeared at the New Orpheum, Jersey City, and other theatres of the Rosenblatt-Welt circuit. The above is manager Dave Kanes's stunt.

LATE NEWS HIGHLIGHTS

Linden, Baltimore, Sues Majors, Exhibitors

Claims Monopoly and Restraint of Trade

BALTIMORE—The Linden Theatre Company, Inc., filed suit in United States District Court November 29 against Vitagraph, Paramount Pictures, RKO-Radio, Loew's, 20th Century, Columbia, Universal, United Artists Corporation, Frank H. Durkee, Charles R. Nolte, Walter D. Pacy, Gilbert W. Reddish, The Grand Company, J. Louis Rome, Leon B. Back, Edward W. Kimpel, Jr., The Rialto Theatre Company, Metco Theatres, Inc., and Schanze Theatre Company, Inc., charging monopoly, restrain of trade and violation of the Clayton, Sherman and Robinson-Patman Acts.

The suit charges that the Durkee and Rome interests entered into an agreement, exact nature unknown, whereby the circuits do not compete with one another, but for the purpose of relegating competitive independent theatres into a secondary or inferior position. They are charged with monopoly, restraint of trade, acquiring or attempting to acquire theatres by "distress methods," and, generally, conspiring with the distributors to the detriment of the plaintiff.

It is claimed by the plaintiff that the Linden is not permitted to run pictures until "they have lost their public appeal and exhibition value, and that the prices charged the Linden for product are excessive, discriminatory and grossly disproportionate to the exhibition value of the picture."

The plaintiff asks that the Rome and Durkee defendants be restrained from adding any theatres; that the alleged monopoly be declared illegal; that the Rome and Durkee circuits be dissolved to terminate the alleged monopolistic control; that a free market be established in Baltimore.

Louis Silverstein and Harry Shapiro are the attorneys for the plaintiffs.

Shapiro is a Philadelphian. Recently, he has been very successful in similar suits in that territory.

To Maintain Production

HOLLYWOOD—The Association of Motion Picture Producers announced last week end following a meeting that production scheduled will be maintained and that quality will not be impaired.

Will H. Hays made the statement.

RKO Serves Government With New Interrogatories

Lists 43 Questions to Be Answered

NEW YORK CITY—RKO-Radio last week end served the government with 43 interrogatories seeking names of witnesses, details, etc., on charges against the company, in connection with the equity action against it and others.

Paul Williams, Special Assistant Attorney General, announced that the defendants would answer the government's interrogatories within 60 days. The government will file answers to UA interrogatories within 60 days, including the names of government witnesses. He said the government had no objections to naming witnesses if so asked. He indicated the government would be ready for trial in February.

The RKO interrogatories went into detail as to alleged division of territories by the defendants, as to any unlawful restraint of competition in first runs in 1928, as to the charge that RKO has curtailed production, as to the charge that RKO theatres obtained preference over inde theatres, as to overbuying, as to refusal to sell second-runs to indes, as to certain monopolistic practices, as to alleged coercive practices, as to certain production practices, among other things.

NEW YORK CITY—More than 50 new interrogatories in the government's suit against the majors popped up last week end at the same time as it became known that the government's motion for preference and to set trial will come up soon.

Charles Glett Resigns

NEW YORK CITY——Charles L. Glett, vice-president, Eastern Service Studios and Audio Productions, Inc., resigned last week end.

Brandt to Philly

PHILADELPHIA — Harry Brandt, independent exhibitor leader who has been contacting various organizations on his trip to the Coast, is scheduled to stop here December 14, it was announced last week.

It is expected that a goodly delegation of independent exhibitors will be on hand to help conduct a round table on industry problems and hear his report on Coast happenings.

Select 41 Houses for "Gulliver" Holiday Bow

Neil Agnew Announces Allotment of Dates

NEW YORK CITY—Paramount sales executives have selected 41 key theatres in which "Gulliver" will make its holiday bow, Neil Agnew, vice-president in charge of Paramount sales, announced last week-end on his return from California.

The cities and theatres which were pledged prints were selected after lenghty conferences between division managers J. J. Unger, Charles Reagan and Oscar Morgan and were chosen on the basis of assured extended playing time and for geographically strategical reasons.

"Gulliver's Travels" will have its world premiere at the Sheridan, Miami Beach, December 18. Key city bookings thereafter will be as follows:

December 20—Paramount, New York; Newman, Kansas City.

December 21—Paramount, Los Angeles; Paramount, San Francisco.

December 22—Denham, Denver; Michigan, Detroit; Paramount, Seattle; Palace, Milwaukee; Majestic, Houston; Alabama, Birmingham.

December 23—Uptown, Toronto; Stanley, Philadelphia; Palace, Rochester; Keith's, Syracuse; Penn, Pittsburgh; State, Cleveland; Great Lakes, Buffalo; Fox, Atlanta; Saenger, New Orleans; Malco, Memhpis; Majestic, San Antonio.

December 24—Strand, Providence.

December 25—Paramount, Miami; Colony, Miami Beach.

December 28 — Metropolitan, Boston; Allyn, Hartford; Fox, Spokane; Des Moines, Roosevelt, Des Moines; State, Portland, Maine.

December 29 — Paramount, Springfield; Paramount, New Haven; Capitol, Worcester; Rialto, Tacoma; Lyceum, Duluth; Criterion, Oklahoma City; Strand, Scranton; Comerford, Wilkes-Barre.

December 31—Capitol, Little Rock.

Unions Meeting in AC

ATLANTIC CITY—Representatives of four international unions and major companies met here yesterday to confer on the studio basic pact. Unions represented are International Brotherhood of Teamsters and Chauffers, Carpenters and Joiners, Electrical Workers and the musicians.

Pat Casey is the principal spokesman for the producers.

The IATSE was not scheduled to attend the meetings.

Loew Men to Eat

NEW YORK CITY—Nearly 1,000 department heads and employees of the Loew's home office and Metro exchange will be guests of the company at a Christmas luncheon in the ballroom of the Hotel Astor December 22.

On that day the employees will be given a half-holiday.

Fried Case Postponed

PHILADELPHIA — The Harry Fried case against Stanley-Warner and major distributors has been postponed until February 5 from December 11, it was announced last week-end. Hearing comes up in United States District Court.

New York Allied to Elect

NEW YORK CITY—A statewide meeting of all units will be held December 13 in Buffalo at which time election of various officers is scheduled.

Rodgers Clarifies Terms On "Gone with the Wind"

Metro Plan Offers 10 Percent Profit Minimum

CHARLOTTE, NORTH CAROLINA—Metro sales chief William F. Rodgers December 4 told exhibitors that, all conditions being equal, Metro will see that theatres make a profit on "Gone With the Wind." This is an unprecedented announcement in film industry. Rodgers spoke at the convention of theatre owners of North and South Carolina. He said in part:

"So many conjectures have been made concerning our plans for 'Gone With the Wind,' I believe the interest of all concerned would be served best by a departure from the usual. Although it has never been our custom in the past to announce publicly terms or conditions under which product distributed by us is to be offered to our customers, I feel the conditions justify the unusual. We feel a sense of privilege and pride in distributing this great production. Its cost already exceeds the national gross of the most successful picture released in years. After seeing it, I am of the firm opinion it justifies every cent expended. It is approximately 20,000 feet in length, and will consume showing time of about three hours and forty minutes not counting intermission and will not be cut whether for first or subsequent run showing. The same version will be seen in Roanoke Rapids as is seen in Atlanta or New York City. 'Gone With the Wind' will be shown at advanced prices at least until 1941. It will be offered to our customers, who will charge the advanced admission prices and the same terms to all, large and small alike, are 70 percent. We do recognize that a theatre, operating on this basis, is entitled to protection against declining grosses on an extended run engagement and is furthermore expected to make a fair profit. For that reason, where theatres are willing to charge the admission prices we ask, and will give the picture the extended time it deserves, we will agree (where expense figures can be agreed upon and if such exhibitors so desire) that they will make as a minimum 10 percent of the theatre's gross of this picture as profit, regardless of what they have been in the habit of making or losing on other pictures."

WE's Bloom to BPC

NEW YORK CITY—Arthur B. Purvis, director-general, British Purchasing Commission, announced last week the appointment of Edgar S. Bloom as director of purchases and of F. Johnson as director of administration.

Bloom will retire from the presidency of the Western Electric Company during the latter part of the month, under the company's rule that provides for the retirement of employees at 65. At the time of his retirement, Bloom will have concluded a distinguished career of 43 years in the Bell Telephone System, during a large part of which he has filled executive posts in many spots.

Sabbath Cinema Rejected

GARDINER, MAINE—Although only a few more than 300 voters were sufficiently interested to go to the polls November 28 to re-elect Mayor Edwin P. Ladd and the six members of the board of aldermen, the question of permitting the showing of motion pictures on Sundays was rejected by a vote of 185 to 119. Proponents of the Sunday movies blamed the defeat on the light turnout.

Concord Exhib Marries

CONCORD, NEW HAMPSHIRE—Blanche M. Foss, R. N., city relief investigator, and John B. Eames, Empire, Littleton, were married November 27. Eames is a prominent North Country politician and business man.

"Gone" Restricted

NEW YORK CITY—Howard Dietz announced last week-end all the David O. Selznick Technicolor production "Gone With the Wind" will carry the phrase: "'Gone With the the Wind' will not be shown anywhere except at advanced prices at least until 1941."

Fleischer Plans New Cartoon

HOLLYWOOD—Cal Howard and Eddie Seward, Fleischer staff in Miami, Florida, where "Gulliver's Travels" was drawn, arrived here last week and began preliminary conferences with Dave Fleischer, director and co-producer of the film, regarding a new feature-length cartoon. First complete prints of the eight-reel "Gulliver's Travels" will be delivered this week to the Paramount-Fleischer offices by the Technicolor laboratory for use at Hollywood previews and the world premiere of the picture at the Sheridan, Miami Beach, Florida, December 18.

Plead in "Bingo" Case

NEW YORK CITY—Five men pleaded not guilty before County Judge Thomas S. Colden in Long Island City, Queens, last week to an indictment accusing them of violation of the lottery law by operating a "Bingo" game for charity.

The defendants were paroled in the custody of their attorney for trial January 15.

District Attorney Charles P. Sullivan said that it was in studying the testimony in this case that the grand jurors reached the conclusion that some legislation should be pased exempting charities from the law.

Mrs. Riley Passes

RIVERHEAD, LONG ISLAND—Mrs. Minnie E. V. Riley, 64, widow of Robert E. Riley, one of the first movie theatre operators in Suffolk County, died last week at her home following a long illness.

Ruth Schwerin to Lesser

NEW YORK CITY—Ruth Schwerin, prominent female publicist, joined Sol Lesser as eastern publicity contact last week.

THE EXHIBITOR

VOLUME 23, NUMBER 4 DECEMBER 6, 1939

Advance Shots 14
Better Management 19, 20
The Check-Up (THE EXHIBITOR's Service section) ..... Yellow Section
Editorial Page 43
Hints on Newspaper Advertising 21–23
Late News Highlights 7, 8
National Mirror 9, 10
News of Territory ..... 25 et seq.
Production Happenings 12, 13
Territorial Highlights 5
The Tip-Off 18
Warren Stokes Hollywood Newsreel 12
"Why I'm Optimistic," an Interview with W. Ray Johnston 13

Material contained in the two-page Late News Highlights section often represents new developments in stories found on other pages. This section of THE EXHIBITOR goes to press last, with latest developments within the industry. If the reader will bear this in mind, it will avoid possible confusion.

'Elizabeth' and 'Alone' Top Broadway Grosses

"Destry" Also Rides Well On Local Range

NEW YORK CITY—Warners' "Elizabeth and Essex" and "We Are Not Alone" were in the forefront of the local grosses, the weekly report to THE EXHIBITOR showed last week end.

Universal's "Destry Rides Again" also turned in a nice bit of business at the Rivoli.

"ANOTHER THIN MAN" (Metro)—At the Capitol, opened November 23, is expected to do $25,000 on the second week, good.

"THE CAT AND THE CANARY" (Paramount)—At the Paramount, opened November 22, with stage show, did $17,000 on Saturday, Sunday of the second week, after a $55,000 first week, very good.

"DESTRY RIDES AGAIN" (Universal)—At the Rivoli, opened November 29, was expected to do $38,000 on the week, good.

"HEROES IN BLUE" (Monogram) and "OKLAHOMA FRONTIER" (Universal)—At the Central, opened December 2, did $1,800 on Saturday, Sunday, fair.

"THE HOUSEKEEPER'S DAUGHTER" (United Artists)—At the Roxy, opened December 1, with stage show, did $30,000 on Friday, Saturday, Sunday, good.

"THE MILL ON THE FLOSS" (Standard)—At the Astor, opened November 14, was expected to do $7,500 on the third week, fair.

"THE PRIVATE LIVES OF ELIZABETH AND ESSEX" (Warners)—At the Strand, opened December 1, with stage show, did $26,000 on Friday, Saturday, Sunday, good.

"THAT'S RIGHT, YOU'RE WRONG" (RKO-Radio)—At the Loew's Criterion, opened November 29, will probably do $13,000 on the week, very good.

"WE ARE NOT ALONE" (Warners)—At the Radio City Music Hall, opened November 30, with the stage show, did $59,000 on Thursday, Friday, Saturday, Sunday, with $95,000 expected on the week, very good.

Coming and Going

NEW YORK CITY—Among the week end arrivals and departures were:

Joan Bennett flew in from Hollywood to appear on a number of radio programs. Her last picture is "House Across the Bay," for UA.

Rosemary Lane, Warner star, flew back to Hollywood after appearing on a local radio program.

Harry A. Ross, Ross Federal head, left for Florida to overcome effects of a cold, while D. A. Ross, general manager, arrived from a West Coast trip.

Two NH Social Events

NEW HAVEN, CONNECTICUT—Two social events headlined the calendar last night (December 5) when a bachelor dinner was tendered film man Joe Calechman and the Film Employees Local held its first movie ball at Baybrook.

To Rebuild Lisbon House

LISBON, NEW HAMPSHIRE—Plans for rebuilding the Lisbon Playhouse, 400-seater, swept by a $15,000 fire December 1, were launched before the flames were extinguished.

Manager Clark Stinson said the loss was partially covered by insurance. Owner is Lisbon Theatre, Inc.

Husson Sells to Loew

BOSTON—George Husson, Whitman, Wilmington, Massachusetts, has sold his Royal, Lowell, to E. M. Loew circuit.

Loew anticipates operating by December 10.

"HIP...HIP...Hooray...IT'S ON THE WAY!"

PARAMOUNT'S Grand Epic of Lilliput Land

GULLIVER'S TRAVELS"

A Full Length Feature Picture IN TECHNICOLOR

This is the story of Lemuel Gulliver,
A sailor whose ship in a great storm turns hull over,
And who swims and who swims till he slumps on the sand
Of the seashore of King Little's Lilliput Land.

Now the people of Lilliput are so very small,
They're as short as your thumb, which is not very tall.
But, except for their size, they're quite like the rest of us,
Letting our short tempers just get the best of us.

Frinstance, King Little and King Bombo, his friend,
For no reason at all, declare war to the end.
Thus they break off the wedding of David and Glory,
The Prince and the Princess love birds of the story.

King Bombo's great fleet prepares to attack.
Sneak, Snoop, and Snitch, alas and alack,
King Bombo's pet spies, and a frightening threesome,
Sharpen their wits for the fray very gleesome.

When Gabby, the town crier, a choleric fellow,
Making his rounds, waves his lantern light yellow,
And bumps himself into a mountainous mound,
Which, of course, is just Gulliver asleep on the ground.

How Gabby and all of King Little's wee nation,
With Gulliver's aid save the whole situation...
Is a thrilling eight reels of love, comedy, danger...
Set to wonderful tunes by Leo Robin, Ralph Rainger...

"Blue Birds in the Moonlight" and "Faithful Forever,"
"I Hear a Dream" and five more just as clever...
No wonder Dad'll say it was positively swell of her
When Mother takes him and the kids to see Gulliver.

A PARAMOUNT PICTURE • PRODUCED BY MAX FLEISCHER • DIRECTED BY DAVE FLEISCHER

Copyright 1939, Paramount Pictures Inc.

A GIANT of a picture . . .

backed by a GIANT of an exploitation campaign

A $2,000,000 EXPLOITATION CAMPAIGN!

From coast to coast . . . the most complete exploitation coverage ever given a picture!

OVER 100 LICENSEES... have spent more than $1,500,000 in material, equipment and advertising to boost "Gulliver" merchandise in every department and specialty store in the country!

★

MACY THANKSGIVING PARADE . . . famous the world over, has a huge "Gulliver" float. Look for nation-wide newsreel and news service coverage! Macy follows through by buying 250,000 "Gulliver" children's verse books to use as their annual children's gift!

★

HUNDREDS OF KEY CITY DEPARTMENT STORES are lined up in a campaign to make this a "Gulliver" Christmas. Abraham & Straus turns entire children's section into huge "Gulliver Village"!

★

RECORD SALES DUE FOR RECORD SALES as Victor and Decca and other leading record manufacturers begin beating the drums for "Gulliver" songs—60 recordings of 8 big songs—every one a hit parade leader.

★

AN ARMY OF PARAMOUNT EXPLOITEERS HITS THE ROAD to cover key cities in a concentrated drive to line up city-wide campaigns. Look for the most unusual campaigns you've ever seen on the most unusual picture you've ever seen!

★

PUBLICITY BREAKS . . . REAMS AND REAMS OF THEM . . . in every national magazine that's read. Watch for big layouts in Look, Good Housekeeping, Red Book, This Week, Liberty, Collier's, Life, the full line-up of fan magazines. Feature stories on every wire service.

Paramount Pictures

THE NATIONAL MIRROR

Exchange Representatives Meet on Contract Dec. 7

First Session Will Be Held In New York City

New York City—IATSE representatives will meet with the major companies' spokesmen December 7 here to negotiate a new contract covering exchange employes throughout the country.

Sales managers and aides of the majors will handle details for the companies.

Just what the demands will be would not be definite until a meeting of IATSE heads early this week, it was indicated.

Lou Johnson, New York; Lawrence J. Katz, Pittsburgh; U. E. Crick, Memphis; Marie Holdsworth, Des Moines; Neol C. Bishop, Chicago; Lee Cronk, Denver; and F. J. Smith, San Francisco, comprise the elected committee of delegates that will represent the seven IATSE regions in the country, all being members of locals in those cities. IA executives will also sit in at the negotiations.

"Lynton" Award $152,536

New York City—A decree granting more than $152,536 to Margaret Ayer Barnes and Edward Sheldon was signed last week by Federal Judge Vincent L. Leibell. Amount represented one-fifth of the profits from the motion-picture "Letty Lynton," which the court found was an infringement on the play "Dishonored Lady," copyrighted by the two authors.

The picture was produced and distributed by the defendants. The award was based on an accounting on the profits made by each of the defendants, plus counsel fees and court costs. The defendants were the Metro-Goldwyn Pictures Corporation, the Metro-Goldwyn-Mayer Distributing Corporation, Loew's, Inc., and the Culver Export Corporation. In addition to $115,350 assessed as profits, the award included $33,000 counsel fees and $2,591 costs.

GN Gets Another Week

New York City—Grand National was given another week November 29 to obtain its protected loan of $450,000 from the RFC. Peter B. Olney, referee, granted authority to the company to continue business until December 6.

Earle W. Hammons, president, was directed by the referee to report to the creditors' meeting as to the progress made in the loan.

"Metro Won't Slash Shorts Budget"—Quimby

Hears More Shorts Buying By Exhibitors

New York City—Decision to maintain Metro's shorts program with no curtailment of budgets and no reduction in product this year or next was announced last week by Fred C. Quimby, general short subjects head, in from the studio for home office conferences after attending the sales meeting in Chicago.

Quimby regards the anticipated decline of foreign revenues as a challenge to the shorts makers which calls for long needed expansion in the domestic market. To accomplish this, Quimby foresees a general improvement in shorts product.

Canvassing opinion among various branch representatives at Chicago, Quimby found encouragement in the salesmen's reports of greater discrimination in shorts buying and an increased interest in short subjects among exhibitors generally. As a result, Quimby indicated that no reduction is planned in Metro's shorts output for next season.

Commenting on the progress of production, Quimby revealed that of the 79 subjects to be delivered this season, 48 have been shot, with the remainder expected to be completed by January.

Warners Earn $1,740,908

New York City—Warner Brothers Pictures for the fiscal year ending August 26 last week reported an operating profit of $1,740,908, which after preferred dividend requirements is equal to 35 cents a common share.

This compares with operating profit of $1,929,731, or 41 cents a common share in previous year.

Gov't Wants Operator

WASHINGTON—The United States Civil Service Commission last week announced an assembled examination for a projectionist at $1,620 per annum, for duties with the National Archives here. Applications (Form 8) must be received by the CSC not later than January 2.

The requisite is three years of "practical paid experience in the projection of commercial sound motion pictures and the care of equipment using 35-mm. film."

Harry Brandt Honored By All-Industry Dinner

Inde Exhib Leader Feted December 21

New York City—An all-industry dinner-dance will be tendered to Harry Brandt December 21 at the Hotel Astor in honor of his 25th anniversary as a theatre owner.

Brandt, president, Independent Theatre Owners Association, operator of a large circuit in the metropolitan area, is now on a tour of the country but will be back to be the guest of honor at the affair his friends and associates are giving him. Members of all branches of the industry have consented to serve on the committee.

Chairman of the function is David Weinstock; treasurer, Milton C. Weisman. Howard Dietz is chairman of the publicity committee. Those serving on the committee are Barney Balaban, Nate Blumberg, Laurence Bolognino, Harry Buxbaum, Max A. Cohen, Nat Cohn, George Dembow, Herman Eisenstadt, Si Fabian, Louis Frisch, W. French Githens, Harry Gold, Edward Golden, James J. Grainger, General Will H. Hays, Hal Horne, W. Ray Johnston, Morris Lane, Abe Montague, Charles C. Moskowitz, B. S. Moss, Louis Nizer, Charles Pettijohn, Hyman Rachmil, Walter Reade, Samuel Rinzler, Herman Robbins, William F. Rogers, Rudolph Sanders, George Schaeffer, Bernard Sholtz, Fred Schwartz, William F. Scully, Joseph Seider, Murray Silverstone, George Skouras, Samuel S. Strausberg, Major L. E. Thompson, J. J. Unger, W. G. Van Schmus, Nat Wachsberger, Herman Wobber, Jack Alicoate, John Flynn, Chick Lewis, Don Mersereau, Terry Ramsaye, Ben Schlyen.

RCA Advances Sommerer

Camden, New Jersey—Appointment of Harry L. Sommerer as manager of manufacturing for the plants of the RCA Manufacturing Company was announced by Robert Shannon, executive vice president, last week.

Sommerer, who was formerly assistant to the executive vice president, will have supervision of the company's manufacturing plants located at Camden and Harrison, New Jersey; Hollywood, and Indianapolis. He has been associated with RCA Victor for 30 years, during which time he has held many responsible positions in different phases of the company's activities. His headquarters will be here.

Blair to South America

New York City—J. F. Dailey, president, Typhoon Air Conditioning Company, Inc., announced last week that Joe Blair was being sent to South America to supervise the installation of the largest air conditioning system on the continent, at the new Cine Colombia, Barranquilla, Colombia.

He will be in the country for two months, completing the work originated by field engineer Don Petrone, who has been there for three months. A system is also to be installed in the Granada.

Eddie Beck will handle Blair's duties.

Guild Pact Action Delayed

New York City—Despite the sentiment among most Broadway producers that their organization, the League of New York Theatres, would lose no time in ratifying the amended basic agreement submitted by the Dramatists Guild to permit Hollywood money to back legitimate shows once more, the league failed to take action last week.

After the league's meeting James F. Reilly, executive secretary, termed the revised document "impractiable and inoperable." Furthermore, he said, the league could not take "official action" because there were not enough members present. Even if the league adopts the new contract, he pointed out, it will still be necessary for the individual producers to sign it.

The current basic agreement, which has been the subject of much discussion by theatrical producers, film representatives and younger playwrights, has been in force since 1936 and expires in February, 1941.

Buck "Herbert" M.C.

New York City—Gene Buck, president of ASCAP and intimate friend of the late Victor Herbert, presided as toastmaster at the dinner given in honor of the famous composer's memory by Paramount December 5.

Pathe Sues DuPont

New York City—Pathe Laboratories, Inc., last week filed suit in Federal Court againt DuPont Film Manufacturing Corporation, asking $210,000 damages for alleged breach of contract to purchase film from the defendant.

Friedman to Europe

New York City—Joseph Friedman, managing director for Columbia in the United Kingdom, left for Europe last week to look into the European situation, especially as regards the English quota.

Musicians Will Arbitrate

Philadelphia—The Executive Board of Local 77, American Federation of Musicisans, declared last week it was ready to arbitrate the dispute which closed the Stanley-Warner Earle last week-end.

30,000 USED AND REBUILT THEATRE CHAIRS TO BE DISPOSED OF AT COST.
As Low As $1.00 Each
Mostly late type spring seats, veneer, panel and fully upholstered backs.
Write for information.
EASTERN SEATING CO.
NICK DIACK, Proprietor
276 W. 43rd St. (Offices and Showrooms)
NEW YORK CITY
Factory—49-10 Metropolitan Avenue
BROOKLYN, N. Y.

IRWIN SEATING
famous for its
"NECK TO KNEE COMFORT"
AND SNAPPY APPEARANCE
Distributed by National Theatres Supply Co.

U. S. Companies File Formal Protest in Japan

Claim Discriminatory Tactics and Trade Restraint

Washington—United States Ambassador to Japan Joseph C. Grew was asked last week by representatives of six American motion picture companies in Tokio to file a formal protest accusing Japan of discriminatory tactics and restraint of trade.

The companies—Warners, United Artists, Paramount, Fox, RKO and Metro—told the Ambassador that more than $1,500,000 in motion picture receipts was frozen in Japan by the government's refusal to grant permits for remittance.

They also asserted that several dozen films were being held without reason by custom officials in Yokohama.

The complete prohibition of American film imports into Japan, which had been put into effect September 20, 1937, was partially lifted in October, 1938, when the Finance Ministry agreed to permit the import of $30,000 worth of film based on a fixed valuation of 1.5 cents per foot, during the ensuing year, and to allow American companies to remit funds to the United States on a monthly basis. It provided, however, that all funds so remitted should be converted into dollars and kept in the San Francisco branch of the Yokohama Specie Bank without interest for three years.

The revised plan also provided that the American companies could withdrawn from Japan, on or before December 31, 1938, up to 3,000,000 yen in unremitted royalties, which had accumulated between September, 1937 and May, 1938. These funds were to be subject to the same sequestration as the monthly remittances.

The limit on film imports restricted the total to 2,000,000 feet, or roughly 180 to 200 features or prints.

Fire Razes Carlisle House

Carlisle, Pennsylvania — Fire swept three business-apartment buildings and a closed theatre last week causing damage estimated by firemen at $30,000.

Principal damage was to the food store and Orpheum, owned by the Comerford Amusements Company, Scranton.

Schenck Before Grand Jury

Hollywood—Joseph M. Schenck last week end appeared as a voluntary witness before the Federal grand jury investigating certain matters within the film industry.

"Peace on Earth"

NEW YORK CITY—Metro ran off "Peace on Earth," an eight-minute Technicolor cartoon, last week, which combined a plea for peace with a swell bit of cartoon-making. Let it be said that this holiday cartoon, different from any seen before, deserves special selling.

Leon Netter Optimistic

New York City—Despite certain adverse business conditions, exhibitors throughout the country should have one of the greatest holiday seasons in the history of the industry, thanks to the availability of top ranking box-office product from all major companies, in a statement of Leon D. Netter, vice president, Paramount Theatres Service Corporation, last week.

To further assist exhibitors in their campaigns on Paramount's "Gulliver's Travels" several exploitation men are now en route to key cities to prepare advance campaigns. Carl Krueger, studio staff, will divide the Midwest; Jack Dailey will work the Pacific Coast from San Francisco to the Canadian border; Bill Lansberg has the Rocky Mountain territory. In addition the following exploiteers left New York for various advance engagements; Ralph Ravenscroft covering Detroit, Indianapolis, Louisville, St. Louis and Cincinnati; Thomas Jefferson for New York State; Harlan Hobbs in Atlanta, New Orleans, Memphis, Birmingham and Nashville; Vernon Gray for Scranton, Wilkes-Barre, Philadelphia, Washington, Baltimore and Richmond; Clinton Bolton for Boston, Providence, Worcester, Hartford, Nw Haven, Springfield and Portland; Ben-Hill covering Dallas, Houston, San Antonio, Fort Worth, Oklahoma City and Tulsa.

Republic Sued on Contract

New York City—The Lone Ranger, Inc., owner of the radio series of that title, last week filed suit in the Federal Court against Republic Productions, Inc., charging the breach of a contract under which the defendant had been licensed to produce several serials and a feature.

Plaintiff claims that under a contract made in June, 1937, and subsequently amended, Republic was given the right to produce the films with an exclusive right to the titles until August 31, 1939. The defendant, the complaint alleges, had failed to release the feature by the date provided in the contract, and had also "unmasked" the Lone Ranger in its serial, contrary to the terms of the agreement.

The complainant asks for a judgment for $10,000 for alleged royalties due; right to inspect Republic's books to determine whether further royalties are due; an injunction restraining the defendant from releasing the now completed feature film; a further injunction restraining the defendant from releasing a film entitled "The Lone Texas Ranger," which allegedly infringes upon the plaintiff's title; and for a restraining order enjoining the defendant from threatening litigation over its claims to the use of the titles in films.

Extras Want a Raise

Hollywood—The 6,500 movie extras want 15 per cent more, they announced last week.

Officials of the Screen Actors' Guild said that a minimum of $6.33 for atmosphere players, now paid $5.50, would be sought; that regular extras, now getting $8.25, would ask $9.49 a day, and that dress extras, now paid $16.50, would ask $19 a day.

SAILING INTO THE BIG MONEY...

Paramount's "RULERS of the SEA"

Frank Lloyd's great outdoor action adventure-romance is running neck and neck with "Beau Geste" in Los Angeles, Oklahoma City and New Orleans, and you know what that means, for "Beau Geste" rates as one of the top grossers of the year. So get aboard, boys...sail to box-office glory with Paramount's "RULERS OF THE SEA!"

Douglas Fairbanks, Jr. *in* **Frank Lloyd's**

"RULERS OF THE SEA"

starring **Margaret Lockwood • Will Fyffe**

with **George Bancroft • Montagu Love** • Produced and Directed by FRANK LLOYD

Story and Screen Play by Talbot Jennings, Frank Cavett and Richard Collins • A Paramount Picture

Paramount Pictures

Warren Stokes' HOLLYWOOD NEWSREEL

• NINETEEN MORE SWAPPING DAYS until Christmas and anything can happen to the title of that picture you bought because it appealed to you. This should give the producers all the time they need to swap titles and decide on the original monickers again by the first of the year. Meanwhile, David O. Selznick's opus, "Gone With the Wind," and Edward Small's "My Son, My Son!", both from best selling novels, enjoy the novel distinction of remaining intact. That they will benefit through retention of the original titles, already popularized through national reader interest, providing ready markets for the screen versions, is a foregone conclusion. Whether Hollywood will eventually learn John Public buys a book from the bookstand because he has been sold on the title is still a moot question. We still have hopes.

Much Wasted Effort

• BAD BUSINESS ANGLES as a result of the title-changing habit have been dealt with at length in prior editions of your Hollywood Newsreel; wasted effort in the studio publicity departments, unsold seats at the nation's theatres resulting from cold openings on pictures suffering from title changes with little or no advance information to the ticket buyers, and the fallacy of changing the title of best selling novels. Perhaps it is coincidence. It could be the result of some of our Hollywood Newsreel observations. In any event, it is good to know that Walter Wanger, who changed "Send Another Coffin" to "City For Sale," then "Ladies Know Too Much," has heeded the advice of the theatremen, who voiced their approval of the book title over other suggestions. The picture will now carry the release title of "Send Another Coffin," the original title of the book which first captured the interest of the buying public and started it on a fast selling journey.

Works Two Ways

• A VERY GOOD EXAMPLE of your correspondent's theory and its aid to better showmanship is evidenced in the following announcement from the Warner Brothers studios: *"James Hilton's 'We Are Not Alone,' which the author adapted as a Paul Muni-starrer vehicle at Warners Brothers, will be re-published this week to coincide with the national release of the picture."* You can readily see, in addition to the prior popularity of the book, what the psychological effect will be on prospective theatre patrons. Re-publication confirms the popularity of the work, provides a co-operative sales campaign for the picture, renews public interest to a new pitch, creates a greater general interest and helps to sell theatre seats under the most favorable conditions. Had Warners changed the title, the re-issue of the book would have meant absolutely nothing to the sales promotion of the picture.

Title Insurance

• TITLE INSURANCE FOR THE EXHIBITOR is of the utmost importance. It is his stock in trade. He buys titles. He sells titles. His product is both bought and sold sight unseen. It is his right to be consulted whether or not any title should be changed. In this respect, we congratulate Walter Wanger for establishing a precedent. There should be less title changing, more value received from publicity and exploitation, and a healthier condition at the box office if other producers would bear these facts in mind. On the other hand, it is up to the exhibitors to protect their own interests and object to the present method of chopping and changing titles with the resultant loss of publicity and business when a previously publicised title is thrown into the discard, and he is forced to open a picture about which his prospective customers have heard everything, and then pass it up because they fail to recognize it under the new monicker of which they know nothing.

No Exceptions

• ESTABLISHED BOOK TITLES are by no means an exception. To be sure, an original story written for the screen, does not enjoy the advance exploitation of the published novel or magazine story. The producers are at fault however when they allow the publicity departments to publicise a dozen or more tentative titles. The average picture title is changed a dozen or more times before it is finally released. There is no concentration of purpose behind such a campaign which must ultimately result in a loss of revenue to the theatre owner and a waste of time and energy to the production unit. Producers make the big mistake of extending every effort to develop a worthwhile story, over a long period of time, at a cost of thousands of dollars, content with the thought that they can tag it with a suitable title at the last minute.

Silent Salesmen

• THE OBJECT OF A TITLE is to arouse interest and stimulate curiosity. It is the silent salesman of the talking picture. It is the invitation on the theatre marquee, the all important magnet in the advertising copy, despite the general belief that personalities constitute the main drawing power. Why is the title given bold type preference in the advertising copy? If you will answer this question truthfully you will admit it is the label on the merchandise you have for sale. You will admit that it must be coined for exploitable purposes. Ever since the inception of this business the exhibitor has bought titles, the industry has sold him titles, and he has in turn had to sell them to the public. They have a definite sales value and, as such, they are worthy of more consideration. If Hollywood has lost that viewpoint, it is time for the exhibitor to speak his little piece. Failing to do so, he will sooner or later see "Send Another Coffin" on the marquee and it won't be the title of a picture.

Brief Glances At PRODUCTION HAPPENINGS

West Coast News Items

HOLLYWOOD—So that its readers may keep abreast of the times, be in the know on the major developments and interesting sidelights, THE EXHIBITOR offers the following items from the various lots.

Columbia

Columbia has announced the purchase of "The Doctor of Lennox," by A. J. Cronin. Wesley Ruggles will produce and direct the story as one of the company's most ambitious offerings.

A forthcoming Community Sing, now in production, will feature Russian songs, with Donald Grayson as the m.c.

Cameras have started to roll on "Daughters of Today," with Rochelle Hudson, June Lang, and Lola Lane typifying three of America's girl problems, while Frieda Inescort portrays a woman lawyer working for the humanization of corrective systems. Nick Grinde is directing.

"The Lone Wolf Strikes" is also before the cameras, with Warren William again in the top role.

Metro-Goldwyn-Mayer

Frederic March returns to the lot January 1, to co-star with Greer Garson in "Susan and God."

Sidney Kranklin gets the production berth on "Waterloo Bridge," which will star Vivien ("Gone With the Wind") Leigh.

Dolores Del Rio has checked in for the leading spot opposite Wallace Beery in "Arouse and Beware," a civil war story now being filmed with Leslie Fenton directing.

Motion-picture rights to the original story, "Kodiack," by Corey Ford, have been acquired.

New acting contracts are announced with Dalies Frantz and John Shelton Price. Frantz, a concert pianist, was given a screen test last spring which turned out so well that he was at once assigned a featured part in the Nelson Eddy-Ilona Massey musical play, "Balalaika," soon to be released. Price, a young stage actor who was recently tested, comes originally from Los Angeles, where he attended the University of Southern California.

Eddie Cantor's first starring picture for Metro will be "Forty Little Mothers," based on the original French story, "Monsieur Petiot," by Jean Guitton. Busby Berkeley has been assigned to direct the film, with Harry Rapf the producer.

Paramount

Filming of "The Way of All Flesh," featuring Akim Tamiroff, Gladys George, William Henry, and Muriel Angelus is under way. A large supporting cast assembled by Director Louis King, who recently completed the Dorothy Lamour-Robert Preston film "Typhoon," includes Berton Churchill, Jean Cagney, Betty Moran, and Roger Imhof.

Wanda McKay, former New York model, recently signed, took a step toward stardom today, when the company lifted its option on her services.

aha!

Discovered ● **The only star who can open three days before Christmas, *do business these three days* — AND THEN OVERFLOW ANY THEATRE IN THE LAND FROM THEN ON!**

CHRISTMAS COMES THREE for those who open DECEMBER 22ND

with

Universal's

EDGAR BERGEN *and* CHARLIE McCARTHY

in "CHARLIE McCARTHY, Detective"

(Tentative title)

DAYS EARLIER THIS YEAR!

National release date

with

Mortimer Snerd • Robert Cummings
Constance Moore • John Sutton
Louis Calhern • Edgar Kennedy
Samuel S. Hinds • Harold Huber

Original story by Robertson White and Darrell Ware

DIRECTED BY FRANK TUTTLE
ASSOCIATE PRODUCER, JERRY SACKHEIM

"At Good Old Siwash" is the final title for the William ("Golden Boy") Holden-starring picture, based on the George Fitch college stories. Ted Reed is directing.

Impressed with the performance of Allan Jones in "The Great Victor Herbert" Paramount took up its option on the singing actor's services, and launched plans to star him in another outstanding production, a film version of "The Count of Luxembourg."

Paramount will continue the team of Paulette Goddard and Bob Hope, it was learned when William LeBaron announced the signing of Miss Goddard for "The Ghost Breakers." LeBaron also announced that the studio has signed Elliott Nugent, who made "The Cat and the Canary," to direct "The Ghost Breakers." Arthur Hornblow, Jr., who produced "The Cat and the Canary," will hold production reins on the new comedy melodrama which is designed as a companion piece to the former picture.

RKO-Radio

Second picture on Howard Benedict's schedule as a producer will be "Millionaires in Prison." This is an original story by Martin Mooney, dealing with income tax evaders behind the bars. Benedict's first production, "Curtain Call," goes before the cameras in January.

Herbert Marshall joins the all-star cast of "A Bill of Divorcement." Cast to date includes Maureen O'Hara, Adolph Menjou, Fay Bainter and Dame May Whitty.

Phyllis Brooks, blonde leading lady, who recently completed "Send Another Coffin" for Walter Wanger Productions, has been term-ticketed by RKO-Radio.

Gail Patrick gets an important role in the new Irene Dunne-Cary Grant co-starring vehicle, "My Favorite Wife."

This studio borrows Billie Burke from Metro for one of the top roles in Anna Neagle's new starring vehicle, "Irene."

Republic

Edmund Loew checks in for the top role in "The Wolf of New York." Rose Hobart and James Stephenson have been slated for featured spots. Robert North will produce with William McGann directing.

Ed Gross, fromerly with Sol Lesser and David Loew, has been signed as an associate producer. His first production assignment is "The Crooked Road."

20th Century-Fox

Darryl F. Zanuck, announced the purchase from Samuel Goldwyn of the story. star, and writing staff for the production, "The Sweetheart of Turret One."

Jane Withers, who recently returned to Hollywood from a New York vacation, had her contract renewed for one year by Darryl F. Zanuck. She is at work now on "Shooting High," in which she co-stars with Gene Autry.

Roland Young has been given a featured role in "Twinkle Twinkle Little Star," with Linda Darnell, who is at present co-starring with Tyrone Power in "Day-Time Wife," in the chief feminine role. Walter Lang will direct.

Another item of interest is the signing of Charlotte Greenwood for a top line in "Twinkle, Twinkle, Little Star," Linda Darnell's first starring picture. This will mark Miss Greenwood's first screen appearance in eight years.

United Artists—Lesser

Lillian Hellman, now represented on Broadway by one of the current season's outstanding hits, "The Little Foxes," has been signed to write the screen-play of "Our Town."

Sam Wood, whose direction of "Good-bye, Mr. Chips," is a leading item in this year's Academy Award selections, has been signed to direct "Our Town."

United Artists—Selznick

Franz Waxman has been engaged to prepare and direct the musical score for "Rebecca."

United Artists—Small

Lewis Meltzer has been borrowed from Columbia to do the screen-play of the forthcoming production, "The Legend of Sleepy Hollow," based on the famous Washington Irving classic of Ichabod Crane and the headless horseman.

With actual production set to begin on January 15, Edward Small announces the signing of Victor McLaglen for one of the leading roles in the forthcoming production, "Kit Carson."

United Artists—Wanger

Sonya Levien and Sheridan Gibney, two of Hollywood's foremost writers, are occupied at the studios with two forthcoming productions. Miss Levien started work on the screen-play of the historical epic, "So Gallantly Gleaming," based on the romance and adventure of General John C. Fremont. Gibney is completing the screen-play of "Dynasty of Death."

Warners

Preparations are being made to get "Brother Orchid" and "Torrid Zone" in production early this month. "Brother Orchid" will be based on Richard Connell's Collier's story. In all likelihood Edward G. Robinson will be cast for the lead as soon as he completes his new starring film, "The Life of Dr. Ehrlich."

Return of Jack L. Warner to Hollywood, following a visit to the East, signalized making of plans for a heavy production drive at the Burbank studio which will place at least eight "A" features in work before January 1. First of the group will be "We Shall Meet Again," which went before the cameras November 20, with Merle Oberon, George Brent, Binnie Barnes and Pat O'Brien, under direction of Edmund Goulding. Other top budget productions scheduled to start during the next few weeks include: "Villa on the Hill," based upon a Somerset Maugham best-seller which will star Bette Davis; "Disraeli," co-starring Geraldine Fitzgerald and Laurence Olivier; "Three Cheers for the Irish," directed by Lloyd Bacon, with an all-star cast, including Donald Crisp; "Episode," based upon the novel by Walter Reisch, with a cast likely to include Priscilla Lane and Jeffery Lynn; "Stuff of Heroes," with Eddie Albert and Rosemary Lane slated for the top roles; "The Sea Hawk," special, starring Errol Flynn; "Torrid Zone," starring Ann Sheridan.

Warner Brothers has signed for the films Michael Harvey, young stage player who has been appearing in the current hit, "The Man Who Came To Dinner."

Ruth Gordon has been engaged to play the part of Queen Victoria in "Disralei," in which Geraldine Fitzgerald and Laurence Olivier will be co-starred.

"My Son" is the latest title for the film that, up to now, has been in preparation under the working title "Mama Raviola."

Anatole Litvak has been assigned to direct the forthcoming "Villa On The Hill," which will be an adaptation of the best-selling novel by Somerset Maugham.

Why I'm OPTIMISTIC

An Interview with
W. RAY JOHNSTON
President
Monogram Pictures Corporation

"Optimistic—I should certainly say I am," declared W. Ray Johnston, president of Monogram Pictures Corporation. The veteran independent leader then poured out facts upon facts to prove his point.

W. Ray Johnston

The company, he asserted, had important pictures lined up. "Rip Van Winkle" was going into production shortly and there were such attractions as a Jackie Cooper picture, "Under Northern Lights," "Son of the Navy" and others scheduled to begin shooting. Monogram had not only delivered every picture promised during the 1938-1939 season but had even added one, and it was the intention of the company to fulfill its promises as faithfully in 1939-1940.

It is something for any company to achieve, this policy of delivering every picture sold, but for an independent, Johnston realizes, it is even more of an achievement.

Particularly was he optimistic over the foreign situation. Monogram sells its pictures to its English distributors, and the company is not affected by the 50 percent check on American distributor monies. The only effect might result in the rate of exchange. Thus, his company stands in a particularly good position as regards the foreign market.

And, too, from South America, have come requests from distributors for more pictures, greater commitments. All of this, of course, would mean more money for American production.

Surprisingly, September had been the biggest month in Monogram's history, said Johnston.

As regards trends resulting from the Second World War, the Monogram head saw an immediate change. The Frankie Darro pictures, for example, were being lightened. While the action angles weren't being ignored, there was a tendency toward comedy, as a survey had revealed that people wanted to laugh during times of stress. England, too, was asking that dramas be avoided whenever possible.

"Four Just Men," which may have a new title before it gets into circulation, might be a dark horse for the company, Johnston declared. The company had special plans for the show.

When W. Ray Johnston speaks, it is not merely a cold statement for publication, but the words of a trade veteran, a man who has always kept his contacts with exhibitors in the field. When he speaks optimistically, therefore, every Monogram account in the country is certain that he knows what he is talking about.

Advance Shots On COMING REVIEWS

New Pictures Tersely Cited

PHILADELPHIA — Received at the home office of THE EXHIBITOR since last week's edition of the Blue Section was printed have been reviews of the following pictures. Complete Six-Point Reviews will be printed in the next Blue Section.

Features

THE BIG GUY (Universal)—Victor McLaglen, Jackie Cooper, Edward Brophy, Peggy Moran, Ona Munson. 68m. This is a familiar prison yarn, which gives Victor McLaglen another opportunity to suffer in silence for a mean deed and Jackie Cooper the chance to attempt a highly dramatic role.

THE BURNING QUESTION (G. & H. Productions)—Lilian Miles, Dave O'Brien, Thelma White, Carleton Young. 62m. Dealing with the menace of marijuana, "The Burning Question" is an exploitable production which has obvious angles. With a frank statement at the beginning of the film that no punches would be pulled to show the menace of the weed, the picture begins with a high-school principal addressing a group of parents on educational steps to be taken to fight the drug, with the actual picture an example of the tragedy the weed brought.

CAFE HOSTESS (Columbia)—Preston Foster, Ann Dvorak, Douglas Fowley, Wynne Gibson, Arthur Loft. 62m. Stereotyped and boring as only an overplayed story of night-club hostesses could be, this one belongs to the bottom of the list. Ann Dvorak plays the hostess, who helps gangster Douglas Fowley shake suckers down in a clip joint.

THE CISCO KID AND THE LADY (20th Century-Fox)—Cesar Romero, Cris-Pin Martin, Virginia Fields, Marjorie Weaver, Robert Barrat. Cesar Romero's debut as the Cisco Kid bodes well for the series in which he is to be featured. As the likeable outlaw, suggested by the O. Henry creation, Romero dominates the screen in this entertaining, well-mounted, horse-opera programmer. And a baby (Gloria Ann White) adds to the tale of perfidy of the wide-open spaces and the mining area.

DESTRY RIDES AGAIN (Universal)—James Stewart, Marlene Dietrich, Charles Winninger, Mischa Auer, Brian Donlevy. 94m. "Destry Rides Again" does two things: It proves that Marlene Dietrich can let her hair down, and it places James Stewart in the saddle as a hero of the open plains in convincing fashion. As a 94-minute western, the show sticks to the best traditions of the open-air drama (except for its length) and should undoubtedly do business in the hemisphere wherein they like their westerns. The story, done, in 1932 with Tom Mix, tells how Destry tried to clean up a bad western town without the benfit of guns, and realized, after his pal was killed, that weapons were needed. The picture should gross high in the smaller towns and for the family trade, and it would seem, because of the production itself and the names, that even the big-city houses might hurdle the "western" handicap, if it is one.

THE DEVIL IS AN EMPRESS (Le Jouer d'Echees) (Columbia, Famous Foreign Features Department)—Conrad Veidt, Francoise Rosay, Michline Francey. 75m. Strengthened no end by superb performances by such troupers as Conrad Veidt, Francoise Rosay, Edmund Guy, and Bernard Lancret, this Columbia Gallic importation should do a lion's share of business where French films can be shown. It is another story of Russia's Catherine the Great.

THE GREAT VICTOR HERBERT (Paramount)—Allan Jones, Mary Martin, Walter Connolly, Lee Bowman, Susanna Foster. 91m. Elaborately staged, produced, this one incorporates the well-known melodies of Victor Herbert, woven into a story which concerns the ride and fall of Allan Jones, an egotistical singing star, who falls in love with Mary Martin, an amateur.

HIGH SCHOOL (20th Century-Fox)—Jane Withers, Joe Brown, Jr., Lloyd Corrigan, Lynne Roberts. 74m. Gracefully maturing Jane Withers heads a refreshing troupe of ingratiating youngsters in this nabe offering that should be received with open arms by primary and secondary school students.

INSPECTOR HORNLEIGH ON HOLIDAY (20th Century-Fox)—Gordon Harker, Alastair Sim, Linden Travers, Wally Patch, Edward Chapman. 77m. The second release of 20th Century-Fox's Inspector Hornleigh, created by Hans W. Priwin, this moves along at a good pace, in spite of its English label. It is a good English mystery-comedy programmer for those houses whose patrons are not adverse to British dialogue.

JOE AND ETHEL TURP CALL ON THE PRESIDENT (Metro-Goldwyn-Mayer)—Ann Sothern, William Gargan, Lewis Stone, Walter Brennan, Marsha Hunt, Tom Neal. 70m. From Damon Runyon's newspaper-column invention, Joe and Ethel Turp, Metro-Goldwyn-Mayer has fashioned an amusing screen offering, especialy for the nabes and duallers. Runyon himself could not pick a more fitting Joe and Ethel Turp than Ann Sothern and William Gargan. Story is of Walter Brennan's being fired as a postman, and what the Turps did about it.

THE NIGHT OF NIGHTS (Paramount)—Pat O'Brien, Olympe Bradna, Roland Young, Reginald Gardner, George E. Stone. 86m. A little too heavily dosed with a laugh-clown-laugh philosophy, this picture, nevertheless, bears up under its burden of tragedy and emerges as fairly good for those who like their cinema sentimental. Olympe Bradna is fresh, youthful, and very attractive, possibly a bet for stardom. Pat O'Brien, Roland Young, and Reginald Gardener have done better work than this, however, and occasionally waver to the eorny side when the sentiment gets too thick.

ONE DARK NIGHT (Million Dollar Productions)—Mantan Moreland, Betty Treadville, Josephine Pearson, Bob Simmins. 81m. Produced on a more grandiose scale than any previous all-Negro film we can recall, "One Dark Night" meets the expectations of the Popkin boys and turns out to be a corking box-office attraction for houses catering to colored folk exclusively. Next to Mantan Moreland's performance, the brightest spots are the warbling of Ruby Logan and a swell musical score throughout.

SOUTH OF THE BORDER (Republic)—Gene Autry, Smiley Burnette, June Storey, Mary Lee. 69m. First of the 1939-1940 Gene Autry westerns, "South of the Border" makes efficient use of the title song, as well as using eight other selections, weaving all into the warp and woof of a story that has something to do with a foreign submarine base in Mexico and the near-by oil fields. Smiley Burnette is Autry's able foile, but the pleasant surprise of the piece is young, tom-boyish Mary Lee, who at one point joins with Autry in a duet.

TWO THOROUGHBREDS (RKO-Radio)—Jimmy Lydon, Joan Brodel, Arthur Hohl, J. M. Kerrigan, Marjorie Main. 62m. Despite the fact that this one has no important names for the marquee, and obviously produced on a log budget, this story of a boy's love for a horse will tug at the heart-strings and win the plaudits of the ticket-buyers. It definnitely proves the value of story and direction over established marquee names.

Shorts

BROKEN EARTH (Sack Amusement Enterprises). 8m. Good.

FROST FROLICS (Viking—Tennyson). 10m. Good.

LIFE IS WHAT YOU MAKE IT (Stark Films). 10m. Fair.

PEACE ON EARTH (Metro-Goldwyn-Mayer—Cartoon). 8m. Excellent.

PORKY THE GIANT KILLER (Vitaphone—Looney Tune). 7m. Fair.

SNIFFLES AND THE BOOKWORM. (Vitaphone—Merrie Melodie). 7m. Good.

STEPHEN FOSTER SONGS (Columbia—Community Sing, No. 4). 10½m. Excellent.

TEACHER'S PEST (Columbia—Charlie Chase Comedy). 16½m. Good.

WITH THESE WEAPONS (American Social Hygiene Association). 11m. Excellent.

The Advance Shots are given as an interinm service to exhibitors, to give them the full advantage of THE EXHIBITOR's reviewing activities, which know no deadline be it on the East or on the West Coast. Use these Advance Shots in conjunction with the Blue Section, The Check-Up, and other booking services of THE EXHIBITOR.

CHRISTMAS SEALS

Help to Protect Your Home from Tuberculosis

The TIP-OFF

Another Exclusive Service of Jay Emanuel Publications

A Consensus of box office results, kept as factually correct as possible, as culled by the field news staff of THE EXHIBITOR in this and neighboring territories.

PICTURE	START (First Runs)	TURN (Sub. Runs)	STRETCH (Neighborhoods)	PAYOFF (Consensus)	REMARKS
ALL QUIET (Universal)	Surprising	Good	Surprising		For a re-issue, this has been doing a surprising business.
ANOTHER THIN MAN (Metro)	Good				Okay business.
"AT THE CIRCUS" (Metro)	Good				An improvement over their last, this has been earning above average returns.
BABES IN ARMS (Metro)	Fast	Fast	Fast	Terrific	Money show everywhere.
BEAU GESTE (Paramount)	Good	Good	Good	Satisfactory	Never a record-breaker, it generally satisfied.
DAY-TIME WIFE (20th Century-Fox)	Fair				The star draw may overshadow a thin yarn.
DISPUTED PASSAGE (Paramount)	Fair	Fair	Fair		Reports fail to show where this has been causing flag-waving.
DRUMS ALONG THE MOHAWK (20th Century-Fox)	Good	Good			Generally in the better grosses.
ETERNALLY YOURS (UA)	Fair	Fair			Just a picture.
FIRST LOVE (Universal)	Good	Good			No broken records, but business pleasing everywhere.
HOLLYWOOD CAVALCADE (20th Century-Fox)	Spotty	Fair	Fair		This didn't hit the spot intended for it.
HONEYMOON IN BALI (Paramount)	Good	Good	Fair		No squawks on this.
INTERMEZZO (UA)	Spotty	Spotty			Developing into a strictly class proposition, except where sold heavily.
JAMAICA INN (Paramount)	Good				Laughton is being credited with the draw.
MR. SMITH GOES TO WASHINGTON (Columbia)	Fast				Top business.
MUTINY IN THE BIG HOUSE (Monogram)	Spotty	Encouraging			Monogram's best in many months.
NINOTCHKA (Metro)	Fast				Ringing the bell loudly.
NURSE EDITH CAVELL (RKO)	Surprising	Good			Depending on the selling.
ON YOUR TOES (Warners)	Disappointing	Disappointing			This misses.
PRIVATE LIVES OF ELIZABETH AND ESSEX (Warners)	Good	Good			Reports good, with star names credited.
THE RAINS CAME (20th Century-Fox)	Fast	Good	Fair	Good	All in all, among the best from the company this year.
THE REAL GLORY (UA)	Good	Fair			Failing to cause excitement.
REMEMBER (Metro)	Fair				It's not doing what it should.
RIO (Universal)	Slow	Slow	Slow	Slow	It missed.
THE ROARING TWENTIES (Warners)	Good				The Cagney touch still has box office magic.
RULERS OF THE SEA (Paramount)	Fair				Critics' praise but no big grosses.
THAT'S RIGHT YOU'RE WRONG (RKO)	Good				The show may look corny, but it is really getting good money.
THUNDER AFLOAT (Metro)	Surprising	Good	Good	Satisfactory	Considering that this was really a "B," very pleasing.
TOWER OF LONDON (Universal)	Encouraging				Some openings encouraging where exploited as historical horror show.
U-BOAT 29 (Columbia)	Surprising	Good			Getting surprising results where sold.

UNIVERSAL'S

"Destry Rides Again"

MATCHES GREATEST BUSINESS RIVOLI THEATRE HAS HAD IN FIVE YEARS!

and—

and-"DESTRY" STANDS NEW YORK

"Picture has everything!..." says News' Kate Cameron

By KATE CAMERON.

Nineteen-thirty-nine will go down in cinema history as the year that turned Greta Garbo from the screen's greatest dramatic actress into one of its first comediennes and that brought that great sleeping beauty of the screen, Marlene Dietrich, back to life.

In Universal's production of "Destry Rides Again," which had its first showing at the Rivoli Theatre yesterday, Miss Dietrich comes to life with a bang. The bang in this case happens to be the popping of guns in a barroom battle, when the bad men of an old western frontier town carry on a death struggle with the forces of law and order.

The picture has everything that a fast-moving, fancy riding, trigger-tickling picture of the Old West should have to make it an exciting and entertaining exhibition. The story is based on Max Brand's novel of the same name and it has been whipped into fine cinema shape by a trio of clever writers whose names appear at the head of this column.

the most entertaining western thriller since "The Virginian."

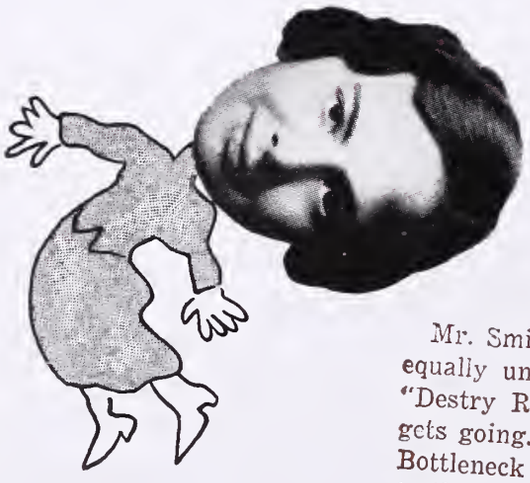
"Perfectly grand!..." says Frank Nugent in N.Y. Times

By FRANK S. NUGENT

It's difficult to reconcile Miss Dietrich's Frenchy, the cabaret girl of the Bloody Gulch Saloon, with the posed and posturing Dietrich we last saw in Mr. Lubitsch's "Angel." Her "Blue Angel" comes closer to it. Once again she's hard and tough and painted to the margins of the pallette. She delivers such ballads as "Little Joe the Wrangler" and "The Boys in the Back Room" with quite the proper whisky contralto effect. She cold-decks a poker sucker with complete nonchalance, tucks her earnings down her dress front and doesn't bat an eye when a cowhand murmurs "Thar's gold in them hills." (And where the Hays office was when that line sneaked through we'll never know, not that we mind it.)

The scene that really counts, though, is the cat-fight between Miss Dietrich's Frenchy and Una Merkel's outraged Mrs. Callahan. We thought the battle between Paulette Goddard and Rosalind Russell in "The Women" was an eye-opener; now we realize it was just shadow-clawing. For the real thing, with no holds barred and full access to chairs, tables, glasses, bottles, waterbuckets and as much hair as may be conveniently snatched from the opponent's scalp, we give you not "The Women," but the two women who fight it out in the Bloody Gulch over a pair of Mischa Auer's pants.

So there it is, a bit of the old West with a good bit of the old Dietrich in it; a tightly written, capitally directed show, with perfectly grand supporting performances by Samuel S. Hinds as Bottleneck's mayor, Mr. Donlevy as the chief villain, Mr. Winninger as the shirt-tucking sheriff and Mischa Auer as a Russian cowboy. Good fun every minute of it, and another trophy for Mr. Pasternak.



"Happy holiday picture!" says Creelman in N.Y. Sun

By EILEEN CREELMAN.

Mr. Smith, who went unarmed to Washington, now goes equally unarmed to Bottleneck. He is much less naif in "Destry Rides Again," and quite as dangerous when he gets going. In the person of James Stewart, he cleans up Bottleneck as he tried to clean up Washington. Tom Destry is the Wild West equivalent of Jeff Smith.

The Rivoli film, in which Mr. Stewart plays No Gun Destry, may come under the heading of horse opera; but it's a good film, lusty, funny, well acted, and a happy holiday picture.

Marlene Dietrich · James Stewart ... "DESTR

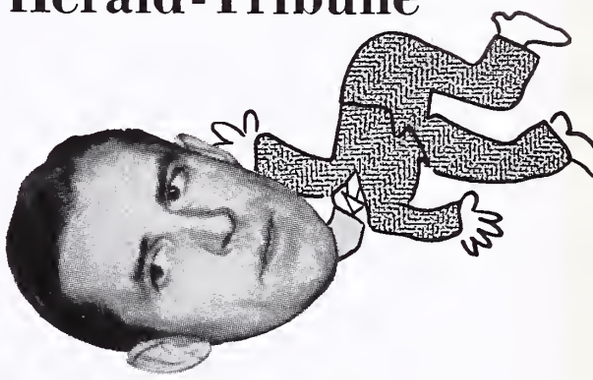
CRITICS RIGHT ON THEIR EARS!

"Bang-up entertainment!" —Pelswick, Journal-American

By ROSE PELSWICK.

A good Westerner is a lot of fun, and "Destry Rides Again," at the Rivoli Theatre, is bang-up entertainment. It's not only turned out with all the traditional speed and action of the old-fashioned Wild West yarns, but it also has the further benefits of a top-flight cast, an amusingly written script and slick direction.

"A knockout punch!" says Barnes in Herald-Tribune



By HOWARD BARNES

"DESTRY RIDES AGAIN" continues the cycle of super-Westerns with great skill and gusto. The new Rivoli offering is as conventional as a handshake in story outline, but in its production, from the casting to the cutting, it has all the excitement of a knockout punch.

What is chiefly responsible for the robust and captivating entertainment, I think, is the splendid supervision which it has had. Joe Pasternak, whose principal concern in Hollywood has been the guiding of Deanna Durbin's unprecedent career, produced "Destry Ric Again," and he has demonstrat that he is as shrewd a showm with a six-shooter spectacle as is with comedy of adolescence

Altogether, "Destry Rides Again" a singularly satisfying show, a for my part I'll thank Mr. Pasterr as much as anyone for the fact t this is so.

"You can't miss it!" —Boehnel, World-Tele.

By WILLIAM BOEHNEL,

As glamorous and alluring as ever, Marlene Dietrich stages a rousing comeback as a painted lady in an early Western dance hall in Destry Rides Again, at the Rivoli. She slinks around with that come-on look, shows her famous gams, stages a riotous free-for-all with Una Merkel, sings a couple of blues numbers in her husky voice and clearly demonstrates that all she needed to show how good she is was the chance.

As for the film itself, it is a racy, exciting, forthright 90 minutes of thrills and humor which you simply cannot afford to miss

"WOW!" cries Coleman, in New York Mirror

By ROBERT COLEMAN

"Destry Rides Again" is a rip-roaring, hard-riding, two-gun hit. Yippee! It should have New York's excitement seekers flocking to the Rivoli Theatre in droves. Yeow! It offers a new Marlene Dietrich and a better-than-ever James Stewart, supported by a glittering cast. Wow!

"Destry Rides Again," in sum, is a tornado of thrills and laughs. It, the great Dietrich and the terrific Stewart will sweep into your affections with telling effect.

RIDES AGAIN" · A Joe Pasternak Production

JERSEY CITY

NEW YORK CITY

READING, PENNSYLVANIA

SYRACUSE, NEW YORK

NEWARK, NEW JERSEY

SPRINGFIELD, MASSACHUSETTS

PHILADELPHIA

PHILADELPHIA

HINTS ON NEWSPAPER ADVERTISING

No. 92X—"Dead End Kids On Dress Parade" (Warners)

Glancing at the above, we would like to point out that the New York City ad is especially worthy of note. There is something about the general feel and treatment of it which departs from the usual "Dead End" Kids style and gives them a lift which is bound to result in new patronage that was kept away by their former coarseness. The change of approach should help build their waning box-office popularity. Mort Blumenstock, his department at Warners and their ad agency deserves a well earned bow.

Furthermore, the show has been doing some surprising business, which proves what we have said.

For the others, some of which follow the pressbook, words of praise can be given, too. Thanks to the pressbook pattern, the ads are generally good.

BETTER MANAGEMENT

Selling Features

"The Cat and the Canary"

BOSTON—Of hundreds of letters answering M. and P. Paramount and Fenway's contest, over-flowing the desks of publicity director Jack Saef, managers Carroll and Rosenberg, one letter was selected to win a prize of $25 and the privilege of sitting alone in the darkened theatre at midnight to witness this show.

Here are a few extracts representative of such contests.

"Besieged by adamant exhortations from my spouse, and aided and abetted by my own unscrupulous avarice, I take up the gauntlet" . . . "I wish to prove once and for all" (a student from Harvard) "that Harvard men are courageous, and not sissies, as some people think" . . . "I am 42, the mother of nine children, so I think I must be shockproof" . . . 'I am the most yellow, cowardly son of a gun . . . and I'm writing backhand because my hand . . . at the thought of sitting in that theatre" . . . "I have a rare and unfortunate malignant glandular condition known as terrorphobia; I am a pathological case" . . . (From the north woods) "Six foot five lumberman stop have no fear of devil himself stop so far stop wire me (more) and I'll come stop" . . . "My family believes I'm possessed of the devil, and seeing this picture should seare the hell out of me" . . . "I'm tired of living a humdrum life. I want to be a headline" . . . "I am a spineless, weak, craven caricature of a man, since Roosevelt's New Deal juggernaut ran over me. Maybe this will restore my departed spirits" . . . "I know all the ghosts in my neighborhood by their first names" . . . "I have twice survived the ordeal of exams at Harvard Business School; I can take anything" . . . "I have been through the terrible Carranza Revolution in Mexico, the horrible Galveston Flood in 1914, the ordeals of the New England hurricane, and I have steeled my nerves for this awful experience. I would rather go through with it than face my wife without the 25 dollars" . . . "I am a senior at MIT, and see everything through the eyes of a scientist, calmly and logically" . . . "I have a bad case of hiccoughs; cure me if you can" . . . "I should get the money because I transmitted the plot of the picture to the author by mental telepathy. I am planning a similar murder myself, and wish to see where the cat made his mistake."

"At the Circus"

OLEAN, NEW YORK—Murray Lafayette, Haven, had a boy carrying cut-out of a large elephant with heads of the Marx Brothers protruding from top, back and under the figure of the elephant. Boy stood in center of cut-out which made it appear as if the elephant really was walking down the street.

Postal Telegraph tie-up with 22x28 cards in windows with stills from picture used this copy: "Hello, There! We May Be The Screwiest Human Beings On The Screen But We're Not Crazy When We Use Postal Telegraph."

NEWPORT, RHODE ISLAND—Manager Dave Duggan, M. and P. Strand, distributed 1,000 envelopes entitled "Just Three Nuts," and containing peanuts, calling attention to fact that the Marx Brothers made the laughing hyena laugh himself to death. Through a tie-up with the Newport Herald, 500 masks of Groucho, Harpo and Chico were distributed at the Herald office, the kids mobbing the place.

"The Roaring Twenties"

GLOVERSVILLE, NEW YORK—Lou S. Hart, manager, Glove, worked a stunt for "The Roaring Twenties" that brought him columns of newspaper space.

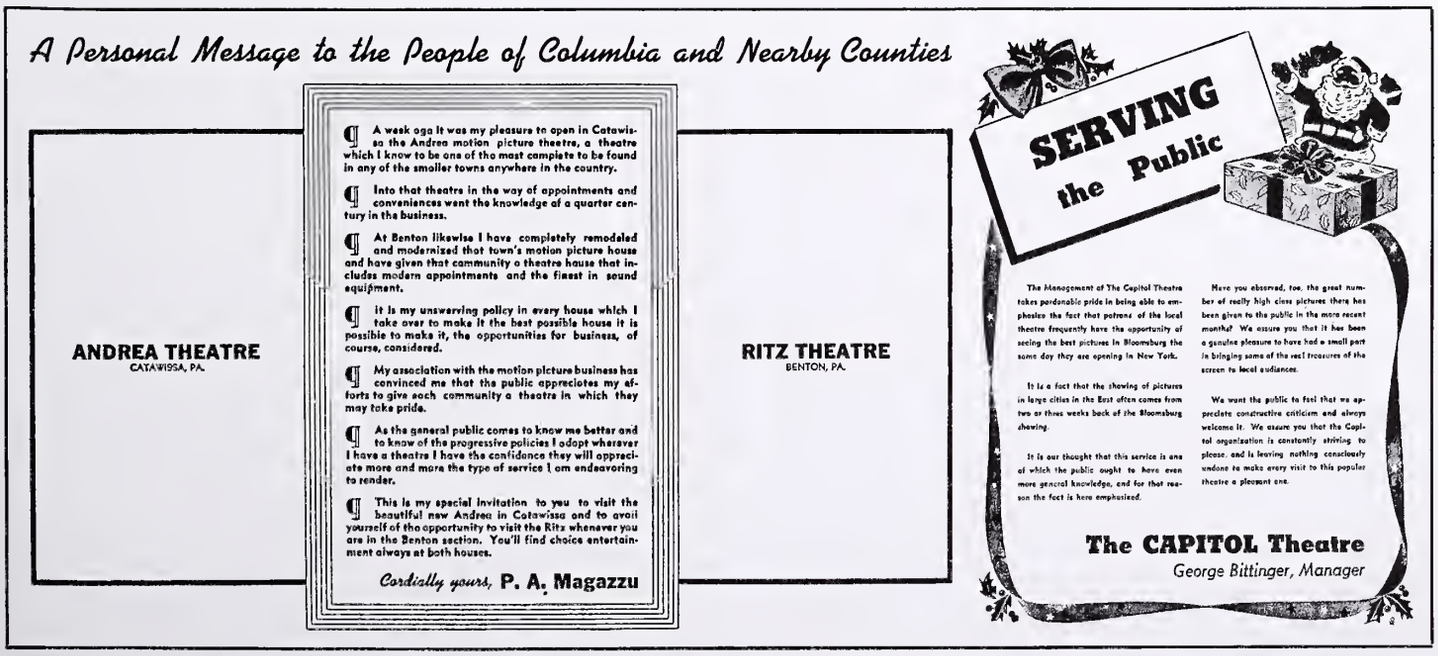
Manager Hart secured from the local high school the picture of the class which graduated in 1920 into the "roaring" era that the movie depicts. Hart also secured a list of the graduates. Then in cooperation with the local papers, he traced each graduate to find what he or she was doing now, what had become of them, in short, during "The Roaring Twenties." Hart had a four-column cut made of the graduating class, and this ran with the story. All those in the picture who presented themselves at the box office and signed a slip were given a pass to the show.

"Allegheny Uprising"

SYRACUSE, NEW YORK—Manager Sid Holland, RKO-Schine-Eckel, held football pep sessions with three high schools on individual evenings, inviting the team and cheer leaders for the occasion. Each school announced the events on bulletin boards and in assembly announcements. A critics stunt wherein high school students were awarded prizes for best criticisms and reviews of the pictures was used. A contest was run in which the public was requested to give the deriviation of the names Pittsburgh, Allegheny, Indiana, New York, Syracuse, and Pennsylvania.

"Drums Along the Mohawk"

NEWPORT, RHODE ISLAND—Newport kids liked the 500 Indian hats distributed by manager Harry Horgan, Opera House, to advertise the show.



SMALL TOWN SELLING. Both of these ads appeared in the special Christmas shopping section issued by a small Pennsylvania town. That on the left combines the opening of a new theatre with the renovation of another one belonging to the same circuit, while that on the right plugs the fact that the town (Bloomsburg) gets shows ahead of New York City. Institutional advertising of this kind often is valuable, especially in small communities, and the suggestion is passed on that others might have a try at the policy where they have not already done so.

"You'll Have to H

Laurel and Hardy Give Under Banner of RKO

Stan Laurel and Oliver Hardy resume their partnership in Rialto's "The Flying Deuces."

By WANDA HALE.

"The Flying Deuces," RKO Radio picture, screen play and original story by Ralph Spencer, Alfred Schiller, Charles Rogers and Harry Langdon, directed by A. Edward Sutherland and presented at the Rialto Theatre.

THE CAST:

Stan	Stan Laurel
Ollie	Oliver Hardy
Georgette	Jean Parker
Francois	Reginald Gardiner
Commandant	C. Middleton
Sergeant	Jean De Val
Corporal	Clem Wilenchick
Jailor	James Finlayson

"The Flying Deuces" gives a lot of folk something extra to be thankful for at this Thanksgiving time. Laurel and Hardy can give thanks to Boris Morros for taking so much pains with their new picture; Arthur Mayer can be thankful for the privilege of exhibiting it. And we fans of this comic team can rejoice that they're together again and be thankful for being able to roll in the Rialto's aisles. And don't say my taste in comedy is low. If you feel that way after seeing "The Flying Deuces," you ought to have your family doctor examine your funny bone.

They Join the Legion.

In their first picture under RKO's banner, Stan and Ollie join the Legion, Ollie because he wants to forget a girl and Stan because he can't let his pal down. One offense piles on another till they mournfully await their execution at sunrise for attempted desertion.

Up to this point I have to admit that "The Flying Deuces" is very much like any other Laurel and Hardy comedy. Then it shakes off the familiarity, and from the time they hopefully plan their escape till they are far away from Morocco, you'll have to hold to your seat if you want to stay in it. And the finale will almost be the end of you.

Besides treating the boys handsomely with the production, Morros has provided unusually good support in Reginald Gardiner, Jean Parker and C. Middleton. Among the nonsense and hokum offered there are flashes of real genius that, as far as I'm concerned, equal anything the old maestro, Chaplin, has done. It would spoil your fun to tell you about them. But you must listen for Hardy's singing and Laurel's selection on the harp.

* * *

"Re-united again, Laurel and Hardy offer some absurdly funny slapstick in their newest item. As a matter of fact, it's their best comedy in years . . . A wild-eyed chase and airplane escape, all in the tradition of the good old silent slapstick days, wind up the piece, which is dotted with one goofy gag after another."

—Rose Pelswick,
N. Y. Journal & American

RKO RADIO PICTURES

old to Your Seat!

N. Y. Daily News

"Their new picture is reason enough for a glad hand. Anything which contributes to the generation of laughter in the body politic is okay by this department. And since laughter is what our honored friends are able to provoke plenty of, their latest effort is recommended." —B. C., N. Y. Times

"Laughs are what fly mostly in this Rialto offering — hefty, hearty, belly-laughs, most of them fresh ones, and funny enough to roll the customers in the aisles. A honey of a comedy."
—Irene Thirer, N. Y. Post

"If it's slapstick you're in search of, then the place to visit is the Rialto, where 'The Flying Deuces' is on view. Indeed, low comedy—almost extinct on the current screen —has seldom been more consistently hilarious and the stars themselves have rarely been in better form. Provided with a first-rate story and some fresh and imaginative gags, the co-stars will keep you in stitches from beginning to end."
—William Boehnel, N. Y. World-Telegram

"Should meet with the hearty approval of customers." —E. G., N. Y. Herald-Tribune

Stan LAUREL Oliver HARDY

THE FLYING DEUCES

WITH

JEAN PARKER
REGINALD GARDINER

A BORIS MORROS PRODUCTION

DIRECTED BY A. EDWARD SUTHERLAND

ORIGINAL STORY AND SCREEN PLAY BY RALPH SPENCE, ALFRED SCHILLER, CHARLES ROGERS, HARRY LANGDON

THE EASTERN THEATRE MAN *speaks*

Number 60 of a Series:-

JERRY WAGNER
E. M. LOEW'S COLONIAL THEATRE
Newport, R. I.

"I find THE EXHIBITOR the best trade paper: for coverage of local activities, for constructive services, and for ideas for enterprising managers."

***Nearly every Exhibitor reads* THE EXHIBITOR!**

AN INVITATION

Throughout 1939, expressions of praise, comment, criticism or suggestion from our many Exhibitor Friends will be carried in similar form in every issue. We welcome the expression of *every* reader and will use them in the order in which they are received.

"That's Right, You're Wrong"

PROVIDENCE, RHODE ISLAND—It was the musical angle of this RKO film which George French, manager, and Bill Morton, publicist, plugged in their campaign on this one at the RKO-Albee. For a week in advance of playdate, a bass fiddle stood in the lobby next to the lobby board carrying a lot of stills from the feature. On the bull fiddle hung a sign, "Get out of the dog house and see Kay Kyser in 'That's Right, You're Wrong.'"

Regular orchestras at Stations WEAN, WJAR and WPRO were supplied with scores of the musical hits from the film, Morton arranged tie-ups with music stores on sheet music and records, with plenty of material on the film on windows and counters and he provided the interfraternity network at Brown University, reaching all fraternity houses, with a half-hour recorded show of Kyser music. On the several college campuses in town, 3.000 diplomas from Kyser's College of Musical Knowledge were distributed.

NEW YORK CITY—Criterion staged a gala premiere in advance of its extended-run engagement. Manager Charles Moss closed the theatre entirely for three hours in preparation for the "Hollywood opening" attended by song writers, band leaders and celebrities of the stage, screen and radio.

"A Child Is Born"

KANSAS CITY—In connection with the world premiere here of Warners' "A Child Is Born," which debuted at the Newman December 5, manager of the theatre arranged a competition with the Kansas City Star to select a baby from the Kansas City territory, who will not only have the place of honor at the premiere, but will also be the New Year Baby for the 1940 edition of Universal Newsreel.

In addition to the distinction of being honor guest at the premiere and New Year Baby for the newsreel, the child will be given a $50 bank account to start its career.

"Babes in Arms"

NORTH ADAMS, MASSACHUSETTS—Manager Francis Faille, Paramount, had a variety of promotions. A trailer was spotted in the middle of the news reel, proving very effective. There was a tie-up with a music store on song hits in the picture. During a jitterbug contest held the week preceding, the band played several of the picture's song hits. Programs were distributed to partons for the week preceding the showing and there were also exchange heralds with a local merchant's advertisement in each case meeting the cost.

"The Man Who Dared"

OLEAN, NEW YORK—Murray Lafayette, manager, State, Haven, promoted a wrecked car, shot it full of shell holes, and splattered a lot of red paint throughout the interior and exterior to make it look horrifying. A wrecker pulled this "wreck" around the town.

Copy on each side was: He Knew Too Much About Gang Rule—This Is What Happened To "The Man Who Dared" now playing, etc.

"Dead End Kids on Parade"

SYRACUSE, NEW YORK—Manager Pat McGee, RKO-Schine-Paramount, used photo enlargements of the kids in mug poses with special copy over the entrance to theatre. A youth dressed in cadet uniform mingled with the crowds in for the Colgate-Syracuse football game carrying sign with theatre announcement and also acting as barker after the game.

"Mr. Smith Goes To Washington"

LONG BRANCH, NEW JERSEY — Manager Thomas A. Phelan, Paramount, in exploiting "Mr. Smith Goes to Washington," sent a man dressed as Santa Claus to the Asbury Park-Long Branch football game carrying a sign on his back which read "I came back early to see 'Mr. Smith Go to Washington'."

"Nurse Edith Cavell"

NEWPORT, RHODE ISLAND—Manager Dave Duggan, M. and P. Strand, circularized not only the Newport Hospital and the United States Naval Hospital, but also the Nurses Alumnae Associations and all physicians and surgeons in the city.

Special Selling

"Pinocchio"

NEW YORK CITY—More than 700 women members of the Child Study Association listened to a talk recently on how Walt Disney made "Pinocchio," his second full-length feature production which will be released by RKO Radio Pictures in January. Frank Stitch, RKO-Radio's exploitation department, and Antoinette Spitzer, RKO publicity, talked to the members and exhibited originals from Disney productions and model sheets of "Pinocchio."

"Four Wives" Trade Screening

NEW YORK CITY—Leading local citizens, members of the press, clergy, women's clubs and exhibitors and wives will be invited to attend the special trade showings of Warners "Four Wives," Christmas week release and initial feature in the Sears Drive, in all of the company's 39 exchange centers in the United States and Canada. These preview screenings will take place on December 13.

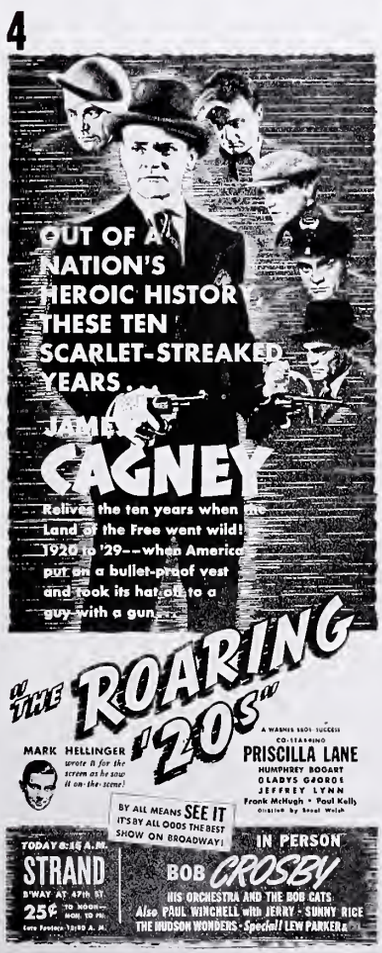
Community Tieups

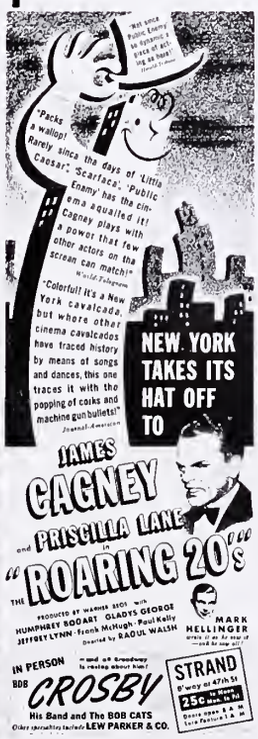
Tin-Can Mats Go Over

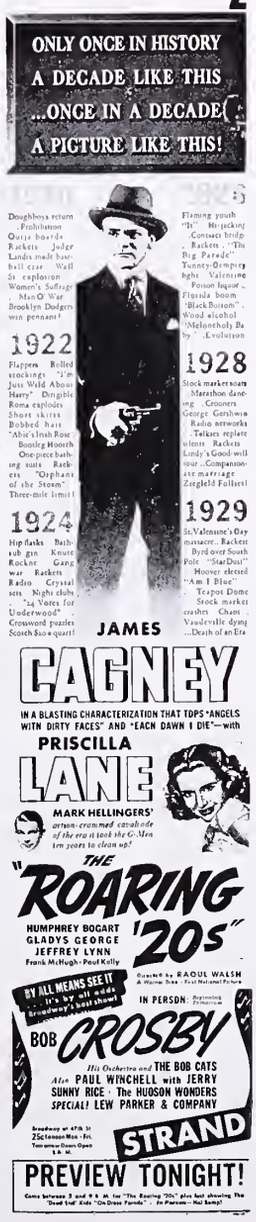
NEW YORK CITY—Reports from all parts of the territory covered by THE EXHIBITOR revealed this week that the tin-can matinees, being held by theatres everywhere, were going over with a bang.

Many houses have been running them for years.

Admission at the special shows is through the contribution of canned foods, with the proceeds going to charity.







HINTS ON NEWSPAPER ADVERTISING

No. 93—How the Flagship Sells a Show

Of interest should be this page, which represents how Warner Brotners Strand, No. 1 New York City house of the company, and really the flagship of the entire circuit, sells a big attraction with the help of the Warner home office ad department, which made up these ads, not in the pressbook, but mats of which may be secured by writing the company at 321 West 44th Street, New York City. In the top to bottom, left to right order, may be seen the ads, size and audiences aimed at, as follows: (1) Wednesday, Sun, Journal, World-Telegram, Post (evening papers) 150 lines x 2 columns; (2) Thursday, Times, Herald-Tribune, (morning), Telegram, Sun, (evening) better class circulation 270 lines x 2 columns; (3) Thursday, News, Mirror (morning), Post (evening), mass circulation 200 lines x 3 columns; (4) Friday, Times, News (morning) 200 lines x 3 columns; (5) Friday, Herald-Tribune, Mirror (morning) 200 lines x 3 columns; (6) Friday, Telegram, Sun, Post, Journal (evening) and all Sunday papers, 70 lines x 2 columns; (7) after-opening ad, Mirror, Herald-Tribune (morning), Post, Telegram, Journal (evening). Incidentally, this last ad is of such nature that it can be used for any picture, with application of local copy as necessary, merely by use of a mortise.

Credit is due the Mort Blumenstock-headed staff at Warners, which worked on the campaign.

LOS ANGELES

STARTS TODAY

Temptation

THAT COMES ONCE TO EVERY GIRL!

These three....

A MAN WHO HELD THE world in the palm of his hand..his adored wife..and a fresh young girl with cool lips and smouldering eyes!

SELZNICK INTERNATIONAL presents LESLIE HOWARD in "INTERMEZZO" A LOVE STORY Introducing INGRID BERGMAN

Produced by DAVID O. SELZNICK Assoc. Producer LESLIE HOWARD Screen Play by George O'Neil Directed by GREGORY RATOFF

4STAR Midnite at LaBrea Phone TOrk 0213

SAN FRANCISCO

Mr. and Mrs. San Francisco Are All GOING To See This GREAT Show!

DAVID O. SELZNICK presents LESLIE HOWARD in INTERMEZZO A Love Story INTRODUCING INGRID BERGMAN

Plus! A Musical Thrill! "THE BLUE DANUBE" Plus! A Laff Riot! "GOOD EGG" Plus! A Technicolor HIT! "RIDE COWBOY RIDE" Plus! INSTANT NEWS!

UNITED ARTISTS Just The BIG Pictures Play SINGLE BILL!

SEATTLE

EXTRA! TONIGHT at 9 P.M. ONLY IN ADDITION TO OUR REGULAR SHOW gala World Premiere Showing STATE OF WASHINGTON ALL IN GORGEOUS TECHNICOLOR

DARING! DRAMATIC! THE STAR OF PYGMALION IN HIS GREATEST TRIUMPH Leslie HOWARD in INTERMEZZO A LOVE STORY with INGRID BERGMAN AND JOHN HALLIDAY

AND 2ND HIT! THE JONES FAMILY in "HOT RUST TO WORK"

5th AVENUE

HARRISBURG, PENNSYLVANIA

LOEW'S Now Showing LESLIE HOWARD in INTERMEZZO

BOSTON

KEITH MEMORIAL · NOW ·

TEMPESTUOUS, PASSIONATE, FORBIDDEN LOVE . . . A man torn between two loves! His wife's . . . and that of a younger girl whose beauty made him forget marriage vows!

LESLIE HOWARD in his first big hit since "Pygmalion" INTERMEZZO A Three-Cornered Love Story! Introducing Swedish Star INGRID BERGMAN

★ CO-FEATURE ★ "THE UNDER-PUP" GLORIA JEAN — ROBERT CUMMINGS NAN GREY — VIRGINIA WEIDLER

Extra!- VYVYAN DONNER'S FASHION FORECAST

DAYTON, OHIO

TODAY! LOEW'S 25c

THE GOSSIPS SMIRK "She's a Fool"! THE COLUMNISTS SAY "He's a Cad"!

Just another love-triangle! Just another young girl playing with fire! Just another wife who failed! Just another male turning to youth!

Seldom does a movie dare to reveal the truth behind the tears and sneers! 'INTERMEZZO' is unusual: it digs deep into the hearts of this love-tossed trio.

Was this young girl vicious—because she fell in love with a married man? Was he a moral criminal to let that love warm his heart? Was the neglected wife wholly right or should she share the blame?

Three surprising people face their problem in a surprising way! It makes a grand movie!

LESLIE HOWARD in his first big hit since "Pygmalion". He reveals a startling new character in David O. Selznick's "INTERMEZZO" A 3-cornered Love Story Introducing INGRID BERGMAN Sweden's New Gift To the Screen. Fresh, young, alive! No wonder he fell in love with her!

RODEO ENJOYMENT: ANTI-CRIME SHORT: "THINK FIRST" CARTOON IN COLOR LOEW'S NEWS OF THE DAY

BOSTON

SECOND WEEK! An Interlude Of Stolen Love! LESLIE HOWARD "Mr. Pygmalion" in INTERMEZZO A Love Story Introducing INGRID BERGMAN

Plus! NEW CO-FEATURE THREE SONS EDWARD ELLIS • WILLIAM GARGAN

MARCH OF TIME

KEITH MEMORIAL

SAN FRANCISCO

A Searing White-Hot Joy!!

SHOULD SHE SURRENDER EVERYTHING FOR HIS LOVE! Or Was It Just An Intermezzo?... Wild Longings!. Fierce Desires He Dared Not Name!. For An Interlude Of Stolen Love!. You Will Find The Answer To Their Condemnation In Your Own Heart!. Intense With Feeling!. Throbbing With Emotion! ...Vibrant With Desires!

Starts TODAY

DAVID O. SELZNICK Presents LESLIE HOWARD INTERMEZZO A Love Story INTRODUCING INGRID BERGMAN With JOHN HALLIDAY · EDNA BEST Directed by GREGORY RATOFF RELEASED THRU UNITED ARTISTS

Plus! MOST OF THE BEST

A Musical Thrill! The BLUE DANUBE U.S. Philharmonic Orchestra

A Laff Riot! "GOOD EGG" Cartoon in Technicolor

A Technicolor HIT! "RIDE COWBOY RIDE" with Dennis Morgan Gale Edwards

INSTANT NEWS! EXTRA LENGTH Football—War—Navy Technicolor—Sports—Cartoons

UNITED ARTISTS Everyone Knows! Just the BIG PICTURES Are SINGLE BILLED!

MIAMI

CAPITOL

Is this the love I've been searching for—or is it just an INTERMEZZO

Leslie HOWARD in INTERMEZZO A Love Story INGRID BERGMAN with EDNA BEST

I'll remember this moment forever—though it is just an INTERMEZZO

Have I lost my husband forever—or is it just an INTERMEZZO?

MIAMI

TWO WOMEN AND A FAMOUS MAN...

... one speaks to him of home ... the other of stolen passion. An emotional divide sweeps across his life . . . to build a worldly drama intense with feeling!

STARTS TOMORROW LINCOLN Theatre . . . . Lincoln Road near Washington, Miami Beach . . . Phone 5-5337 Air Conditioned

SELZNICK INTERNATIONAL presents LESLIE HOWARD In His Greatest Hollywood Picture INTERMEZZO A Love Story Introducing INGRID BERGMAN

Produced by DAVID O. SELZNICK Directed by Gregory Ratoff Associate Producer Leslie Howard Released thru UNITED ARTISTS

NEW YORK CITY

"In INGRID BERGMAN, Selznick has found another great lady of the screen." —New York Times

"INGRID BERGMAN is the finest thing that has come to Hollywood from anywhere in many a day." —Daily News

"INGRID BERGMAN is the most gifted and attractive recruit that the studios have enlisted in many moons." —Herald-Tribune

"INGRID BERGMAN is an excellent actress, with a fresh, earnest quality in her work." —Evening Sun

"INGRID BERGMAN definitely establishes herself as an important film personality." —Journal-American

"If you want to know what it is that sets this picture apart, I can tell you in two words. INGRID BERGMAN." —Evening Post

Selznick International presents LESLIE HOWARD brilliant star of "Pygmalion", in INTERMEZZO A Love Story INTRODUCING INGRID BERGMAN Produced by DAVID O. SELZNICK Directed by GREGORY RATOFF · Associate Producer LESLIE HOWARD · RELEASED THRU UNITED ARTISTS

RADIO CITY MUSIC HALL

HINTS ON NEWSPAPER ADVERTISING

No. 94—"Intermezzo—a Love Story" (UA)

Introducing a new name in Ingrid Bergman, this United Artists attraction has been getting some surprising openings, when one figures that it is definitely in the class bracket. The originals on this page are really out-of-the-ordinary, with the big one from San Francisco certainly going to town in the matter of copy.

In case you can not read very clearly, it says: "A searing white-hot joy—Should she surrender everything for his love—or was it just an intermezzo? Wild longings! Fierce desires he dared not name. For an interlude of stolen love. You will find the answer to their condemnation in your own heart. Intense with feeling. Throbbing with emotion. Vibrant with desires."

If that is not going the limit, we do not know what else to call it.

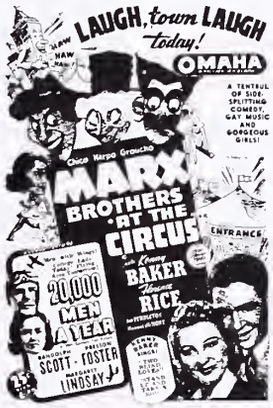
An innovation is the series of Bergman photos in the New York City ad, which ran off the theatre page.

Obviously, a show of this needs selling—and this page will help.

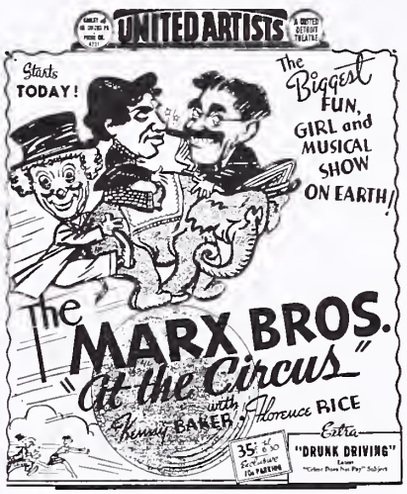
SAN FRANCISCO

NEW YORK CITY

OMAHA



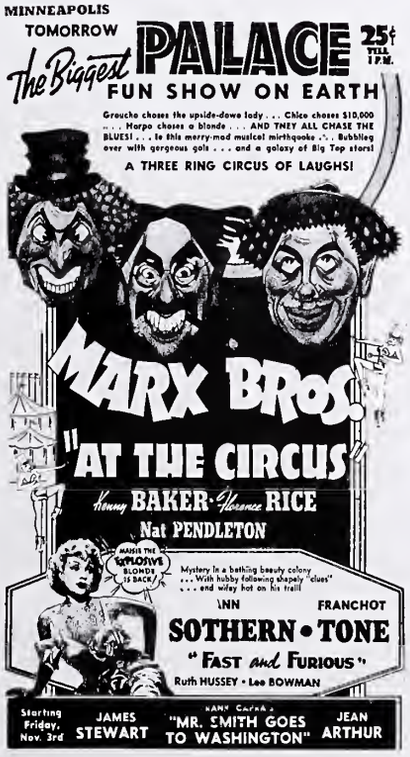
DETROIT



NASHUA, NEW HAMPSHIRE

SEATTLE

MINNEAPOLIS



PHILADELPHIA

HINTS ON NEWSPAPER ADVERTISING

No. 95—"At the Circus" (Metro)

It has been said in regard to the Marx Brothers pictures that it is a "yes or no" proposition, either they are liked or they are not, but in connection with this show it is also the problem of getting back some of the Marx Brothers followers who did not go for their last attraction.

As a result, the offerings on this page are diversified, with the wacky angle best illustrated by the Nashua, New Hampshire, entry, similar to those used by the Loew houses. It is noted that the choice between caricatures and heads of the stars is 50-50, and that romance is more or less subordinated, as it must be.

Detroit, which has a flair for cartoons, holds to that principle, while Seattle, the home of the reverse plate, combines the circus atmosphere very nicely with the star photos.

We might suggest that the layouts on this page could be used for anything with a circus background.

COMINGS AND GOINGS, AND OTHER EVENTS OF INTEREST TO THE TRADE

"SWISS FAMILY ROBINSON." On the set of this forthcoming RKO-Radio release are seen co-producer Graham Baker, holding baby Bobby Quillan; Tim Holt, Terry Kilburn, RKO-Radio vice-president Ned E. Depinet, Edna Best, co-producer Gene Towne, Thomas Mitchell, Freddie Bartholomew, and director Edward Ludwig.

"FOUR WIVES." Rosemary Lane, featured in this Warner show, arrives in New York for a part in George Jessel's radio program.

SOUTH-BOUND ENGINEER. Joe Blair, Typhoon Air Conditioning Company, New York City, leaves for two months in South America.

"A CHILD IS BORN." This sixsome of nurses were selected as the most beautiful in Kansas City in a city-wide poll. They will preside at the opening of Warners' "A Child Is Born" tonight. The picture features Gladys George, Gale Page.

"WORLD WINDOWS." Mary Hamman, motion picture editor, Good Housekeeping, presents an Award of Merit to Count and Countess Keller, producer of the short subjects released through United Artists. A new series will be devoted to India.

"DRUNK DRIVING." Jack Chertok (left) is congratulated on this entry in his "Crime Doesn't Pay" series for Metro.

NEWS OF THE TERRITORY

NEW YORK CITY

Crosstown

Mayor LaGuardia vetoed the Spellman Bill to limit ticket brokers' advances to 75 cents over box-office prices last week. . . . The ticket code was renewed for an additional year by Actors Equity.

Manager John Wright and publicist Jimmy Dunn, Rivoli, went to the Seventh Avenue side of the house last week to view the completed huge billboard announcing that "Destry" was the current attraction. What they saw before anything else was Charles Winninger's name in foot-high letters and spelled horribly incorrectly. . . . Transatlantic informs us that "Last Desire" has been retained as the English title for the Gallic "Derniere Jeunesse," the Liam O'Flaherty cinematic effort starring Raimu.

Second Avenue Public has been taken over by Variety and Cinema Associates with whom Henry Lynn is connected for the presentation of Yiddish pictures and vaude. House had been a Yiddish legit show window. . . Columbia's "The Devil is An Empress" made its bow at the Belmont.

Lillian Nadel's press release to the effect that Jean Lenauer was closing the Filmarte because of the scarcity of good French product started a bit of a hullaballoo among the Gallic film distributors who upped and rallied to their personal defense. The New York Times helped their cause a little after setting the spark that made said cause necessary. . . . Maisie Gordon, the gal who's proud of her many Bowery friends made during the time she's been operating a house on that street of forgotten men, was in her glory at the Motion Picture Associates' party. She sat up in one of the boxes looking down upon the horde below.

Irving Schutzberger has taken over the managerial reigns of the Saint Marks Playhouse following the resignation of Joe Epstein. . . . Saint George Playhouse's Herman Pett and National Theatre Supply's Seymour Kutinsky blush and giggle whenever the Hotel Van Cortlandt is mentioned. And with good reason. . . . Randforce's Sam Rinzler and Jack Birnbaum was seen and heard gabbing about some deal while descending in an RKO Building elevator.

Arthur Ungerman, salesman for Price Premiums, passed away suddenly in Chicago. His body was sent to his home in Albany for burial. . . . Seymour Bagatelle has moved from the manager's desk at the City to Newark, where he is supervising Max Goldbaum's Congress and Essex. . . . Burton Amusement Corporation, Louis Greifer and Dave Weintraub, principals, are operating the Eagle.

Altec's Harry M. Bessey is back at work after trekking through the south. . . . Pat Garyn, formerly with National Screen in these parts, was in town from Texas where he is connected with the Texas Film Company, southwestern distributor for Film Alliance of U. S. . . . Concords "Entente Cordiale" gets a Christmas Day premiere at Martin Lewis' Fifty-Fifth Street. . . . Publix's Harold Greenberg was visiting from Poughkeepsie.

Arthur Leonard, formerly with Warners, and George Walbridge are heads of the Lenwal Productions, which has recently completed filming the most pretentious all-Negro film to date. . . . The picture, "Pocomania," was filmed on location in Jamaica, British West Indies. Lenwal offices recently moved from the Sardi Building to 723 Seventh Avenue. Firm intends getting out an eight-picture program for the forthcoming year. Shepard Henkin, formerly with United Artists, is handling the publicity chores. Leonard flew to Dallas last week to arrange distribution for the line-up.

Peter Witt, having completed has campaign on the opening of "The Mill on the Floss," Astor, resigned as director of advertising and publicity from Standard Pictures Distributing Company, Inc.

Radio City Music Hall will have space upon its marquee for an extra letter, or at least a comma or exclamation point, as soon as repairs planned long ago and now under way are completed. Before the theatre opened, the designers built the marquee around the Sixth Avenue elevated, then realizing that the structure would be removed some day, arranged for one setback section to be moved forward and properly fitted when the "L" removal materialized.

AMPA held the first closed business meeting of the season last week, with only members invited. . . . Walter Doniger, son of Harry, prominent exhibitor, has had his option picked up by Metro. . . . Emerson Yorke, shorts producer, made a trip to New England.

Among the localites who have been staying at the Essex House, Miami Beach, under direction of M. L. Fleischman, managing director, are Mr. and Mrs. Julius Sanders of Brooklyn, and Mayer Kubelsky, Jack Benny's father.

Jan Perce, soloist with the Radio City Music Hall stage productions, signed a contract last week with the Music Hall to carry on in the same capacity for 1940.

44th Street

CAPITOL M. P. SUPPLY: First Cyclex installation in Brooklyn was at Gottlieb's Stanley.

NATIONAL THEATRE SUPPLY: Branch manager Jimmy Frank, Jr., informs us that NTS business nationally upped 20 percent. . . . Teddy Rosenberg sold a deal to Walter Clark, Jr., Pix, White Plains. A hundred new seats are to be installed and the remainder are being reset in the enlarging process. Also being installed are a Walker Screen, front and rear-shutter Super-Simplex, super cinephor lenses, and a Herkner transverter. . . . Just in case she didn't know it, the local salesmen think Blanche Polowan rates tops among secretaries.

WARNERS: It's a boy at the Ben Blocks. . . . Salesman Irving Rothenberg is doing raves on his son's show which turned out to be a howling success. Show, performed by leading met college players, went over big at the Pauline Edwards, and now young Rothenberg is looking for a midtown showcase. . . . District manager Eddie Schnitzer stopped his gallavanting to the branches long enough to take his wife and daughter to the MPA dinner-dance. His son was in from Dartmouth last week end; they spend Thanksgiving the old-fashioned time up there.

UNIVERSAL: Minna Abrams, one if the better-known and better-liked people in the film center, was engaged recently to Mac Heitell. . . . The newly-formed social club held its election in great secrecy.

Brooklyn

Joe Lee, Brooklyn Paramount, had the midnight field all to himself Thanksgiving Eve, when he arranged one. None of the other theatres used the idea. He did mighty well, too.

Queens

A new theatre, with stores, to cost $140,000, will be erected on a site at 96-16 to 96-28 Queens Boulevard, Rego Park, with Eugene DeRosa as architect.

Samuel Strausberg, president, B. K. R. Holding Company, builders of the new 600-seat Trylon, Queens Boulevard and 99th Street, has just signed a contract for RCA Photophone sound. House will be operated as an affiliate of the Interboro circuit.

CIRCUITS

Loew's

An addition to the voluntary hospital facilities of the city was made with the dedication of a new out-patient building of the Hospital for Joint Diseases. New building will accomodate 800 children and adults daily and provide for more than 200,000 visits a year. David Bernstein, vice president Loew's, Inc. and of the hospital, who presided at the dedication exercises, announced that the Board of Trustees had raised $750,000 for the building.

HOME OFFICES

Altec

Harry M. Bessey, secretary-treasurer, is back at his desk after a week's trip to the south.

Columbia

Lou Smith is the company's new publicity and advertising director, succeeding George Brown, resigned.

RKO-Radio

Vivian Moses, ad department and Miriam F. Brandon were married last fortnight. . . . A. A. Schubart came back from a tour of the exchanges.

20th Century-Fox

William Weiss, secretary and treasurer of Terrytoons, became a father when a son was born last fortnight to his wife, Rita, in New Rochelle.

Warners

Gradwell L. Sears, general sales manager, left on a trip to the company's branches in the southern territory to confer with local distribution personnel. . . . Norman H. Moray, Vitaphone sales manager, returned east following a series of studio conferences with Bryan Foy and Gordon Hollingshead on the short subject and historical featurette program for the 1940-41 season. . . . Moray plays to return to the Coast about March 1 to huddle with

Jack L. Warner and other studio executives on final preparations in connection with Vitaphone's next season's lineup. Returning, Moray visited Dallas, New Orleans, Atlanta, Charlotte and Washington for sales meetings with his force operating in these territories. . . . Bryan Foy, producer, arrived in New York for conferences with home office executives and to visit the Broadway plays. . . . Jane Bryan, newest star on the roster, a promotion for her performance with Paul Muni in "We Are Not Alone," came into New York from Hollywood.

NEW JERSEY

Bergen County

Rutherford High School students held football rally at Rivoli, Rutherford, preceding game between school team and Passaic High School. . . . Rangers Athletic Club, Englewood, held contest to name the jug which goes to winner of football game between Dwight Morrow and Saint Cecilia High Schools of city. Balloting took place in both schools and in the lobby on the Plaza.

—P. C.

Jersey City

Thomas Burns, Apollo, and missus, recently celebrated their third wedding anniversary. . . . Gust Nestle, Lyceum, is a hunting enthusiast. . . . Irwin Zeltner, former publicity man at Loew's Jersey City, is managing his own theatre in Brooklyn. . . . Chief Blow Snake and his Indians from "Drums Along the Mohawk" made a personal appearance at the Stanley. . . . David Kane, manager of Orpheum, handled publicity for 20th annual Motion Picture Ball at Hotel Astor, New York. Among those from Jersey City area attending were Ernest Brooks, district manager, Orpheum, Lyceum, Orient, Jersey City; George and Spyros Skouras, Herman Starr, Edgar Banes, Skouras. . . . Loew's Jersey City held contest in conjunction with newspapers when Metro's "At the Circus" played at theatre. . . William Coles, of Jersey City, went to box office of Capitol recently and said "I'm Police Captain McLoughlin" and added, according to police, that he wanted a pass to see the show. Albert Unger, manager, replied, "You're not Captain McLoughlin and besides he's an inspector." Unger called a policeman and the man was arrested on a disorderly conduct charge. As he was being led away, Connors took a last look at the marquee which read "Here I Am a Stranger."

An additional dividend of $1.75 per share, will be paid December 1 to all stockholders of record of the State Theatres Corporation, according to the decision made at the meeting of the Board of Directors of the corporation. This will be the second dividend declared this year and will make a total of $3 per share.

Stanley is planning the biggest campaign on "Elizabeth and Essex." High school students have special cards to see the picture. Special study charts were arranged by Wes Pratzner and sent to the principals in the high and junior high schools throughout the county. Special letters were sent to the women's club. Three contests were arranged with three different local papers. Book marks were sent to the public and private libraries. An 80-foot banner was stretched across the front of the house before the picture opened. Also got a few co-operative ads with the radio stations and one with Sears and Roebuck. Special heralds were used as giveaways with Liberty magazine.

—P. C.

Passaic

Joe Lefkowitz, Clifton, was chosen to serve as stage manager for Christmas Basket Fund benefit show at the Montauk December 1. . . . Louis Palmieri, assistant, Clifton, was presented with a seven-pound son by Mrs. P. at Saint Joseph's Hospital. . . . Harry Shein, Strand, handed out 20 turkeys for Thanksgiving. He's going to duplicate the stunt for Christmas.

Strand (Harry Shein) played phonograph records from "The Mikado" and hung Japanese lanterns in lobby. . . . Warner Club in Troy called on Joe Lefkowitz, Clifton, a former member, to arrange entertainment for annual dance December 9. Joe hasn't forgotten his old pals there. . . . Rialto (Harry Hecht) beat $10,000 accident liability case when jury in Circuit Court failed to reach an agreement. Woman claimed injuries in fall on stairs.

Union City

RKO Capitol put over a good stunt when "Hollywood Cavalcade" was shown there. Four men attired as Keystone cops went about North Hudson in old patrol wagon of Union City force, stopping at busy intersections, jumping from the wagon and directing traffic and handing out 25 passes to theatre. Stunt went over big. . . . Mayfair, West New York, presents vaudeville each Saturday and Sunday. . . . Max Nosseck, German Jewish refugees, is directing production of "The Vilna Cantor" being filmed at Ideal Studios, North Bergen, the first full-length picture filmed there in about a year. Picture is being done in Hebrew and is being produced by Elite Production Company of New York City. . . . Hudson Dispatch, in connection with RKO Capitol, Union City; Stanley, State, Loew's, Jersey City, is conducting annual contest to determine ten best films of year. Co-operating are Jerome Baker, RKO Capitol; George Dumond, Loew's Jersey City; George Kelly, Stanley; Notis A. Komenos, Jersey City Skouras theatres.

—P. C.

JOE JOEL SAYS:

Among Other Things . . .

Movies have changed since 1909. In the five-cent movie days, the exhibitor paid from $25 to $40 for a week's service. His show would last about half an hour; one machine; one operator, who would pick up the show; no film delivery; no displays; no giving away of dishes, books, or cutlery; no "Bank Nights" or "Bingo"; just a two-reel show and an illustrated song. Result—a nice profit at end of week, no headaches. . . .

1939—20 cents admission; two features; shorts; three hour shows. Cost of film averages about $25 a day or more. Some days dishes, books, or other premiums are given; "Bingo" or "Bank Night" is played; costly displays. The expense for small houses is very high. Result—very small profits. A very severe headache.

Isabel Levett, wife of Frank, 20th Century-Fox, has for the last three weeks been an inmate of the Rockaway Beach Hospital, where she is slowly recovering from a very serious operation. Here's hoping she may soon be able to return to home, sweet home in a healthy condition. . . . There has been quite a change in the Quality Premium Company. It is now known as the Mac-Bert Corporation. The firm consists of Mac Schwartzman and Bert Halberstadt. They will be agents for Quality Premiums. Knowing both gentlemen, they have my best wishes for success. . . . Clem Peck, formerly with Grand National, is now working in Columbia's film examining department. . . . Abe Zimmer, employed for a number of years with Warners, film room, as a night examiner, has been home for the past month suffering with a severe heart attack. His associates certainly miss him. They all join in and pray for his speedy recovery. . . . Al Blumberg, booker, Warners, is certainly a lucky man to be able to tell of his automobile accident. He escaped without injury but his car was injured so badly that instead of sending it to a hospital, it was sent to the morgue. . . . Ben Block, assistant to Dave Newman, Warners, shipping department, became the father of a six-pound son. Mother and child are doing well, and is Ben happy? Why not, it's his first child.

Select Attractions sold its double thrill horror show to the Randforce circuit. . . . The wife of Phil Furst, Reliable Seating, is now convalescing at her home after a very serious operation. All her friends are welcoming her return home. . . . Sidney Falk, manager, Randforce's Stone, Brooklyn, is not only a high flying manager, but he is an experienced air pilot as well. Sid, after extensive studying in flying, received his license last week. He is now able to go up in the air very easily but never goes up in the air while managing the theatre. . . I visited the Rivoli, Brooklyn, and found it filled to capacity, notwithstanding a theatre nerby which was playing three features. His special Thanksgiving show was a treat for young and old. Manager Ben Schreiber is certainly a live wire. . . . Stanley Sobelson, Dave Kaplan and Marcus Sobelson will open the Kent, Mount Prospect Avenue, Newark, the latter part of December. They informed me the theatre will be one of the most up-to-date theatres in Newark. Amusement Supply Company is furnishing all the equipment. . . . On the marquee at the Loew's, Gates Avenue and Broadway, Brooklyn, the advertisement read, "The Women" and "The Man Who They Could Not Hang." . . . John Finesten, Boston, who represents the Denis Games, was a visitor to the Film Center and spent quite sometime on the fifth floor. I wonder what was the attraction? He left for Boston November 27.

NEW YORK STATE

Albany

Ralph Pielow flew to Chicago to attend the Metro national sales meet. . . . Mrs. Mildred Cummings, Metro, week-ended at Hudson Falls. . . . M. A. Silver, Warner Theatres zone manager, accompanied by film buyer Max Friedman, visited New York City. . . . Mary Hawkins, Republic booker, is greatly relieved now that her mother is recovering. . . . Bill Murray, Grand National booker transferred to the Buffalo exchange upon the closing of the local office, has assumed his new post. . . . Allie Mallory, Corinth, had relatives visiting him. . . . Latest in the parade to the altar is Alton Hoffman, assistant manager, Ritz, who will be wed on New Year's Eve to Miss Dawn Mitchell, Albany. . . . Best wishes for a speedy recovery go to Dot Deyo, Ritz staff. . . . Tom Murray, one-time Paramount exchange manager here,

and now manager of branch operations for Universal, was in town for conferences with U manager Joe Engel. . . . Mrs. Ralph Ripps, wife, Metro booker, was a week-end visitor in New York City. . . . Owen Bertrand, Clayton bagged a 245-pound buck while hunting near Tupper Lake. . . . Morris Cohn, Columbia, is now a property-owner. . . . Harry Rabinowitz, Theatre Display Company, was in New York City.

Amos Curry, Norfolk and Norwood, doesn't find December a slow month as do most showmen—since he operates two department stores, one in each of his two towns. . . . Dick Hayes, Paramount, predicts a long, cold winter. . . . Clayt Eastman is enthusiastic about the songs from "Gulliver's Travels," particularly "It's a Hap-Hap-Happy Day." Paramount office is liberally decorated with copies of the sheet music from the cartoon hit. . . . Jim Faughnan, Warners, was off on a hunting trip. . . . Lieutenant-Commander Larry Cowan, Fabian's Grand, Leland, arranged a Thanksgiving dinner and theatre party for 80 crippled children. . . . Frank Bonomo, theatre artist, spent the Thanksgiving holiday with his folks at New Rochelle. . . . Indications pointed toward a record turnout for the Warner Club's annual banquet and movie ball, scheduled for December 9. Each exchange on the row will have their own table, all will be well represented. Reservations from out-of-town promise an unusual number of area exhibitors plan to take in the affair, as well as New York theatre and distribution officials. With contracting of Larry Funk and his band of 1,000 melodies" assuring topnotch music, and an excellent floor show, entertainment is well provided for.

Harold McCurdy, McCurdy Films, was a visitor, conferring with Warners' C. A. Smakwitz and Jules Curley. . . . Jim Leonard, Newton Falls, will spend much of his time during the next month attending supervisor's meetings at Canton (last election made him town supervisor). . . . Mrs. Ben Hobbs, Dannemora, spent a week end in New York City, where she attended several musical shows, bringing home the scores of two to play and sing during the winter months. . . . Moe Barodi, brother of Bill Barodi, owner-operator, Happy Hour, North Creek, was victorious in a Thanksgiving night fight in Schenectady. . . . Sidney Mull, Nassau, celebrated both Thanksgivings—since he raises his own turkeys on the Mull poultry farm. . . . Moe Grassgreen is encouraged about prospects of his office winding up in the dough in 20th Century-Fox's "K-7" Drive. . . . December 16 will see the 20th Century-Fox salesmen off on their annual Christmas vacations. Ben Dare, with his wife and daughter, will head for Miami as usual, while Fred Sliter's plans are not yet certain. . . . Mrs. Weldon Waters, wife, Paramount salesman, was a bit nervous about taking her successful driver's test. . . . Clarence Dopp, circuit operator, Johnstown, plans a kiddie party for his daughter December 6, her birthday. . . . Arthur Horne, Metro salesman, was in New York City. . . . According to report, Harry Savett, theatre operator of Greene, Port Leyden and other points, is being boomed as the next mayor of Greene.

Fred Duffy, Republic salesman, is back on the job after a brief visit to the hospital. . . . Leo Drexler, Warner theatres contact office, was a New Jersey holiday visitor. . . . Artie Newman, Republic, was looking at new cars. . . . Marmon and Playford, Delmar, Delmar, and the Brightspot, Rennselaer, have extended operation of the latter house from two days to six.

Mitch Conery had a giveaway of four turkeys at his Ravena, flagship of the Conery circuit. . . . Then there was Leo Rosen's double bill at the Troy, "We Are Not Alone"—"The Honeymoon's Over." . . . Peter Antoinette, Strand projectionist, won a 16 pound turkey at a "Bunko" game—and since there were 300 players and two turkeys, he considers himself very lucky.

Gene Vogel, Metro salesman, is handing out bouquets to office manager Sidney Stockton for his efficient handling of a car in traffic. . . . Moe Grassgreen arranged a Christmas date at the Strand for 20th Century-Fox's "Swanee River." . . . Allan Sirrine, Port Henry, and RKO salesman Leon Herman have a bet on the gross "Hunchback of Notre Dame" will get for Sirrine—with the wager imported swiss cheese and crackers.

Lou Goldstein, head booker, Schine circuit, was a row visitor with his assistant, Seth Fields. . . . Ralph Pielow is back from his flying trip to that Chicago Metro sales meet, full of enthusiasm over "Gone With The Wind," which he reveals will open around the middle of January at Fabian's Palace, Albany, on a roadshow basis, at $1.10 admission and two shows daily. . . . It's now Mrs. Joel Robinson Davis, instead of Kay Chimelin, Warner office. . . . George Beattie, brother of Paramount booker Schuyler Beattie, was a holiday visitor, with the wife and children. . . . C. R. Roseberry, Knickerbocker News movie critic, has been appointed a director of the newly created National Film Critics Association, and governor of the New York, New Jersey district.

Correction—Grand Thanksgiving party was for 100 orphans instead of crippled children as originally announced. A special show featuring Francis Murphy and his band was also arranged for the children at the Ten Eyck with Larry Cowen as m. c. . . . Andy Roy, Strand, took quite a ribbing from Edgar Van Olinda in his "Spotlight" column in the Times-Union on the subject of his (Andy's) love life and rumors concerning his matrimonial status. For the record, however, we are able to state that Andy's Scottish heart is still his own.

Batavia

Ralph Booth, Family, tied in with a men's clothing store which displayed window of clothes and luggage appropriately tied into picture, and sent out advertising to their entire mailing list with copy, "Our clothes offer the best value in town; 'Honeymoon in Bali' at the Family offers the best entertainment in town." . . . Joe Florio, sound engineer, is looking dapper. . . . Ralph Booth, Family, runs a weekly football sportcast in a daily newspaper in cooperation with a local merchant. . . . Miss Venus Dipson, daughter of Nikitas Dipson, Genesee Theatrical Enterprises, left for Chicago where she was joined by Mr. and Mrs. Spyros Skouras, for a trip to the West Coast.

Binghamton

Tommy Mannifan, Strand, has finally joined the managers bowling team. Harry Balin, Symphony, and Buddy Kornblite, Suburban, were high for the managers while Archie Cayaffa, Star, rolled up a 212 for doormen. . . . Five acts of vaudeville every Thursday, Friday and Saturday is the new policy of the Capitol. . . . Mike Hannan, Scranton, was a recent visitor. . . . Tom Carey, Riviera, recently journeyed to New York City. . . . Capitol will soon have marqueee reconditioned. A jitterbug contest is being held every

MAC SCHWARTZMAN
and
BERT HALBERSTADT
Present
QUALITY PREMIUMS
The Greatest Premium Line On Earth
MAC-BERT
PREMIUM DISTRIBUTORS, Inc.
362 WEST 44th STREET
NEW YORK, N. Y.

PLAY THEATRE GAMES?
BINGO
12 WAYS TO WIN
16 WAYS TO WIN
70 WAYS TO WIN
BRING IN THE CROWDS
Ask Your Competitor—He Knows
COME IN OR WRITE TO
PREMIUM PRODUCTS
354 West 44th Street, New York
CIrcle 6-4972

SALESMAN WANTED!
If you are a real live-wire and know the trade in New England or New York territories write me at once. I have a proposition selling the best theatre games that will make some real money for a hard worker.
BOX XY
THE EXHIBITOR
1600 Broadway, New York, N. Y.

Patronize Our Advertisers!
TELL THEM "I SAW IT IN THE EXHIBITOR"

Friday evening by the Dittrich Brothers at the Lyric, Endicott.

Fire recently in the Cameo booth, did very little damage. . . . Mr. and Mrs. T. J. Walsh, Mr. and Mrs. Jerry Burke, and Buddy Kornblite and Jeanne Meeker attended the Lourde's Hospital annual banquet. . . . Professional night basketball games on Monday and Friday are the theatre's newest oppositions. . . Louis Parmley, Strand usher, who journeyed to California and back in an old jallopy is now taking flying lessons. . . . Eddie Charlier, Riviera doorman, went hunting and came home empty-handed and sick, had to go to bed. . . . Kathryn Mincolla, cashier, Riviera, wishes it to be known that she, Helena Holloran, Delna Fahner and other members of the theatre fairer sex attended the Army-Notre Dame football game. . . . Cecily Reynolds, cashier, Strand, also attended the Lourdes Hospital banquet.

—F. D. R.

Buffalo

"Book Night" has started, including 14 theatres, of which the Riverside, Granada, and Capitol ran first, second and third sales, opening night. The proposition runs for 15 weeks, one night a week. . . "Bingo" situation has turned toward a serious vane. Patrons in halls, for their "Bingo" parties, have been awarded with passes to appear before the Grand Jury to see a play entitled "Where were you on the night of November 12?" The city is attempting to clean up the situation where admissions are asked far above the price for value received in legitimate entertainment. Subsequent theatre runs are continuing with their games nights. . . . Nat Marcus, now with Republic in Syracuse, has resigned to join the Columbia sales force covering Syracuse, succeeding Joe Levee. Nate's successor at Republic has not as yet been named. . . . Sam Slotnick, Globe, Acme, Syracuse; Rube Cantor, Marcellus; Lou Pressler, Hornell; Sam Gandell, Bolivar; George Phillips, Schiller Park, Syracuse; Jack Cohen, National Screen district manager, were in. . . . Nell (Evans) Lyons, started as secretary to Dorothy Gammel November 28.

November 27 a meeting was held in the local MPTO offices in an effort to correct the late film delivery condition with the following committees present: Exhibitors—A. C. Hayman, Lafayette, chairman; Jake Lavene, Academy; George Gammel, Gammel circuit; Bob Murphy, Shea circuit. Distributors—S. Samson, 2t0h Century-Fox; Syd Lehman, United Artists; R. Maw, Metro; K. Robinson, Paramount. Bookers—L. Blumenfeld, 20th Century-Fox; Mary Ryan, Metro; F. Maxwell, RKO. Trucking Companies—R. Robinson, Southwestern; F. E. Smith, Smith-Howell, Syracuse, and all local film carriers—A. Horn, W. Funk, W. Phelps, J. Pauly, B. Olin. After everyone had aired their grievances, the common cause of complaint seemed to be lack of sufficient help on Saturdays, Sundays and holidays, on the part of the trucking companies handling this business. This causes undue delay in carriers pick-up of film from exchanges, to enable them to make prompt delivery to theatres in time for proper inspection prior to throwing them on the screen for the public, on Saturday, Sunday and holiday matinees. Trucking company agreed to furnish MPTO with a statement concerning their plans for the correction of this situation, prior to the next meeting between exhibitors and distributors.

Ken Cooley, Shea's Seneca manager, is tickled pink with the outcome of his first series of home talent search contests. . . . Jim Stubbe, Shea's North Park, is sporting a new coupe. . . . Helen and George Hanny, Capitol, Maxine were dinner guests of Nina and Elmer Lux. When it comes to carving for guests, George suggests Elmer take another look at Metro's "How to Carve." . . . Elmer must sleep well with the French atmosphere of their new boudoir! . . . Ed Miller, Ken Cooley, Nels Martin and George Rosing, Shea's Elmwood, Seneca, Kensington, Roosevelt, respectively, are going in for comic book giveaways for the children at the Saturday matinees. . . . Vincent McFaul announces that their two new situations in the Buffalo territory are well on the way to completion. . . . George Hanny, Jr., is pleased with his new help in the Maxine. . . . Dorothy and George Gammel are completing their organization to operate their two new situations. . . . A few of the producers are bouncing around town attempting to beat each other to a last minute in. . . . George Rosenbaum, Universal's Cleveland salesman, paid a visit to the Buffalo office and renewed old acquaintances.

Vincent R. McFaul, general manager, Shea's, is to be director of the "Night of Stars," midnight revue to be held at the Great Lakes for the benefit of the Courier-Express toy fund. . . . Thomas E. Jefferson was in town for a couple days to work with Charlie Taylor on the local campaign for "Gulliver's Travels." . . . Charlie Boasberg, branch manager, announces the RKO combined employees' Christmas party will be held at the hotel December 18 instead of the usual local exchange party. . . . Russell and Vernon Bundrock, Eddie Meade, Shea's, report having had a fine time at their bowling party. . . . Robert Dame, service manager, was the Shea representative at the University of Buffalo Work-Plan luncheon. . . . Phil Fox, Columbia branch manager, named December 23 as date for the local exchange Christmas party. . . . Mike Simon, Paramount representative, advises items which the various merchandising stores are handling on "Gulliver's Travels" are in a display at Paramount. . . .Mr. and Mrs. Henry (Shea auditor) Fruecht, motored to Baltimore for the Thanksgiving holidays. . . . Clara Jones, Buffalo matron, is seriously ill in the hospital. Her many good friends wish her speedy strides toward recovery.

Many friends of Jack O'Brien, formerly with the Buffalo Times, will be glad to know he is now connected with the New York World Telegram. . . . Bess and John Sitterly were gracious hostess and host at a dinner. . . . Edwina Durkin, London, England, was the guest of John Scully over Thanksgiving holiday, as was Horace Free, Buffalo, who also spent the day with them. Sons, John, Jr., and Peter, did not return to Buffalo for the occasion, but visited the W. A. Scully at New York City. . . . Bill Lee, Gaumont British, visited the Scullys on his return to Buffalo. . . . Bert Stern, United Artists district manager, was spotted at the film table. . . . Al Myles, Universal auditor, was in. . . . Jim Stubbe, John Carr, Ed Frank and Harry Bisgier were holders of lucky numbers in the annual Meade-McKernan turkey raffle. . . . It is rumored that Plaza, Rochester, will shortly reopen. . . . Milt Kusell, Paramount district manager, spent a day in the Buffalo offices.

Mrs. Jack Bellman, Jr., wife of Republic's branch manager, had an emergency appendectomy in New York City. We are glad to report she is recovering nicely. . . . Carl Heerdt, Universal booker, is still suffering from a hip ailment, which for the past few days confined him to bed. . . . Fred Meyers, Paramount's Syracuse representative, has fully recovered. . . . Ruth FitzMorris, secretary to Bill Rosenow, motored to Miami Beach. . . . When will Mike Simon's commuting start again? . . . Ken Robinson, Paramount branch manager, screened "Geronimo" at Shea's Court Street. . . . Bert Bartley, secretary to Paramount branch manager Ken Robinson, resigned after 12 years with the company, to assist her husband at the New Park Hotel, Lockport. Bert has the well wishes of all. . . . H. Panepinto, (brother-in-law of Charlie Martina) has taken over and opened the Star, Middleport. . . . Basil Brothers have started giving away John Sitterly's dinnerware at their Victoria. . . . Rose Alco, Universal, Irene Blair, Columbia, were elated over a conversation they had in the local film building with Paula Stone, daughter of Fred Stone.

It is nice to report that Mrs. Harry Berkson, wife if the Monogram exchange owner, is back home and able to sit up after her recent minor operation. . . . Paul Richrath is the new branch manager at Grand National, who comes direct from Grand National's Albany office and succeeds Bert Frees. . . . William Murray, who also hails from Albany office, is now booker at Grand National, succeeding Al Teschemacher. . . . Dick Kemper, manager, 20th Century, added an unusual touch to his showing of "That's Right, You're Wrong" when he turned his house over to seven co-eds from the University of Buffalo for a day. . . . An innovation in advertising was conducted locally when the following Shea theatres, Hipp, Elmwood, Seneca, Kensington, North Park, Roosevelt, Kenmore and the following Schine theatres, Riverside, Granada, cooperated with prominent Buffalo dairies. Houses will, upon presentation of 20 bottle caps and 10 cents, admit one adult to the theatre. For 15 caps and five cents a child will be admitted. An attractive slogan featuring both the theatre and the milk company is used: "Drink fresh milk for health—go to the movies for entertainment."

—M. G.

Ellenville

Construction has been started on the Nobury. This will be a 700-seat house. Scholemson and Popkin of Fallsburgh are the owners. Sydney Schleman, Newburgh, is the architect.

Elmira

Eddie Yarbrough, Keeney, is gaining a reputation as a dinner speaker. . . . Alden Allen, assistant Keeney, was in charge of the Strand during the manager's absence. . . . This and that regarding Warner's Keeney, Regent, Strand staffs: Mike Bellomo received a radio from his wife. . . . Paul Johnson is registered in a "life" class at Elmira College. . . . Tom King has just about decided to take the step. . . . Better luck next time to Harold P. Shay on those election votes. . . . How does Dannie Backer rate so much feminine popularity? . . . Bill Cady has eyes for only one girl. . . . Mel Conheim will give hunting lessons on request. . . . Was the challenge accepted on the 'hog-calling' contest between Strand and Regent staffs? . . . Bill Tunis erected a huge sun dial on the theatre building which he goes by daily. . . . Alden Allen is looking for more ping pong champs to overthrow. . . . Leonard Kaminski and Frank Turner are both interested in a certain brunette. . . . Manager Yarbrough accepted an invitation to speak at the Cinema Club and imagine his chagrin when informed it met at 7.30 in the morning. . . . Daniel Becker was voted 'king of the prom.' . . . Mrs. Doris

RKO-RADIO GIVES KAY KYSER A PARTY; MOTION PICTURE ASSOCIATES DINE

THE MAESTRO AND HIS PICTURE ARE FETED. Prior to the premiere of "That's Right, You're Wrong," gave its debutting star, Kay Kyser, a party at the Waldorf-Astoria in New York City. In the right picture we see, W. G. Van Schmus, managing director, Radio City Music Hall; Jinny Simms, songstress of the Kyser band; Andrew W. Smith, Jr., eastern and Canadian sales manager, RKO; Cresson E. Smith, western and southern sales manager, RKO; Richard Patterson, chairman of the board, RKO; Phil Reisman, general manager, foreign department, RKO; Ned E. Depinet, vice-president, RKO; and the Ol' Professor himself, genial Kay Kyser. In the left picture are seen W. B. England, personnel manager, RKO theatres; William H. Cadoret; Kyser; vice-president Depinet; Leon J. Bamberger, sales promotion manager, RKO; Max Fellerman, assistant film buyer, RKO theatres; (and, with their backs to the camera) Jay Golden, RKO theatres; Harry Mandel, director of publicity, RKO theatres; John J. O'Connor, general operations manager, RKO theatres; Malcolm Kingsberg, RKO theatres.

MOTION PICTURE ASSOCIATES DINE AND DANCE. At the recent get-together of the Motion Picture Associates in New York City, THE EXHIBITOR'S cameraman gets around and, snapping here and there, presents this pictorial summary of the evening's festivities. Along the top row are seen Dave and Mrs. Newman, Warners Al and Mrs. Blumberg; Moe Sanders and son; MPA President Jack and Mrs. Ellis; Jerry and Mrs. Wilson; Jack Rosenfeld and guest. In the middle are seen (center) Ed and Mrs. Schnitzer and a tableful of guests; Irving Dollinger; Maisie Gordon, Bowery theatreowner; I. Perce; Adolph Haas and friend; Max and Mrs. Fried. Along the bottom row are Max and Mrs. Fellerman, J. J. and Mrs. O'Connor, Herman and Mrs. Gluckman; George and Mrs. Gold, Mrs. James Dollinger, Lee Newbury, and others; Seymour and Mrs. Florin; Etta Segall, Jerry and Mrs. Wilson, Harry and Mrs. Thomas. All those present were loud in the praise of the committee in charge of the affair.

Wager is a new member. . . . Pete Driscoll is on leave of absence. . . . Victor Hunt displayed his 'jeeving and jiving' talents at local ballroom. . . . Clyde Fravel has taken up hunting. . . . Projectionists Krebs and Danielson tried a sun-lamp tan. . . . Paul Sanders is quite a 'crooner.'

Warner Club, Keeney, Regent, Strand employees, elected officers as follows: Alden D. Allen, president; Byron Orris Danks, vice-president; Daniel P. Backer, secretary; Melville L. Conheim, treasurer. Plans for the annual party were formulated at the meeting, and date set January 6. Allen, appointed the following committees: HALL—M. C. Conheim, chairman, Bud Hamilton, Bill Wambough; FOOD—Donald Edwards; ORCHESTRA—Frank Turner, chairman, Jack Underwood, Willard Harvey; ENTERTAINMENT—Danny Danielson; DECORATIONS—Paul Johnson, chairman, William Tunis, Bernard Brown; REFRESHMENTS—H. Paul Shay, chairman, John Welch, Ted Barnes; PUBLICITY—Alden Allen, Daniel P. Backer. Plans were made for organization of a table tennis tournament and a bowling team. Selected to arrange details were Louis Augustine, Doris Price, Victor Hunt.

Gloversville

Schine Home Office News

Harold F. Sliter and Gus Lampe attended the funeral of Mrs. William Tubbert, wife of Schine's district manager in the northern territory, at Syracuse, November 26. Floral tributes aplenty went from the Schiners to Mrs. Tubbert, who had been long ill. Bill is stationed at the Avon, Watertown. . . . George V. Lynch, chief film buyer, made a business and pleaure trip to New York, where he saw "Streets of Paris." 'Twas good, says George, "but give me a smash-bang movie any day!" . . . Bert Stern, United Artists, was in from Cleveland for conferences, as was Charlie Stern, New York. . . . Bernie Kranze, RKO, Albany, and Charles Boasberg, RKO, Buffalo, were home office visitors. . . . Roy Haines, eastern division manager for Warners, was in from New York for conferences with G. V. Lynch. . . . . Lester Martin, Consolidated Book Company, Chicago, has put over a book deal with the Schines. . . . Stories reporting four deals for the acquisition of theatres in Ohio and New York by the Schines were denied here as "mere conjecture."

—J. B.

Highland Falls

Pete Bekeros, City, will present an orchestra on stage. . . . Norman Snyder, City projectionist, is building himself a ham radio transmitter.

Hornell

Al Newhall, Palace, Jamestown, visited. . . . Max Landman, owner Hornell, has purchased a large men's clothing business. . . . Leo Doctor, formerly artist, Medina, is now employed same capacity at Steuben, Majestic, Strand.

Jamestown

Ralph Crabill was in Buffalo booking. . . . Max Freidman joined him from Albany. . . . Imagine the surprise of Buster Armella, service staff, Palace, when a monkey dropped at his feet when he thought he had shot a squirrel while hunting in the outskirts of Jamestown. Monkey proved to be a tame one. . . . Those dropping into the district office to say hello during Thanksgiving Week were M. A. Silver, J. P. Faughnan, Charles Smakwitz, Max Friedman, Albany; John Skully, Phil Fox, Ralph Maw, Syd Samson, Buffalo; Irwin Kay, Charles Kurtzman, Pittsburgh; Joe Florio, Kenmore; Al Beckerich, Allegheny; Louis Lazar, Bellefontaine; Ralph Booth, Batavia; Mel Conhaim, Ray Fahrenholz, Elmira; Dalton Burgett, Dunkirk; Murray Lafayette, Olean; William Leggiero, Jim Macris, Hornell; Doc Westfall, Buffalo.

Kingston

Residents of Hurley, comprising 190 direct descendants of the Mohawk Valley's first settlers were guests of Walter Reade at the showing of "Drums Along the Mohawk" at the Broadway.

Medina

Stanley Palmere, artist, has returned to work. . . . Cliff Schaufele, Diana, held a Canned Goods Matinee Thanksgiving week with large attendance. . . . Mrs. Clifford Schaufele and 15-year-old daughter, will join Dad for Christmas. . . . Manager Schaufele reports that the Kiddie Crazy Auction, Diana, is well liked.

Cliff Schaufele, Diana, sent out circular letters to all doctors calling attention to "Disputed Passage" and at the same time offering them the service of assurance that they would be called to the phone if they were in the theatre.

Middleport

Although reported that Charles Martini had taken over operation of the Star, formerly operated by Thomas Ambrose, house was not made a part of the Martini circuit, but has been taken over for operation by F. Pinto, brother-in-law of Charles Martini. . . . Manager Pinto is using a card with a month's program printed on, distributed to outlying communities as well.

Newburgh

Among recent visitors were Harry Rubin, Paramount director of projection; Bob Weitman, Harry Kalshein, New York Paramount; H. Ripps, Metro; Jerry Hertzog, Globe Ticket; Sonny Ligget, Universal; Teddy Rosenberg, NTS; Art Rademacher, Altec. . . . Evelyn Levy is now a member of the Syracuse University chorus. Evelyn is also a member of Phi Sigma Sigma sorority. . . . Billy Pizarro is a patient in Saint Luke's Hospital, recovering from an appendicitis operation. . . . In the Netco Theatre (Insomnia) Bowling League the Park won the high team game prize given by Eugene Levy. Park leads the league with nine wins in nine games. Next best game was by the managers, which won them a game and saved them from being shut out by the art department. Team standings are Park won 9, lost 0; Broadway won 7, lost 2; ushers won 6, lost 3; managers won 6, lost 3; Cameo won 5, lost 4; art department won 2, lost 7; operators won 1, lost 8; Ritz won 0, lost 9.

Olean

Benny Bordonarro, Palace, runs a weekly photo contest in cooperation with a local newspaper. On "Babes in Arms," he had two large standees of Rooney and Garland on the sidewalk and had a cameraman take pictures of local townspeople with standees in various positions, girls with Rooney and boys with Garland. Photos published in paper daily and those picked received passes to theatre. . . . June Samuelson Very, Haven cashier, presented Paula Jean to the world. . . . Peter Frafiades, Allegheny interests, returned from a stay in New Castle, Pennsylvania. . . . Jim Cranides, associated with Nikitas Dipson, underwent an operation.

Rochester

Harold B. Harper, an organist who presided at the consoles of several theatres here in the days of silent pictures, has taken over the long-shuttered Plaza and is planning for an early re-opening. One of his first steps was to sign for RCA Photophone sound.

Assistant manager Francis Anderson, RKO Palace, becomes house manager under managing director Jay Golden. Frank Placerean, assistant manager, RKO Temple takes a similar spot at the Palace. Richard Young, assistant chief of service, Palace, becomes assistant manager, Temple, and Charles Daw replaces. . . . Paul Field house manager, Strand, serves as m.c. for new Friday night stage shows and 'free' "Bingo" parties. Manager Jay Golden, RKO Palace, launched Major Bowes auditions Monday nights, first theatre in country to get the air name's sponsorship. . . . Arthur Krolich, manager, Regent, intalled a revolving silver Christmas tree as part of striking Yule decorations. . . . Frank Silva and Harold Kolb, WSAY staff, staged second high school football rally at Palace, leading audience in cheers and songs at a pep-em-up intermission. . . . Jay Golden, manager, RKO Palace, invited 61 Indians, as special guests for "Drums Along the Mohawk," some donning feathered headdresses to add color. Indian and Colonial costumed youths paraded downtown streets with drums. . . . Manager Charles Freeman's Jitterbug School on Century stage is packing 'em in.

Syracuse

Gus Lampe nearly lost ear listening to returns from Syracuse-Maryland game. . . . Henry Jacobson spent a few days at Ashville, North Carolina. . . . H. M. Addison, eastern division manager, Loew's, was in. . . . Joe Fitzer is now marketing a new kind of "Bingo" card having 1,000 different combinations in each set.

Ned Kornblite, his wife and son "Bud," of Binghamton, visited daughter, Mrs. Sid Grossman. . . . Mrs. Sid Holland spent Thanksgiving in New York City. . . . Jimmie McAllister resigned as manager of Schine's Palace, left for Boston. . . . Syracuse Post-Standard carried editorial on J. R. Vogel's rise from usher to director of Loew's. . . . John Murphy, assistant to J. R. Vogel, Loew's, Inc., lectured at Syracuse University. . . . Harry Burley carried off first honors as most kissed at the Ball. . . . Harry (Rock of Ages) Gurnes has been on sick list. . . . Jack Kerley has been missing. . . . In not wishing for bigger cars, Phil Rossamondo has turned over a new leaf. . . . Filmo Carpenter has promised to send a torpedo to Bill Doss after he gets into the navy.

Rennie Coates, assistant manager, Regent, has remodeled his car for the baby's benefit. . . . "Eddie" Whitford and Cliff Jaquin are as like as two peas in pod. . . . Warren William and wife are enjoying card parties Saturday nights. . . . Floyd Lewis is reported raising turkeys. . . . As to how Jack (Tarzan) Meaney will vote at next election he will be absent. . . . Lloyd Tracy recently called Harry Burley to start his car. Ask Bill Doss. . . . Edward Cummings is rumored considering a broadcasting offer after completing a course in public speaking. . . . Notice to all my friends expecting cod: They must have gone on strike (and not on my hook, either).

—J. J. S.

Troy

Irving Liner, who has been commuting to Albany daily ever since his transfer from Fabian's Harmanus-Bleecker Hall to Proctor's (Troy), is now looking for a home in Troy.

THE FEATURE CHECK-UP

Published Every Other Issue

COLUMBIA

(1938-1939 releases from 9001 up; 1939-1940 releases from 1001 up.)

AMAZING MR. WILLIAMS, THE—C—Melvyn Douglas, Joan Blondell, Edward S. Brophy — Top-ranking comedy—84m.—see Nov. 29 issue—(1007).

AWFUL TRUTH, THE—C—Irene Dunne, Cary Grant—Excellent comedy—92m.—see 2nd Oct., 1938, issue—(1072)—(re-issue).

BEHIND PRISON GATES—MD—Brian Donlevy, Jacqueline Wells—Nabe dual support—62m.—see Aug. 9 issue—(9033).

BEWARE SPOOKS—C—Joe E. Brown, Mary Carlisle—So-so Brown—68m.—see Nov. 15 issue—(1011).

BLONDIE BRINGS UP BABY—CD—Penny Singleton, Arthur Lake, Larry Simms—Top-half of dualler, or nabe single feature—69m. — see Nov. 15 issue—(1013).

BLONDIE TAKES A VACATION—C—Penny Singleton, Arthur Lake, Larry Simms—Above-average Blondie—71m.—see July 26 issue—(9010).

CLOUDS OVER EUROPE—D—Laurence Olivier, Ralph Richardson, Valerie Hobson, George Curzon—Should do okay if exploited intelligently—79m.—see June 14 issue—(English-made)—(9012).

COAST GUARD—MD—Randolph Scott, Frances Dee—Okay programmer, can be effectively exploited—72m.—see Aug. 9 issue—(9008).

FIVE LITTLE PEPPERS AND HOW THEY GREW—MD—Edith Fellows, Dorothy Peterson — Fair as lower half of double bill—60m.—see Sept. 6 issue—(9017).

FUGITIVE AT LARGE—MD—Jack Holt, Patricia Ellis—Okay for Holt fans — 63m. — see Aug. 9 issue—(1026).

GOLDEN BOY—D—Barbara Stanwyck, Adolphe Menjou—Top bracket attraction with popular appeal—101m.—see Sept. 6 issue—(9002).

GOOD GIRLS GO TO PARIS—C—Melvyn Douglas, Joan Blondell, Walter Connolly — High-rating comedy; can ride in top bracket—78m.—see June 28 issue—(9005).

HIDDEN POWER—D — Jack Holt, Gertrude Michael, Dickie Moore—Standard Holt—60m.—see May 31 issue—(1025).

KONGA, THE WILD STALLION—W—Fred Stone, Rochelle Hudson—Just a dualler—65m.—see Sept. 20 issue—(9034).

MAN FROM SUNDOWN, THE—W—Charles Starrett, Iris Meredith—Above-average Starrett—59m.—see Aug. 9 issue—(9208).

MAN THEY COULD NOT HANG, THE—D—Boris Karloff, Lorna Gray—Good chiller-thriller—65m.—see Aug. 23 issue—(9018).

MIRACLE ON MAIN STREET—MD—Margot, Walter Abel—Weak dualler—78m.—see Nov. 15 issue—(1032).

MR. SMITH GOES TO WASHINGTON—CD—Jean Arthur, James Stewart, Claude Rains — Sure-fire money-maker—130m.—see Oct. 18 issue—(1101).

OUTPOST OF THE MOUNTIES—AD—Charles Starrett, Iris Meredith—Okay for the season's starter—63m.—see Nov. 1 issue—(1201).

PARENTS ON TRIAL—MD—Jean Parker, Johnny Downs—Dualler, with obvious selling angles—58m.—see July 12 issue—(9032).

RIDERS OF BLACK RIVER—W—Charles Starrett, Iris Meredith — Good Starrett—54m.—see Sept. 20 issue—(9209).

SCANDAL SHEET—MD—Otto Kruger, Ona Munson, Edward Norris—Pleasing newspaper meller — 67m.—see Nov. 1 issue—(1031).

STRANGER FROM TEXAS, THE—W—Charles Starrett, Lorna Grey, Sons of the Pioneers—Near tops for Starrett—54m.—see Dec. 13 issue—(1202).

TAMING OF THE WEST—W—Bill Elliott, Iris Meredith—Plenty fast Elliott opus—54m.—see Oct. 18 issue—(1211).

THOSE HIGH GREY WALLS—MD — Walter Connolly, Onslow Stevens, Iris Meredith—Strong dualler; may be featured—82m.—see Oct. 4 issue—(1015).

U-BOAT 29—D—Conrad Veidt, Valerie Hobson, June Duprez—Exploitable British program—79m. — see Oct. 4 issue—(English-made)—(1010).

WESTERN CARAVANS—W—Charles Starrett, Iris Meredith—Two yarns but one Starrett—58m.—see July 12 issue—(9207).

WOMAN IS THE JUDGE, A—MD — Frieda Inescort, Rochelle Hudson, Otto Kruger—Nice femme stuff for the nabes, duals—62m.—see July 26 issue—(9025).

TO BE REVIEWED OR IN PRODUCTION

BULLETS FOR RUSTLERS — Charles Starrett, Lorna Grey, Sons of the Pioneers—(1204).

CAFE HOSTESS—Preston Foster, Ann Dvorak—(1030).

CRIMINAL CARGO — Jack Holt, Irene Ware, Eduardo Cianelli.

DAUGHTERS OF TODAY — Rochelle Hudson, Frieda Inescourt, June Lang, Lola Lane, Glenn Ford.

FIVE LITTLE PEPPERS MIDWAY — Edith Fellows, Dorothy Peterson, Clarence Kolb.

HIS GIRL FRIDAY—Cary Grant, Rosalind Russell, Ralph Bellamy.

I MARRIED ADVENTURE—Jungle picture produced by Osa (Mrs. Martin) Johnson.

LONE WOLF STRIKES, THE—Warren William, Joan Perry, Alan Baxter.

MUSIC IN MY HEART—Tony Martin, Andre Kostelanetz, Rita Hayworth.

MY SON IS GUILTY—Bruce Cabot, Jacqueline Wells, Harry Carey.

PIONEERS OF THE FRONTIER — Bill Elliott, Linda Winters—(1212).

TWO-FISTED RANGERS—Charles Starrett, Iris Meredith, Dick Curtis, Sons of the Pioneers—(1203).

GRAND NATIONAL

(1938-1939 feature releases from 301 up.)

CHILDREN OF THE WILD—MD—Helen Hughes, James Bush—Opportunity for exploiters—57m.—see Feb. 22 issue, under Miscellaneous—(315).

GREAT GUY—MD—James Cagney, Mae Clark—Excellent entertainment—73m.—see 2nd Dec., 1938, issue—(101).

ROMANCE AND RICHES — CD — Cary Grant, Mary Brian—Pleasant; best for nabes, twin bills—65m.—see 2nd Feb. 1937, issue—(Foreign-made)—(153).

SOMETHING TO SING ABOUT—CMU—James Cagney, Evelyn Daw—Box office—93m. — see 2nd Sept., 1938, issue—(210).

23½ HOURS LEAVE—C—James Ellison, Terry Walker—Nice comedy fare—72½m. — see 2nd March, 1937, issue—(103).

METRO

(1938-1939 releases from 901 up; 1939-1940 releases from 1 up)

ANDY HARDY GETS SPRING FEVER—C—Lewis Stone, Cecilia Parker, Mickey Rooney, Helen Gilbert, Hardy Family—Top-bracket Hardy; best of the series—85m.—see July 26 issue—(944).

ANOTHER THIN MAN—CD—William Powell, Myrna Loy, C. Aubrey Smith—In the better grosses—102m.—see Nov. 29 issue—(13).

BABES IN ARMS—CDMU—Mickey Rooney, Judy Garland, Charles Winninger—Top-notch attraction—97m.—see Oct. 4 issue—(9).

BAD LITTLE ANGEL—D—Virginia Weidler, Gene Reynolds—Good entertainment for family trade; preachment is softened with delightful comedy—72m.—see Nov. 1 issue—(10).

BLACKMAIL—MD—Edward G. Robinson, Ruth Hussey—Sell Robinson—81m.—see Sept. 20 issue—(5).

DANCING CO-ED—Lana Turner, Richard Carlson, Artie Shaw and Orchestra—Better-than-average dual support—84m.—see Oct. 4 issue—(3).

FAST AND FURIOUS—MY—Franchot Tone, Ann Sothern—Good comedy-mystery program—73m. — see Oct. 18 issue—(6).

GOODBYE, MR. CHIPS—D—Robert Donat, Greer Garson, Terry Kilburn—Exploit this for big money returns—114m.—see May 31 issue—(British-made)—(945).

JOE AND ETHEL TURP CALL ON THE PRESIDENT—CD—Ann Sothern, William Gargan—Pleasing nabe dualler—70m.—see Dec. 13 issue—(14).

LADY OF THE TROPICS—D—Robert Taylor, Hedy Lamarr—Sell the names—91m.—see Aug. 23 issue—(947)—(A).

MAISIE—CD—Robert Young, Ann Sothern, Ruth Hussey, Ian Hunter, Cliff Edwards, Anthony Allen, Minor Watson—Dualler—74m.—see June 14 issue—(940).

MARX BROS. "AT THE CIRCUS"—F—Marx Brothers, Kenny Baker, Florence Rice, Nat Pendleton—Headed for the higher grosses—87m.—see Nov. 1 issue—(8).

MIRACLES FOR SALE — MD — Robert Young, Henry Hull, Florence Rice—With exploitation, picture is okay top attraction on duals—71m.—see Aug. 9 issue—(948).

NINOTCHKA—CD—Greta Garbo, Melvyn Douglas, Ina Claire—Garbo smiles; ditto for the exhibitor—110m.—see Oct. 18 issue—(7).

ON BORROWED TIME — Fantasy — Lionel Barrymore, Beulah Bondi, Bobs Watson, Sir Cedric Hardwicke—A natural for showmen who like to go to work—99m.—see July 12 issue—(942).

REMEMBER?—C—Robert Taylor, Greer Garson, Lew Ayres—Will have to be sold—83m.—see Nov. 15 issue—(11).

SECRET OF DR. KILDARE, THE — D — Lew Ayres, Lionel Barrymore, Helen Gilbert—Standard Kildare—82m.—see Nov. 29 issue—(12).

6,000 ENEMIES—MD—Walter Pidgeon, Rita Johnson, Paul Kelly, Nat Pendleton, Harold Huber, Grant Mitchell—Fair dual meller—62m. — see June 14 issue—(938).

STRONGER THAN DESIRE—MD—Virginia Bruce, Walter Pidgeon, Lee Bowman—Fair dual program—78m.—see July 12 issue—(941)—(A).

TARZAN FINDS A SON!—MD — Johnny Weissmuller, Maureen O'Sullivan, John Sheffield, Ian Hunter, Henry Stephenson, Frieda Inescort, Henry Wilcoxon, Laraine Day—Best of the Tarzans; can be exploited for good returns—82m.—see June 14 issue—(939).

THESE GLAMOUR GIRLS—CD—Lew Ayres, Lana Turner, Ann Rutherford—Routine college fare—72m.—see Sept. 6 issue—(948).

THEY ALL COME OUT—D—Rita Johnson, Tom Neal—Exploitable meller for duals, nabes—71m.—see July 12 issue—(943).

THUNDER AFLOAT — MD — Wallace Beery, Chester Morris, Virginia Grey—Timely fare that can be exploited for good results—95m.—see Oct. 4 issue—(4).

WIZARD OF OZ, THE—Fantasy—Judy Garland, Billie Burke, Jack Haley, Bert Lahr, Ray Bolger, Margaret Hamilton, Frank Morgan—In the industry's front rank—101m.—see Aug. 23 issue—(Technicolor)—(949).

WOMEN, THE — D—Norma Shearer, Joan Crawford, Rosalind Russell, Paulette Goddard, Phyllis Povah, Joan Fontaine—Headed for the higher grosses—134m.—see Sept. 6 issue—(1)—(A).

TO BE REVIEWED OR IN PRODUCTION

AROUSE AND BEWARE—Wallace Beery, John Howard, Dolores Del Rio.

BALALAIKA—Nelson Eddy, Ilona Massey, Charles Ruggles, Walter Woolf King—81m.

BROADWAY MELODY OF 1940—Fred Astaire, Eleanor Powell, George Murphy.

CONGO MAISIE—Ann Sothern, John Carroll, Rita Johnson.

EARL OF CHICAGO, THE—Robert Montgomery, Edward Arnold, Reginald Owen.

FLORIAN—Robert Young, Helen Gilbert, Charles Coburn.

GONE WITH THE WIND—Clark Gable, Vivien Leigh, Leslie Howard, Olivia de Havilland, Thomas Mitchell, Barbara O'Neill, Ann Rutherford—(Technicolor).

HENRY GOES ARIZONA—Frank Morgan, Virginia Weidler, Guy Kibbee—67m.—(2).

I TAKE THIS WOMAN—Spencer Tracy, Hedy Lamarr.

READ CAREFULLY

Pictures are here listed under producers' names, Miscellaneous, and Foreign. Listed are the name of the production, the type, principal players, estimate as carried in Six-Point Reviews, latest available running time, and issue in which the complete review was published. All pictures are considered of family appeal, except where (A) [for Adult] is added at the completion of the reference. Read the complete review in the Six-Point Reviews. This Feature Check-Up is your guide to all major productions released nationally since June 2, 1939.

AD—Action Drama	MU—With Music
C—Comedy	MY—Mystery Drama
D—Drama	O—Operetta
MD—Melodrama	W—Western

JUDGE HARDY AND SON—Lewis Stone, Fay Holden, Mickey Rooney, Ann Rutherford.
NEW MOON—Jeanette MacDonald, Nelson Eddy, Dick Purcell.
NICK CARTER, MASTER DETECTIVE—Walter Pidgeon, Rita Johnson, Henry Hull.
NORTHWEST PASSAGE—Spencer Tracy, Robert Young, Walter Brennan, Laraine Day—(Technicolor).
NOT TOO NARROW, NOT TOO DEEP—Clark Gable, Joan Crawford, Ian Hunter.
SHOP AROUND THE CORNER, THE—Margaret Sullavan, James Stewart, Frank Morgan.
YOUNG THOMAS EDISON—Mickey Rooney, Virginia Weidler, Fay Bainter.

MONOGRAM

(1938-1939 releases from 3801 up; 1939-1940 releases from 3901 up.)

CRASHING THROUGH—AD — James Newill, Warren Hull, Jean Carmen, Milburn Stone—Saturday matinea filler—55m.—see Oct. 4 issue—(3936).
DANGER FLIGHT—MD—John Trent, Marjorie Reynolds, Tommie Baker—Nice action show for the family trade—61m.—see Nov. 15 issue—(3816).
FIGHT FOR PEACE—Documentary—Story by Hendrik Willem Van Loon, narration by David Ross—Highly saleable topical picture—65m.—see 1st May, 1938, issue, under Miscellaneous—(3831)—(A).
FIGHTING MAD—AD—Jimmy Newill, Sally Blane—The kids should like it—55m.—see Nov. 15 issue—(3937).
FLAMING LEAD—W—Ken Maynard, Eleanor Stewart—Okay inde oatie—57m.—see July 12 issue, under Miscellaneous.
GIRL FROM RIO—MD—Movita, Warren Hull — Fair nabe dualler—62m.—see Aug. 9 issue—(3825).
HEROES IN BLUE—MD—Dick Purcell, Bernadene Hayes—Cops-and-robbers for the family—58m.—see Nov. 15 issue—(3919).
IRISH LUCK—AD—Frankie Darro, Dick Purcell—Fast moving Darro—58m.—see Sept. 6 issue—(3826).
MAN FROM TEXAS—W—Tex Ritter, Ruth Rogers—Fast western, plenty of action—59½m.—see Aug. 9 issue—(3865).
MR. WONG IN CHINATOWN—MY—Boris Karloff, Marjorie Reynolds—Best of the Wongs—70m.—see July 26 issue—(3807).
MUTINY IN THE BIG HOUSE—MD—Charles Bickford, Barton MacLane—One of Monogram's best—83m.—see Oct. 18 issue—(3803).
OKLAHOMA TERROR—W—Jack Randall, Al Saint John—Good Randall — 50m. — see Sept. 6 issue—(3856).
OVERLAND MAIL, THE—W—Jack Randall, Claire Rochelle—Just about tops for Randall and Monogram—52m.—see Nov. 15 issue—(3857).
PHANTOM STRIKES, THE—MY—Wilfrid Lawson, Sonnie Hale, Louise Henry—Okay English mystery program—58m.—see Nov. 29 issue—(3923).
RIDERS OF THE FRONTIER—W—Tex Ritter, Jack Rutherford—Typical Ritter—58m.—see Aug. 23 issue—(3866).
SHOULD A GIRL MARRY?—MD—Anne Nagel, Warren Hull, Mayo Methot, Aileen Pringle—Diverting family melier, dualler—61m.—see June 28 issue—(3822).
SKY PATROL—MD—John Trent, Marjorie Reynolds—Well continues a good series—61m.—see Sept. 20 issue—(3815).
SONGS AND SADDLES—W—Gene Austin, Lynne Berkeley—Exploitable—65m.—see Dec. 28, 1938, issue, under Miscellaneous.
STUNT PILOT—MD—John Trent, Marjorie Reynolds—Okay for dual support—61m.—see July 12 issue—(3814).

TO BE REVIEWED OR IN PRODUCTION

FOUR JUST MEN — Hugh Sinclair, Frank Lawton—(English-made).
GENTLEMAN FROM ARIZONA, THE—Craig Reynolds, J. Farrell MacDonald.
HIS FATHER'S SON—Martin Spellman, John Carroll.
MR. WONG AT HEADQUARTERS—Boris Karloff, Grant Withers—(3808).
MONEY TO BURN—(Cast not available).
PIONEER DAYS—Jack Randall—(3858).
ROLL, WAGONS, ROLL — Tex Ritter, Muriel Evans, Nelson McDowell—(3951).
WESTBOUND STAGE—Tex Ritter, Muriel Evans, Reed Howes.
YUKON FLIGHT — James Newill, Louise Stanley—(3938).

PARAMOUNT

(1938-1939 releases from 3801 up; 1939-1940 releases from 3901 up)

BEAU GESTE—MD—Gary Cooper, Susan Hayward, Ray Milland, Robert Preston, Brian Donlevy—High-rating production, can be sold for the money—114m.—see July 26 issue—(3902).
BULLDOG DRUMMOND'S BRIDE—CD—John Howard, Heather Angel—Bottom-half dualler — 57m. — see July 12 issue—(3844).
CAT AND THE CANARY, THE—CMY—Bob Hope, Paulette Goddard, John Beal—Okay programmer for the kids and mystery fans—74m.—see Oct. 18 issue—(3909).
DEATH OF A CHAMPION—CMY—Lynne Overman, Robert Paige, Virginia Dale—Just a dualler—67m.—see Sept. 6 issue—(3901).
DISPUTED PASSAGE—D—Dorothy Lamour, Akim Tamiroff, John Howard—Can do big biz, if sold properly—91m.—see Oct. 4 issue—(3908).
EAGLE AND THE HAWK, THE—MD—Fredric March, Cary Grant, Carole Lombard, Jack Oakie—Sell the men to the women—75m.—see Mar. 22 issue—(3866)—(re-issue).
GERONIMO!—MD—Preston Foster, Ralph Morgan, Andy Devine, Ellen Drew—Highly exploitable—90m.—see Nov. 29 issue.
GRAND JURY SECRETS—MD—John Howard, Gail Patrick—Pleasing dualler with a novel twist—68m.—see May 17 issue—(3842).
HERITAGE OF THE DESERT—W—Donald Woods, Evelyn Venable—Top-notch western—74m.—see Apr. 5 issue—(3848).
HONEYMOON IN BALI—CD—Fred MacMurray, Madeleine Carroll, Akim Tamiroff—Profit-making laugh carnival—96m.—see Sept. 20 issue—(3904).
INVITATION TO HAPPINESS—D—Irene Dunne, Fred MacMurray, Charles Ruggles, Billy Cook—Top-notch attraction; can be exploited—99m.—see May 17 issue—(3841).
ISLAND OF LOST MEN—MD—Anna May Wong, J. Carrol Naish—Just a melier dualler—64m.—see Aug. 9 issue—(3848).
JAMAICA INN—COD—Charles Laughton, Leslie Banks, Maureen O'Hara—Desarving of best selling facilities—99m.—see Oct. 4 issue—(English-made)—(3906)—(A).
LAW OF THE PAMPAS—W — William Boyd, Russell Hayden, Sidney Toler—Top-notch western—74m.—see Nov. 1 issue—(3955).
LLANO KID, THE—MD—Tito Guizar, Gale Sondergaard—Highly saleable western—70m.—see Nov. 15 issue—(3913).
MAGNIFICENT FRAUD, THE — Lloyd Nolan, Akim Tamiroff, Patricia Morison—Nice dual program—78m.—see July 12 issue—(3847).
MAN ABOUT TOWN—CMU—Jack Benny, Dorothy Lamour, Edward Arnold, Binnie Barnes, Eddie (Rochester) Anderson—Jack Benny at his best; can be sold to mass and class as a top-notch attraction—85m.—see June 28 issue—(3845).
MILLION DOLLAR LEGS—Betty Grable, Jackie Coogan, Donald O'Connor—For lower-half of twin bills—65m.—see July 12 issue—(3846).
NIGHT OF NIGHTS, THE—MD—Pat O'Brien, Olympe Bradna, Roland Young—Good cast helps make this pleasing dualler — 86m. — see Dec. 13 issue—(3912).
NIGHT WORK—CD—Charles Ruggles, Mary Boland—Minor nabe dual fare—62m.—see Aug. 9 issue—(3849).
$1,000 A TOUCHDOWN—C — Joe E. Brown, Martha Raye, Susan Hayward—Bottom-half dualler—73m.—see Oct. 4 issue—(3903).
OUR LEADING CITIZEN—MD—Bob Burns, Susan Hayward—Below par for Burns—89m.—see Aug. 9 issue—(3850).
OUR NEIGHBORS, THE CARTERS—CD—Fay Bainter, Frank Craven, Edmund Lowe—High-rating fare for small town and nabe houses—84m.—see Nov. 1 issue—(3911).
RANGE WAR—W—William Boyd, Russell Hayden—Standard Hopalong—66m.—see Aug. 22 issue—(3954).
RENEGADE TRAIL—W—William Boyd, Charlotte Wynters—Good nabe western reaction—58m.—see Apr. 29 issue—(3859).
RULERS OF THE SEA—D—Douglas Fairbanks, Jr., Will Fyffe, Margaret Lockwood—Can be sold for the money; get behind it—97m.—see Sept. 20 issue—(3910).
SEVENTEEN — C — Jackie Cooper, Betty Field, Otto Kruger — Pleasing program—78 m.— see Nov. 1 issue.
STAR MAKER, THE—MU—Bing Crosby, Ned Sparks, Linda Ware, Louise Campbell — Musical bonanza with smart exploitation—94m.—see Aug. 23 issue—(3851).
TELEVISION SPY—MD—William Henry, Judith Barrett, William Collier, Sr.—Exploitable lower-half dualler—59m.—see Oct. 18 issue—(3907).
THIS MAN IS NEWS—MYD—Barry K. Barnes, Valerie Hobson—Pleasing English picture, with a slow start, a smash finish—75m.—see July 26 issue—(3865).
UNDERCOVER DOCTOR—MD—J. Carroll Naish, Lloyd Nolan, Broderick Crawford, Janice Logan, Heather Angel—Nicely paced action dualler—67m. — see May 31 issue—(3840).
WHAT A LIFE!—CD—Jackie Cooper, Betty Field—Juvenile program; can be sold—79m.—see Sept. 20 issue—(3905).

TO BE REVIEWED OR IN PRODUCTION

ALL WOMEN HAVE SECRETS—Joseph Allen, Jr., Jean Cagney, Virginia Dale—74m.—(3914).
AT GOOD OLD SIWASH—William Holden, Judith Barrett, Vaughan Glaser.
BISCUIT EATER, THE—Billy Lee, Cordell Hickman, Richard Lane.
BUCK BENNY RIDES AGAIN—Jack Benny, Andy Devine, Virginia Dale, Eddie "Rochester" Anderson.
DIAMONDS ARE DANGEROUS—George Brent, Isa Miranda, John Loder—76m.
DR. CYCLOPS — Albert Dekker, Janice Logan, Tom Coley—(Technicolor).
EMERGENCY SQUAD—Louise Campbell, William Henry.
FARMER'S DAUGHTER, THE—Martha Raye, Charles Ruggles, William Frawley.
FOUR ACES—William Boyd, Russell Hayden, June Clayton, Britt Wood.
FRENCH WITHOUT TEARS—Ray Milland, Ellen Drew—(English-made).
GREAT VICTOR HERBERT, THE — Walter Connolly, Mary Martin, Allan Jones.
GULLIVER'S TRAVELS—Full-length cartoon, produced by Max Fleischer—77m.—(Technicolor).
KNIGHTS OF THE RANGE—Russell Hayden, Jean Parker, J. Farrell MacDonald.
LIGHT OF WESTERN STARS — Victory Jory, Russell Hayden, Noah Beery, Jr.
LIGHT THAT FAILED, THE—Ronald Colman, Walter Huston, Ida Lupino, Dudley Digges—99m.
MAN FROM BAR 20—William Boyd, Russell Hayden, Ruth Rogers.
OPENED BY MISTAKE—Charles Ruggles, Lynne Overman, Janice Logan.
PARTNERS OF THE NIGHT—Charles Laughton, Vivien Leigh—(English-made).
PAROLE FIXER—William Henry, Robert Paige, Virginia Dale.
REMEMBER THE NIGHT — Fred MacMurray, Barbara Stanwyck, Beulah Bondi.
ROAD TO SINGAPORE, THE — Bing Crosby, Dorothy Lamour, Bob Hope, Judith Barrett.
SAFARI—Madeleine Carroll, Douglas Fairbanks, Jr., Tullio Carminati.
SANTA FE MARSHAL—William Boyd, Russell Hayden, Bernadine Hayes.
TYPHOON — Dorothy Lamour, Robert Preston, Lynne Overman—(Technicolor).
UNTAMED—Ray Milland, Patricia Morison, Akim Tamiroff—(Technicolor).
WAY OF ALL FLESH, THE—Akim Tamiroff, William Henry.
WOMEN WITHOUT NAMES—Ellen Drew, Judith Barrett, Robert Paige, Louise Beavers.

PRODUCERS DIST. CORP.

(Distributed through independent exchanges)

BEASTS OF BERLIN—same as Hitler—Beast of Berlin.
HITLER—BEAST OF BERLIN — MD — Roland Drew, Steffi Duna—Exploitable, topical melier, with obvious angles—85m.—see Nov. 1 issue.
TORTURE SHIP—MD—Lyle Talbot, Jacqueline Wells, Irving Pichel—Entertaining inde programmer—62m. see Nov. 1 issue.

TO BE REVIEWED OR IN PRODUCTION

BURIED ALIVE—Beverly Roberts, Robert Wilcox.
INVISIBLE KILLER, THE—Roland Drew, Grace Bradley, Alex Callam.
MERCY PLANE—James Dunn, Frances Gifford.

RKO-RADIO

(1938-1939 releases from 901 up; 1939-1940 releases from 001 up.)

ALLEGHENY UPRISING — MD — Claire Trevor, John Wayne, George Sanders—Exploitable frontier drama—81m.—see Nov. 1 issue—(006).
BACHELOR MOTHER—CD—Ginger Rogers, David Niven, Charles Coburn—Big money comedy riot—82m.—see July 12 issue—(932).
BAD LANDS—W—Robert Barrat, Douglas Walton—A new type of western—70m.—see Aug. 9 issue—(933).
CAREER—MD—Ann Shirley, Edward Ellis — Best for small town—79m.—see July 12 issue—(930).
CONSPIRACY—AD—Allan Lane, Linda Hayes—Strong dual support—59m.—see Aug. 23 issue—(985).
DAY THE BOOKIES WEPT, THE—C—Joe Penner, Betty Grable—Okay for the Penner fans—64m.—see Sept. 6 issue—(002).
EVERYTHING'S ON ICE—CD—Irene Dare, Edgar Kennedy, Roscoe Karns—Pleasant programmer, ballyhoo Irene Dare—67m.—see Sept. 20 issue—(946).
FIFTH AVENUE GIRL—C—Ginger Rogers, Walter Connolly, James Ellison—Sell Rogers—83m.—see Aug. 23 issue—(934).
FIGHTING GRINGO, THE—W—George O'Brien, Lupita Tovar—Satisfactory O'Brien action-western—59m.—see Sept. 6 issue—(986).
FIVE CAME BACK—D—Chester Morris, Wendy Barrie, Lucille Ball, Kent Taylor, John Carradine, C. Aubrey Smith, Patric Knowles—High-rating top dualler; should build on word-of-mouth—75m.—see June 14 issue—(927).
FLYING DEUCES, THE—C—Stan Laurel, Oliver Hardy, Jean Parker—Lower-bracket attraction; will satisfy confirmed Laurel and Hardy fans—69m.—see Oct. 18 issue—(010).
FULL CONFESSION—D—Victor McLaglen, Joseph Calleia—Just a programmer; top dualler in spots—73m.—see Aug. 23 issue—(003).
GIRL AND THE GAMBLER, THE—DMU—Leo Carrillo, Tim Holt, Steffi Duna, Donald MacBride — Okay dualler—68m.—see June 14 issue—(926).

IN NAME ONLY—MD—Carole Lombard, Cary Grant, Kay Francis—Headed for the high grosses—94m.—see Aug. 9 issue—(936).
LEGION OF THE LAWLESS—W—George O'Brien, Virginia Vale—Okay for O'Brien fans—59m.—see Nov. 29 issue—(082).
LOST SQUADRON, THE—MD—Richard Dix, Mary Astor—Looks like Radio has a olicker—79m.—see 2nd February, 1932, issue—(994)—(re-issue).
MARSHAL OF MESA CITY, THE—W—George O'Brien, Virginia Vale—Top-notch O'Brien—62m.—see Oct. 18 issue—(081).
MEET DR. CHRISTIAN—D—Jean Hersholt, Dorothy Lovett—Good family and nabe entertainment; radio following should help at box office—70m.—see Nov. 1 issue—(005).
NURSE EDITH CAVELL—D—Anna Neagle, George Sanders, Edna Mae Oliver—Very timely; can be sold for the money if properly handled—97m.—see Sept. 6 issue—(001).
OF HUMAN BONDAGE—D—Bette Davis, Leslie Howard—Fine—83m.—see 1st July, 1934, issue—(993)—(re-issue).
QUEEN OF DESTINY (Sixty Glorious Years)—D—Anna Neagle, Anton Walbrook, C. Aubrey Smith—Box-office importation, if exploited—95m.—see Nov. 30 issue—(Technicolor)—(English-made)—(061).
RENO—D—Richard Dix, Gail Patrick—Nice program; okay top dualler—73m.—see Nov. 15 issue—(008).
SAINT IN LONDON, THE—MY—George Sanders, Sally Gray—Average "Saint" entry—72m.—see July 12 issue—(English-made)—(929).
SIXTY GLORIOUS YEARS—see Queen of Destiny.
SPELLBINDER, THE—MD—Lee Tracy, Barbara Reed—Nabe dualler—69m.—see July 26 issue—(931).
SUED FOR LIBEL—MY—Kent Taylor, Linda Hayes—Exploitable dualler—66m.—see Oct. 18 issue—(012).
THAT'S RIGHT, YOU'RE WRONG—CMU—Kay Kyser & Orchestra, Adolphe Menjou, Lucille Ball—Money musical—95m.—see Nov. 29 issue—(011).
TIMBER STAMPEDE—W—George O'Brien, Marjorie Reynolds—Satisfactory O'Brien—59m.—see June 28 issue—(985).
THREE SONS—D—Edward Ellis, William Gargan, Kent Taylor—Dualler—72m.—see Oct. 4 issue—(004).
TWO THOROUGHBREDS—D—Jimmy Lydon, Joan Brodel, Arthur Hohl—Very nice family dualler; a sleeper which might surprise—see Dec. 13 issue—(013).
WAY DOWN SOUTH—MD—Bobby Breen, Steffi Duna—For Breen fans; nabe duals—63m.—see July 26 issue—(947).

TO BE REVIEWED OR IN PRODUCTION

ABE LINCOLN IN ILLINOIS—Raymond Massey, Ruth Gordon, Mary Howard—(009).
AND SO GOODBYE—Jean Parker, Richard Carlson, Charles Winninger.
ESCAPE TO PARADISE—Bobby Breen, Marla Shelton, Kent Taylor, Joyce Compton.
HUNCHBACK OF NOTRE DAME, THE—Charles Laughton, Maureen O'Hara, Sir Cedric Hardwicke, Walter Hampden, Thomas Mitchell—(015).
IRENE—Anna Neagle, Alan Marshall, Ray Milland, Billie Burke.
ISLE OF DESTINY—Wallace Ford, Juna Lang, William Gargan, Katherina DeMille—(Cosmocolor).
MARINES FLY HIGH, THE—Richard Dix, Chester Morris, Lucille Ball, Steffi Duna.
MARRIED AND IN LOVE—Alan Marshall, Barbara Read, Patric Knowles—(014).
MEXICAN SPITFIRE—Lupe Velez, Donald Woods, Linda Hayes, Ward Bond, Leon Erroll.
PINOCCHIO—Full-length cartoon, produced by Walt Disney—(Technicolor).
PRIMROSE PATH, THE—Ginger Rogers, Joel McCrea, Marjorie Rambeau.
SAINT'S DOUBLE TROUBLE, THE—George Sanders, Helene Whitney, Bela Lugosi.
SWISS FAMILY ROBINSON, THE—Thomas Mitchell, Edna Best, Freddie Bartholomew, Terry Kilburn, Tim Holt.
VIGIL IN THE NIGHT—Carole Lombard, Brian Ahearn, Anne Shirley—(007).

REPUBLIC

(1938-1939 releases from 801 up; 1939-1940 releases from 901 up.)

ARIZONA KID, THE—W—Roy Rogers, George Hayes, Sally March—Okay Rogers western—61m.—see Oct. 18 issue—(951).
CALLING ALL MARINES—MD—Donald Barry, Helen Mack—Just a dualler—66m.—see Sept. 20 issue—(912).
COLORADO SUNSET—W—Gene Autry, Smiley Burnette—High-rating Autry—64m.—see Aug. 9 issue—(846).
COVERED TRAILER, THE, THE HIGGINS FAMILY IN—CD—James, Lucile, Russell Gleason, Tommy Ryan—Entertaining Higgins entry—66m.—see Nov. 29 issue—(915).
COWBOYS FROM TEXAS—W—Robert Livingston, Raymond Hatton, Duncan Renaldo, Carole Landis—How are the great fallen!—57m.—see Dec. 13 issue—(962).
FLIGHT AT MIDNIGHT—MD—Phil Regan, Jean Parker—Good top dualler—66m.—see Sept. 6 issue—(911).
IN OLD CALIENTE—W—Rog Rogers, Mary Hart—Okay Rogers western—57m.—see July 12 issue—(856).
IN OLD MONTEREY—W—Gene Autry, June Storey—Best of the Autrys—73m.—see Aug. 9 issue—(847).
JEEPERS CREEPERS—C—Weaver Brothers & Elviry, Roy Rogers, Maris Wrixton—Strictly for the provinces—69m.—see Nov. 15 issue—(914).
KANSAS TERRORS, THE—W—Robert Livingston, Raymond Hatton, Duncan Renaldo—Okay western—57m.—see Nov. 1 issue—(961).
MAIN STREET LAWYER—D—Edward Ellis, Anita Louise, Robert Baldwin—Pleasing family program—72m.—see Nov. 15 issue—(905).
MICKEY, THE KID—MD—Bruce Cabot, Ralph Byrd, Tommy Ryan, ZaSu Pitts—Bottom dualler—65m.—see July 12 issue—(814).
MOUNTAIN RHYTHM—W—Gene Autry, June Storey—Autry clicks again—59m.—see July 12 issue—(845).
NEW FRONTIER—W—John Wayne, Ray Corrigan—Mesquiteers fall down—57m.—see Aug. 23 issue—(868).
ROVIN' TUMBLEWEEDS—W—Gene Autry, Smiley Burnette, Mary Carlisle—Weak Autry—64m.—see Nov. 29 issue—(848).
SABOTAGE—MD—Arleen Whelan, Gordon Oliver, Charles Grapewin—Lower-half dualler; plug timeliness—62m.—see Oct. 18 issue—(913).
SAGA OF DEATH VALLEY—W—Roy Rogers, George Hayes, Doris Day—One of Rogers' best—58m.—see Nov. 29 issue—(952).
SHE MARRIED A COP—C—Phil Regan, Jean Parker—Nice comedy for the nabes—65m.—see July 12 issue—(815).
SHOULD HUSBANDS WORK?—C—James, Lucille, Russell Gleason—Good supporting fare—65m.—see July 26 issue—(816).
SMUGGLED CARGO—MD—Barry Mackay, George Barbier, Rochelle Hudson—Fast-moving Indo meller—62m.—see Sept. 6 issue—(825).
SOS—TIDAL WAVE—Ralph Byrd, George Barbier, Kay Sutton, Frank Jenks, Maro Lawrence, Dorothy Lee—Good action meller; can ride in top spot in most locations—60m.—see June 14 issue—(813).
WALL STREET COWBOY—W—Rog Rogers, George Hayes—So-so Rogers—66m.—see Sept. 20 issue—(857).
WYOMING OUTLAW—W—Three Mesquiteers, Adele Pearce—Okay for western, Mesquiteer fans—56m.—see July 26 issue—(867).

TO BE REVIEWED OR IN PRODUCTION

DARK COMMAND, THE—John Wayne, Claire Trevor, Walter Pidgeon, Roy Rogers.
DAYS OF JESSE JAMES—Roy Rogers, Pauline Moore, George Hayes—(953).
MONEY TO BURN, THE HIGGINS FAMILY IN—James, Lucile, Russell Gleason, Harry Davenport, Tommy Ryan, Lois Ranson.
WOMAN WHO DARED—Charles Bickford, Owen Davis, Jr., Doris Day.
SOUTH OF THE BORDER—Gene Autry, Smiley Burnette, June Storey—(941).

20th CENTURY-FOX

(1938-1939 releases from 901 up; 1939-1940 releases from 001 up.)

ADVENTURES OF SHERLOCK HOLMES, THE—MY—Basil Rathbone, Ida Lupino, Nigel Bruce—High-rating mystery programmer—82m.—see Sept. 6 issue—(005).
BARRICADE—MD—Alice Faye, Warner Baxter—Just a programmer—71m.—see Nov. 29 issue—(026).
CHARLIE CHAN AT TREASURE ISLAND—MY—Sidney Toler, Cesar Romero—Standout Chan—74m.—see Aug. 23 issue—(006).
CHARLIE CHAN IN CITY IN DARKNESS—MD—Sidney Toler, Lynn Bari, Harold Huber—Run-of-the-mill Chan dualler—74m.—see Nov. 1 issue—(021).
CHARLIE CHAN IN RENO—MY—Sidney Toler, Ricardo Cortez, Phyllis Brooks, Slim Summerville, Kane Dichmond, Sen Yung—Okay Chan mystery—71m.—see June 14 issue—948).
CHICKEN WAGON FAMILY—CD—Jane Withers, Leo Carrillo—Okay for the Withers fans—64m.—see Aug. 9 issue—(002).
CISCO KID AND THE LADY, THE—W—Cesar Romero, Cris-Pin Martin, Virginia Fields—Pleasing outdoor drama—73m.—see Nov. 13 issue—(012).
DAY-TIME WIFE—C—Tyrone Power, Linda Darnell—Sell the names—72m.—see Nov. 29 issue—(020).
DRUMS ALONG THE MOHAWK—MD—Claudette Colbert, Edna May Oliver, Henry Fonda—High rating—103m.—see Nov. 1 issue—(Technicolor)—(015).
ELSA MAXWELL'S HOTEL FOR WOMEN—MD—Ann Sothern, Linda Darnell, Elsa Maxwell, James Ellison—Highly exploitable programmer—83m.—see Aug. 9 issue—(Cosmopolitan)—(001).
ESCAPE, THE—D—Kane Richmond, Amanda Duff, Edward Norris—Well-knit, tear-jerking dualler—58m.—see Sept. 6 issue—(010).
FIRST WORLD WAR, THE—Compilation—Edited by Laurence Stallings, narration by Pedro de Cordoba—Depends on selling—78m.—see Oct. 18 issue—(re-issue)—(062)—(A).
FRONTIER MARSHAL—W—Randolph Scott, Binnie Barnes, Cesar Romero—Dualler; can be featured—71m.—see Aug. 9 issue—(951).
HEAVEN WITH A BARBED-WIRE FENCE—D—Jean Rogers, Raymond Walburn—Just a filler—62m.—see Oct. 18 issue—(019).
HERE I AM, A STRANGER—MD—Richard Greene, Richard Dix, Brenda Joyce—Strong program—83m.—see Oct. 4 issue—(009).
HOLLYWOOD CAVALCADE—D—Don Ameche, Alice Faye, J. Edward Bromberg—Highly exploitable everywhere—96m.—see Oct. 18 issue—(Technicolor)—(007).
HONEYMOON'S OVER, THE—CD—Stuart Erwin, Marjorie Weaver—Okay dual program—70m.—see Nov. 15 issue—(024).
IT COULD HAPPEN TO YOU—CD—Stuart Erwin, Gloria Stuart, Raymond Walburn, Douglas Fowley, June Gale, Clarence Kolb, Mary Forbes—Pleasing dual entertainment—72m.—see June 14 issue—(950).
MR. MOTO TAKES A VACATION—MYD—Peter Lorre, Joseph Schildkraut, Lionel Atwill, Virginia Field—One of the better Motos; dualler—63m.—see Nov. 30 issue—(952).
NEWS IS MADE AT NIGHT—CD—Preston Foster, Lynn Bari—Good news-murder comedy yarn for the nabes—72m.—see July 12 issue—(953).
PACK UP YOUR TROUBLES—C—Ritz Brothers, Jane Withers—Good comedy offering, with timely angle—75m.—see Sept. 20 issue—(014).
PIGSKIN PARADE—CMU—Judy Garland, Stuart Erwin, Patsy Kelly, Yacht Club Boys—Okay laugh show—93m.—see 1st Nov., 1936, issue—(713).
QUICK MILLIONS, THE JONES FAMILY IN—CD—Jed Prouty, Spring Byington—Above par for the Joneses—61m.—see Aug. 9 issue—(004).
RAINS CAME, THE—D—George Brent, Tyrone Power, Myrna Loy—Money in the bank—103m.—see Sept. 20 issue—(011).
ROAD TO GLORY, THE—MD—Fredric March, Lionel Barrymore, Warner Baxter, June Lang—Big production throughout—101m.—(re-issue)—(061).
SECOND FIDDLE—DMU—Sonja Henie, Rudy Vallee, Tyrone Power—Not the best Henie, but saleable—86m.—see July 12 issue—(949).
SHIPYARD SALLY—CMU—Gracie Fields, Sydney Howard—Just a nabe dualler—79m.—see Oct. 18 issue—(English-made)—(018).
STANLEY AND LIVINGSTONE—D—Spencer Tracy, Sir Cedric Hardwicke, Richard Greene, Charles Coburn, Walter Brennar, Nancy Kelly—The kind of show which can be exploited for big returns—101m.—see July 26 issue—(003).
STOP, LOOK AND LOVE—C—Jean Rogers, William Frawley—Pleasant dual entertainment—57m.—see Sept. 6 issue—(008).
SUSANNAH OF THE MOUNTIES—MD—Shirley Temple, Randolph Scott, Margaret Lockwood, J. Farrell MacDonald, Maurice Moscovich, Victor Jory, Moroni Olsen—Depends on Temple draw—78m.—see June 28 issue—(954).
TOO BUSY TO WORK, THE JONES FAMILY IN—CD—Jed Prouty, Spring Byington, Ken Howell—Jones get more life—65m.—see Oct. 18 issue—(016).
20,000 MEN A YEAR—MD—Randolph Scott, Margaret Lindsay, Preston Foster—Exploitable air dualler—84m.—see Nov. 1 issue—(Cosmopolitan)—(013).
WARE CASE, THE—MD—Clive Brook, Jane Baxter, Barry Barnes—Well-made English meller, for the houses that can play the British product—72m.—see May 31 issue, under Gaumont British—(8013).
YOUNG MR. LINCOLN—D—Henry Fonda, Alice Brady, Marjorie Weaver, Arleen Whelan, Eddie Quillan—Credit not only to the company but to the industry—100m.—see June 14 issue—(Cosmopolitan)—(947).

TO BE REVIEWED OR IN PRODUCTION

BLUE BIRD, THE—Shirley Temple, Sybil Jason, Gale Sondergaard, Nigel Bruce—(Technicolor)—(025).
CHARLIE CHAN IN PANAMA—Sidney Toler, Jean Rogers, Kane Richmond.
CITY OF CHANCE, THE—Lynn Bari, Donald Woods, C. Aubrey Smith—(027).
EVERYTHING HAPPENS AT NIGHT—Sonja Henie, Ray Milland, Robert Cummings—(029).
GIRL MUST LIVE, A—Margaret Lockwood, Lilli Palmer, Renee Houston—(English-made).
GRAPES OF WRATH, THE—Henry Fonda, Linda Darwell, John Carradine.
HE MARRIED HIS WIFE—Joel McCrea, Nancy Kelly, Mary Boland—(023).
HIGH SCHOOL—Jane Withers, Joe Brown, Jr., Cliff Edwards—(028).
INSPECTOR HORNLEIGHT ON HOLIDAY—Gordon Harker, Alistair Sim, Wally Patch—(English-made)—(022).
LITTLE OLD NEW YORK—Alice Faye, Richard Greene, Fred MacMurray.
MAN WHO WOULDN'T TALK, THE—Lloyd Nolan, Onslow Stevens, Jean Rogers.
SHOOTING HIGH—Jane Withers, Gene Autry, Marjorie Ames.
SO THIS IS LONDON—Robertson Hare, Alfred Drayton, George Sanders, Berton Churchill—(English-made).
SWANEE RIVER—Don Ameche, Al Jolson, Andrea Leeds—(Technicolor)—(017).
YOUNG AS YOU FEEL, THE JONES FAMILY IN—Jed Prouty, Spring Byington.

UNITED ARTISTS

(Arranged by producers)

SAMUEL GOLDWYN

HURRICANE, THE—MD—Dorothy Lamour, Jon Hall, Mary Astor, C. Aubrey Smith, Thomas Mitchell, Raymond Massey, John Carradine, Jerome Cowan—Box office plus—see 2nd November, 1937, issue—(re-issue).

REAL GLORY, THE—AD—Gary Cooper, Andrea Leeds, David Niven—High-rating action program—96m.—see Sept. 20 issue.

THEY SHALL HAVE MUSIC—DMU—Jascha Heifetz, Joel McCrea, Walter Brennan, Andrea Leeds—A top-notch attraction, can be sold for big returns if properly exploited—101m.—see July 26 issue.

ALEXANDER KORDA

ELEPHANT BOY—D—Sabu, W. E. Holloway, Walter Hudd, Allan Jaayes, Bruce Gordan—Good bally material, excellent technically, with wide appeal—82m.—see 1st April, 1937, issue—(re-issue).

FOUR FEATHERS—AD—Ralph Richardson, S. Aubray Smith, John Clements, June Duprez—Can be sold big—112m.—see June 28 issue—(technicolor)—(English-made).

HAL ROACH

HOUSEKEEPER'S DAUGHTER, THE—C—Joan Bennett, John Hubbard, Adolphe Menjou—Top-bracket comedy—80m.—see Sept. 20 issue.

DAVID O. SELZNICK

INTERMEZZO, A LOVE STORY—D—Leslie Howard, Ingrid Bergman, Edna Best — High-rating dramatic piece for class audiences—70m.—see Oct. 4 issue.

STAR IS BORN, A—CD—Janet Gaynor, Fredric March, Adolphe Menjou, May Robson, Andy Devina, Lionel Stander, Peggy Wood—Box office—111m.—see 1st May, 1937, issue—(re-issue).

EDWARD SMALL

MAN IN THE IRON MASK, THE—MD—Louis Harward, Joan Bennett—A big budget picture with a saleable title; can be exploited—110m.—see July 12 issue.

WALTER WANGER

ETERNALLY YOURS—CD—Loretta Young, David Niven, Hugh Herbert—High-ranking comedy—98m. — see Oct. 18 issue.

WINTER CARNIVAL—MD—Ann Sheridan, Helen Parrish, Richard Carlson—Can be exploited; has all the angles—91m.—see July 26 issue.

TO BE REVIEWED OR IN PRODUCTION

CHUMP AT OXFORD, A—Stan Laurel, Olivar Hardy—(Roach).

HOUSE ACROSS THE BAY—Joan Bennett, George Raft, Gladys George—(Wanger).

LION HAS WINGS, THE—Merle Oberon, Ralph Richardson—(English-made)—(Korda).

MY SON, MY SON!—Madeleine Carroll, Brian Ahearn, Josephine Hutchinson, Louis Hayward, Henry Hull—(Small).

OF MICE AND MEN—Burgess Meredith, Lon Chaney, Jr., Betty Field—(Roach).

1,000,000 B. C.—John Hubbard, Victor Mature, Carol Landis—(Roach).

OVER THE MOON—Merle Oberon, Rex Harrison, Zene Dare, Ursula Jeanes — (Technicolor) — (foreign-made)—(Korda).

PRODUCTION No. 6—Charles Chaplin, Paulette Goddard, Reginald Gardner—(Chaplin).

RAFFLES—David Niven, Olivia de Havilland, Dudley Digges, Dame May Whitty—(Goldwyn).

REBECCA—Laurence Olivier, Joan Fontaine, Judith Anderson, Reginald Denny, Nigel Bruce—(Selznick).

SEND ANOTHER COFFIN—Pat O'Brien, Ruth Terry, Edward Arnold—(Wanger).

THIEF OF BAGDAD, THE—Sabu, Conrad Veidt, Jean Duprez—(technicolor)—(English-made)—(Korda).

TWO'S COMPANY—Stan Laurel, Oliver Hardy, James Finlayson—(Roach).

WESTENER, THE—Gary Cooper, Walter Brennan, Fred Stone, Doris Davenport—(Goldwyn).

UNIVERSAL

(1938-1939 releases from 3001 up; 1939-1940 releases from 4001 up.)

ALL QUIET ON THE WESTERN FRONT — D — Louis Wolheim, Lew Ayres, John Wray—To be seen—93m.—see Oct. 4 issue—("Uncensored Version")—(4073).

BIG GUY, THE—MD—Victor McLaglen, Jackie Cooper, Edward Brophy—Top duallar, okay for McLaglen following—68m.—see Dec. 13 issue.

CALL A MESSENGER—CD—Billy Halop, Huntz Hall, Robert Armstrong, Mary Carlisle—Nabe dual filler 65m.—see Oct. 4 issue—(4020).

CHIP OF THE FLYING U—W—Johnny Mack Brown, Bob Baker, Doris Weston—Up to the series' high standard—55m.—see Nov. 15 issue—(4060).

DESPERATE TRAILS—W—Johnny Mack Brown, Bob Baker, Fuzzy Knight, Frances Robinson — Good opener for the series—58m.—see Sept. 6 issue—(4058).

DESTRY RIDES AGAIN—W—James Stewart, Marlene Dietrich, Charles Winninger, Mischa Auer, Brian Donlevy—High-rating, highly exploitable—94m.—see Dec. 13 issue.

FIRST LOVE — CD — Deanna Durbin, Robert Stack, Eugene Pallette—It rings the bell again—84m.—see Nov. 15 issue—(3002).

FORGOTTEN WOMAN, THE—MD—Sigrid Gurie, William Lundigan—Salaable mellar; duallar—68m.—see July 12 issue—(3031).

HAWAIIAN NIGHTS—MU—Johnny Downs, Constance Moore—Pleasing musical programmer—65m.—see Aug. 23 issue—(4024).

HERO FOR A DAY—D—Anita Louise, Dick Foran—Just a duallar—66m.—see Sept. 20 issue—(4035).

HOUSE OF FEAR, THE—MY—William Gargan, Irene Hervey—Thrill-packed mystary; excellent dual support—66m.—see May 17 issue—(3038).

I STOLE A MILLION—D—George Raft, Claire Trevor, Dick Foran—Exploitable drama; okay for top billing—80m.—see July 26 issue—(3007)—(A).

LAUGH IT OFF—CD—Constance Moore, Johnny Downs, Marjorie Rambeau—Pleasing duallar — 63m.—see Nov. 15 issue—(4026).

LEGION OF LOST FLIERS—AD—Richard Arlen, Andy Devine, Anne Nagel—Okay action yarn for duals—63m.—see Oct. 4 issue—(4053).

LITTLE ACCIDENT—C—"Baby Sandy," Richard Carlson, Joy Hodges — Family program, lower-half duallar—65m.—see Nov. 1 issue—(4019).

MAN FROM MONTREAL—AD — Richard Arlen, Andy Devine, Anne Gwynne—Nabe duallar—60m.—see Nov. 15 issue—(4054).

MIKADO, THE—Operetta—Kenny Baker, D'Oyly Carte Players—Top-notch production; daserves the best of selling—91m.—see Mar. 22 issue—(Technicolor)—(English-made)—(4044).

MISSING EVIDENCE—MY—Preston Foster, Irene Hervey, Inez Courtney—Nabe dual support—64m.—see Oct. 18 issue—(4028).

MUTINY ON THE BLACKHAWK—MD—Richard Arlen, Andy Devine, Constance Moore—Duallar—66m.—see June 28 issue—(4051).

OKLAHOMA FRONTIER—W—Johnny Mack Brown, Bob Baker, Fuzzy Knight—Good—58m.—see Oct. 18 issue—(4059).

ONE HOUR TO LIVE—MY—Charles Bickford, Doris Nolan—Strong duallar—59m.—see Sept. 20 issue—(4030).

RIO—MD—Basil Rathbone, Sigrid Gurie, Victor McLaglen, Leo Carrillo—Below par; will hava to be sold—77m.—see Oct. 4 issue—(4014).

ROAD BACK, THE—MD—John Emery, Spring Byington, Andy Devine, John King—Topical version has selling angle—79m.—see Nov. 15 issue—("Outspoken Version")—(4074)—(A).

SUN NEVER SETS, THE—MD—Douglas Fairbanks, Jr., Basil Rathbone, Virginia Field, Lional Atwill, Barbara O'Neill, C. Aubrey Smith, Melville Cooper—Cast above the material; will have to be sold—96m.—see June 14 issue—(3009).

TOWER OF LONDON—MD—Basil Rathbone, Boris Karloff, Barbara O'Neill—Exploitable for best returns—92m.—see Nov. 29 issue.

TROPIC FURY — AD — Richard Arlen, Andy Devine, Beverly Roberts—Strong duallar—62½m.—see Aug. 23 issue—(4052).

TWO BRIGHT BOYS—MD—Jackie Cooper, Freddie Bartholomew, Dorothy Peterson — Plaasing program; top duallar—70¼m.—see Sept. 20 issue—(4017).

UNDER-PUP, THE — CD — Robert Cummings, Gloria Jean, C. Aubrey Smith, Billy Gilbert, Beulah Bondi, Nan Grey—Looks like money on a long pull; good production for a new name—88m.—see Sept. 6 issue—(4010).

UNEXPECTED FATHER — C — Mischa Auer, Dannis O'Keefe, Baby Sandy, Shirley Ross—Pleasing program—78m.—see July 26 issue—(3008).

WEST OF CARSON CITY—W—Johnny Mack Brown, Bob Baker, Fuzzy Knight—High-rating western—55m.—see Nov. 29 issue—(4061).

WHEN TOMORROW COMES—D—Irene Dunne, Charles Boyer—Good program, with strong femme angles—91m.—see Aug. 23 issue—(3003).

WITNESS VANISHES, THE—MY—Edmund Lowe, Wendy Barrie—Okay mystary duallar—66m.—sea Oct. 4 issue—(4027).

TO BE REVIEWED OR IN PRODUCTION

CHARLIE McCARTHY, DETECTIVE—Charlie McCarthy, Edgar Bergen, Robert Cummings, Constance Moore.

DANGER ON WHEELS—Richard Arlen, Andy Devine—(4055).

FRAMED—Constance Moore, Robert Armstrong, Frank Albertson.

GREEN HELL—Douglas Fairbanks, Jr., Joan Bennett, John Howard.

HONEYMOON DEFERRED — Edmund Lowe, Margaret Lindsay, Elizabeth Risdon.

INVISIBLE MAN RETURNS, THE — Sir Cedric Hardwicke, Vincent Price, Nan Grey.

MY LITTLE CHICKADEE—Mae West, W. C. Fields, Joseph Callcia, Dick Foran, Anne Nagel.

RIDERS OF THE PASCO BASIN—Johnny Mack Brown, Bob Baker, Fuzzy Knight—(4062).

ROAD TO ROMANCE—Tom Brown, Peggy Moran, Mabel Jewell.

WARNERS-FIRST NATIONAL

(1938-1939 releases from 301 up; 1939-1940 releases from 401 up)

(FN)—First National; (W)—Warners

ANGELS WASH THEIR FACES, THE—MD—Ann Sheridan, Ronald Reagan, Dead End Kids—High-rating action program—85m.—see Aug. 9 issue—(FN)—(367).

CHILD IS BORN, A—Jeffrey Lynn, Gladys Gaorga, Geraldine Fitzgerald, Gale Page—Wall mada; it deserves handling of a spacial nature — 79m.—sea Aug. 9 issue—(W)—(415)—(A).

COWBOY QUARTERBACK, THE—C — Bert Wheeler, Marie Wilson—For lowar half of twin bills—56m.—see July 12 issue—(FN)—(366).

DAUGHTERS COURAGEOUS — CD — John Garfield, Claude Rains, the Four Lane Sisters, Jeffrey Lynn, Fay Bainter, Mae Rohson, Donald Crisp—Good program—107m.—see June 28 issue—(FN)—(360).

DEAD END KIDS ON DRESS PARADE, THE—MD—Dead End Kids, John Litel, Frankie Thomas—Okay dual program—62m.—see Nov. 15 issue—(W)—(413).

DUST BE MY DESTINY—MD—John Garfield, Priscilla Lane—Top-bracket attraction—88m.—see Aug. 23 issue—(FN)—(461).

EACH DAWN I DIE—MD—James Cagney, Georga Raft, Jane Bryan, George Bancroft—Plug it for big returns—92m.—sea July 26 issue—(FN)—(356).

ESPIONAGE AGENT—MD—Joel McCrea, Brenda Marshall, Jeffrey Lynn, George Bancroft—High-rating exploitable programmer—83m.—see Oct. 4 issue—(FN)—(462).

EVERYBODY'S HOBBY—CD—Irene Rich, Henry O'Neill—Entertaining program; duallar—54m.—sea Sept. 20 issue—(FN)—(376).

FOUR WIVES—CD—Claude Rains, May Robson, Jeffrey Lynn, the Lane Sisters—Good domestic fare; should sell big to screen Lane fans—110m.—see Dec. 13 issue—(FN)—(453).

HELL'S KITCHEN—Dead End Kids, Margarat Lindsay, Ronald Reagan, Eddie Foy, Jr., Stanley Fields, Grant Mitchell — Familiar Dead End Kids action meller—81m.—see June 28 issue—(W)—(312).

INDIANAPOLIS SPEEDWAY—AD—Pat O'Brien, John Payna, Gale Page, Frank McHugh, Ann Sheridan—Plug title and players—82m.—see July 26 issue—(W)—(315).

JUAREZ—D—Paul Muni, Bette Davis, Brian Aherne, Claude Rains, John Garfield—BOXOFFICE in capital letters — 127m. — see May 3 issue—(W)—(301).

JUAREZ AND MAXIMILIAN—see The Mad Empress.

KID FROM KOKOMO, THE—CD—Pat O'Brien, Joan Blondell—Fair programmer—92m.—see May 31 issue—(FN)—(363).

KID NIGHTINGALE—C—John Payne, Jane Wyman, Walter Catlett—Okay for dual support—57m.—see Oct. 4 issue—(W)—(411).

MAD EMPRESS, THE (Juarez and Maximilian)—D—Mede Novara, Conrad Nagel, Lionel Atwill—Duallar—72m.—see May 3 issue, under Miscellaneous, and Nov. 5 issue—(FN)—(481).

NANCY DREW AND THE HIDDEN STAIRCASE—MY—Bonita Granville, John Litel—Another good entrant in the Draw serias—60m.—see Aug. 23 issue—(W)—(419).

NANCY DREW, TROUBLE SHOOTER — MD — Bonita Granville, Frankie Thomas, John Litel, Charlotte Wynters—Good duallar for neighborhoods—69m.—see June 28 issue—(W)—(324).

NAUGHTY BUT NICE—CMU—Dick Powall, Gail Page, Ann Sheridan, Allen Jenkins, Jerry Colonna, Zasu Pitts, Maxia Rosenbloom—Surprisingly funny, don't sell it short—90m.—see Juna 14 issue—(W)—(311).

NO PLACE TO GO—MD—Dennie Morgan, Gloria Dickson, Fred Stone—Just another duallar—57m.—see Sept. 6 issue—(FN)—(469).

OLD MAID, THE — MD — Bette Davis, George Brent, Miriam Hopkins—Anothar acting triumph for Batte Davis; must ba sold—95m.—see Aug. 9 issue—(FN)—(452)—(A).

ON YOUR TOES—CMU—Vera Zorina, Eddie Albert, Alan Hale—Good entertainment—94m.—see Oct. 18 issue—(FN)—(463).

PRIDE OF THE BLUE GRASS—MD—Edith Fellows, James McCallion — Good entertainment for the family trade—65m.—see Oct. 4 issue — (W) — (418).

PRIVATE DETECTIVE—MY—Jane Wyman, Dick Foran—Okay for dual support—55m.—see Nov. 29 issue—(471).

PRIVATE LIVES OF ELIZABETH AND ESSEX, THE—COD—Bette Davis, Errol Flynn, Olivia de Havilland—Celluloid masterpiece; gat behind it—106m.—see Oct. 4 issue—(Technicolor)—(W)—(402).

RETURN OF DOCTOR X, THE—MD—Wayne Morris, Humphrey Bogart, Rosemary Lane—Enjoyabla action-packed melodrama—62m.—see Nov. 29 issue—(FN)—(464).

ROARING TWENTIES, THE—MD—James Cagney, Priscilla Lane, Humphrey Bogart—Top-notch meller, headed for big returns—104m.—see Nov. 1 issue—(W)—(403).

SMASHING THE MONEY RING—MD—Ronald Reagan, Margot Stevenson—Good action duallar—57m.—see Nov. 1 issue—(FN)—(470).

TORCHY PLAYS WITH DYNAMITE—MD—Jane Wyman, Allen Jenkins—Neat, swift Torchy yarn—59m.—see Aug. 9 issue—(W)—(326).
WATERFRONT—MD—Dennis Morgan, Gloria Dickson—Lower half of duallers—59m.—see July 12 issue—(W)—(325).
WE ARE NOT ALONE—D—Paul Muni, Jane Bryan, Flora Robson—Excellent drama for discriminating audiences—112m.—see Nov. 15 issue—(FN)—(458).

TO BE REVIEWED OR IN PRODUCTION

AND IT ALL CAME TRUE—Ann Sheridan, Jeffrey Lynn, Humphrey Bogart.
BRITISH INTELLIGENCE—Boris Karloff, Margaret Lindsay.
BROTHER RAT AND A BABY—Wayne Morris, Priscilla Lane, Eddie Albert, Ronald Reagan.
CALLING PHILO VANCE—James Stephenson, Margot Stevenson.
ENEMY WITHIN, THE—Ronald Reagan, Lya Lys, Eddie Foy, Jr., John Litel.
FIGHTING 69th, THE—James Cagney, Pat O'Brien, George Brent, Jeffrey Lynn.
FUGITIVE FROM JUSTICE—Morgan Conway, Roger Pryor, Sheila Bromley.
GAMBLING ON THE HIGH SEAS—Wayne Morris, Jane Wyman.
GRANNY GET YOUR GUN—May Robson, Margot Stevenson, Harry Davenport.
INVISIBLE—STRIPES—George Raft, Jane Bryan, Humphrey Bogart, William Holden.
KING OF THE LUMBERJACKS—John Payne, Gloria Dickson, Stanley Fields.
LIFE OF DR. EHRLICH, THE—Edward G. Robinson, Ruth Gordon, Otto Kruger, John Litel.
PHILO VANCE COMES BACK—James Stephenson, Henry O'Neill.
STATE COP—John Payne, Denis Morgan, Julie Stevens.
TEAR GAS SQUAD—Dennis Morgan, John Payne, Gloria Dickson.
VIRGINIA CITY—Errol Flynn, Miriam Hopkins, Randolph Scott, Humphrey Bogart.
WE SHALL MEET AGAIN—Merle Oberon, George Brent, Pat O'Brien, Binnie Barnes.
YEARS WITHOUT DAYS—John Garfield, Ann Sheridan, Pat O'Brien, Burgess Meredith.

MISCELLANEOUS

Listed here are only those independently produced pictures, not handled by companies of nation-wide scope.

BEYOND BENGAL—Travel—Produced by Harry Schenck—Maybe yes, and maybe no—70m.—see July 26 issue—(Showmen's Pictures).
BLACK LIMELIGHT—MY—Raymond Massey, Joan Marion—Routine murder mystery for houses that can play English product—63m.—see July 12 issue—(English-made)—(Alliance).
CHAMPIONS OF THE GRIDIRON—Sports Commercial—Players, coaches, executives of the National Professional Football League—Excellent sports film—50m. (also a 10m. abridgment)—see Apr. 19 issue—(Industrial Pictures).
CITY, THE—Documentary—From an original by Pare Lorentz, with narration by Morris Carnovsky—Excellent; can be exploited—44m.—see May 31 issue—(Civic Films).
CODE OF THE CACTUS—W—Tim McCoy, Dorothy Short, Ben Corbett—Top-rating McCoy western—57m.—see May 17 issue—(Victory).
DAUGHTER OF THE TONG—AD—Evelyn Brent, Grant Withers—Minor name duelier support—56m.—see Aug. 24 issue—(Metropolitan).
DEATH GOES NORTH—AD—Edgar Edwards, Sheila Bromley, Dorothy Bredshaw, Jameson Thomas—Better-than-average independent action drama—61m.—see May 31 issue—(Warwick).
DUKE IS TOPS, THE—MU—Ralph Cooper, Lena Horne—High-rating all-Negro musical—72m.—see June 28 issue—(Million Dollar Productions).
FIGHTING RENEGADE—W—Tim McCoy, Joyce Bryant—High in horse-opera scale—54m.—see Sept. 20 issue—(Victory).
FLAMING LEAD—W—Ken Maynard, Eleanor Stewart—Okay indie oatie—57m.—see July 12 issue—(Nat Saland).
FLIRTING WITH DEATH (Let's Pretend We're Sweethearts)—CD—Lola Lane, Chic Chandler, George Meeker—Better than average independent—68m.—see May 31 issue—(Imperial).
GANG SMASHERS—MD—Nina Mae McKinney, Mantan Moreland, Laurence Criner—Nice all-Negro melter for colored theatres—56m.—see June 14 issue—
HITLER'S REIGN OF TERROR—Documentary—Narrated by Edwin C. Hill, photographed by Cornelius Vanderbilt, Jr.—Exploitation offering—56m.—see Nov. 29 issue—(Samuel Cummins).
LAND OF LIBERTY—Documentary—Compiled by and for the Industry and the MPPDA—Fine motion picture achievement—138m.—see July 12 issue—(MPPDA).
LET'S PRETEND WE'RE SWEETHEARTS—see Flirting With Death.
LOST ON THE WESTERN FRONT—D—Paul Cavanaugh, Marcelle Chantel—Exploitable duelier—63m.—see Nov. 1 issue—(Standard).
MAD YOUTH—MD—Mary Ainslee, Betty Compson—Saleable sexer—60m.—see Oct. 18 issue—(Willis Kent)—(A).
MARIJUANA MADNESS (The Pace That Kills)—MD—Lois January, Noel Madison—Only for sensational type exploitation—65m.—see Aug. 9 issue—(Kent)—(A).
MESQUITE BUCKAROO—W—Bob Steele, Carolyn Curtis—Low grade western—59m.—see Aug. 23 issue—(Metropolitan).
MIDDLETON FAMILY AT THE WORLD'S FAIR, THE—MD—Marjorie Ford, James Lydon—Might be tried as filler with high-bracket feature—50m.—see Oct. 4 issue—(Technicolor)—(Modern Talking Picture Service).
MOON OVER HARLEM—MD—Bud Harris, Cora Green—Weak, even for all-Negro audiences—67m.—see July 26 issue—(Meteor).
MYSTIC CIRCLE MURDER—MY—Betty Compson, Robert Fiske—Weak duelier—69m.—see Oct. 18 issue—(Fanchon Royer).
ONE DARK NIGHT—DMU—Mantan Moreland, Betty Treadville, Josephine Pearson—Tops for Negro audiences—81m.—see Dec. 13 issue—(Million Dollar Productions).
PACE THAT KILLS, THE—see Marijuana Madness.
PORT OF HATE—MD—Polly Ann Young, Kenneth Harlan—Weak indie for bottom of nabe duals—57m.—see Aug. 23 issue—Metropolitan).
REFORM SCHOOL—MD—Louise Beavers, Harlem's Tuff Kids, Monte Hawley—Top product for Negro houses—70m.—see June 28 issue—(Million Dollar Productions).
RIDERS OF THE SAGE—W—Bob Steele, Claire Rochelle—Run of the mill—56m.—see Oct. 18 issue—(Metropolitan).
RIDIN' FOOL, THE—W—Bob Steele, Francis Moore—Low grade western—58m.—see Oct. 18 issue—(Metropolitan).
SHE GOES TO WAR—MD—Eleanor Boardman, John Holland—War from the women's angle—55m.—see Nov. 15 issue—(Mitchell Leichter).
SMOKY TRAILS—W—Bob Steele, Jean Carmen—Okay Steele—56m.—see Apr. 19 issue—(Metropolitan).
SPECIAL INSPECTOR—MD—Charles Quigley, Rita Hayworth—Pleasing action programmer—52m.—see Apr. 5 issue—(Warwick).
STRAIGHT SHOOTER—W—Tim McCoy, Julie Sheldon, Ben Corbett, Ted Adams—All McCoy and an hour long!—60m.—see Nov. 15 issue—(Victory).
TEN NIGHTS IN A BARROOM—MD—Hal Skelly, Zita Johann—Those nights are here again!—61m.—see Nov. 15 issue—(B&M Pictures).
TEXAS WILDCATS—W—Tim McCoy, Joan Barclay, Ben Corbett, Ted Adams—Top-rating McCoy—56m.—see June 28 issue—(Victory).
TRIGGER FINGERS—W—Tim McCoy, Ben Corbett—Okay western—53m.—see Sept. 6 issue—(Victory).
TWO GUN TROUBADOUR—W—Fred Scott, Claire Rochelle—Speedy indie oatie entry—58m.—see July 26 issue—(Spectrum).
TUMBLEWEEDS—W—William S. Hart, Barbara Bedford—Revival which can get results if exploited—88m.—see May 17 issue—(Astor).
TYPHOON TREASURE—MD—Campbell Copelin, Gwen Munro—Adventure yarn for lower half on duals—68m.—see July 12 issue—(Australian-made)—(Commonwealth).
WHY THIS WAR?—Documentary—No credits—Exploitable documentary—81m.—see Nov. 1 issue—(Samuel Cumins).

FOREIGN

Listed here are imported productions and all foreign-language pictures of whatever origin, when such pictures are not a part of the regular release schedule of an independently listed producer-distributor.

ADVENTURE OF GIACOMO CASSANOVA—see Avventura di Giacomo Cassanova.
AFFAIR LAFONT, THE (Conflict)—D—Corinne Luchaire, Annie Ducaux—For the arty—84m.—see Oct. 18 issue—(Trans-Atlantic Films)—(A).
ALEXANDER NEVSKY—SP—Nicolai, N. P. Okhlopkov—Box office for foreign, art houses—94m.—see Apr. 5 issue—(Amkino).
ALLERGI MASNADIERI (The Make-Believe Pirates)—CMU—Assia Noris, C. Pilotto—Very good Italian comedy—72m.—see Oct. 18 issue—(Americo Pullini).
ALPINE PASSION (Amore sulle Alpi)—MD—Gustave Diesel, Simona Bourday—Esperia has done better—74m.—see Nov. 15 issue—(Esperia)—(A).
AMANGELDY—D—Elubai Umurzakov, Shara Dzhandarbekova—Inferior Russian film—79m.—see June 28 issue—(Amkino).
AMORE SULLE ALPI—see Alpine Passion.
ARIA DEL CONTINENTE, L'—see The Continental Way.
AVVENTURA DI GIACOMO CASANOVA (Adventure of Giacomo Casanova)—CD—Nerio Bernardi, Leda Gloria—Best for Italian houses, audiences—70m.—see June 14 issue—(Amerital).
BATTELLER DE LA VOLGA, LE—see The Volga Boatman.
BATTLES IN THE SHADOW (Lotta nell' Ombra)—MD—Antonio Centa, Renato Cialente—Pleasing Italian thriller—86m.—see June 28 issue—(Esperia).
BETRAYAL—D—Annie Vernay, Suzy Prim, Pierre-Richard Willm—French box-office success—80m.—see Oct. 4 issue—(World).—(A).
BIG FELLA—MDMU—Paul Robeson, Elizabeth Welsh—Pleasing programmer, but watch out for the racial problem—70m.—see Feb. 22 issue—(Retlaw Films).
BIZARRE BIZARRE—F—Louis Jouvet, Francoise Rosay—Rib-tickler for French fans—see Apr. 5 issue—(Lenauer).
BOMBS OVER LONDON—AD—Charles Farrell, Fritz Kortner—Plug timeliness and Farrell for best results—78m.—see Sept. 20 issue—(Film Alliance).
BOUQUETS FROM NICHOLAS—MD—Noel-Noel, Jacques Varennes, Janine Noel-Noel—Can play the right nabes; swell for the arty, French—75m.—see Mar. 22 issue—(Walch Films).
BOYS' SCHOOL (Les Disparus de Saint Agil)—MY—Eric von Stroheim, Michael Simon, Armand Bernard, Serge Grave—Outstanding Gallic show—91m.—see June 14 issue, under Columbia—(Columbia).
BRIVELE DER MAMEN, A (A Letter to Your Mother)—D—Lucy Gehrman, Alexander Stein—Yiddish cinematic triumph—104m.—see October 4 issue—(Sphinx).
CHALLENGE, THE—D—Robert Douglas, Joan Gardner—High-rating importation—77m.—see May 17 issue—(Film Alliance).
CHANGED MAN, THE—see Elcserelt Ember.
CONFLICT—see The Affair Lafont.
CONCENTRATION CAMP—D—O. Jakov, S. Shirokova—Too much Communist propaganda for the average house—66m.—see Apr. 5 issue—(Amkino).
CONQUESTS OF PETER THE GREAT, THE—D—Nikolai Simonov, Alla Terasova—For Soviet houses only—96m.—see Sept. 20 issue—(Amkino).
CONTINENTAL WAY, THE (L'Aria del Continente)—CD—Angelo Museo, Leda Gloria—Excellent Italian comedy—82m.—see Nov. 29 issue—(Esperia).
CRISIS—Documentary—Produced, directed by Herbert Kline, narrated by Leif Erickson—For liberal, intelligent; an exploitation challenge to average exhibitor—86m.—see Mar. 22 issue—(Mayer-Burstyn).
CURTAIN RISES, THE (Entree des Artistes)—MD—Louie Javet, Janine Darcey—Pleasing French import—85m.—see May 8 issue—(Kassler).
DEAD MEN TELL NO TALES—MD—Emlyn Williams, High Williams, Marius Goring—Tops for murder—70m.—see May 31 issue—(Alliance).
DEMON BARBER OF FLEET STREET, THE—MD—Tod Slaughter, Eve Lister—British entrant, strictly for the "horror" trade—67m.—see Sept. 6 issue—(Select Attractions)—(A).
DENARO E D'AMORE (Money and Love)—CD—Elsa Merlini, Tina Lattanzi—Pleasing Italian comedy-drama—86m.—see July 12 issue—(Amerital).
DISPARUS DE SAINT AGIL, LES—see Boys' School.
DOUBLE CRIME ON THE MAGINOT LINE—D—Victor Francen, Vera Korene—Excellent for art, French houses; exploitation—83m.—see May 8 issue—(Tower Pictures).
ELCSERELT EMBER (The Changed Man)—MD—Ferenc Kiss, Margit Dakya, Gero Maly—Just for Hungarians—84m.—see Mar. 8 issue—(Hungaria).
END OF THE DAY, THE (Fin du Jour)—D—Victor Francen, Louis Jouvet—Superb Gallic production—95m.—see Sept. 20 issue—(Juno Films).
ENTREE DES ARTISTES—see The Curtain Rises.
ERAVAMO SETTE SORELLO—see We Were Seven Sisters.
ESCAPE FROM YESTERDAY—D—Jean Gabin, Annabella—Infinitely superior French product—95m.—see May 17 issue—(Hoffberg)—(A).
FAMILLE LEFRANCOIS, LE—see Heroes of the Marne.
FIRST FILM CONCERT, THE—MU—No production credits available—Extremely attractive fare for the arty—52m.—see Nov. 15 issue—(World).
FOR MEN ONLY (Per Uomini Soli)—CD—Carlo Buti, Paole Barbara—Great show for Italian nabes—78m.—see May 17 issue—(Esperia).
FIN DU JOUR—see The End of the Day.
GANG'S ALL HERE, THE—CD—Jack Buchanan, Google Winters—Just fair comedy; nabe lower-half duelier—75m.—see Apr. 19 issue—(Associated British).
GREAT COMMANDMENT, THE—D—John Beal, Maurice Muscovich, Albert Dekker—Worth watching; has universal appeal—85m.—see Oct. 18 issue—(Cathedral Films).
HARVEST (Regain)—MD—Gabriel Gabrio, Edouard Delmont—For the art customers—80m.—see Aug. 9 issue—(French Cinema Center)—(A).
HEARTBEAT—MD—Orane Domazia, Fernandel—Fair Gallic product—88m.—see Sept. 20 issue—(French Motion Picture Corporation)—(A).
HEROES OF THE MARNE (Le Famille Lefrancois)—Raimu, Germaine Dermoz—Chiefly for foreign, art houses—88m.—see May 8 issue—(Spectrun)—(A).
HO PERDUTO MIO MARITO—see My Husband Is Lost.
HOMME ET SA FEMME, UN—see A Man and His Wife.
HOUSEMASTER—CD—Otto Kruger, Diana Churchill—Fair support for duals; plug American names—85m. see Apr. 19 issue—(Associated British).
I MET A MURDERER—D—James Mason, Sylvia Coleridge—Artistic success; can be exploited—78m.—see Oct. 18 issue—(York).
IN SOVIET RUSSIA TODAY—Documentary—No credits—Propaganda for radical audiences—100m.—see Oct. 4 issue—(Amkino).
INDISCRETIONS—CD—Sascha Guitry, Betty Daussmond—For art, French houses, exclusively—80m.—see May 17 issue, under Foreign—(Tri-National)—(A).
IRELAND'S BORDER LINE—CD—Jimmy O'Dea, Myrette Morven—Top Irish product—64½m.—see Nov. 1 issue—(William Alexander).

THE SHORTS CHECK-UP

COLUMBIA

Two Reel

COMEDIES (26)

Mooching Through Georgia (F)
A. Clyde .....Aug. 11 18m.
Pest From the West, A (G)
B. Keaton .....June 16 19m.
Rattling Romeo (F)
C. Chase .....July 14 17m.
Saved by the Belle (G)
3 Stooges .....June 30 17m.
Trouble Finds Andy Clyde (F)
A. Clyde .....July 28 18m.

'39-'40 (26)

All American Blondes (G)
A. Clyde .....Oct. 20 17m.
Andy Clyda Gets Spring Chicken
A. Clyda .....Dec. 15 —m.
Awful Goof, The
C. Chase .....Dec. 22 —m.
Calling All Curs (F)
3 Stooges .....Aug. 25 17½m.
Glova Slingers
B. Keaton .....Nov. 24 —m.
Goodbya, Mr. Chumps
3 Stooges ..... —m.
Olly to Bad, Olly to Rise (G)
3 Stooges .....Oct. 6 18½m.
Skinny the Mooocher (F)
C. Chasa .....Sept. 8 16½m.
Static in tha Attic (F)
W. Catlett .....Sept. 22 19m.
Teacher's Pest (G)
C. Chasa .....Nov. 3 16½m.
Three Sappy Paople
3 Stooges .....Dec. 1 18½m.

SERIALS (4)

Ovarland with Kit Carson (G)
B. Elliot, I. Maredith. July 21
(15 episodes)

'39-'40 (4)

Deadwood Dick .....
Green Archer, The.....
Terry and the Pirates...
Shadow, Tha
V. Jory, V. Borg....Jan. 5
(13 episodes)

One Reel

CINESCOPES

'39-'40 (6)

World of 1960 (Futurama) .....Nov. 24 —m.

COLOR RHAPSODIES (12)

Hollywood Sweepstakes (F) .....July 28 8m.
Nell's Yells (F) .....June 30 7m.

'39-'40 (16)

Boy, a Gun and Birds, A. Jan. 12 —m.
Crop Chasers (G) .....Sept. 22 8m.
Dreams on Ice (F).....Oct. 20 6½m.
Jittarbug Knights (F)..Aug. 11 7m.
Mother Goose in Swing-time .....Dec. 8 —m.
Mountain Ears (G) ....Nov. 3 7m.

COMMUNITY SING (10)

No. 10 — Songs of Romance (G) .....June 16 10m.

'39-'40 (10)

No. 1 — Bing Crosby Songs (G) .....Aug. 4 9m.
No. 2 — Old-Time Songs (F) .....Sept. 8 9½m.
No. 3—Collega Songs (G).Oct. 13 10m.
No. 4—Stephen Fostar Songs (E) .....Nov. 17 10½m.
No. 5 .....Dec. 22 —m.

FABLES

'39-'40 (6)

Little Lost Shaep (F)...Oct. 6 7m.
Park Your Baby .....Dec. 22 —m.

READ CAREFULLY

THE SHORTS CHECK-UP gives title, cast information, release date, running time of shorts released since June 2, 1939.

INDEXES to short subjects will be found in THE BLUE SECTION, on pages 128 and 129, 179, 229, 325 and 326, 374, and 427—a complete record since September, 1937.

REVIEWS of all short subjects are printed in THE SHORTS PARADE, appearing fortnightly in THE BLUE SECTION.

THE RUNNING TIME IN THE SHORTS CHECK-UP IS THE LATEST AVAILABLE.

JUBILEE—Documentary—Edited by the Rev. James H. Griffiths, narrated by the Rev. Vincent Genova—For Catholics; exploit its timeliness—60m. — see Feb. 22 issue—(King Cole).

JUST LIKE A WOMAN—CD—Gertrude Michael, John Lodge—Fair English production—73m.—see Nov. 1 issue—(Alliance).

KATIA—D—Danielle Darrieux, John Loder—Superb Gallic production; exploitable—80m. — see Dec. 13 issue—(Mayer-Burstyn)—(A).

KLIATSHE, DI—see Light Ahead.

KOL NIDRE—MD—Lili Liliana, Leon Leibgold—Wall-titled show for Yiddish audiences—90m.—see Sept. 20 issue—(Joseph Seiden).

LAMBETH WALK—C—Lupino Lane, Sally Gray—Just a duallar-importation—80m.—see Aug. 23 issue—(Capad).

LETTER TO YOUR MOTHER, A—see A Brivela der Mamen.

LENIN IN 1918—D—B. V. Shchukin, M. G. Gelovani—Outstanding Soviet motion picture — 130m. — see July 12 issue—(Amkino).

LIGHT AHEAD (DI Kliatshe)—D—Izidore Casher, Helen Beverly—Superb Yiddish photoplay—103m. — see Oct. 4 issue—(Carmel).

LOST ATLANTIS, THE—MD—No cast credits—Just film—70m.—see June 14 issue—(Road Show Attractions).

LOTTA NELL' OMBRA—see Battles in the Shadow.

MADEMOISELLE MA MERE—F—Danielle Darrieux, Marcel Simon—Breezy Gallic affair; Darrieux tops exploitation possibilities—80m.—sea Oct. 4 issue—(Hoffberg)—(A).

MAKE-BELIEVE PIRATES, THE — see Allergi Masnadieri.

MAN AND HIS WIFE, A (Un Homme et Sa Femme)—MD—Harry Baur, Suzy Vernon—Fair for French, arty; lower-half duallar for nabes—77m.—see Apr. 5 issue—(French Film Exchange)—(A).

MARSEILLAISE — D — Pierre Renoir, Lise Delamare—Fair French cinema—80m.—see Nov. 15 issue—(World Pictures).

MILL ON THE FLOSS, THE—D—Geraldine Fitzgerald, Frank Lawton — Outstanding British attraction—78m.—see Nov. 15 issue—(Standard).

MIO DESTINO, IL (My Destiny)—D—Emma Gramatica, Luigi Cimari — For Italian and foreign-language houses—76m.—see July 26 issue—(Roma Film).

MIRELE EFROS—MD—Berta Gersten, Michael Rosenberg—Should pull tears and cash—87m.—sce Nov. 1 issue—(Credo Pictures).

MR. MAX (Il Signor Max)—C—Vittoria DeSico, Assia Noris—Outstanding Italian comedy—86m.—see Oct. 18 issue—(Esperia).

MONEY AND LOVE—see Denaro e d'Amore.

MUSICA IN PIAZZA—CD—Milly, Enrico Viarisio—For Italian audiences only—66m.—see July 12 issue—(Amerital).

MUTINY ON THE ELSINORE—MD—Paul Lukas, Kathleen Kelly, Lyn Harding, Michael Martin-Harvey—High-rating sea thriller—72m.—see Feb. 22 issue—(Krellberg).

MY DESTINY—see Il Mio Destino.

MY HUSBAND IS LOST (Ho Perduto Mio Marito)—CD—Nino Besozzi, Paola Borboni—Okay Italian comedy—87m.—see Nov. 1 issue—(Esperia)—(A).

MY SON—DMU—Gustav Berger, Fannia Rubina—High-rater for Yiddish consumption—91m.—see May 31 issue—(Jawish Talking Picture).

NEW HORIZONS—D—Boris Chirkov, Vera Kibardina—For radical houses only—92m.—see May 31 issue—(Amkino).

NORTH SEA PATROL—MD—Geoffrey Toone, Judy Kelly—Pleasing, timely programmar that can ba sold—69m.—see Nov. 15 issue—(Alliance Films).

ON HIS OWN—D—V. O. Massalitinova, M. Troyanovsky—Okay for left-wingars—100m.—see Sept. 20 issue—(Amkino).

OPPENHEIM FAMILY, THE—D—V. P. Balashov, I. M. Tolchanov, A. I. Voitsik—Exploitable U. S. S. R. product; deserves playing time—97m.—see June 14 issue—(Amkino).

OUR FIGHTING NAVY—see Torpedoed.

QUAI DES BRUMES, LE—see Port of Shadows.

PEOPLE, ETERNAL, A—D—Conrad Veidt, Marie Ney—Weak Yiddish offering—65m.—see Nov. 15 issue—(Henry Lynn).

PER UOMINI SOLI—see For Men Only.

PORT OF SHADOWS (Le Quai des Brumes)—MD—Jean Gabin, Michel Simon—Beautiful, well worth seeing; a 7-award film—90m.—see Oct. 18 issue—(Film Alliance of U. S.).

PRISONER OF CORBAL, THE—COD—Nils Asther, Noah Beery—Naba dual filler—73m.—see Sept. 6 issue—(English-made)—(Syndicate).

PURITAN, THE—D—Jean-Louis Barrault, Alla Donell—Can be exploited for fair money—85m.—see Mar. 22 issue—(Lenauer)—(A).

RANGLE RIVER—"W"—Victor Jory, Margaret Dare—Pleasing Australian import with a "western" flavor—72m.—see May 17 issue—(Hoffberg).

RASPUTIN—D—Harry Baur, Marcelle Chantal—Superb Gallic production—93m.—see Nov. 1 issue—(Concord Films)—(A).

REGAIN—see Harvest.

RETURN OF THE FROG, THE—MY—Gordon Harker, Una O'Connor—Okay British mystery programmer—71m.—see Sept. 6 issue—(Select Attractions).

ROYAL DIVORCE — D — Ruth Chatterton, Pierre Blanchar—Worthwhile duallar—82½m.—see Oct. 4 issue—(Imperial).

SCIPIO AFRICANUS MAJOR—see Scipione l'Africano.

SCIPIONE L'AFRICANO (Sciplo Africanus Major)—D—Annibale Ninchi, Camillo Pilotti, Isa Miranda, Frances Francesca—Bonanza for Italian customers—115m.—see Oct. 4 issue—(Esperia).

SECOND BUREAU—D—Marta LaBarr, Charles Oliver—Okay spy drama—66m.—see Nov. 1 issue—(Film Alliance of U. S.).

SHORS—D—E. Samoilov, I. Skuratov — For left-wing audiences—92m.—see Nov. 29 issue—(Amkino).

SIGNOR MAX, IL—see Mr. Max.

SONG OF THE STREET—D—Vladimir Sokoloff, Madeleine Ozeray—Weak oreign offering — 77m. — see Sept. 6 issue—(Mayer-Burstyn).

SONG OF YOUTH—Documentary—Produced in U. S. S. R. by Soyuz Film Chronica—Superior Russian documantary—58m.—see June 28 issue — (Amkino).

SORPRESE DE UN MATRIMONION, LE—see The Surprises of Matrimony.

SOTTO LA CROCE DEL SUD—see Under the Southern Cross.

SOVIET BORDER—MD—E. Piapkina, E. Fedorova, N. Kriuchkov, S. Krilov, N. Vinogradov—Propaganda film for the radical—94m.—see Mar. 8 issue—(Amkino).

SPAIN FIGHTS ON—see The Will of a People.

SPY OF NAPOLEON—MD—Richard Barthelmess, Dolly Haas—For class spots, nabe with limitations—77m.—see May 17 issue—(Standard).

SURPRISES OF MATRIMONY, THE (La Sorprese de un Matrimonion)—CD—Vittorio DeSica, Elisa Gegani—For Italians only—118m.—see Nov. 1 issue—(Columba)—(A).

SQUADRONE BIANCO, LO (The White Squadron)—D—Fosco Giachetti, Antonio Centa, Fulvia Lanzi—Good drama for the art-foraign, Italian houses—98m.—see Nov. 29 issue—(Esperia).

THAT THEY MAY LIVE—D—Victor Francen, Line Noro, Marie Lou, Jean-Max—Spectacular French anti-war piece—73m.—see Nov. 1 issue—(Mayer-Burstyn)—(A).

THREE WALTZES—Operetta—Yvonne Printemps, Pierre Fresnay—Natural for art, foreign-policy theatres—92m.—see May 8 issue—(Vedis Films).

THUNDER OVER PARIS—D—Erich von Stroheim, Mareille Balin—Plug timeliness and Von Stroheim—82m.—see Nov. 29 issue—(Transatlantic)—(A).

TORPEDOED (Our Fighting Navy)—AD—H. B. Warner, Richard Cromwell, Noah Beery—Must ride on its timaliness; plug Amerioans—66m.—see Sept. 20 issue—(Film Alliance of U. S.).

TREACHERY ON THE HIGH SEAS—MY—Bebe Daniels, Ben Lyon, Charles Farrell—Okay Britisher for nabe dual support—68m.—see Oct. 4 issue—(Times).

UNDER THE SOUTHERN CROSS (Sotto la Croce del Sud)—D—Doris Duranti, Antonio Centa—Tops for Italian houses — 81m.—see June 28 issue—(Esperia).

U. S. S. R. ON THE SCREEN, 1939—Documantary—No credits given—Left wing attraction—94m.—see Aug. 23 issue—(Amkino).

VOLGA BOATMAN, THE (Le Battelier de la Volga)—D—Pierre Blanchar, Vera Korene—Best for foreign, art houses—78m.—see Apr. 5 issue—(Hoffberg).

WALLY, LA—DMU—Germana Paolieri, Carlo Minchi—For Italian audiences only—88m.—see July 26 issue—(Amerital).

WE WERE SEVEN SISTERS (Eravamo Sette Sorello)—CD—Nino Besozzi, Antonio Gendusio, Sergio Tofano—Excellent for Italian audiences—87m.—see June 28 issue—(Esperia)—(A).

WILL OF A PEOPLE, THE (Spain Fights On)—Documentary—No cast or production credits—For liberal houses—55m.—see Feb. 22 issue—(L. Frank).

WINGS OVER AFRICA—MD—Joan Gardner, Ian Colin—Weak duallar; may be exploited—62m.—see Aug. 9 issue—(Merit).

WHITE SQUADRON, THE—sce Lo Squadrone Bianco.

WITHOUT A HOME—D—Alexander Marten, Vera Gran—For strictly Yiddish-policy houses — 90m.—see Apr. 19 issue—(Foreign Cinema Arts).

WORLD IS OURS, THE—CD—Voskovec, Warich—Excellent foreign product—96m.—see Aug. 23 issue—(Kassler).

YOUTH IN REVOLT—MD—Jean-Louis Barrault, Fabien Loris, Charles Daurot—Fair art entry—91m.—see May 31 issue, under Columbia.

FOOLS WHO MADE HISTORY

'39-'40 (6)

Goodyear, Charles, The Story of (G) .....Oct. 6 10½m.
Howe, Elias, The Story of (G) .....Sept. 1 11m.

HAPPY HOUR

(Special)

'39-'40

Building of Boys (E)...Oct. 12 11m.
Book of Books, The (E).Oct. 6 10m.

MUSIC HALL VANITIES (4)

Montmartre Madness(F).June 30 10½m.

NEWS WORLD OF SPORTS (10)

Big Fish (F) .....Aug. 18 10m.
Technique of Tennis, The (G) .....June 30 8½m.
There Goes Rusty (G).July 15 10½m.

'39-'40 (12)

Bows and Arrows (E)..Oct. 6 9m.
Jai Alai .....Nov. 17 —m.
Untitled .....Dec. 22 —m.

PHANTASIES

'39-'40 (10)

Charm Bracelet, The (F).Sept. 1 6½m.
Millionaire Hobo .....Nov. 24 —m.
Mouse Exterminator, The.Jan. 26 —m.

SCREEN SNAPSHOTS (12)

No. 11—Hawaiian Eateries (G) .....June 29 10m.
No. 12—Stars of the Past (Anniversary Reel) (E) .....July 28 10m.

'39-'40 (12)

No. 1—Art of Make-Up (E) .....Sept. 22 10m.
No. 2 — Animal Actors and Trainers (E).....Nov. 10 11m.
No. 3 .....Dec. 1 —m.
No. 4 .....Jan. 5 —m.

TOURS (6)

In Morocco (F).....Aug. 11 10½m.
Sojourn in India (F)..July 7 9½m.

'39-'40 (8)

Beautiful Switzerland ..Nov. 17 —m.
Historic Cities of India (G) .....Oct. 27 10m.
Holland and the Zuyder Zee (B) .....Sept. 15 10m.
New Hampshire .....Dec. 22 —m.

WASHINGTON PARADE (4)

No. 4 — Library of Congress (E) .....Aug. 4 10m.

'39-'40 (6)

No. 1—Smithsonian Institution (G) .....Nov. 10 10m.
No. 2 .....Dec. 8 —m.

METRO

Two Reel

CRIME DOESN'T PAY (6)

Drunk Driving (E).....Oct. 14 21m.
Help Wanted (G).....June 10 21m.
Think First (E) .....Sept. 21 21m.

One Reel

CARTOONS (13)

(Technicolor)

Bear That Wouldn't Sleep, The (G) .....June 10 9m.
Blue Danube, The.....Oct. 28 —m.
Bookworm, The (E)....Aug. 26 9m.
Goldilocks and the Three Bears (F) .....July 15 11m.
One Mother's Family (E) Sept. 30 9m.

FITZPATRICK TRAVELTALKS

(Technicolor)

'39-'40 (12)

Day on Treasure Island, A (G) .....Sept. 2 11m.
Natural Wonders of Washington State (E).....Oct. 7 9m.
Quaint Saint Augustine (E) .....Nov. 4 10m.
Valient Venezuela ..... —m.

MINIATURES

'39-'40 (9)

Ash Can Fleet, The (E) Sept. 9 11m.
Failure At Fifty, A (E).Oct. 10 10m.
Mendelssohn's Wedding March (G) .....Nov. 4 10m.
(Technicolor)
Rhumba Rhythm (G) G. Murphy .....Sept. 2 10m.

OUR GANG COMEDIES (12)

Auto Antics (F) .....July 22 10m.
Dog Daze (F) .....July 1 11m.
Joy Scouts (F) .....June 24 10m.

'39-'40 (8)

Captain Spanky's Showboat (F) .....Sept. 9 11m.
Dad for a Day (G)....Oct. 21 11m.

PASSING PARADE (10)

Giant of Norway, The (E) .....June 24 11m.
One Against the World (E) .....Aug. 19 11m.
Story That Couldn't Be Printed (E) .....July 22 11m.
Unseen Guardians (G)..Aug. 26 11m.
Yankee Doodle Goes to Town (E) .....June 17 11m.

PETE SMITH SPECIALTIES (15)

Culinary Carving (E)..July 1 9m.
Football Thrills of 1938 Sept. 16 10m.
Poetry of Nature (E)..June 17 8m.
Set 'Em Up (E)..... 10m.
Take a Cue (E).....Aug. 12 9m.

'39-'40 (13)

Let's Talk Turkey (G)..Oct. 28 10m.
Ski Birds .....Nov. 18 8m.

ROBERT BENCHLEYS (8)

How to Eat (G).....June 10 10m.

'39-'40 (4)

Day of Rest, The (F)...Sept. 16 9m.
See Your Doctor.....Dec 15 8m.

PARAMOUNT

One Reel

BETTY BOOP (12)

Rhythm on the Reservation (F) .....July 7 6m.
Scared Crows, The (F).June 9 6m.
Yip, Yip, Yippy (F)...Aug. 11 6m.

COLOR CLASSICS (6)

(Technicolor)

Barnyard Brat (F).....June 30 7m.

'39-'40 (6)

Fresh Vegetable Mystery, The (G) .....Sept. 29 7m.

COLOR CRUISES (7)

(Cinecolor)

Colombia (F) .....July 21 10m.

'39-'40 (7)

Chile .....Nov. 10 —m.
Ecuador (F) .....Sept. 1 10m.
Peru (F) .....Oct. 6 9m.

HEADLINERS (15)

Sweet Moments (G) R. Morgan and Orchestra .....Aug. 18 11m.

'39-'40 (10)

Artie Shaw's Class in Swing (E) A. Shaw & Orchestra.Sept. 8 10m.
Flo Rito, Ted, and Orchestra (G) .....Oct. 6 11m.
Here's Hal H. Kemp & Orchestra.Nov. 24 10m.
Moments of Charm of 1940 (E) P. Spitalny & All-Girl Orchestra .....Oct. 27 11m.
(Technicolor)
Valiant Venezuela .....
Paramount Presents Frankie Masters F. Masters & Orchestra ..... —m.

PARAGRAPHICS (13)

Breaking the News (G).Aug. 25 10m.
Farewell, Vienna (G)..June 23 10m.

'39-'40 (10)

Busy Little Bears (F)..Oct. 20 10m.
Public Hobby Number One (G) .....Sept. 22 11m.
Bits of Life (G).....Nov. 17 11m.

PICTORIALS (12)

No. 12 — Storks — Alaska—Monkeys (F).July 14 10m.

POPEYE (12)

Ghosks Is the Bunk (F).June 16 7m.
Hello How Am I (F)..July 14 6m.
It's the Natural Thing to Do (F) .....July 28 7m.

'39-'40 (12)

Never Sock a Baby (G).Nov. 3 6m.

POPULAR SCIENCE (6)

(Cinecolor)

No. 6 (G) .....Aug. 4 11m.

'39-'40 (6)

No. 1 (G) .....Sept. 15 11m.
No. 2 (E) .....Nov. 3 11m.

SPORTLIGHTS (12)

Death Valley Thrills (G).June 9 10m.
Watch Your Step (F)..July 7 10m.

'39-'40 (13)

Aqua-Rhythm (G) ....Nov. 24 10m.
Catching Whoppers (F).Oct. 13 10m.
Desert Adventure, A (G).Sept. 22 10m.
Dog Is Born, A (G)....Nov. 3 10m.
Hydro-Maniacs (G) ...Sept. 1 10m.

SYMPHONIC SERIES

'39-'40 (3)

Blue Danube, The (E)..Sept. 29 10m.
Merry Wives of Windsor (E) .....Oct. 27 9m.
William Tell (E).....Nov. 24 11m.

UNUSUAL OCCUPATIONS (6)

(Cinecolor)

No. 6 (F) .....June 16 10m.

'39-'40 (6)

No. 1 (G) .....Oct. 13 11m.
No. 2 .....Nov. 17 —m.

RKO-RADIO

Two Reel

EDGAR KENNEDY (6)

Feathered Pests (F) ...July 14 16m.

'39-'40 (6)

Act Your Age (G).....Oct. 6 18m.
Kennedy the Great (G).Dec. 1 19m.
Slightly at Sea (F)....Feb. 9 16m.

HEADLINER COMEDIES (4)

Sales Slip (F) E. Truex .....July 21 17m.

LEON ERROLS (6)

Ring Madness (G).....June 30 19m.

'39-'40 (6)

Truth Aches (G).....Nov. 3 19m.
Wrong Room (G).....Sept. 22 19m.
Scrappily Married (F)..Jan. 12 20m.

THE MARCH OF TIME (13)

No. 11—War, Peace and Propaganda (E) ....June 9 19m.
No. 12 — The Movies March on (E) .....July 7 22m.
No. 13—Metropolis, 1939 (E) .....Aug. 4 18m.

'39-'40 (13)

No. 1 — Soldiers With Wings (E) .....Sept. 1 19m.
No. 2—The Battle Fleets of England (E) .....Sept. 29 19m.
No. 3 — Uncle Sam, the Farmer (G) .....Oct. 27 18m.
No. 4 — Newsfronts of War, 1940 (E).....Nov. 24 19m.

RADIO FLASH (4)

Marriage Go Round (F).July 28 18m.

'39-'40 (8)

Blamed for a Blonde (F) R. Atwill .....Oct. 20 16m.
Chicken Feed (B) B. Gilbert .....Dec. 19 18m.
Coat Tales (G) J. Prouty .....Nov. 17 18m.
Twinruplets (G) ..... 20m.

SPECIAL

Five Times Five (E) Dionne Quintuplets ..July 21 19m.

WESTERN MUSICAL (4)

Sagebrush Serenade (G).June 16 19m.

'39-'40 (4)

Bandits and Ballads (F).Dec. 29 17m.
Cupid Rides the Range (G) .....Sept. 8 18m.

One Reel

INFORMATION PLEASE

'39-'40 (13)

No. 1 (E) .....Sept. 8 11m.
No. 2 (E) .....Oct. 6 11m.
No. 3 (G) .....Nov. 3 10m.

REELISMS (13)

Pack Trip (G) .....Aug. 18 9m.
World of Tomorrow (G).June 23 9m.
Zoo (G) .....July 21 9m.

'39-'40 (13)

Acres of Plenty (F)....Oct. 13 9m.
Amerilan Royal (G)....Nov. 10 9m.
Nevada Unlimited (G)..Sept. 15 8m.
West Wall, The (E) ..Dec. 8 12m.

SPORTSCOPES (13)

Devil Drivers (G).....June 16 9m.
Kennel Kings (G).....Aug. 11 9m.
Riding the Crest (G)..July 14 9m.

'39-'40 (13)

Gun Play (F) .....Sept. 1 9m.
Hunting Hounds (G)...Sept. 29 9m.
Ice Cutters (F) .....Oct. 27 9m.
Winter Playground (E).Nov. 24 9m.

WALT DISNEY'S CARTOONS (18)

Autograph Hound, The (E) .....Sept. 1 8m.
Beach Picnic, he (E)...June 9 8m.
Donald's Penguin (E)..Aug. 11 8m.
Pointer, The (E).....July 21 8m.
Sea Scouts (E) .....June 30 8m.

'39-'40 (18)

Officer Duck (E).....Sept. 22 8m.

REPUBLIC

SERIALS (4)

Dare Devils of the Red Circle (G) C. Quigley, C. Landis.June 10 (12 episodes)
Dick Tracy's G-Men (G) R. Byrd, P. Isley....Sept. 2 (15 episodes)
Zorro's Fighting Legion R. Hadley, S. Darcy..Dec. 16 (12 episodes)

20th CENTURY-FOX

One Reel

ADVENTURES OF A NEWSREEL CAMERAMAN

'39-'40 (4)

Conquering the Colorado (E) .....Aug. 18 11m.
Filming the Fleet (E)..Oct. 27 11m.
Sky Fighters .....Dec. 8 —m.

DRIBBLEPUSS PARADE

'39-'40 (6)

"Monkies Is the Cwazlest People" (G) .....Sept. 29 10m.
Silly Season, The (F)..Jan. 5 10m.

FASHION FORECAST (4)

(Technicolor)

No. 4 — Summer Styles (E) .....July 7 10m.

'39-'40 (4)

No. 5—Fall Fashions (G) .....Sept. 15 10m.
No. 6—Winter Fashions.Dec. 22 —m.

MAGIC CARPET OF MOVIETONE (6)

Tempest Over Tunis (E).June 9 10m.

'39-'40 (6)

Aghileen Pinnacles, The (G) .....Nov. 10 11m.
Birthplace of Icebergs (E) .....Aug. 4 11m.
Evergreen Empire, The (G) .....Oct. 13 11m.
Valley of Ten Thousand Smokes (E) .....Feb. 16 10m.
Kangaroo Country, The.Feb. 2 —m.

SPORTS REVIEWS (6)

Sports Immortals (G)..June 23 10m.
Youth in the Saddle (G).July 21 10m.

'39-'40 (6)

Big Game Fishing (F).Sept. 1 10m.
Clocking the Jockies (G).Nov. 24 11m.
Topnotch Tennis .....Jan. 19 —m.

TERRYTOONS (26)

Africa Squawks (B) ...June 30 6m.
Bernyard Baseball (B)..July 14 6m.
(Technicolor)
Bully Romance, Gandy Goose in a (F).....June 16 6m.
Old Fire Horse, The (G).July 28 7m.

'39-'40 (26)

Black and White

Edgar Runs Again ....Jan. 26 —m.
Dog in a Mansion, A...Jan. 12 —m.
Golden West, The (B)..Aug. 25 7m.
Hitch-Hiker, The .....Dec. 1 7m.
Ice Pond, The.....Dec. 15 —m.
One Mouse in a Million (F) .....Nov. 3 7m.
Sheep in the Meadow (G) .....Sept. 22 7m.
Watchdog, The (F) ...Oct. 20 7m.

Technicolor

First Robin, The.....Dec. 29 —m.
Harvest Time .....Feb. 9 —m.
Hook, Line and Sinker (F) .....Sept. 8 7m.
Orphan Duck, The (G)..Oct. 6 7m.
Two Headed Giant (F).Aug. 11 7m.
Wicky-Wacky Romance (F) .....Nov. 17 8m.

UNITED ARTISTS

One Reel

WORLD WINDOWS (12)

(Technicolor)

Arabian Bazaar (G)....Sept. 1 10m.
Eternal Fire (G) ..... 10m.
Fox Hunting in the Romen Campagna (E) 10m.
Jerusalem (E) ..... 10m.
Petra the Lost City (E).Aug. 1 10m.
Rome Symphony (E)... 10m.
Ruins of Palmyra .....Oct. 1 —m.
Wanderers of the Desert (G) .....July 1 10m.

UNIVERSAL

Two Reel

MUSICALS (13)

Gals and Gallons (G)
East and Dumke.....July 12 17½m.
Swing Sanatorium (F)
Collins & Stone .....June 14 18m.
With Best Dishes (F)
L. Roth, G. Kemper..Aug. 9 17m.

'39-'40 (13)

Boy Meets Joy (F)
P. Tomlin, J. Hodges.Sept. 6 17m.
Rhumba Land (G)
W. Shaw .....Nov. 18 18m.
Snow Follies
L. Roth, King Sisters.Dec. 13 —m.
Swing Hotel (G)
D. Daly and Orchestra.Oct. 18 18m.

SERIALS

'39-'40 (4)

Flash Gordon Conquers the Universe
L. Crebbe .....Apr. 9
(12 episodes)
Green Hornet, The (G)
G. Jones, A. Nagel..Jan. 9
(13 episodes)
Oregon Trail, The (G)
J. Brown, L. Stanley.July 4
(15 episodes)
Phantom Creeps, The (G)
B. Lugosi, D. Arnold.Oct. 17
(12 episodes)

SPECIAL

'39-'40 (1)

March of Freedom, The (E) .....Sept. 6 20m.
(Pre-released June 7)

One Reel

GOING PLACES (13)

No. 64 (F) .....June 26 9m.
No. 65 (F) .....July 17 9m.

'39-'40 (15)

No. 66 (G) .....Sept. 25 9m.
No. 67 (F) .....Oct. 16 9m.
No. 68 (G) .....Nov. 13 9m.
No. 69 .....Dec. 11 8m.
No. 70 .....Dec. 25 8m.
No. 71 .....Jan. 15 —m.

STRANGER THAN FICTION (13)

No. 63 (F) .....June 5 9m.
No. 64 (G) .....July 3 10m.
No. 65 (G) .....Aug. 7 9m.

'39-40 (15)

No. 66 (G) .....Sept. 18 8½m.
No. 67 (G) .....Oct. 9 9m.
No. 68 (F) .....Nov. 6 9m.
No. 69 .....Dec. 4 9m.
No. 70 .....Dec. 18 9m.
No. 71 .....Jan. 8 —m.

WALTER LANTZ CARTUNES (26)

Arabs With Dirty Fezzes (G) .....July 31 7m.
Bird on Nelly's Hat (F).June 19 7m.
Silly Superstition (F)...Aug. 28 7m.
Slaphappy Valley (G)..Aug. 21 7m.
Snuffy's Party (F) ....Aug. 7 7m.
Stubborn Mule (F)....July 3 7m.

'39-'40 (13)

(Technicolor)

A-Hounting We Will Go (G) .....Sept. 4 7m.
Life Begins for Andy Panda (G) ...Oct. 9 8½m.
Scrambled Eggs (G)...Nov. 20 9m.
Sleeping Princess, The (G) .....Dec. 4 9m.

VITAPHONE

Two Reel

BROADWAY BREVITIES (22)

Broadway Buckaroo (G)
R. Skelton .....June 3 20m.
Seeing Red (G)
R. Skelton .....Aug. 26 20m.
Swing Opera, A (F)....July 22 18m.
Wardrobe Girl (E)
G. Menners, L. Allen.June 17 20m.

'39-'40 (10)

Double or Nothing (E). 19m.
Ice Frolics (G)
E. Gardner, Merry Macs .....Oct. 28 17m.
Remember When? (E)
Eton Boys, R. Ragland 20m.
Slapsie Maxie's (E)
M. Rosenbloom .....Sept. 16 17m.
World's Fair, Jr.
Kiddie Revue .....Dec. 9 —m.

TECHNICOLOR PRODUCTIONS (8)

Bill of Rights, The (G).Aug. 12 22m.
Quiet, Please (G)
F. Feld, C. Foy.....July 22 18m.
Ride, Cowboy, Ride (E)
D. Morgan .....Sept. 9 22m.

'39-'40 (8)

Monroe Doctrine (E)...Oct. 14 22m.
Old Hickory .....Jan. 8 —m.
Royal Rodeo (E)
J. Payne .....Nov. 25 15m.

One Reel

COLOR PARADE (13)

Mechanix Illustrated
No. 5—(G) .....June 10 10m.
No. 6—(F) .....Aug. 5 9m.
Modern Methods (F)...July 15 10m.

'39-'40 (10)

American Saddle Horses (E) .....Nov. 11 10m.
Mechanix Illustrated
No. 1—(G) .....Sept. 30 10m.
No. 2 .....Dec. 2 —m.
Untitled .....Oct. 21 —m.
Untitled .....Nov. 11 —m.

FLOYD GIBBONS (13)

Haunted House (G)....June 3 12m.
Lives in Peril (F)....July 1 12m.
Three-Minute Fuse (G).July 29 11m.
Verge of Disaster (G)..Aug. 26 9m.

LOONEY TUNES (16)

Polar Pals (G) .....June 3 7m.
Porky's Picnic (G)....July 15 7m.
Scalp Trouble (G).....June 24 7m.
Wise Quacks (F).....Aug. 5 7m.

'39-'40 (16)

Film Fan, The.....Dec. 16 —m.
Jeepers Creepers (G)...Sept. 23 7m.
Naughty Neighbors (F).Oct. 7 7m.
Pied Piper Porky (G)..Nov. 4 7m.
Porky's Hotel (G) Sept. 2 7m.
Porky the Giant Killer (F) .....Nov. 18 7m.

MELODY MASTERS (18)

DeLange, Eddie, and Orchestra (F) .....Aug. 12 9m.
Osborne, Will, and Orchestra (G) .....July 22 10m.
Rio, Rita, & All-Girl Orchestra (F) .....July 1 10m.
Shaw, Artie, and Orchestra (G) .....July 22 10m.
Stevens, Leith, & Orchestra (F) .....June 10 10m.

'39-'40 (10)

Lopez, Vincent, and Orchestra (G) .....Sept. 30 10m.
Organ Novelty, An (G)
The Crawfords ..... 9m.
Rubinoff and His Orchestra (G) .....Nov. 11 8m.
Shaw, Artie, and Orchestra in "Symphony of Swing" (E) .....Dec. 30 10m.
Swing Styles (G).....Sept. 2 10m.

MERRIE MELODIES (26)

(Technicolor)

Believe It or Else (G).June 3 7m.
Dangerous Dan McFoo(G)July 15 7m.
Detouring America (G).Aug. 26 7m.
Hare-um Scare-um (F).Aug. 12 7m.
Hobo Gadget Band (G).June 17 7m.
Little Brother Rat (F).Sept. 2 7m.
Old Glory (E) .....July 1 10m.
Show Men's Land (G)..July 29 7m.

'39-'40 (26)

Curious Puppy .....Dec. 30 —m.
Fresh Fish (E) .....Nov. 4 7m.
Good Egg (F) .....Oct. 21 7m.
Fagin's Freshman (G)..Nov. 18 7m.
Land of the Midnight Fun (E) .....Sept. 23 7m.
Little Lion Hunter (G).Oct. 7 7m.
Screwball Football .....Dec. 16 —m.
Sioux Me (G) .....Sept. 9 7m.
Sniffles and the Bookworm (G) .....Dec. 2 7m.

TECHNICOLOR SPECIALS (4)

Romance in Color (G).Aug. 19 10m.

VARIETIES (12)

One Day Stand (E)....Aug. 19 10m.
Right Way, The (G)
I. Rich, H. O'Neill...July 1 9m.
Witness Trouble (G)..
Grouch Club .....July 29 10m.

'39-'40 (6)

Sword Fishing (E).....Oct. 21 10m.
Vote Trouble (G).....Sept. 9 10m.

COMMERCIAL

All In One (G) ..... 10m.
Behind the Mike (E)... 9m.
Circus Daze (G)..... 9m.
Current Flashes (G) ... 10m.
Hitting the Roof (G) 10m.
Holiday Greeting Shorts (E) ..... 1½, ¾m.
How to Make a Sales Presentation Stay Presented (F) ..... 30m.
Miami Miracle (G) ... 10m.
Modeled for Distinction (G) ..... 10m.
More Power to You (E) 10m.
New England Yesterday and Today (E)..... 20m.
(Also a 10-minute version)
Radio Blockade (E)... 9m.
Sea Food (G) ..... 12m.
Ski Trails of New France (G) ..... 11m.
Vacuum Control (E) ... 10m.

MISCELLANEOUS

Adventures in the Jungle (G) ..... 26m.
Afternoon at a Bull Fight (F) ..... 10m.
Anti-Mutuel Talk ..... 3m.
Aquabatics (G) ..... 9m.
Armstrong, Henry, vs. Lou Ambers Fight Pictures (G) ..... 21m.
Ave Maria, Our Lady of Chartres (G) ..... 10m.
(Also a 2-reel version)
Baer, Max, vs. Louis Nova Fight Pictures (G).. 15m.
Behind Spanish Lines(F) 19m.
Bettina, Mello, vs. Billy Conn Fight Pictures (F) ..... 27½m.
Birth of the Movies (E) 18m.
Broken Earth (G) ..... 8m.
California Today (F).. 10m.
Calling on Cairo (G)... 8m.
China Fights On (F)... 18m.
Chinook's Children (E). 10m.
Dagestan (F) ..... 10m.
Diamond Minds (F).... 10m.
Flying Frogs, The (G). 10m.
Footsteps of Saint Patrick (F) ..... 24½m.
Fountain of Bakhchisarai, The (G) ..... 10m.
Four Seasons (E)..... 3m.
For Auld Lang Syne (G) 10m.
Future Admirals (G) .. 11m.
Galento, Tony, vs. Joe Louis Fight Pictures (G) ..... 20m.
Gems of the Orient (E) 10m.
Getting Your Money's Worth (G) ..... 11m.
Great Train Robbery, The (—) ..... 10m.
Happy Landing, A (F). 8m.
Highlights of London(G) 10m.
Homes of Today (E).. 11m.
Honoring a People's Poet (B) ..... 5m.
In Old Morocco (G)... 8½m.
Irish Isle, The (F).... 10m.
Island of Love (F)..... 10m.
Joe Louis Versus Bob Pastor Fight Pictures (G) ..... 28m.
Journey to Normandy, A (G) ..... 10m.
Kilmainham Jail (G)... 28m.
Let My People Live (G) 19m.
Louis, Joe, vs. Jack Roper, Jr., Fight Pictures (G) ..... 16m.
Makassar (G) ..... 10m.
Mat Maulers (E) ..... 10m.
Memory Lingers On, The (G) ..... 10½m.
Miracles of Modernization (F) ..... 9m.
Monsters of the Deep (F) 26m.
Montmartre (F) ..... 15m.
Mother, The (G)..... 10m.
Musical Moments (F)... 20m.
North Sea (G) ..... 24m.
Ocean, Thou Mighty Monster (G) ... ... 11m.
One Night Before Christmas (G) ..... 13m.
Peasant's Wedding, The (F) ..... 35m.
Plant Power (G) ..... 10m.
Pope Pius XI, Pope of Peace (G) 10m.
Raiders Over England (F) 18m.
Rembrandt (E) ..... 10m.
(Also a 2-reel version)
Seabiscuit (G) ..... 19m.
Service in Submarines (E) ..... 10m.
School of Talent (G).. 10m.
She Shall Have Music (F) 35m.
Southern Beauties (F).. 10m.
Spy Menace, The (F)... 11m.
Starlight Night (G)... 27m.
Story of Our Flag, The (F) ..... 11m.
Swing's the Thing (G). 18m.
Technicolor Test Reel (E) ..... 9m.
Terzo Annuale dell' Impero col Discorse del Duce (G) ..... 10m.
Touchdown (G) ..... 9m.
Warning, The (G) .... 36m.
Wild Innocence (—) .. 34m.
(Also a 44-minute version: see review of feature, Blue Section, page 50)
Winners of the International Violin Contest (G) 10m.
Zoo in Manhattan (G). 10m.

THE EXHIBITOR'S NATIONAL RELEASE DATE GUIDE

AN EXCLUSIVE SERVICE OF THE JAY EMANUEL PUBLICATIONS

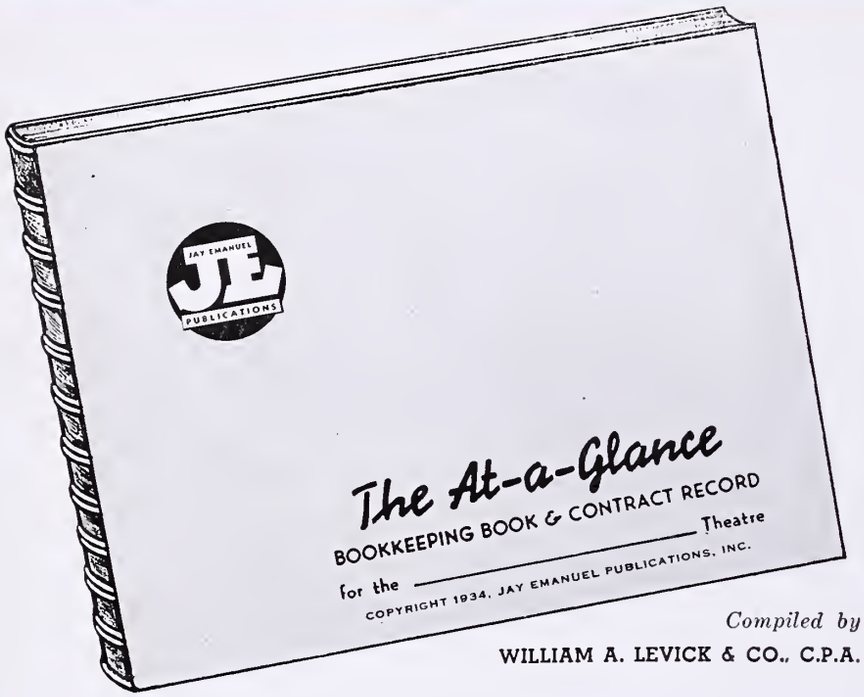
Pictures listed are in the order of their release by the several companies, placed as closely as possible to the correct date. This Guide is subject to changes in dates, titles, and casts, as made by the companies' home offices. For convenience, westerns are designated by a W following the title, which should not be confused with (W) in the Warner-First National column, where the letter designates a Warner picture.

	COLUMBIA	METRO	MONOGRAM	PARAMOUNT	RADIO	REPUBLIC	20th-FOX	UNITED ARTISTS	UNIVERSAL	WARNERS FIRST NAT.
NOV 10	Blondie Brings Up Baby P. Singleton, A. Lake	Remember? R. Taylor, G. Garson, L. Ayres	Heroes in Blue D. Purcell, B. Hayes Raiders Over England (Two-Reeler)	The Cat and the Canary B. Hope, G. Sondergaard P. Goddard	Allegheny Uprising J. Wayne, C. Trevor	The Covered Trailer Higgins Family	Drums Along the Mohawk C. Colbert H. Fonda (Technicolor)		First Love D. Durbin, R. Stack One Hour to Live C. Bickford, D. Nolan, J. Litel	The Private Lives of Elizabeth and Essex (W) B. Davis, E. Flynn (Technicolor)
17		Another Thin Man W. Powell, M. Loy C. Smith	The Phantom Strikes S. Hale, W. Lawson, L. Henry (English-made)	Rulers of the Sea D. Fairbanks, Jr., W. Fyffe	Meet Dr. Christian J. Hersholt, D. Lovett	Rovin' Tumbleweeds, W G. Autry, S. Burnette ('38-'39)	The Jones Family in Too Busy to Work The Jones Family		Tower of London B. Rathbone, B. Karloff, N. Grey	The Dead End Kids on Dress Parade (W) Dead End Kids, J. Litel
24	The Amazing Mr. Williams J. Blondell, M. Douglass	The Secret of Dr. Kildare L. Ayres, L. Barrymore, L. Day	Roll, Wagons, Roll, W T. Ritter, M. Evans	Our Neighbors, The Carters F. Bainter, F. Craven Geronimo! P. Foster, E. Drew (Pre-release)	That's Right, You're Wrong K. Kyser and Orchestra, L. Ball A. Menjou	Cowboy From Texas, W 3 Mesquiteers	Day-Time Wife T. Power, L. Darnell, B. Barnes	Send Another Coffin P. O'Brien, R. Terry, E. Arnold (Wanger)	The Big Guy V. McLaglen, J. Cooper Chip of the Flying U, W J. Brown, B. Baker	We Are Not Alone (FN) P. Muni, J. Bryan, M. Robson
DEC 1	Cafe Hostess P. Foster, A. Dvorak	Joe and Ethel Turp Call on the President L. Stone, A. Sothern, W. Gargan	Yukon Flight J. Newill, L. Stanley	The Night of Nights P. O'Brien, O. Bradna, R. Young	Reno R. Dix G. Patrick, A. Louise	Saga of Death Valley, W R. Rogers, G. Hays, D. Barry	Charlie Chan in City in Darkness S. Toler, S. Bari Inspector Hornleigh on Holiday G. Harker, A. Sim, (English-made)		Laugh It Off J. Downs, C. Moore	The Return of Doctor X (FN) W. Morris, R. Lane, H. Bogart
8	Fugitive at Large J. Holt, P. Ellis, S. Fields	Henry Goes Arizona F. Morgan, V. Weidler, G. Kibbee	West of the Divide, W Lucky Texan, W Wayne Re-issues The Gentleman From Arizona C. Reynolds, (Cinecolor)	The Llano Kid T. Guizar, E. Dunn, A. Mowbray, G. Sondergaard	Two Thoroughbreds J. Brodell, J. Lydon, J. Kerrigan	South of the Border, W G. Autry, S. Burnette, J. Storey	Barricade W. Baxter, A. Faye, C. Winninger		The Man From Montreal R. Arlen, A. Devine	Private Detective (FN) J. Wyman, D. Foran
15	Taming of the West, W B. Elliott, I. Meredith	Nick Carter, Master Detective W. Pidgeon, R. Johnson, H. Hull	Four Just Men H. Sinclair, F. Lawton (English-made) West-Bound Stage, W T. Ritter	All Women Have Secrets J. Allen, Jr., Jean Cagney, V. Dale		The Higgins Family in "Money to Burn" The Higgins Family	The Honeymoon's Over S. Irwin, M. Weaver, J. Gale		Missing Evidence P. Foster, I. Hervey	The Mad Empress (FN) M. Novara, L. Atwill
22	My Son Is Guilty B. Cabot, J. Wells, H. Carey	Judge Hardy and Son The Hardy Family		Gulliver's Travels Full-length cartoon, by M. Fleischer (Technicolor)	Married and in Love B. Read, A. Marshall, P. Knowles	Woman Who Dared C. Bickford, O. Davis, D. Day	Everything Happens at Night S. Henie, R. Milland, R. Cummings	Rebecca L. Olivier, J. Fontaine, J. Anderson, R. Denny (Selznick)	Charlie McCarthy, Detective C. McCarthy, C. Moore, E. Bergen	Four Wives (FN) Lane Sisters, G. Page, C. Rains, J. Lynn, M. Robson
29	His Girl Friday C. Grant, R. Russell, R. Bellamy	Balalaika N. Eddy, I. Massey, C. Ruggles	Pioneer Days, W J. Randall	The Great Victor Herbert W. Connolly, M. Martin, A. Jones	Hunchback of Notre Dame C. Laughton, M. O'Hara Legion of the Lawless, W G. O'Brien	Days of Jesse James, W R. Rogers, G. Hayes, P. Moore	The Cisco Kid and the Lady C. Romero, M. Weaver		Destry Rides Again J. Stewart, M. Dietrich, M. Auer	Invisible Stripes G. Raft, J. Bryan, H. Bogart
JAN 5	Two-Fisted Rangers, W C. Starrett, I. Meredith, D. Curtis			Emergency Squad W. Henry, L. Campbell, R. Denning			Swanee River D. Ameche, A. Leeds, A. Jolson		Framed J. Cowan, C. Moore, F. Albertson	A Child Is Born (W) J. Lynn, G. George G. Fitzgerald
12				Geronimo! P. Foster, E. Drew (Regular Release)			City of Chance L. Bari, C. Smith, D. Woods		The Invisible Man Returns C. Hardwicke, V. Price, N. Grey	Brother Rat and the Baby W. Morris, P. Lane, E. Albert
19	I Married Adventure O. Johnson (Special)			Remember the Night F. MacMurray, B. Stanwyck, B. Bondi			He Married His Wife J. McCrea, N. Kelly, M. Boland		West of Carson City, W J. Brown, B. Baker, F. Knight	British Intelligence B. Karloff, M. Lindsay

PRODUCERS DISTRIBUTING CORPORATION

October 15: Hitler—Beast of Berlin—R. Drew, S. Duna; **November 1:** Torture Ship—L. Talbot, J. Wells; **November 15:** Buried Alive—B. Roberts, R. Wilcox; **November 25:** Gold Star Mothers (no cast available); **December 1:** Invisible Killer—R. Drew, G. Bradley.

Another Exhibitor Service . . .
Originated By Your "Home Town Trade Paper"



THE AT-A-GLANCE Bookkeeping Book and Contract Record is a most complete and simplified method of theatre bookkeeping.

REALIZING THE NEED IN THE THEATRE FOR A SIMPLIFIED METHOD OF BOOKKEEPING AND AN ACCURATE SYSTEM FOR THE RECORDING OF CONTRACTS, THE EXHIBITOR RETAINED WILLIAM A. LEVICK & CO., CERTIFIED PUBLIC ACCOUNTANTS, WHO NUMBER AMONG THEIR CLIENTS MANY INDEPENDENT THEATRES, TO COMPILE SUCH A SYSTEM.

AFTER SIX YEARS OF PRACTICAL USE BY THOUSANDS OF EASTERN SHOWMEN, AND REVISED, RE-EDITED TO FIT UP-TO-DATE NEEDS, IT IS THE BEST SYSTEM FOR KEEPING AN ACCURATE RECORD OF FINANCIAL AND OTHER DETAILS.

Book is 9½" x 12½" in size, printed on a special ledger stock that is particularly easy on the eyes. Covers are sturdy, with genuine "wire-o" binding, holding ledger sheets firmly and keeping them absolutely flat. Designed so that a flip of the sheet gives the exact page wanted.

Individual sections include: 1—Amortization of fixed overhead, 2—Weekly Profit and Loss Statements, 3—Daily Ticket Record, 4—Weekly Operating Facts, 5—Record of Weather, Opposition and Daily Gross, 6—Daily Tax Record, 7—Loose-leaf Social Security Card System, 8—Perpetual Clearance Calendar, 9—Contract Record, by Companies of Terms, Clearance, Availability, Number Offered, Number Bought,etc.

THE EXHIBITOR, 1225 VINE STREET, PHILADELPHIA

How do I get a copy at actual cost?

Name _____

Address _____

City and State _____

CLIP AND MAIL COUPON ← TODAY

THE EXHIBITOR

EXCHANGE EMPLOYEES UNION ELECTS OFFICERS

UP-TO-DATE RECORDS ON 1939-1940 PICTURES

SERVISECTION: 50 FEATURES, SHORTS REVIEWED

EDITORIAL: "STANDARDS OF FAIR CLEARANCE"

NEW YORK STATE EDITION

ENTERED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST OFFICE AT PHILADELPHIA, PA., UNDER THE ACT OF MARCH 3, 1879

DECEMBER 13, 1939
VOL. 23 No. 5 PRICE 10 CENTS

CHRISTMAS BUSINESS!

Christmas is laughing time—M-G-M is the one company that has the happy show that's swell for the whole family. Screen "JUDGE HARDY & SON" and you'll see that it's the *best* of the series! Perfectly timed for profits! Simultaneous holiday bookings are setting a new record!

NATIONAL AD CAMPAIGN
READERSHIP 27,985,612
Full pages in Saturday Evening Post, Life, Collier's.

NEW YEAR'S BUSINESS!

NATIONAL AD CAMPAIGN
READERSHIP 50,[illegible]
Full pages in Lad[illegible] Journal, Woman's [illegible] Companion, McCall's, Cosmopolitan, American, [illegible]

New Year's Hit 1938—"Rosalie." New Year's Hit 1939—"Sweethearts." New Year's Hit 1940—"BALALAIKA". M-G-M knows that the New Year's crowds want gayety, music, laughter! There never has been a greater holiday attraction than rousing, romantic "BALALAIKA." No other company has available such a gala, gorgeous screen celebration! It's booked nationwide! Watch!

E D I T O R I A L

THE
EXHIBITOR

Vol. 23, No. 5 December 13, 1939

MEMBER AUDIT BUREAU OF CIRCULATIONS

A Jay Emanuel Publication. Covering the film territories in the Metropolitan East. Published weekly by Jay Emanuel Publications, Incorporated. Publishing office: 1225 Vine Street, Philadelphia, Pennsylvania. New York City office, 1600 Broadway. West Coast office, 1119 Poinsettia Drive, Hollywood, California Representatives in Washington, D. C.; Albany, Buffalo, Boston, New Haven. Jay Emanuel, publisher; Paul J. Greenhalgh, business manager; Herbert M. Miller, managing editor. Subscription rates: $2 for one year; $5 for three years. Address all communications to 1225 Vine Street, Philadelphia, Pennsylvania.

Just In Passing

WE WONDER:

Why some of the companies don't take time off to prepare a questionnaire of the exhibitors' attitude on series, just to find out what their opinion is on the Jones, the Chans, the Higgins, and the others? (This wouldn't apply to the Rooneys and the Kildares, of course.)

Why every print of Metro's "A Christmas Carol" shouldn't be working overtime during the holiday period, considering that a lot of exhibitors for whom it was available late last year passed it up?

Why the exhibitors don't book Paramount's Symphonic series like wildfire! (If this isn't the best group of its kind since the talkies arrived, then we're wrong.)

Why, in "Our Neighbors, the Carters" (a darned nice picture) that line about "not allowing the children to go to the movies during the middle of the week" was left in?

Why there aren't more trade screenings so that exhibitors will have a chance to get optimistic about some of the forthcoming product?

Why anyone should be pessimistic with this lineup of pictures "Gone With the Wind," "Judge Hardy and Son," "His Girl Friday," "Balalaika," "The Great Victor Herbert," "Gulliver's Travels," "Hunchback of Notre Dame," "Everything Happens at Night," "Swanee River," "Rebecca," "Charlie McCarthy, Detective," "Four Wives" and others coming up within the next several weeks?

Why the distributors don't resolve, for 1940, to try to ward off washing of the industry's dirty linen in the courts and make every decent effort to settle the trade's problems without handing over fat fees to the lawyers?

THERE ARE STANDARDS OF FAIR CLEARANCE

A Nobel Prize has undoubtedly already been reserved for the industryite who can figure out a standard clearance plan which could satisfy all the distributors, all the exhibitors, all the lawyers and all the courts. But from where we are sitting, we hardly think the donor will ever have to present the award.

However, there is no reason why each individual clearance case can't be handled, either through usual industry channels or arbitration, and without a code.

There is no argument with clearance. It is a recognized, necessary part of our business, protection for both the distributor and the exhibitor, but when clearance becomes a weapon or a plaything for the distributor or circuit, it becomes as a Frankenstein monster. Clearance which operates through sufferance is a menace to this business; clearance which is flexible because a circuit desires it to be is likewise to be shunned—but, regardless, fair clearance is as vital to this business as good pictures.

For every account which complains because it must follow 14 days after the prior run, there can be found, no doubt, situations which follow 28, 35, or 42 days later, in other sections. For every spot where a house charging higher admission must follow a run before it there are probably many situations which are worse. There can be no standard rule.

Still, some factors can be applied to all cases.

1. The type of exhibitor. 2. Length of service by the distributor to that exhibitor. 3. The returns which have been received by the distributor while serving the account. 4. Nature of account, whether it is good, or whether there has been trouble serving it. 5. Honesty of the account. 6. Type of operation, including admission scale, give-aways, twin bills, etc. 7. Geographical location. 8. Whether the theatre has kept up-to-date.

Take all these factors into consideration and we believe that if honestly judged, much of the clearance headaches could be abolished.

We hold no brief for the exhibitor who wants more than he honestly is entitled to. All exhibitors are not angels. Neither are all distributors. Still, there is some middle point where both sides can meet. If an account has proved satisfactory, and has filled all the qualifications mentioned above, there is no reason why service should not be perpetual, regardless of who desires to build a theatre in the area. No one can stop theatres from being built (except by ordinance in some areas) but erection of new theatres does not necessarily entitle newcomers to privileges which present accounts have earned over a long period.

To sum up, there can be no standard clearance formula, but there are standards which should be considered. And those standards, when you sum them up, amount to very little more than a sense of fair play on the part of all concerned.

Jay Emanuel

QUAD.

FREE!

ANOTHER SERVICE from Your Home Town Trade Journal to its LOYAL READERS

FEATURES
that make it BEST for you:

1. An overall size of 18x24 inches. Large enough to be seen at a distance yet small enough and trim enough to grace the nicest office.

2. All Showmen's Dates and National Holidays clearly shown *on the Calendar days* where they can't be missed. No paragraph of small type where you might forget them.

3. Listing 14 Months (December 1939 and January 1941) in order to facilitate booking by looking either back or forward at the beginning and end of the year.

4. Constructed for booking purposes, and perfected as only the publication with practical theatre operating experience could do it.

5. Ready for your office wall the minute you receive it.

Your 1940 BOOKING CALENDAR

will be mailed to you upon request . . . . . Just ask for it!

MAIL THIS **TODAY**

THE EXHIBITOR, 1225 Vine Street, Philadelphia, Pa.

GENTLEMEN:-

Please forward a 1940 BOOKING CALENDAR to me. Send it to the following address.

Name..... *Theatre*.....

Address.....

TERRITORIAL HIGHLIGHTS

Mayor's Production Push Topic of Interest

Might Depend on Construction Project

NEW YORK CITY—Mayor La Guardia's drive to bring some sort of production to this city continued unabated last week.

Apparently, the future of the movement was tied in directly with the prospect of a studio being built with private and perhaps city financing, to be made available to producers. It was reported that the Rockefeller interests were concerning themselves with the proposition.

The mayor has had discussions with various film men, among them RKO head George J. Schaefer, Harry M. Goetz, and others. He is assured of cooperation from the unions, and the only faction still to be heard from are the exhibitors, who, it might be assumed, don't care where their pictures are coming from as long as they are good, as one observer indicated.

Reade in New Suit

NEW YORK CITY—Profits from the operation of the City are the principal point in a suit brought last fortnight by Walter Reade against J. T. P. Sullivan. Reade also asks that the Sullivan lease be cancelled.

Suit, filed in New York Supreme Court, sees Reade claiming that a 1931 contract was broken by Sullivan. Under the terms of the alleged deal, Reade was to have shared equally with Sullivan profits in the theatre's operation, over $12,000 annually.

Albany Warner Folk Frolic

ALBANY—Four hundred Albany area film folk and their friends attended the annual Warner Club banquet and movie ball December 9. J. P. Faughnan was the ticket committee chairman. A lavish entertainment program was arranged by chairman Leo Rosen and club president Max Friedman.

Not Federation Dinner

NEW YORK CITY—The committee in charge of the affair announced last week that the dinner being given to Harry Brandt, December 21, by the motion picture industry on the occasion of his 25th anniversary as an exhibitor has no affiliation with the Jewish Federation. It is exclusively an industry affair.

Brandt Winds Up Tour With Philadelphia Meet

Will Address Quaker City Film Men December 14

NEW YORK CITY—Harry Brandt, ITOA president who has been touring the country contacting various exhibitor groups, will wind up his tour December 14 in Philadelphia when he will meet with an invited number of film men. The session will be non-political in character, but will be in the nature of a round table discussion.

ITOA'S BRANDT
Our Conquering Hero will return

Brandt's views on the Coast situation, the Neely Bill, the radio problem, quality of product, etc. are expected to be heard.

During his nationwide tour, Brandt met with exhibitor groups both Allied and MPTOA, in addition to unaffiliated bodies.

His return here will be followed by a testimonial dinner for him December 21.

Bottle Top Plan Off

BUFFALO—Because the Board of Health so ruled, the tie-up whereby local houses were offering admissions for milk bottle tops, in a tie-up with dairies ended last week. Dr. Herbert Bauckus, chairman, called the idea "unsanitary."

Landau's Passing Mourned

NEW YORK CITY—Passing of William "Pop" Landau, veteran film man and operator of the Heights, last week, was mourned by the entire industry. He was one of the most prominent indes in the area.

Localites Hail Return Of Thomas to Monogram

Film Veteran Rejoins Former Company

NEW YORK CITY—Local film men greeted with interest last week the return of Harry H. Thomas, film veteran, to Monogram Pictures Corporation as announced by Monogram president W. Ray Johnston.

Thomas said he plans no change in exchange personnel, except that Jules Chapman, for many years with him, returns in an executive capacity as his assistant.

Thomas' reputation as an independent exchangeman is well known. He was the original Monogram franchise-holder in New York City and Philadelphia and has been associated with Johnston for more than 20 years.

Joe Felder will continue as local branch head for Monogram, while Thomas' interest in Tri-National and Merit will be liquidated.

(For further details, see The National Mirror section.)

"Free 'Bingo'" Continues

ROCHESTER—"Free 'Bingo'" with $1 entertainment at Howard G. Carroll's Strand got away to a poor start last fortnight.

However, he went ahead with heavy advertising for second try.

Meanwhile Council of Church Women went into a huddle with District Attorney Daniel J. O'Mara to discuss ways of putting stop to the "free 'Bingo'" gag. One plan studied was to subpoena all winners and make winning so unpopular that it would tend to kill the game.

B-51 Elects '40 Officers

NEW YORK CITY—Members of Local B-51, Film Exchange Employees, reelected their officers at a meeting held last week.

Chosen to guide the body during the new term were:

President—Lou Johnson, Metro; vice-president, Lew Braun, Paramount; financial secretary-treasurer—Dave Newman, Warners; recording and corresponding secretary—Gerard Lee, Metro; Sergeant-at-arms—August Kubart, Metro.

A Critic Makes Good

NEW YORK CITY—Someone evidently took note of remarks made by New York City critics anent a bit of dialogue in Universal's "Destry Rides Again"—as a few days after opening day of first engagements last fortnight theatres received notice from U to eliminate the line, "There's gold in them thar hills," uttered by one of the comedians when Marlene Dietrich secreted a bag of gold-dust in her bosom.

New York Times critic Frank Nuent was one who commented, saying the Hays office must have been asleep, but that it was alright with him.

IN THE SPOTLIGHT

"DESTRY RIDES AGAIN" (Right). This line formed at the Rivoli, New York City, to see the Universal production, with James Stewart and Marlene Dietrich.

"THAT'S RIGHT, YOU'RE WRONG." At the New York City opening of the RKO-Radio Picture, starring Kay Kyser, the camera catches some celebrities. Top row, left to right, are the Criterion's B. F. Moss, actress Ann Miller, funnyman Milton Berle. Bottom left are RKO-Radio's Rutgers Neilson, announcer Lewis Charles, former RKO-Radio player Ethyl Haworth. Bottom right are Criterion's press representative Phil Laufer, managing director Charles Moss, RKO-Radio's New York City branch manager Robert Wolf, Criterion's house manager William Seligman. With Kyser in the picture are Adolphe Menjou, Lucille Ball.

LATE NEWS HIGHLIGHTS

Seek to Narrow Down Testimony in Film Case

Judge Makes Move During Baltimore Hearing

BALTIMORE—Highlight of the opening testimony in the anti-trust action filed by the local Westway against Durkee interests and distributors last week was the endeavor on the part of Federal Judge W. Calvin Chestnut to speed up the proceedings.

Plaintiff in the case is the Westway Theatre, Inc. Suit is directed against seven major film producers, the Lyndhurst Corporation, owners of the Edgewood, and against Frank H. Durkee, C. Elmer Nolte, Sr., Walter Pacy and Harry Reddish.

Other defendants named in the suit included Warner Brothers, United Artists, 20th Century-Fox, Paramount, Columbia, Metro, and Universal.

Claiming that such contracts constitute unlawful combinations in restraint of trade under the Sherman anti-trust act, the plaintiff asked Judge Chestnut to issue an injunction declaring the contract illegal, and restraining the defendants from continuing to require a 14-day "clearance" between the time the pictures are shown at the Edgewood and at the Westway.

First witness to be called was Leo H. Homand, vice-president, Westway Theatre, Inc.

Homand told the court that he had refused to sign a contract with one of the major film producing firms, the contract containing a 14-day clearance clause, because such action, he said, would place his theatre the Westway, into the category of third-class theatres.

Attorney Charles Page, representing the defense, told the court that contracts calling for clearance were customary between film producers and exhibitors, and do not operate in restraint of trade. Since the start of the film industry as a major enterprise, he said, it has been the usual thing for established theares to protect their interests in their own territory under such contracts.

Judge Chestnut said:

"It is very plain to me that your clients [the clients of the defense attorneys] have asked the distributors not to sell pictures to the witness [Leo H. Homand, Westway Theatre] until 14 days after they have been shown at the Edgewood. I understand your position is that the 14-day period is not a stringent restriction of trade. The question of law to be argued is whether the restraint was illegal."

Judge Chestnut interrupted the cross-examination of Homand, who had been on the stand for the two days of the hearing, several times in efforts to cut down the amount of testimony that the lawyers sought to present.

The first day's testimony saw Homand on the stand for three hours, under questioning of his counsel.

He said, among other things, that his company had invested $47,000 in the theatre's equipment. He added that this money, plus funds needed to pay a 20 year rental contract, would be lost unless he was afforded relief by the court. Total investment came to about $80,000, he said.

He stated that because of contracts made by rival theatre owners, the theatre had to show full government films, grossing thereby as little as $15 a week.

A series of letters admitted as evidence by Judge Chesnut revealed, according to plaintiff counsel, refusals to sell Homand houses, motion-pictures and part of buildant distributors.

Schenck-LaGuardia Meet on Studio Plans

Mayor Confers with Metro-Goldwyn-Mayer Head

NEW YORK CITY—Nicholas M. Schenck, president of Metro-Goldwyn-Mayer and Loew's, Inc., conferred last week end with Mayor LaGuardia on the latter's plan to increase production.

It was learned that Schenck explained to the mayor that his company had a $20,000,000 studio investment in Hollywood and did not see how it could make pictures in New York at this time.

The mayor's program to induce motion picture producers to make some of their pictures here is being pushed by the city's new Department of Commerce, which is headed by Clendenin J. Ryan, Jr. Ryan resigned as a Deputy Commissioner of Sanitation to take full charge of the department, staffed by employees drafted from other departments. The department occupies offices at Rockefeller Center.

New York Allied Meets

BUFFALO, NEW YORK—Report on the fair trade practice formula for New York State will be discussed at a meeting of all state Allied units to be held here today (December 13).

Max A. Cohen, president, is expected to be re-elected. Other officers will also be chosen for the new year.

"Victor Herbert", "Destry" Lead Parade on Broadway

"Elizabeth," "Alone" Also In Better Grosses

NEW YORK CITY—"The Great Victor Herbert" and "Destry Rides Again" were two of the box office leaders on Broadway according to information available to THE EXHIBITOR last week end.

"The Private Lives of Elizabeth and Essex" and "We Are Not Alone" also turned in nice business.

Following is the complete report, as garnered by THE EXHIBITOR from sources believed to be reliable, of Broadway business of the past week end.

"BARRICADE" (20th Century-Fox) — At the Roxy, opened December 8, with stage show, did $18,000 on Friday, Saturday, Sunday, below average.

"DESTRY RIDES AGAIN" (Universal)—At the Rivoli, opened November 29, is expected to have done $31,000 on the second week, very good.

"THE FROG" (20th Century-Fox) and "WALL STREET COWBOY" (Republic)—At the Central, opened December 11, did $1,200 on Saturday, Sunday, fair.

"THE GREAT VICTOR HERBERT" (Paramount)—At the Paramount, opened December 6, with Allan Jones, Mary Martin, Johnny Green & Orchestra, Arndut Brothers, Melissa Mason on the stage, did $19,500 on Saturday, Sunday, with an expected $56,000 on the week, very good.

"THE MILL ON THE FLOSS" (Standard)—At the Astor, opened November 14, is estimated to have done $7,000 on the fourth week, good.

"MUTINY IN THE BIG HOUSE" (Monogram)—At the Globe, opened December 9, did $3,500 on Saturday, Sunday, good.

"THE PRIVATE LIVES OF ELIZABETH AND ESSEX" (Warners)—At the Strand, opened December 1, with Al Donahue & His Orchestra and stage show, did $19,000 on Friday, Saturday, Sunday of the second week, following $42,000 on the opening stanza, good.

"THE SECRET OF DR. KILDARE" (Metro)—At the Capitol, opened December 7, is expected to do $22,500 on the week, fair.

"THAT'S RIGHT, YOU'RE WRONG" (RKO-Radio)—At the Criterion, opened November 29, is estimated to do $6,500 on the second week, fair.

"WE ARE NOT ALONE" (Warners)—At Radio City Music Hall, opened November 30, with the stage revue, did $45,000 on Thursday, Friday, Saturday, Sunday of the second week, fair.

Flynn Heads Philly Employees

PHILADELPHIA—After serving two terms as the organization's only president, James A. Flynn was elected business agent of the Film Exchange Employees Union, Local No. B-7, at the annual meeting held December 8 at the Broadwood. Succeeding Columbia's head booker as president is Monogram's William Z. Porter.

The other officers elected were Benjamin Harris, vice-president; Molly Cohen, secretary; Marie House, treasurer; Al Holmstock, sergeant-at-arms. On the executive board are James Keating and Charles Smith, representing the shipping departments; Peg Fogerty and Victoria VanStory, representing the inspection departments; Tony Blase and William McLaughlin, representing the poster departments; and Bert Bache and Henrietta Weinberg, representing the booking departments.

Installation of officers will be held at the Broadwood January 12, the time of the regular monthly meeting.

Postpone Loew Luncheon

NEW YORK CITY—Luncheon of Loew's and Metro employees here scheduled for December 22 has been postponed, with announcement of a later date due soon.

Newsreel Exec Arrested

NEW YORK CITY—Max L. Hymes, 36, controller of Movietonews, Inc., newsreel affiliate of the 20th Century-Fox Corporation for the last nine years, lodged in the Tombs last week end in default of $25,000 bail pending grand jury action in his alleged theft of about $141,000 from the concern in the last five years.

Hymes, a certified public accountant, who was born in England, was arrested by order of Assistant District Attorney Robert H. Thayer, head of District Attorney Dewey's indictment bureau, in an investigation that had been going on for a month.

New Altec Contract Ready

NEW YORK CITY—Introduction on a nation-wide basis of a new form of contract relating to motion picture equipment was announced last week by L. W. Conrow, president of Altec Service Corporation. New contract form covers the furnishing of repairs and replacement parts for projector mechanisms, arc lamps, arc generators, rectifiers, and associated apparatus.

The new form of contract is offered to exhibitors on a nation-wide basis as a result of a comprehensive nine months' trial period in a number of theatres.

Richard Harrity Injured

PORTSMOUTH, VIRGINIA—Richard Harrity, salesman for United Artists, Washington, was injured in an automobile accident on the Portsmouth-Suffolk boulevard December 7. He was taken to Lakeview Hospital, Suffolk, suffering from a minor fracture of the jaw bone, the loss of several teeth and bruises and lacerations.

According to State police Harrity was traveling toward Suffolk when the fog began to form a thin skim of ice on the windshield. Stopping on the highway to remove the ice, another machine crashed into the rear of his car.

Art Committee Appointed

HOLLYWOOD—Frank Capra, President of the Academy of Motion Picture Arts and Sciences, last week appointed a committee of art directors to consider any changes in the rules which should be adopted to govern the Academy Award for Achievement in Art Direction.

The committee, under the chairmanship of Bernard Herzbrun, consists of Lionel Banks, Hans Dreier, Cedric Gibbons, John Victor Mackay, Jack Otterson, Hans Peters, Van Nest Polglase, and Bertram Teitelbaum.

Berman's Swan Song

NEW YORK CITY—Pandro S. Berman swan songs at RKO-Radio with "Vigil In The Night," and will vacation in New York before announcing his future plans, it was made known by his friends here last week.

"Ecstasy" Still Cummins'

NEW YORK CITY—According to a statement last week from Samuel Cummins, general manager, Jewel Productions, Inc., "Eureka Productions is still releasing 'Ecstasy'."

50 Percent for "Pinocchio"

NEW YORK CITY—Ned Depinet, sales chief of RKO, announced last week end that RKO would ask 50 percent for "Pinocchio," the new Walt Disney feature-Technicolor cartoon. Show must play single, and must be given extended playing time, in addition to the percentage asked.

Philly Case Settled

PHILADELPHIA — A court tilt involving operation and posession of the Darby, Darby, was settled last week end, with operation of the house remaining with the Koff-Munzer interests. Entrance into the matter of an exchangeman who helped mediate the dispute was believed a factor in its final settlement.

As a result, the Koff-Munzer interests will not go through with the proposed erection of another theatre in the town.

Hudson-E. M. Loew Deal

LOWELL, MASSACHUSETTS — Negotiations were under way last week between George Hudson, manager, Royal, and owner of the building in which it is located, and E. M. Loew, which it is expected will be terminated in the Loew interests leasing the Royal. Reports that the Royal is to be sold were classed as erroneous by a Hudson spokesman.

Union Parley Continues

NEW YORK CITY—Conferences between representatives of the exchange workers' union and major company executives regarding a new basic contract for the employees will be continued December 14 after having begun last week end.

Roosevelt Goldwyn President

HOLLYWOOD—James Roosevelt was last week elected president of the Samuel Goldwyn Studios. He continues as vice-president of Samuel Goldwyn Productions.

THE EXHIBITOR

VOLUME 23, NUMBER 5 DECEMBER 13, 1939

Advance Shots 14
Better Management 16, 18
Editorial Page 3
Hints on Newspaper Advertising 17, 19
Late News Highlights 7, 8
National Mirror 8, 10
National Mirror Picture Pages 15, 20
National Release Date Guide ..... Inside Back Cover
News of the Territory 21
Production Happenings 12, 13
Reviews (THE EXHIBITOR Servisection) ..... Blue Section
Territorial Highlights 5
Territorial Highlights Picture Page 6
Warren Stokes Hollywood Newsreel 12
"Why I'm Optimistic" (An Interview with Fred Quimby) 13

Material contained on this and the following pages often represent new developments in stories to be found on other pages of this issue. If the reader will bear this in mind, it will avoid possible confusion. This section of THE EXHIBITOR goes to press last, with latest developments within the industry, where available.

New GN Suit Filed

NEW YORK CITY—Two Grand National stockholders owning jointly $260 worth of stock filed suit last week against Grand National, Educational and their officers for $10,000,000.

A conference between E. W. Hammons, Grand National president; T. K. Stevenson, ERPI, J. Ahearn, RFC representative; Referee Peter Olney, Jr; Patrick E. Shanahan, chairman of the Grand National creditors' committee, and counsel for the committee, was called for December 9, following a meeting December 6, to come to some sort of a conclusion regarding the $600,000 loan GN is attempting to negotiate.

Meanwhile, the hearing was adjourned to December 11.

Some sort of a showdown on GN's financial situation was expected early this week.

Handbills Decision Heard

NEW YORK CITY—Section 318 of the city's sanitary code which prohibited circulation of handbills, was declared unconstitutional in a decision by Judge Bromberger in Magistrate's Court, Brooklyn, last week end. Charge against the People's Cinema, Jack Zelony, was dismissed.

Decision is in line with the United States Supreme Court's recent ruling on the subject.

RKO Managers Frolic

NEW YORK CITY—Marking the end of the fourth year of the RKO Managers' Bonus Plan, local RKO men met at the Hotel Astor December 11 for a general fete. Wives and sweethearts were the company's guests at any legit show selected.

J. J. O'Connor is the general manager of the circuit.

Van Schmus Host Again

NEW YORK CITY—W. G. Van Schmus, managing director, Radio City Music Hall, was host December 11 at a cocktail party at which Ilona Massey, star of "Balalaika," was introduced to the local working press. Metro's "Balalaika" is the next Music Hall presentation.

"Gone" Into Mastbaum?

PHILADELPHIA — Choicest unconfirmed rumor of the week end had Metro's "Gone With the Wind" scheduled to go into the S-W Mastbaum, 5000-seater, which has been closed for many, many months. Show, however, is definitely set for the local S-W Boyd.

AC Houses Close

ATLANTIC CITY—Rumors were current here last week that some of the local houses would close their doors for the winter season. The Boardwalk Strand, the Margate, Margate, have already shuttered for the season.

"Of Mice" Bows Dec. 22

LOS ANGELES—World premiere of "Of Mice and Men" will take place at the Four Star December 22, it was announced late last week.

Korda Departure Delayed

NEW YORK CITY—Alexander Korda, UA producer, has delayed his departure to England until late this week, it was learned last week end.

THE NATIONAL MIRROR

Attorney-General Murphy Clarifies Labor Viewpoint

Tells William Green Department Follows Court

WASHINGTON — Theatremen throughout the country will be interested in the letter sent last fortnight by Attorney General Frank Murphy to William Green, head of the AF of L, asserting that the Department of Justice was following Supreme Court decisions in taking the position that labor unions were liable under the anti-trust laws.

Murphy's letter was as follows:

"In a recent letter you have inquired whether it is the view of the Department of Justice that the anti-trust laws apply to the activities of labor organizations and their members. In reply it is only necessary for me to point out that it has been so held in several decisions of the Supreme Court. In the Chicago milk case, now pending in the Supreme Court, your general counsel, Mr. Joseph Padway, conceded this to be true and frankly asked the Supreme Court to overrule its former holdings.

"In the enforcement of criminal statutes, it is the practice of the department to follow the construction placed on them by the Supreme Court. In doing so in this instance the Anti-Trust Division has followed the usual practice, and I would not be justified in interfering with that course. As I said in my anti-trust statement of May 18, 1939, the policy of enforcement should not vary according to the individual views of the official charged with enforcement.

"I am very glad to have the benefit of your views and shall be pleased to discuss the matter with you some time or receive any memoranda that in your opinion might be helpful to the department.

"Sincerely,
"FRANK MURPHY,
"Attorney General."

Warners Query on Shorts

NEW YORK CITY—Warner Brothers Pictures is sending questionnaires to more than 5,000 exhibitors in this country asking their likes and dislikes in short subjects as the company plans its lineup for 1940-41, it was announced last week.

Survey is being conducted by Norman H. Moray, Vitaphone sales manager. He will digest the information and later send a copy to Warner studio officials for their examination.

Here They Come, Boys!

BOSTON—The organizing committee of the United Colored War Veterans of America last week asked city censors to ban a scheduled showing of "Gone With the Wind," on the grounds that it "distorts" American history and portrays "sectionalism" in its worst form.

Grant Postponement In RKO Reorganization

But Judge Insists on "Disposition" Soon

NEW YORK CITY—A further postponement, until December 12, was granted at a hearing before Federal Judge William Bondy December 6 in the RKO reorganization proceedings.

Atlas Corporation asked for that time to submit an underwriting agreement for flotation of new RKO stock.

The judge said that he had been receiving letters from stockholders and creditors raising "strenuous objections" to continual postponements and declared that he would insist upon disposition one way or another. The judge remarked that the RKO reorganization had now "broken the record" in that it was the oldest proceeding in the court.

These statements were made after H. C. Rickaby, attorney for Atlas, requested a two-week adjournment, stating that George J. Schaefer, president, RKO, at a meeting of directors, had made a report approving the proposed agreement, but that a number of the directors had requested additional information before agreeing upon a price for the new stock. Rickaby told Judge Bondy that another meeting of directors was scheduled for December 8 to consider the agreement further and that he was thoroughly convinced that every effort would be made to expedite matters. The new conditions created by the war "have been met and surmounted by the company," he added.

Judge Bondy, in allowing only a one week adjournment, declared that the plan of reorganization did not call for approval by the directors of the underwriting agreement and that the delay was, he felt, unnecessary. All that it required, he said, was his approval. He suggested that Atlas, regardless of any stand taken by the directors, should submit its proposed agreement to him at the next hearing, and if it proved "a liberal offer," the court would approve it. Otherwise, he added, the court would not and would probably ask the trustee to prepare his own agreement.

Para Executives Return

NEW YORK CITY—Paramount executives Barney Balaban, Stanton Griffis and D. Russell Holman arrived last week end after a few weeks on the coast. They were preceded by Neil Agnew and John Hicks, Jr. with whom they had departed for the conference at the studios.

Harry H. Thomas Handles Three Monogram Branches

Film Veteran Rejoins Company as Executive

NEW YORK CITY — W. Ray Johnston, president, Monogram Pictures Corporation, before leaving for Phoenix, Arizona, to attend the world premiere of "The Gentleman From Arizona," Phoenix-produced picture, last week announced the association of Harry H. Thomas with Monogram's company-owned branches in New York, Philadelphia and Washington. Thomas will also act as general manager of these units.

Thomas, who was the original Monogram franchise holder in New York and Philadelphia, has been associated with Johnston in various film distribution deals for the past 20-odd years, having joined Johnston in 1920 as manager of Arrow Exchanges, Inc. in New York at the time Johnston was vice-president of Arrow Film Corporation. Their association continued through Rayart and Monogram distribution periods and until Johnston joined Republic. At that time Thomas expanded his First Division unit to take in all offices east of the Mississippi.

Thomas takes over the management reins at once and has stated that no changes are planned in company personnel except for the addition of Jules Chapman, his assistant.

During a press conference at which time the appointment of Thomas was first made known, Monogram sales manager Ed Golden stated that "the time has come when we can move right ahead." Stating that manpower is a necessity in any forward move, Golden was enthusiastic about the three franchise acquirements. Thomas will set up offices for himself and Jules Chapman in the New York exchange of which Joe Felder is branch manager. Harry Bachman and Sam Rosen are managers of the exchanges in Washington and Philadelphia, respectively. Thomas' interest in Tri-National Pictures and Merit Film Exchange will be liquidated, said liquidation being completed within six or eight months.

That Monogram is determined to produce more higher budget pictures was made known when Golden stated that the $250,000 to be spent on "Rip Van Winkle" was just a starter and that the company feels there is a great market for more expensive films.

Johnston went to the coast for studio conferences with Scott Dunlap. He will remain there until December 20.

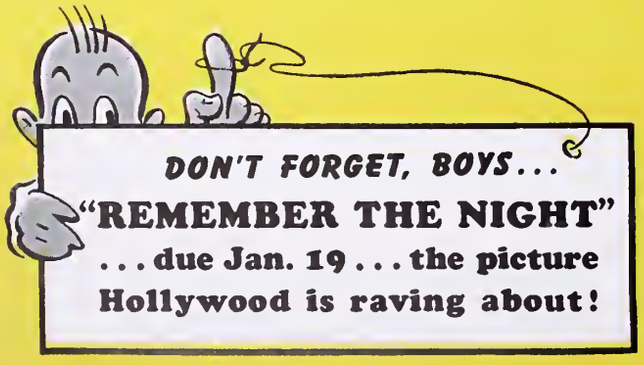
"Hitler" Now "Goose Step"

NEW YORK CITY—The Hays organization gave a code seal to "Goose Step" last week. It's the new title for "Hitler—Beast of Berlin," to be used in the future by the circuit houses which won't play anything without a Hays seal. Other houses, apparently, can use the old or new title as they desire.

BROADWAY'S HEART BELONGS TO ALLAN and MARY

WAL

an



Paramount Pictures

Proving a great picture can do big business at any season . . . "THE GREAT VICTOR HERBERT" defies pre-Christmas business jinx by smashing to opening day high at New York Paramount equalling record-making "The Cat and the Canary," Thanksgiving week opener.

TER CONNOLLY
SUSANNA FOSTER

Child star discovery...who has the N. Y. Paramount audiences cheering her terrific voice!

Producers Grant 10% Raise to Unions

Raise Given at Atlantic City Sessions

ATLANTIC CITY—More studio unions were given a 10 percent raise last week at a session held here.

Boost was granted to the International Brotherhoods of Electrical Workers, Teamsters and Carpenters. The decision will stand until the next meeting between producers and labor execs.

Joseph N. Weber, represented the Musicians International at the conference.

The Laborers International was admitted into the basic agreement.

Producers and their representatives present included Nicholas M. Schenck, Metro; George J. Schaefer, Leo Spitz, RKO Radio; Harry Buckley, United Artists; W. C. Michel, Leonard Picker, 20th Century-Fox; A. Schimmel, Universal; Joseph Hazen, Warner Brothers; Austin C. Keough, Paramount; Pat Casey, producers' labor contact, and Fred Pelton.

Representing the unions were William Hesten, president, carpenters organization; Joseph N. Weber, musicians; Dan Tracy, electrical workers; Joe Touhey, teamsters; William A. Hutchenson, first vice-president, carpenters.

Australia Tax Hurts

NEW YORK CITY—Imposition of a new Australian picture tax last fortnight is going to cost the industry nearly $500,000 annually, foreign department execs stated last week.

The federal government has imposed a tax of one pence per lineal foot on negatives printed in Australia, formerly without duty. Tax on positive films brought into the country is now five pence instead of four.

Theatres Combat "Pot"

NEW YORK CITY—Theatres in other sections of the country have turned to a money giveaway idea to combat the Tums' "Pot of Gold" weekly $1000 cash award, it developed last fortnight. Following the action of Bob Livingstone, Capitol, Lincoln, Nebraska, who announced he would guarantee any patron attending his theatre on the Tuesday night of the broadcast the $1000 in case he was called at home and was in the theatre instead, Ohio theatremen, under P. J. Wood, were toying with a similar idea, while Fox Intermountain houses, Denver, Colorado, were looking into a similar guarantee.

Theatres in the south were also reported interested.

The first plan would have all theatres contributing to a pool each week, the money to be used in case the 10,000,000 to 1 chance hit.

Just how much the radio idea was cutting in was not determined, but the claims were that business has dropped since the giveaway started.

Schlaifer Completes Deal

NEW YORK CITY—L. J. Schlaifer, vice-president in charge of western sales for United Artists, returned to New York last week having completed five major circuit deals, ending the circuit selling of all United Artists product in the west for the 1939-40 season.

The Balaban and Katz circuit deal, comprising 70 theatres in the Chicago territory, was negotiated with John Balaban and Walter Immerman, acting for B. and K.; Jules Rubens acted for the Great States circuit for their 35 situations in the Chicago area; Publix Intermountain, Salt Lake City, closed for all their theatres with Harry David inking the deal; Mike Naify negotiated for the McNeil-Naify theatres in San Francisco, Oakland and northern California territory; Joe Blumenfeld was the buyer for the Blumenfeld theatres in Oakland, Sacramento, Stockton, Berkeley, and 11 other situations.

AC Gets SMPE Meeting

ATLANTIC CITY—The Board of Governors of the Society of Motion Picture Engineers last week announced the selection of this city as the site of the 46th semi-annual convention of the Society, to be held April 22-25, inclusive, in the Chalfont-Haddon Hall Hotel.

W. C. Kunzmann, convention vice-president, is completing tentative arrangements for the meeting. The Papers Committee, under the direction of J. I. Crabtree, editorial vice-president, and Sylvan Harris, papers committee chairman, has already begun its work of preparing the papers program. Members of the society who are preparing papers for the convention are requested to communicate with the society's office as early as possible.

McConville Flies Again

NEW YORK CITY—Foreign manager J. A. McConville, Columbia, left for Argentina December 8 to hold meetings in Buenos Aires with company managers from Brazil, Chile, Peru and Argentina.

In Buenos Aires, Columbia's foreign manager will confer with home office supervisor for Latin America, Charles Roberts, already in that territory. Louis Goldstein, supervisor of Argentine, Brazil and Chile; A. M. Noye, general manager of Brazil; E. Lopez, manager of Chile, and M. Ehrenreich, Peru manager, are the other company representatives who will attend the meetings.

20th Cent-Fox Execs to Coast

NEW YORK CITY—20th Century-Fox execs, led by Sidney R. Kent, president, sales chief Herman Wobber, ad head Charles E. McCarthy, went to the coast last week to determine policy on forthcoming big pictures as well as discuss preliminary 1940-1941 plans.

Alperson with Skouras

NEW YORK CITY—Eddie Alperson, once a Grand National exec, is now back with Skouras Brothers in an executive capacity, it was disclosed last week.

Hays Body Meeting

NEW YORK CITY—Final quarterly meeting of the Hays organization is set for today (December 13), with Will H. Hays in charge.

Paramount Ad Budget Up, Balaban Promises Trade

Says Company's Production Is Well Ahead

NEW YORK CITY—Problems presented by shrinking world film markets, increased production costs resulting from labor demands and other uncontrollable items will be met by Paramount by record expenditures for newspaper and magazine advertising it was disclosed last week by Barney Balaban, president.

He said:

"Experience has taught us that newspaper and magazine advertising in connection with intelligent exploitation brings the biggest returns both for the studio and our exhibitors. Particularly under a newly adopted policy which assures complete coordination between advertising and distribution. The showing of our pictures in sufficient key spots in advance of the general national release dates enables us to judge our product accurately and to put keyed intensified advertising campaigns behind each individual picture so that each dollar spent will bring the best results at the box-office."

Balaban has been in Hollywood for conferences on the 1940-1941 production program with Stanton Griffis, chairman of the executive committee; Neil Agnew, vice-president in charge of distribution; William LeBaron, managing director of production; John Hicks, Jr., vice-president, head of the foreign department; Russell Holman, eastern production representative, and Y. Frank Freeman, vice-president in charge of studio operations.

He continued:

"In addition to the necessity of realizing maximum results from our domestic market on account of increased labor costs and the contraction of the world market, a tightening of the belt in production is of course necessary. But Paramount has not been stampeded into any so-called economy drive that might jeopardize the high quality of our product. We plan to continue to make the same high type of picture that we have made in the past sparing no effort to maintain the exceptionally high entertainment standards. Paramount is in a position to furnish exhibitors the best possible type of entertainment and money making product."

As evidence of what he termed the job being done by LeBaron, Freeman and the production executives under them, Balaban pointed out that all of Paramount's current pictures scheduled, already have been completed through June. Plans for the remainder of the season, he said, are well in hand with Holman and Richard Halliday, head of the studio story department, reporting the purchase of a number of outstanding story properties.

"Lynton" to Supreme Court

WASHINGTON—The United States Supreme Court last week agreed to review the "Letty Lynton" case.

Authors, Edward Sheldon and Margaret Ayer Barnes, presented a petition to review the reduction of the verdict from approximately $600,000 to about $150,000, which was granted. A petition of Metro for a review of the question of infringement was denied.

Col. Serves Interrogatories

NEW YORK CITY—Columbia and subsidiaries, together with company officials and other individuals comprising the so-called Columbia group of defendants, served a total of 65 interrogatories on the government last week in connection with the latter's local equity action against the majors.

The 61-page document asserted that the interrogatories, except as otherwise indicated by the interrogatory itself, shall be considered by the government as having been propounded by each Columbia defendant and shall be so answered.

The Columbia interrogatories amount substantially to a blanket demand that the government disclose its entire case.

UA Order Entered

NEW YORK CITY—Federal Judge Alfred C. Coxe last week end signed an order pursuant to a stipulation entered into between the Department of Justice and United Artists providing that the interrogatories of UA in the government suit will be answered by the government in their entirety on or before February 1, 1940. The stipulation provided that the government waive all objections to any of the questions interposed by UA.

Under the agreement, the Department of Justice will furnish the names of all witnesses required by the interrogatories and any additional names will be subsequently furnished "promptly after they become known to the government."

KAO Dividend Voted

NEW YORK CITY—Directors of the Keith-Albee-Orpheum Corporation last week voted a dividend, out of operating surplus, of $3.50 a share on the seven percent cumulative convertible preferred stock for the quarters ending March 31 and June 30, 1937, payable on December 22. Disbursements for 1939 amounted to 8.75 a share, the same as last year.

Paramount On the Air

NEW YORK CITY—Paramount has purchased a series of spot anouncements to be aired over WJZ only each morning at 7.40 A. M., it was disclosed last week. The company will plug the attraction at the Paramount here, changing the continuity of the 50-word anonuncement as the bill at the theatre changes. Business was placed through Buchanan and Company.

Fred Meyer Boosts RKO

NEW YORK CITY—Film buyer Fred S. Meyer, RKO theatres, returned this week from a business trip to the coast studios.

Having seen "Abe Lincoln in Illinois," "Hunchback of Notre Dame," and "Swiss Family Robinson," Meyer was most enthusiastic.

"Wind" For Press Dec. 18

NEW YORK CITY—A preview, exclusively for the press, of "Gone With the Wind" will be held December 18 at the Astor. The local premiere of the Selznick-International production takes place the following day.

Legion Pledge Renewed

NEW YORK CITY—At the request of their spiritual heads, more than 20,000,000 Catholics renewed December 10 the Legion of Decency pledge to abstain from attending all motion pictures held by competent authority to be indecent or immoral.

Pledges were taken by Catholics in all parts of the United States.

NYC Smoking Measure Signed

NEW YORK CITY—Mayor La Guardia announced last week end that he had signed the local law amending the administrative code to prohibit smoking in theatres, opera houses, motion pictures and parts of buildings used for theatrical purposes, except in certain specified sections. Law was introduced by Mrs. Genevieve B. Earle, Brooklyn Councilman, and sponsored by the Fire Department.

The mayor sent an approval message to the Council praising the law as a "progressive measure" and recommending that it be amended to allow motion-picture theatres without balconies to set aside a section for smoking in the orchestra. The law permits smoking in loges, boxes, mezzanines or balconies of motion-picture theatre provided fire prevention precautions are taken.

Mono.'s "Gentleman" Bows

PHOENIX, ARIZONA—This city went fiesta December 7 in honor of the world premiere at the Orpheum of Monogram's "The Gentleman from Arizona," the first full length, all-color film ever to be produced in this city.

Jersey Allied Meets Dec. 19

NEW YORK CITY—The next meeting of Allied Theatre Owners of New Jersey will be held at the Hotel Astor here December 19, it was announced last week by president Lee Newbury.

Miami Boosts Miami

MIAMI, FLORIDA, December 4—Miami last week entered the fight to lure from Hollywood some of its film production business. Florida resort called attention to the fact that it already has a motion picture industry of its own, that its first picture is ready for release and that Mayor La-Guardia is going to meet stiff competition in his efforts to attract film production from Hollywood to New York.

Florida entered the arena when Paramount announced that the world premiere of the feature-length Technicolor cartoon, "Gulliver's Travels," produced by the Max Fleischer studio in Miami, would be held on December 18 in the city where the film was made.

"We offer tax exemption for 15 years and a year-round climate that makes even Californians want to change the subject when you speak of the weather," the city's head said.

Columbia Schedules Meetings

NEW YORK CITY—A series of four divisional sales meetings will be held by Columbia all during the month of January, with A. Montague, general sales manager presiding, it was announced late last week.

First of these sessions will be held January 6, 7 in Washington, with Samuel A. Galanty, division manager, heading the delegates from the mideast territory, which includes the Cincinnati, Cleveland, Pittsburgh, and Washington branches. The home office executives who will attend this meeting include A. Montague, Rube Jackter, Louis Astor, Lou Weinberg and Max Weisfeldt. Montague and Jackter will be the only home office representatives to attend the other meetings.

British Productions Up

LONDON—Reports last week end showed that production was being boosted. Warners studio at Teddington is scheduled to produce five films, making four studios now open out of 22.

Another move to re-establish film production in England was made by RKO with the assignment of William Sistrom, producer, to fly to this city January 2 to prepare for the resumption of RKO's oversea activities.

Robert Kane, 20th Century-Fox British production head, announced upon his arrival in the United States last week end that a minimum of three pictures would be made in England next year. Production on the new program may be resumed April 1.

Frank Gilbert to Altec

NEW YORK CITY—Resignation of Frank C. Gilbert, chief engineer, Altec Service Corporation, to become chief engineer of the West Coast studios, Paramount Pictures, Inc., was announced late last week jointly by Altec and Paramount West Coast. Gilbert's resignation becomes effective January 1.

Gilbert's appointment at Paramount's studios is the result of a long contemplated move to co-ordinate all engineering activities on the Paramount lot. Gilbert will be concerned with general plant engineering, in connection with both the present studio and the proposed new one.

Reisman RKO V.-P.

NEW YORK CITY—Phil Reisman last week was elected vice-president in charge of foreign distribution of RKO-Radio at a meeting of the board of directors.

Reisman has been in charge of foreign distribution.

$100 Weekly, Publicitymen

HOLLYWOOD—The men and women who write motion picture publicity stories last week agreed with producers on a salary scale, with a minimum of $100 a week for writers with three years' experience.

Decorative Lighting • Glass and Metal Work
Exit and Direction Signs • Ornamental Plaster
Drinking Fountains • Air Distribution Plaques
36 Years in Business Is Your Assurance of Our Reliability.
VISIT OUR SHOWROOMS OR WRITE US
VOIGT Designers-Engineers-Manufacturers 1745 N. 12th Street, Phila.

Warren Stokes' HOLLYWOOD NEWSREEL

• NEW YEAR'S RESOLUTIONS will soon be forthcoming from the luminaries of movieland. Studio executives will get on the band wagon and make a lot of rash promises. We shall be reading about last season's outstanding box-office personalities, the big successes of the past year, the increased budgets for the new season, and the glorious future for every exhibitor buying So-and-So's colossal product. Meanwhile, movieland is stumped with a problem that calls for a determined resolution to protect the members of this industry and the motion picture business in general.

The Sneak Preview

• THE SNEAK PREVIEW has become a bone of contention in this celluloid village, because of the insane desire on the part of certain local publications to scoop their contemporaries on reviews of new pictures. Incidentally, I have been taken to task by my managing editor for not catching pictures at the same time as some of my contemporaries. Naturally he is entitled to know the reason. As a reader of this paper you, Mr. Exhibitor, should also be entitled to some explanation. You are paying for a legitimate service and now I am on the spot to prove that you are getting it. That the scoop method, as it exists in Hollywood, is an unfair trade practice, there is not the slightest doubt; unfair to the producer, the director, the players, and any exhibitors who might accidentally read the Hollywood sheets. Rather than appear to be scooped, some Hollywood correspondents use methods that make the so-called scoop review service both unreliable and a menace to the general welfare of the industry. It is a vicious practice which Hollywood should take steps to curb without delay. It should be movieland's determined resolution for 1940. My resolution is still the same, *A Legitimate Reviewing Service of the Finished Product.*

What Happened

• THREE PICTURES REVIEWED under Hollywood's so-called scoop method, neither one of them ready for a trade press showing for at least another three weeks, have been subjected to this unfair method. Unquestionably they have been re-written by some of the eastern correspondents who would like to impress their publishers. That is a false impression which only serves to spread an illegitimate practice. Since I am well aware of my managing editor's confidence in me, I was not scared into creating a false impression that I was on the job at this end. There is nothing to stop me from seeing a sneak preview if I want to insist upon it. You might think I was crazy after you saw the finished product. however, and that wouldn't do you any good or me either.

For 1940

• HOLLYWOOD'S RESOLUTION for 1940 should be one definitely to stymie the scoop review practice and its obvious purpose. It should be resolved that there be no discrimination in the previewing of product and the trade press should be given an even break. All violations of the rule should be exposed to the buying market as a false record, a written account of a picture still in the process of completion, dependent upon an audience reaction, and therefore misguiding to the exhibitor and the prospective patron. To make a long story short, the men and women of this industry should resolve to

WALTER WANGER
He struck at an evil.

develop a little intestinal fortitude, and sacrifice some of their personal ego in the cause of fairness to themselves, with the full knowledge that their vanity is being played upon for the express purpose of personal gain by those indulging in such unfair methods.

He Pulls No Punches

• TO YOU, MR. EXHIBITOR, while at the same time informing my inquiring managing editor of these existing conditions, and my apparent failure to keep up with my scooping contemptibles, I quote from a letter in front of me received this morning and signed by Walter Wanger:

> "With reference to the (name furnished on request) review of my picture, 'Send Another Coffin,' today let me tell you this was intended as a sneak preview to which none of the press was invited. The sound track was not final, there was no music score and the cutting of the picture had not been completed.
>
> "Since I do not advertise in ——— the unfairness of the review seems obvious. I regret that any trade paper should go to such extremes knowing the picture was not finished.
>
> "I assure you that when the press attends any of our previews at my invitation, or with my knowledge, you will be included and your honest reaction appreciated."

A bouquet of orchids to Wanger for having the intestinal fortitude to combat this situation without mincing any words. We trust this will give a complete explanation to our esteemed managing editor, the readers of THE EXHIBITOR, and encourage the men and women of this industry to understand that the trade now knows the method behind this madness and that they will go forth resolved to combat this vicious practice for the betterment of everyone concerned.

Brief Glances At PRODUCTION HAPPENINGS

West Coast News Items

HOLLYWOOD—So that its readers may keep abreast of the times, be in the know on the major developments and interesting sidelights, THE EXHIBITOR offers the following items from the various lots.

Columbia

With Charlie Chase, Buster Keaton, the Three Stooges, Andy Clyde, and other comedians all active on the lot, either shooting or preparing, the short subject department is working at top speed.

Jules White, Columbia short subject producer-director, is preparing two new vehicles for the "Three Stooges," as a follow-up to their recently completed "Rocking Through the Rockies."

The next Buster Keaton comedy, to go before the cameras around the first of the year, has been titled "Rolling Down to Reno."

Metro-Goldwyn-Mayer

Eddie Cantor's first starring picture will be "Forty Little Mothers," based on the original French story, "Monsieur Petiot," by Jean Guitton. Busby Berkeley has been assigned to direct the film, with Harry Rapf the producer.

Wallace Beery has signed a new long-term contract. He is currently working in "Arouse and Beware," in which Dolores Del Rio, John Howard and Victor Varconi have featured roles, with Leslie Fenton the director.

Ruth Hussey has been signed to a new long-term contract. She has just finished work in "Northwest Passage," starring Spencer Tracy.

Paramount

Cecil B. DeMille announced that his new Paramount production, heretofore known by the three-word title, "Northwest Mounted Police" henceforth will be known under a four-word title, "North West Mounted Police."

Convinced—on the basis of her performance in "The Great Victor Herbert"—that they have in Mary Martin a star of first magnitude, a second follow-up picture for her, a gay, modern romance titled "Miami," is being prepared. The film will be produced and directed by Andrew Stone, who made "The Great Victor Herbert," it was announced by William LeBaron, managing director of production.

Impressed with performances of Jean Cagney, Richard Denning, and Robert Paige in recent pictures, the trio play romantic leads in its forthcoming film of the boxing ring, "Golden Gloves." J. Carrol Naish and William Frawley have the top character roles in the drama.

The epic drama of Mary of Nazareth, mother of Christ, will be brought to the screen by Cecil B. DeMille under the title "The Queen of Queens."

Luigi Luraschi, censorship editor, was named supervisor on the Spanish version of "Gulliver's Travels," feature-length Technicolor cartoon produced by Max Fleischer and directed by Dave Fleischer.

A bit in "At Good Old Siwash" won John Laird a contract. Laird appeared as a fraternity member disguised as an officer of the law who engages in a fist

fight with William Holden, Richard Denning and other members of the cast. After seeing rushes studio officials offered the newcomer a contract.

20th Century-Fox

With the completion of five of the company's most important pictures—"The Grapes of Wrath," "The Blue Bird," "Swanee River," "Everything Happens At Night," and "Little Old New York"—Darryl Zanuck has began final preparations for the production of the 15 remaining pictures which will complete the companys 1939-1940 release schedule. "Dance With the Devil," the Tyrone Power-Dorothy Lamour co-starring picture, was put into production recently and between now and the middle of January all of the remaining pictures will be in work. They include the following productions: "I Was an Adventuress," "Brigham Young," "Lillian Russell," "Public Deb No. 1," "Twinkle, Twinkle Little Star," "Young People," and "The Californian"—all Zanuck specials—and "Charlie Chans Oriental Cruise," two Cisco Kid pictures, one Jones Family picture, "Marriage in Transit," "For Women Only" (tentative title), and an untitled drama—to be produced by Sol M. Wurtzel, executive producer.

Darryl Zanuck has bought "Yesterday's Heroes," a football serial written by William Brent, which is currently running in the Saturday Evening Post.

United Artists—Roach

Ben Turpin, the cock-eyed comic who convulsed one generation of flicker fans, has put on the greasepaint again and is prepared to do service for the talking pictures. Turpin, 72 years old and retired since 1925, resumed his picture career at the request of Stan Laurel and Oliver Hardy, who engaged the old-time slapstick artist for a feature role in their comedy, "Two's Company."

United Artists—Small

Rowland V. Lee has been signed as the director of "The Son of Monte Cristo." The story was recently acquired from RKO-Radio, and Louis Hayward will be the star. "The Son of Monte Cristo" replaces the previously announced "House of Monte Cristo" on the production schedule.

United Artists—Wanger

Believing her to be one of the most gifted and beautiful young actresses to come to the screen during the past five years, Walter Wanger has given a long term contract to Osa Massen.

Joan Harrison and Charles Bennett have been assigned to do the screenplay of the forthcoming film production, suggested by Vincent Sheean's "Personal History." Alfred Hitchcock, who has been announced as the director of the film, will start activity on the production next month.

Warners

"Bad Boy" is the new title for the screen play that has been known variously as "Mama Raviola" and "My Son" in the earlier stages of its preparation for the cameras. John Garfield will star in the picture.

Camera work has been finished on "The Fighting 69th," screen story of New York's famous regiment, and the picture, now being cut and edited, will be ready for release in mid-winter, according to a wire from the film company's West Coast studio. James Cagney, Pat O'Brien and George Brent are co-starred in the drama at the head of a cast that includes Alan Hale, Jeffrey Lynn, Frank McHugh, Dennis Morgan, Dick Foran, William Lundigan, Guinn Williams, Sammy Cohen and Henry O'Neill. William Keighley directed the screen play, written by Norman Reilly Raine, Fred Niblo, Jr., and Dean Franklin.

Thomas Mitchell, setting a record for outstanding characterizations, will have the leading masculine role in "Three Cheers for the Irish," sharing honors with Priscilla and Rosemary Lane.

"The American Cavalcade," which will trace the nation's history from Columbus' discovery to the present day, has been selected as the first in Vitaphone's series of historical short subjects for 1940-1941 production. It will be made in Technicolor.

Humphrey Bogart and Jeffrey Lynn have joined Ann Sheridan at the head of the cast of "And It All Came True."

Why I'm OPTIMISTIC

An Interview with
FRED C. QUIMBY
Metro Shorts Subjects Head

Bringing with him a print of "Peace on Earth," Metro's Christmas cartoon in Technicolor, Fred C. Quimby, head of Metro shorts production, had even more reason to be optimistic when he viewed the results of a sneak screening of the short at a New York City theatre and one for the trade press. Seen in the projection room after it became evident to him that the trade press highly endorsed his effort to put forth a "different" type of holiday cartoon. Quimby was gratified that this venture into new fields was being rewarded.

FRED C. QUIMBY

"They tell me," he said, "that the audience which applauded the short at the sneak screening a few nights ago is known as 'tough.' Apparently, we have something."

"Peace on Earth," which represents but a small part of the shorts Metro produces and distributes throughout the year, combines a plea for peace with a swell bit of cartoon making. (For further details, see the complete review in The Blue Section.)

Metro's cartoon efforts, indicated Quimby, are divided into three groups, one headed by Hugh Harman, another by Rudy Ising and a third composed of a group of younsters putting out subjects similar to "The Old Mill Pond" of a few seasons back.

Metro, he said, would not curtail production of shorts, it expects that the quality of shorts generally will be upped. Metro, he indicated, is putting names into its subjects so that marquee strength will be made evailable to exhibitors. Already 48 out of the company's quota of 79 for the new season have been completed.

While "Peace on Earth" was the center of attention at the trade screening, he said Metro intends to have plenty of other shorts which will cause discussion. "Pound Foolish," for example, has Neil Hamilton, Gertrude Michael, Lynne Carver and Victor Varconi in the cast.

It is no secret that Metro's shorts production costs are the highest in the business, and that the shorts system in use has brought forth new names for the features. This, in itself, is proof of the success of the Metro idea—and if Fred C. Quimby is optimistic, it must be remembered that he not only knows what he is talking about, but he has given ample demonstration of that fact.

BETTER LATE THAN NEVER!
Greetings to
JEP and THE EXHIBITOR
HUGH HARMAN - RUDOLF ISING
CARTOON PRODUCTIONS
METRO-GOLDWYN-MAYER

THE EASTERN THEATRE MAN *speaks*

Number 61 of a Series:-

JOHN B. SOLLENBERGER

HERSHEY COMMUNITY THEATRE
Hershey, Pennsylvania

"I have been a subscriber to THE EXHIBITOR for a good many years and find something of outstanding interest in every issue. I particularly like the Six-Point Reviews, the Shorts Parade, Production Number Analysis, and Alphabetical Guide."

Nearly every Exhibitor reads THE EXHIBITOR!

AN INVITATION

Throughout 1939, expressions of praise, comment, criticism or suggestion from our many Exhibitor Friends will be carried in similar form in every issue. We welcome the expression of *every* reader and will use them in the order in which they are received.

Advance Shots On COMING REVIEWS

New Pictures Tersely Cited

PHILADELPHIA—Received too late at THE EXHIBITOR's office here to be included in this week's Blue Section were reviews of the following pictures. These Advance Shots are given pending the publication of the next issue of the Six-Point Reviews (Blue) Section.

Features

DOCTOR ANTONIO (Il Dottor Antonio) (Itala Films)—Ennio Cerlesi, Maria Gambarelli, Lamberto Picasso, Tina Zucchi. 103m. The Italian studios, having recently sent us a rousing spectacle like "Scipione l'Africano," follow through with another excellent high-budget tale, this time built around the framework of Ruffini's account of the revolution against Ferdinand II, king of Naples. Lack of English titles limits this for exhibition, except in Italian-audience houses, where it should do a land-office business.

IL CORSARO NERO (The Black Pirate) (Esperia)—Ciro Verrati, Silvana Jachino. 96m. A story of a Seventeenth Century piracy, "Il Corsaro Nero" is none too deftly articulated for the looker-atter unfamiliar with Italian (there are no English subtitles), but there is plenty of action—in the forms of sword play, running street fights, and a naval encounter—to keep up the interest over the 96 minutes. ("Il Corsaro Nero" is, of course, not to be confused with United Artists' 1926 silent release of "The Black Pirate," starring Douglas Fairbanks, pere.)

MARRIED AND IN LOVE (RKO-Radio)—Alan Marshall, Barbara Read, Patrick Knowles, Helen Vinson. 58m. Director John Farrow and Producer Robert Sisk, both of whom have recently been upped to "A"-picture schedules, bid adieu to the comparatively low-budget with this fairly entertaining story of love which was almost thwarted. A dualler for most situations, this can receive top billing in the smaller spots where the customers like their hearts and flowers.

NICK CARTER, MASTER DETECTIVE (Metro-Goldwyn-Mayer) — Walter Pidgeon, Rita Johnson, Henry Hull, Stanley C. Ridges, Donald Meek. 60m. Metro-Goldwyn-Mayer's first picture with the super-sleuth, known to millions of readers, turns out to be a rattling good meller, which should fit nicely on the twin billers, thanks to a good cast, speedy direction, and plenty of action. It is a tale of spies after a military secret, with plenty of fighting, chases, etc., to satisfy the thrill fans.

Shorts

CHILE (Paramount—Color Cruise). 10m. Bad.

"HERE'S HAL," HAL KEMP AND ORCHESTRA IN (Paramount—Headliner). 10m. Excellent.

MILLIONAIRE HOBO. (Columbia — Phantasy). 6½m. Bad.

OUTDOOR PARTIES Columbia—Screen Snapshots, No. 3). 10m. Good.

THREE SAPPY PEOPLE (Columbia—Three Stooge Comedy). 18½m. Excellent.

UNUSUAL OCCUPATIONS, No. 2 (Paramount). 10m. Good.

Our Mr. Mentlik WRITES ABOUT A FILM PARTY

Dear Chief:

It's been a long time since I wrote you a letter about our social life in this neck of the woods. I'm gonna tell you what I remember of Paramount's dinner in honor of Mary Martin, Allan Jones, and Walter Connolly, the stars of "The Great Victor Herbert."

Whereas all the other movie companies go snooping around cafe society jernts like the Rainbow Room, "21," the 7-11 Club, the Stork, etc., Bob Gillham and Paramount Theatre's MacInerney trekked to the 14th Street and tossed the shindig in Luchow's where Victor Herbert wet his mustache in foaming German beer. And into the usually quiet calm of Luchow's went about 250 persons (Herb Berg and Al Wilkie claim only 125 invites were sent out) who babbled on incessantly with movies as the favorite topic. The poor waiters and barkeeps, having never come across a movie crowd before, were a bit shocked at first, but they got over it.

Imbibing of the refreshments while shaking hands with all and sundry was Bob Weitman, manager, Paramount. Bob's charming missus was skipping from one end to the eatery to the other with Mrs. Roy Chartier in tow. After trying to discover who was who, chief, I gave up in disgust, because all I could see were other trade press guys like myself or fan mag writers who are always gargling something or other.

Spying Pete Harrison and aide Sylvia Miller getting to work on the first course of the meal, I hopped over to their table and squatted among the aforementioned couple, Mr. and Mrs. Tom (News-Week) Wenning and the Jesse (Cue) Zunzers. Forgetting politics and social beliefs, I ate one of the best meals—German or otherwise—I've ever had in m'life. I ain't kiddin', chief, it was a terrific dinner.

Allan Jones joined the table for a short while and then had to skip to smile at some other folks. However, I spotted his wife, Irene Hervey, sitting with a mob of newspaper people from Boston. She filled in for her man at our table and I went back to the Boston mob to apologize for not recognizing M. and P.'s Downing, the Herald-Traveler's Helen Eager, and the American's Prunella Hall, all of whom were fellow-passengers on a trip to Springfield, Illinois, not so long ago.

Mary Martin had to skip early on accounta she was scheduled to do a radio broadcast for Lifebuoy Soap, Walter Connolly and his charming wife also skipped quite early.

Also seen in the crowd, looking lovely and happy, was Shirley Ross. Gene Buck, president of ASCAP, was around. Ditto for Ken Dolan, Leonard Goldenson, Oscar Morgan, Rivoli's Jimmy Dunn, and loads of others. The guy or gal who attended that little Luchow-Paramount-Herbert business and didn't like it, can offer himself or herself as exhibit A at a psychiatrist's convention.

Me, chief, I felt fine. And I did, too, come in on time the next morning.

Love and kisses,

LEW MENTLIK,
Your New York Correspondent.

PRODUCTION AND EXPLOITATION PICTURES OF INTEREST TO EXHIBITORS

"HIS GIRL FRIDAY." Howard Hawks, director of this Columbia picture, arrives in New York for a brief vacation.

"YOUNG THOMAS EDISON." On the set of the Metro picture, Mrs. E. R. Bryant (sister-in-law of Henry Ford) chats with Mickey Rooney (in the title role), George Bancroft (as the father, Samuel Edison), and Director Norman Taurog.

"IRENE." Producer-Director Herbert Wilcox greets Leon Leonidoff, famed dance maestro of New York City's Radio City Music Hall, on the latter's arrival in Hollywood to create Anna Neagle's numbers in RKO-Radio's coming "Irene."

BACK TO MONOGRAM. The return to Monogram of Harry H. Thomas (shown) was announced by President W. Ray Johnston.

EAST MEETS WEST. Visiting the Hollywood studios for seasonal production conferences, Universal's President Nate J. Blumberg meets some of the enthusiastic personnel. At the left are seen President Blumberg, Story Editor Marshall Grant, Studio Executive David S. Garber, and Advertising-Publicity Manager John Joseph. At right are Executive Garber, Vice-President Matty Fox, Production Chief Cliff Work, President Blumberg, and Producer Milton Schwartzwald.

BETTER MANAGEMENT

Selling Features

"Drums Along the Mohawk"

North Adams, Massachusetts—Manager Francis Faille, Paramount, received some unexpected promotion in connection with the showing of "Drums Along the Mohawk." Story which received publicity in the local newspaper was as follows:

One dressed in Indian costume, the other two in Pilgrim attire, three members of Scout Troop 31 approached Faille Saturday morning and asked him if he would admit poor-boy members of their troop free of charge to see the picture if they, in their costumes especially appropriate to the picture, paraded in front of the theatre to advertise its coming. He agreed that he would, the boys performed their volunteer patrol service, and he told them to bring their friends to him for tickets. They thanked him politely and left. The three boys appeared at the theatre again, said several of their friends had accepted his "invitation" and would drop in before the picture's run ended. And then the three marched to the box office, paid their own admission fees in full, and went in to see the film themselves. The deal about the free admission was not for them but for friends who couldn't raise the price of a ticket, they explained.

Promotion used by manager Faille included tie-ups with two book stores on the novel on which the movie was based, a counter display at the local public library, Indian head bands distributed to children, outdoor billing, posting paper and putting out window cards and distribution of an exchange herald at no cost to the theatre, merchant's advertisement meeting the cost.

By an odd coincidence a college prank in the city was timely with the showing of the picture. Williams and Bennington college students battled local police for two hours at the replica of Fort Massachusetts, strong hold of the French and Indian war, before three of their number were arrested. News stories played up the angle "drums along the Hoosac."

Syracuse, New York—Manager Harry Unterfort, RKO-Schine Keith's, used five Onondaga Indians doing dance steps and beating tom-toms in front of the box office. Five cases of Indian arrow heads, war axes and other relics were secured from a local collector and placed in store windows with appropriate copy. Public Library made up two special displays of Indian relics and posted them in entrance together with theatre copy and stills.

"Another Thin Man"

Waterbury, Connecticut—From manager Ed Fitzpatrick, Loew's Poli Waterbury, comes the following campaign on "Another Thin Man."

One of the highlights of the campaign was a hilarious baby-diapering contest for men which took place in the lobby, with guest tickets awarded to the male completing the job in the shortest time. A lobby teaser stunt that evoked a good deal of interest was the clothesline strung with baby garments and diapers; the thinnest man entering the theatre between 8.00 and 8.30 opening night of the picture was admitted free; pumpkin pies were promoted and given away to the first 25 housewives attending the matinee of "Thin Man" on Thanksgiving Day. Extensive tie-ups with photographers were made and guest tickets awarded to the best photos submitted of mothers with their children, these photos being displayed in the theatre lobby. Tie-up was made with local radio station announcing that the first baby born on Thanksgiving Day would be given a complete layette donated by the city's leading merchant. Numerous tie-ups and window displays were made with kiddie shops. Street ballyhoo consisted of fellow and girl dressed in evening clothes, pushing baby carriage with a placard reading: "Mr. and Mrs. Thin Man Have a Baby."

"That's Right, You're Wrong"

Rochester, New York—Manager J. C. Freeman, Century, tied in with WSAY for a jitterbug contest, open to all. Contest was given wide publicity over the air, a trailer at every show at the Century and copy in all newspaper advertisements, the use of material in all three mediums starting five days in advance of the opening. Contest was held on the theatre stage with Freddie Woolson and his Jitterbug Band providing the music.

Other highlights in Freeman's campaign included a man-on-the-street broadcast, a street ballyhoo consisting of four men dressed as college students, bannered truck, gag diploma heralds, graduation caps worn by ushers, electrical Victrola in the theatre lobby, orchestrations placed with band leaders, music-store tie-ups and stickers which newsboys placed on papers, the boys being given passes for this service.

"Ninotchka"

Gloversville , New York — Something unique in promotion stunts was arranged by Lou S. Hart, manager of Schine's Glove here, for Metro's "Ninotchka." First Hart promoted 2,000 roses from a local florist. Then he arranged with the Western Union telegraph company to have its corps of messengers deliver the flowers to 2,000 women in the city, each wrapped in a form telegram, which said: "Dear Friend: Please accept this token of happiness from Loeben's, the Western Union and the Glove Theatre. We invite you to come see a happy picture, the happiest in years, Greta Garbo's gay 'Ninotchka.' Don't try to pronounce it; just come and see it. We guarantee you will like it."

Utica, New York—At the Stanley here, exploiter Jack Walsh worked with manager William Haines on "Ninotchka." Among the various items on the agenda were the following:

A special card was sent to 5,000 Polish families, with a message in both English and Polish. Three daily spot announcements were obtained over Radio Station WIBX for one week in advance. The same station also gave a special script. Five thousand doilies, imprinted, were furnished local restaurants. A like number of milk-bottle hangers were distributed through the cooperation of a local dairy two days in advance of the playdate. Window displays in 24 stores were obtained. Newspaper stories and art broke in the Sunday Observer-Dispatch, as well as in that paper's daily evening editions and in the Daily Press in the morning. On the day after opening a Polish choir, which had won first place in a prior competition in Buffalo, was presented on the stage. In the lobby was a special 15-foot board, with 11-x-14's and 8-x-10's for three weeks in advance.

"What a Life"

Harrisburg, Pennsylvania—Two contests featured exploitation program of manager Johnny Rogers State. Different pictures were run daily in the Harrisburg Telegraph for four days preceding opening in which a member of the cast is speaking to Jackie Cooper, and contestants were required to fill in the words of Jackie's answer. Four cash prizes totalling $20 and 20 tickets were given to winners. The other contest, conducted on radio program featuring John Van Cronkhite, required contestants to rename the picture. A ticket stub from the State for first three days of the run had to be sent along with the new suggested title of each entrant. One prize of $25 cash and $50 radio was offered.

"The Roaring Twenties"

Gloversville, New York—Tying in current events with analogous ones of 1920, manager Lou S. Hart wrote a special story for the Leader-Republican in which he used a picture of and told about the members of Gloversville High School's Class of 1920, closing with a well-worded plug for Warners' "The Roaring Twenties," then to play Schine's Glove.

"Unlike many other publicity gags we try to plant with our newspapers," said manager Hart, "this one has every element to interest the editor and, subsequently, the readers of the paper."

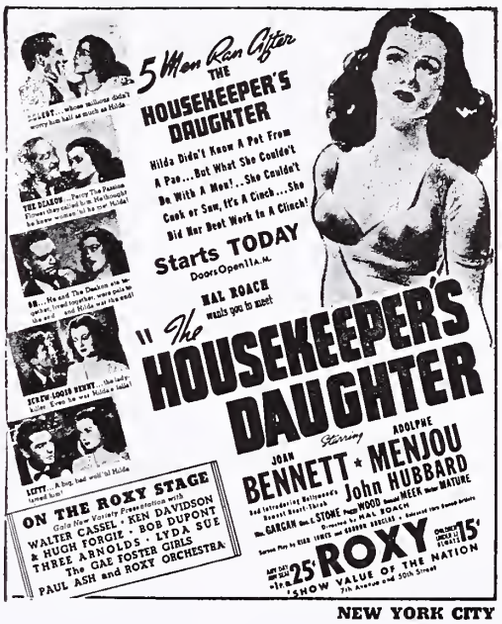
The stunt has possibilities for many another situation, particularly where the high school is truly a civic organization.

"The Cat and the Canary"

Syracuse, New York—Manager Pat McGee, RKO-Schine Paramount, made up 20 snipes "Watch Your Step—You may be frightened by 'The Cat and the Canary'." These were placed on risers of curbs and stairways of public buildings. Special sound effect trailers were used and feature opened in darkened auditorium with large claw-like hand traveling across proscenium and disappearing into audience. Card in store window carried a still of a cat in make-up with copy listing names of six male actors. Those guessing the correct identity received guest tickets.

SEATTLE

LOS ANGELES



NEW YORK CITY

SEATTLE

HINTS ON NEWSPAPER ADVERTISING

No. 96—"The Housekeeper's Daughter" (UA)

Well, here is "The Housekeeper's Daughter" and not only has she been making a stir at the box office but she has also been getting into the headlines. It seems Miss Joan Bennett did not like the way the show was being sold and said so, so the net result meant more publicity for the picture.

Lynn Farnol's pressbook on the picture is very good, but we have gone in for originals this time just to show how the boys went to town on their own.

Look at the Seattle copy: She "didn't know a pot from a pan, but what she couldn't do with a man! She couldn't cook or sew, it's a cinch. She did her best work in a clinch!" And in another ad: "Hilda, the housekeeper's daughter, keeps things hot and hilarious in the year's stop traffic comedy smash. She doesn't know how to cook, but, oh, how she can sew and sew!"

And then look at the New York City copy and see how similar it is.

This is a wacky comedy, but the selling is on the sexy side, which must mean that the boys are afraid of giving the wacky element 100 percent.

Adolphe Menjou comes in for a good billing, along with Miss Bennett, who, it may be noted, is not placed above the name of the show.

SEATTLE

"Wuthering Heights"

WELLSVILLE, NEW YORK—Holly Hollister, Babcock, varied his regular campaign on "Wuthering Heights" because of the late playdate. A number of people who had asked about the picture were contacted in person or by telephone by the manager and told the playdates with the added fact that the picture was being played partly as a result of their interest in it. Personalized form letters were sent to special mailing list. Letter included a final paragraph to the effect that "class" pictures had to be supported by the "class" audiences if they wanted the theatre to continue showing this type of picture. This idea apparently went over successfully.

"Port of Shadows"

PROVIDENCE, RHODE ISLAND—Arthur Goldstein's campaign at the Avon was aimed primarily at the "class audience." Spearhead of the exploitation drive was a postcard ad sent to the Avon's mailing list of more than 4,000. At the screening for reviewers two days ahead of opening, Goldstein had Professor Harcourt Brown, Romance Languages Department, Brown University, as a guest, the professor later being interviewed on the film by the Brown Daily Herald, undergraduate paper. Goldstein also used six radio plugs on a French language broadcast.

"Coast Guard"

PHILADELPHIA—For exploitation on the Columbia show, Plaza, with assistant manager Herb Schwinger doing a large part of the work, arranged a special window in which planes were displayed. Window contained 100 planes and boats built by contestants, a plug for the picture.

House was also cited by the South Philadelphia Civic League for furthering aviation interest, and instilling a worthwhile hobby in young South Philadelphians.

"Allegheny Uprising"

BOSTON—Jack Granara, RKO Keith Memorial, used a novelty coin stunt for his campaign on "Allegheny Uprising." In slots on a card there was placed two nickels and a penny, along with the caption—

> "10 to 1 You Will Enthusiastically Acclaim Claire Trevor and John Wayne in RKO-Radio's "Allegheny Uprising," One of the Greatest Productions of All Time! It's the kind of a picture that inspires new coinage."

The coin card was distributed to hotels, restaurants, stores and other places for display purposes.

"Elizabeth and Essex"

LANCASTER, PENNSYLVANIA—Bert Leighton, manager, Grand, did a fine bit of promotion on "The Private Lives of Elizabeth and Essex." He promoted a true-and-false radio contest for 10 days, distributed "cut-out" displays throughout the city, had 5,000 sheets distributed at a football game and contacted school teachers throughout the city and county. Several groups of pupils accompanied by teachers attended the theatre in a body.

"Mutiny in the Big House"

BRISTOL, PENNSYLVANIA—As the high point in his campaign on Monogram's "Mutiny in the Big House," manager Ned L. Egnal, Bristol, invited some 250 boys attending the Saint Francis Industrial School to be his guests. Also invited were local celrgymen and sisters.

Other Egnal stunts included the distribution of 4,000 heralds; and the use of a sound truck, ballyhooing the picture.

"The Housekeeper's Daughter"

WILMINGTON, DELAWARE—Manager J. Edgar Doob, Loew's, had his poster artist, Bob Ripple prepare a novel poster for his lobby display for "The Housekeeper's Daughter." About the border of the board, Ripple mounted miniature kitchen and household utensels. Another was being prepared for a downtown exhibit. Utensils were secured at a small cost in a novelty department.

"Secret of Dr. Kildare"

NORTH ADAMS, MASSACHUSETTS—Manager Francis Faille, Paramount, had a girl's lips painted on the box-office window together with the following copy: "These lips hold the secret of Dr. Kildare."

Selling Shorts

"Drunk Driving"

PORTSMOUTH, VIRGINIA — An automobile, well smashed up, with a placard reading "This car was wrecked as the result of drunken driving," was used by Bobby Levine, Colony, as a build-up for Metro's "Drunk Driving." Car was parked in front of the house for several days, attracting much atention.

Special Selling

"Pinocchio"

NEW YORK CITY—Nineteen department stores, located in cities where nearly all the exhibitors read THE EXHIBITOR, have to date contracted to use the life-like Walt Disney "Pinocchio" displays made by Old King Cole, Inc., Canton, Ohio.

The display consists of beautifully colored relief and full round reproductions of all the characters from the feature, to be released by RKO-Radio. Some stores —like Bloomingdale's, New York—will use 12 windows with scenes from the picture and these figures. Other of these displays will be used, in addition, in toy departments and throughout some of the stores.

The stores in THE EXHIBITOR's territories follow:

NEW ENGLAND TERRITORY—Denholm and McKay, Worcester, Massachusetts; Forbes and Wallace, Springfield, Massachusetts; Jordan Marsh Company, Boston; Shepard Company, Providence, Rhode Island.

NEW YORK STATE TERRITORY—Bloomingdale's, New York City; C. E. Chappell and Sons, Syracuse, New York; Kresge Department Store, Newark, New Jersey; Frederick Loeser and Company, New York City (Brooklyn); A. Victor and Company, Buffalo, New York; Meyers Brothers, Paterson, New Jersey.

PHILADELPHIA TERRITORY—S. P. Dunham Company, Trenton, New Jersey; Fowler, Dick and Walker, Wilkes-Barre, Pennsylvania; Hess Brothers Company, Allentown, Pennsylvania; Kaufmann's Furniture Company, Reading, Pennsylvania; Watt and Shand, Lancaster, Pennsylvania.

WASHINGTON TERRITORY — Hutzler Brothers, Baltimore, Maryland; Woodward and Lothrop, Washington; The Hub, Baltimore, Maryland.

All Montgomery Ward and Company stores, wherever located, are also in on the deal.

Novelty Ideas

New "Gulliver" High

NEW YORK CITY—With the world premiere of Paramount's feature-length Technicolor cartoon, "Gulliver's Travels," set for December 18 at the Sheridan, Miami Beach, Florida, and 41 other holiday engagements scheduled in a similar number of important cities, Harry L. Royster, in charge of Paramount's licensee department under Lou Diamond, announced last week that reports received from leading retail outlets throughout the country indicate Gulliver's Travels merchandise will establish a new high in sales for articles based on motion picture cartoon characters.

Lemuel Gulliver and his pal, Popeye, life-size live rubber cartoon and motion picture characters, left Hollywood via TWA on an 8,000 mile two-week flight which will embrace 20 cities and end December 18 at Miami at the world premiere.

Under arrangements with TWA the characters will travel as passengers. They will visit mayors, newspaper editors, and points of historic interest in San Francisco, Albuquerque, Wichita, Kansas City, St. Louis, Indianapolis, Dayton, Fort Wayne, Chicago, Columbus, Ohio, Pittsburgh, Harrisburg and Philadelphia on the trip here.

Here they will join Jessica Dragonette and Lanny Ross, whose voices are featured in Gulliver's Travels," and travel by Eastern Airlines to Miami for the premiere at the Sheridan, Miami Beach, stopping over at Washington, D. C., Richmond, Atlanta and Jacksonville.

National Tieups

"Victor Herbert"

NEW YORK CITY—RCA Victor musical merchandise dealers last week launched a nation-wide promotion campaign in conjunction with the release of the Paramount picture, "The Great Victor Herbert." To supplement the existing RCA library of Victor Herbert songs, Allan Jones has recorded two new records including "Sweethearts," "Some Day," "Thine Alone," and "I'm Falling in Love with Some One."

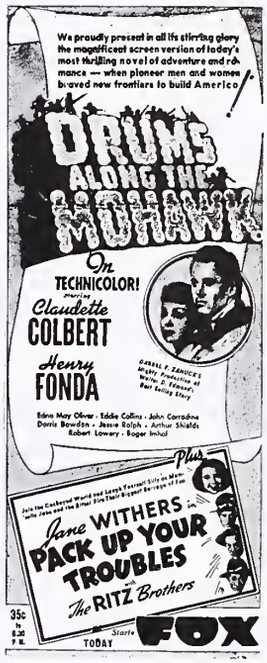
Special programs of Victor Herbert music will be played on each of the 60 stations regularly carying the RCA Victor "Music You Want" programs. The January issue of the Victor Record Society Review, mailed to more than 150,000 subscribers, will feature a preview of the picture and music from it.

Paramount is giving prominent space to the RCA Victor promotions in its "Victor Herbert press book" sent to theatres scheduled to show the picture.

ALBANY

SAN FRANCISCO

DETROIT



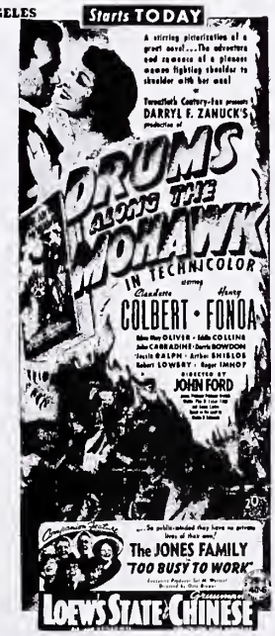
CHICAGO

INDIANAPOLIS

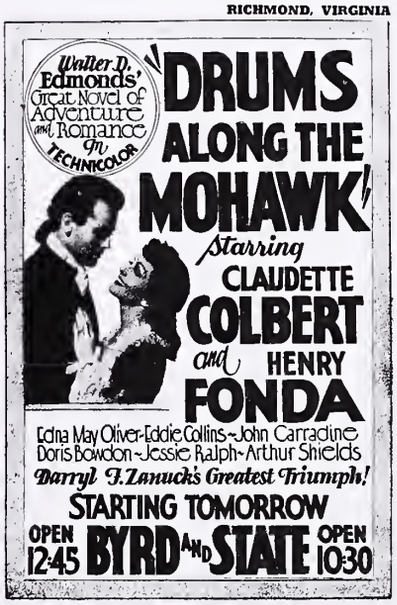
WILKES-BARRE, PENNSYLVANIA

PHILADELPHIA

LOS ANGELES



RICHMOND, VIRGINIA



HINTS ON NEWSPAPER ADVERTISING

No. 97—"Drums Along the Mohawk" (20th Century-Fox)

The striking note on this page of layouts is the similarity of the ads. Everything seems to agree on using a definite type style for the title as well as for the heads of Henry Fonda and Claudette Colbert. In this we detect the influence of the pressbook.

The selling angles are pretty much the same—Indians, Technicolor, a best selling novel, the stars' names, stirring adventure and romance, $2,000,000 production, pioneers, etc.

Efforts have been made in a few instances to keep the stars' heads out of costume. No attempt has been made to get away from the period angle. With a title of that nature, it is rather obvious what the story must be about.

The picture has been doing a good business, and the selling ideas are quite apparent.

PEOPLE COME, PEOPLE GO; AND THE EXHIBITOR SEES, KNOWS, TELLS ALL

"GULLIVER'S TRAVELS." Paramount's exploiters start out on the Max Fleischer cartoon-feature. Left to right are Ralph Ravenscroft, Thomas Jefferson, Harlan Hobbs, Vernon Gray, Clifton Bolton, and Ben Hill. Jefferson, Gray, and Bolton will serve THE EXHIBITOR'S readers.

"GREAT VICTOR HERBERT." Allan Jones and wife, Irene Hervey, arrive for the New York premiere of the Paramount picture.

"GULLIVER'S TRAVELS." Jessica Dragonette, voice of the princess in the Paramount-Fleisher subject, poses with Gulliver.

"THE MILL ON THE FLOSS." Alice Colvin Wright, president, New York City Association of English Teachers, recommends the Standard picture. At the left is Dr. William Lewin, and, at the right, Dudley H. Miles, well-known educators.

DEPARTING COLUMBIANS. Foreign sales manager Joseph A. McConville bids adieu to Joseph Friedman, managing director for England, and Jack Segal, manager of foreign exchange operations, as they left for Europe on a recent Clipper plane.

COAST-BOUND. Warner Brothers' advertising-publicity director Charles and Mrs. Einfeld leave for the Coast.

NEWS OF THE TERRITORY

NEW YORK CITY

Crosstown

When William "Pop" Landau. operator of the Heights, died last week, the industry lost one of its finest persons. . . . National Pictures' Edwin Fadiman announced that under the terms of his agreement with Metro, under which he sold them the remake right to "Forty Little Mothers," the Eddie Cantor starrer going into production soon, National has agreed completely to withdraw from circulation the original French version. . . . Wally Neihold, Goshen, Goshen, was in town telling of his Christmas show for the youngsters December 21. All the children of Orange County have been invited to attend with the only admission being a can of food which will be passed on to a needy family.

Ben Brody's Stadium has been taken over by Henry Rosenberg and Herman "Red" Bloom. . . . Jacob Leff, Isaac Miller, and Harold Gelb are the new operating principals of the Acme. . . . "Mirror" critic Bland Johaneson and her husband, publicist Leonard Gaynor, were hosts to the daily press movie reviewers last week at their New Jersey farm. A bus was dispatched to carry the scribes out to Jersey . . . Joe Brown, a stagehand at the Radio City Music Hall, is the pappy of the Joe Brown, Jr., who showed to fine advantage opposite Jane Withers in "High School." . . . National Theatre Supply branch manager James Frank, Jr., has set up a complete projection booth and theatre stage in the local showroom. . . . Henry Danziger and Peter A. Lewis are working overtime these days getting the latest issue of the Film Board of Trade theatre directory ready.

Lawrence Bolognino, vice-president, Mott Haven Amusement Company, signed a contract for installation of RCA Photophone sound in the 2,260-seat Casino. House was formerly the Willis.

E. J. Vallen, prexy of the curtain control outfit bearing his name was around New York visiting the trade with Lee Spevack, eastern manager. . . . Spevack informed us of new installations at Seton Hall College, Kent, Clinton, Willis theatres. . . . Joe Siccardi, Liberty, Plainfield; Wally Neihold, Goshen, Goshen, had a loud reunion in the local National Theatre Supply branch.

Leo Brecher and Harry Schiffman almost precipitated a riot at their Harlem Apollo December 8 when they presented the world premiere of Henry Armstrong's first cinematic venture, "Keep Punching." . . . "Keep Punching," by the way, is being distributed by the newly formed combine of Eddie Mead and John Clein, operating from 723 Seventh Avenue under the name of M-C Pictures. Clein says negro picture distribution outlets are being established throughout the country. . . . Moe Goldman will be giving up on vaudeville shortly and will operate his Century on a grind policy.

That vaude can up business and keep it up was indicated last week when Abe Feinberg informed us that Amalgamated booked shows were proving hyos at Comerford's Lyric, Honesdale; Irving. Wilkes Barre; Family, Scranton; Strand, Berwick; (all in Pennsylvania); Capitol, Binghamton; Ritz, Hawley. . . . And downtown on Second Avenue, Max Wallack's Orpheum and Al Epstein's Saint Marks are going at it hammer and tong, what with each vieing for the kiddie trade with more giveaways each week.

Ben Roman, who has a suit against Paramount for alleged breach of contract on distribution of re-issues, "The Spoilers" and "Morocco" in New York and Jersey, calls on the record for further light on Supreme Court Justice Aaron I. Levy's ruling on the case. Examination before trial of the defendants was postponed to December 11, when Lou Phillips, attorney for the defense, came back from the Coast. Roman brings forth a clipping from the New York Law Journal of November 11, which is now printed for the records:

"Roman v. Paramount Pictures, Inc., et al.—No necessity appears for the examination of the defendant's vice-president (Neil Agnew), and as to him the application is denied. However, there is no serious denial that the remaining persons sought to be examined are officers or agents of the defendant having knowledge of the facts. The motion for an examination before trial is therefore granted accordingly. All relevant books, records and documents are to be produced, for use pursuant to section 296 of the Civil Practice Act. Let the examination proceed at Special Term, Part II, New York County, on the 27th day of November, 1939, at 10 A. M.

"Roman v. Paramount Pictures, Inc., et al.—A more deliberate attempt by a demand for a bill of particulars to pry into evidence in support of a claim is hardly imaginable. The imposition upon the court of the burden to examine a demand which is, to such a great extent, obviously improper, is inexcusable. The motion to vacate is granted as to items I (b), (3), (c) and (d); II (c), (d); IV (b), (d), (1), (2), (3), (4), (f); V (a), (2) and (4), (b), (1), (2), (3), (4), (c), (1), (2), (3), (4); VI (a), (1), (2) and (4); VII (a), (c), (1), (2), (3), (4), (d); VIII (a), (1), (2), (3), (b), (1), (2), (3), (c), (1), (2), (4), (d), (1), (2), (3); IX (a), (1) and (3), (c), (d), (1), (2), (3), (4), (5), (6), (7), and X (a), (c) and (e). Denied as to the remaining items. Let a verified bill accordingly be served within 20 days from the service of a copy of this order, with notice of entry."

44th Street

20th CENTURY-FOX: Abe Blumstein's son, Edgar, was married to Miss Bernice Heineman in Mount Vernon last week end. Everyone wishes them well.

ADVANCE: Among the new films being distributed locally by Emil Rosenbaum are "Crouching Beast," "High Treason," "Corruption," "Secret Menace," and "Flaming Signal."

UNIVERSAL: Condolences go to branch manager Dave Levy who lost his brother last week.

AMUSEMENT SUPPLY: Joe Malmuth is now connected with the company in the capacity of sales engineer. Malmuth is well known in the industry and was formerly connected with the Hurley Screen Company and Dictagraph Products Corporation.

REPUBLIC: Bob Fannon won the second weekly prize of $25 given by owner Herman Gluckman in the current drive.

Staten Island

George Evans, manager, Fabian Saint George, is busy these days acting as booking agent in the Fabian Island wide talent quest contest. . . . Harry Black, general manager, Fabian Staten Island theatres, announced that arrangements were completed for the Fabian first anniversary dinner-dance January 6. . . . As a Saturday matinee kid stimulant the Fabian Ritz, Liberty, Strand, Stadium are giving away sets of Presidential coins. . . . John Firnkoess, manager, Paramount, has been holding the other boys enthralled with reminiscences of by-gone days in show business. . . . George Trilling, manager, Fabian Ritz, is working hard these days lining up girl basket ball teams to play on the stage. . . . Elihu Glass, manager, Fabian Liberty, had a giant football rally on the stage on the night prior to the game between local high school rivals. . . . Sig Kasse, manager, Capitol, is an ardent philatelist, boasting one of the most costly and complete collection of stamps hereabouts. . . . Art Lane, manager, Strand, and Roy Sherkey, manager, Stadium, are alternating as m. c. in the local giant Fabian talent quest. . . . Al Defazio, assistant manager, Saint George, is finding it hard to get rid of his West Virginia mountaineer accent.

All of the Staten Island Fabian theatres are planing to lick that pre-Christmas slump by holding giant cash and merchandise giveaways in the theatres on the week preceding the holidays. Working with Harry Black, district manager, and Edgar Goth, director of publicity, the managers have ties up with cooperating merchants for close to $4,000 in cash and prizes. . . . George Evans, Saint George, has a $1,000 giveaway set with a local lighting wares company; John Firnkoess, Paramount, in co-operation with watch company, is giving away $1,000 in merchandise prizes; George Trilling, Ritz manager, is tying up with a local men's clothing store in giving away $300 in cash; Sig Kasse, Capitol, working with the local businessmen's association, has arranged to distribute over $500 in gifts; Elihu Glass, Liberty, is giving away turkeys and poultry in gift baskets totaling $300; Art Land, Roy Sherkey, Strand, Stadium, respectively, in cooperation with their local businessmen's associations, promoted $500 in merchandise gifts.

CIRCUITS

Loew's

A call has gone out to all Loew-Metro employees in the metropolitan area asking for candidates for a basketball team sponsored by the company, according to Sidney Salitsky, Metro publicity department, who will act as manager. The quintet is expected to be the spearhead in the formation of a motion picture basketball league. The squad, which will naturally be called the "Lions," will send challenges early next week to all other New York companies and organizations in allied fields.

Weekly meetings of the assistant managers of Loew's New York theatres have been resumed. At these meetings exploitation and publicity angles on forthcoming pictures are discussed. Eddie Dowden, Oscar A. Doob's ad department, presides.

HOME OFFICES

Columbia

Howard Hawks, director, who has just completed "His Girl Friday," arrived for a brief stay.

Lou Smith, Coast publicity chief, is in for conferences.

Alexander Korda

Alexander Korda arrived in New York from Hollywood December 7, leaving for London via Lisbon, Portugal, on the Dixie Clipper. Upon his return to England, Korda starts production on "Hunting the U-Boat," in co-operation with the Royal Navy.

Metro

William F. Rodgers attended the annual convention of the Theatre Owners of North and South Carolina last week. . . . Al Lichtman returned to the Coast.

Walton C. Ament, Pathe News editor, has left for Florida to survey possibilities for short subjects and newsreel stories. Frank Donovan, production manager, will edit the reel in his absence.

It's a boy at the William Gleichers. Father is in the sales department.

Ilona Massey, co-starred with Nelson Eddy in "Balalaika," arrived from California.

Monogram

Another bit of unrecognized talent can be found in young Bill Raynor, who's been doing some right smart work with some of those Ritter and Randall pressbooks.

Sol Lesser

Sol Lesser, who has been in New York for the past few weeks preparing for the film production of Thornton Wilder's Pulitzer prize play, "Our Town," returned to Hollywood. Lesser was in conference with Sam Wood, who will direct "Our Town," and with Lillian Hellman, who is writing the screenplay. He has also conferred with Wilder.

Paramount

Neil H. Agnew came back after visiting the Coast on business. . . . So did John Hicks, foreign department head.

RKO-Radio

Jean Hersholt came in from the Coast with his wife. . . . Brenda Forbes came in after completing a role in "Vigil in the Night."

Wife of Rutgers Neilson, publicity head, is recovering from an operation in Saint Vincent's hospital.

Even after seeing the newsreel shots of the "kick that failed" in the Redskins-Giants game, foreign manager Phil Reisman, shorts sales head Harry Michaelson, and print chief Sidney Kramer still wouldn't commit themselves on whether or not the boot was good. . . . Unless she changed her plans without consulting us, Rosalie Ross spent the weekend in Brookline, Massachusetts. . . . Jimmy Boyle is dashing around like mad placing the myriad prints which ganged up on him. . . . Howard Benedict, with Mrs. Benedict, is here from the West Coast on his vacation.

Rutgers Neilson, aides Irving Shiffrin, Jimmy Boyle, Ken Hallam, et al., are resting pretty comfortably after a hectic week prepping the "That's Right, You're Wrong" opening. . . . Cocktail party was a darb and the show at the Criterion was one of Broadway's smashes. . . . Someone oughta take notice of Jimmy Larkin, whose art work rates with the best. . . . Jimmy, by the way, was recently promoted, filling the spot vacated when Joe Jareck was upped into the still department. . . . Jim Byron fills in at Larkin's old post. . . . Toni Spitzer's worried about what Kay Kamen will say when he sees that picture of Pinocchio with a rose in his hair.

Republic

James R. Grainger, president, is on a trip around the country.

20th Century-Fox

Passing of Sidney J. Kent, father of Sidney R. Kent, was mourned. He died December 2 in Altadena, California.

Universal

Ruth Morrow, the RM at the bottom of ad chief Lou Pollock's letters, leaves shortly for a winter vacation in Miami Beach.

J. Cheever Cowdin, board head, flew in from the Coast. . . . Al Herman was a Philadelphia visitor.

Warners

Having put over a smash campaign on "We Are Not Alone" in Boston, Phillip Engel, Warners eastern district publicity representative, is busying himself with plans for the current Buffalo campaign. For the Beantown engagement of the Paul Muni starrer, co-star Jane Bryan made a one-day personal appearance and attended a luncheon tendered for the press at the Copley-Plaza. She partook in a radio broadcast and made several presentations. Accompanying Miss Bryan were her mother and the home office's Mitchell Ranson.

JOE JOEL SAYS:

Among Other Things . . .

I extend my sincere sympathy to Joe Lee, 20th Century-Fox, on the loss of his beloved father, who died December 3, at the age of 76. Death was caused by a heart attack. His death shocked many of his friends. . . . Harry Newman, film and shipping departments, United Artists, is convalescing at his home in Brooklyn after a slight operation. His crew certainly misses him. . . . Harold Fisher, manager, Brooklyn Paramount, deserves credit for his holiday display. He was assisted by Ralph Percy, assistant manager, and treasurer John Murray. In the lobby they have a miniature talking Santa Claus, and the interior decorations surpass anything I have ever seen. Paramount also has basketball games on their stage every Saturday morning. . . . Metro is having its annual Christmas party at the Hotel New Yorker December 15. Eddie Susse has charge of arrangements and that means a good time for all. The club is known as the M-G-M Pep Club. Home office executives will attend.

Henry Kronstadt, known to all exhibitors as plain Henry, continues on with the new Mac-Bert Premium Distributors. Henry has been with Mac Schwartzman since Mac opened the Quality Premium office in September, 1938. Mac informed me he closed a deal with the Schine circuit, which started December 6 at the Liberty, Pikeville, Kentucky. . . . I. M. Meinhardt, son of William, Tacme Film Service, was married to Thelma Donay. They spent their honeymoon at Miami, Florida. Groom has his law office in the Film Center Building. . . . Harry Thomas can be seen almost any day in the Merit exchange so if any of his old time friends would like to pay him a visit, they will find "welcome" on the mat. . . . It seems as though Emil Rosenbaum, Advance Films, looks 20 years younger since he became a grandpa. It's a good thing it was not twins or he would be a boy again. . . . To Moe Rose, Metro booker—It is now December, and I would like to know when you are taking your vacation, because I certainly would love to hear that song "Oh Promise Me." . . . I am pleased to know that the Motion Picture Associates' affair was such a great success because as a result, many a poor individual will receive relief without any red tape. . . . To my knowledge, I can recall numerous instances whereby help has been given to those in need. I must give credit to Jack Ellis and his committee for their marvelous work in making it what it was—a grand success. I extend to the officers and members for the coming new year a prosperous year and to them and their families, that which is best of all, good health.

I visited Warners and met a salesman whom I have known for the past 30 years. I refer to Leo Jacobi and without any doubt whatever, he is one of the oldest salesmen in the business. All exhibitors have a kind word for Leo. . . . State Sanitary Products, Inc., formerly of 352 West 44th Street, is now located at 630 Ninth Avenue. It will pay exhibitors and others coming up 44th Street to turn the corner and visit them in their new location. If you need supplies for your theatre, they can serve you. . . . The Hispano, 116th Street and Fifth Avenue, formerly known as the Mount Morris, showed Spanish pictures, but has been closed due to labor troubles. It will open shortly with a new policy—American pictures, high class vaudeville, and "Screeno" every afternoon and evening. It will be opened by Sam Freedman. Mack Herbert is now managing the Kent, Brooklyn. . . . If you have not received your 1940 calendar, kindly let me know and I will consider it a pleasure to deliver one to you.

NEW JERSEY

Asbury Park

In exploiting "Drums Along the Mohawk," manager Malcolm H. Marshall, Saint James, put up 350 placards on news stands from Long Branch to Lavallette.

Bergen County

Cleveland School Parent-Teacher Association held two-day theatre party at Plaza, Englewood. . . . Fox, Hackensack, gave away 300 passes to "The Women." . . . Christmas party for needy children of Cliffside Park will be held December 23 at Grant-Lee, Palisade.

—P. C.

Jersey City

Jack Bokser, former manager, Tivoli, Fulton, is at the Crotona, Bronx. . . . Nick Man, former manager of Strand, now in Florida, is expected to take himself a bride about Christmas. . . . When "Dancing Co-Ed" played Loew's, Jersey City, theatre and shoe company sponsored a "Dancing Co-Ed" jitterbug contest at the musicians' benefit ball. . . . Captain Clinton Fisk Post, Veterans of Foreign Wars, and auxiliary, held a benefit show at State. . . . Ben Katz, formerly, State, is now managing the Hempstead, Hempstead, Long Island. . . . Jersey City high school held a football rally at Loew's Jersey City. . . . Following up its success of presenting a "war of bands" and jitterbug contests on the stage, the Palace has inaugurated a new contests, a modern ballroom dance contest.

Tessie Gisser, cashier, Loew's Jersey City, is on sick leave. She was given a blood transfusion by one of eight ushers Ernie Baker, who volunteered to donate blood.

—P. C.

Passaic

Maury Miller, Lincoln, was on the committee for Police Commissioner Julius Cinamon's annual Christmas Basket Fund benefit show at the Montauk. . . . Thieves broke into the Clifton and smashed door on manager Joe Lefkowitz's office, but made no attempt on the safe. . . . Rivoli, George Patterson, put on a football rally after the annual Turkey Day game between Passaic and Rutherford High Schools. . . . Joe Lefkowitz, Clifton has been made chairman of the publicity committee in the Clifton Kiwanis Club.

—I. S.

Union City

Christmas party was held at RKO Capitol, Union City, under auspices of Mayor Joseph Stilz and committee of West New York. . . . "Goodbye, Mr. Chips" was selected by readers of Hudson Dispatch as best film of year in contest in which RKO Capitol, Union City; Loew's, State, Stanley, Jersey City, co-operated. Persons coming closest to selecting the films that received the most votes from readers, received cash awards and guest tickets to theatres.

—P. C.

NEW YORK STATE

Albany

Allie Mallory, Star, Corinth, is sporting a new car. . . . Ditto Mrs. Ferguson, Copake. . . . Mount Pleasant, Schenectady, operated by Morris Silverman, is now closed. . . . Sam Rosenblatt, former operator, Family, Watervliet; Brightspot, Rennselaer, has reentered the exhibition field, taking over the Palace, Schenectady, from circuit operator Sid Dwore. . . . Newlywed Lou (Columbia cashier) Olshan, enjoyed a week's visit from his mother-in-law. . . . Jack Armm, Columbia, drove to Newark to visit his ailing father. . . . John Cooney, Union Square, Pittsfield, Massachusetts, is a great bowling enthusiast. . . . Bill Barney, Grand, Watervliet, has moved into his new home. . . . Rossi Brothers have closed their Strand, Schroon Lake, for the season. . . . Artie Newman, Republic, headed for New York for a sales confab. . . . Newman and his entire staff are driving hard to get into first place in that national playdate drive of Republic's. . . . Max Friedman, Warner theatres booker and film buyer, was visited by his mother-in-law and sister-in-law from Des Moines, Iowa. . . . Jim Faughnan's northern hunting trip was cut short when one of his comrades accidentally shot himself in the hand. . . . Ralph Pielow's many friends among area exhibitors have already started lining up January dates galore in celebration of Pielow's 12th anniversary as Metro's Albany resident manager. They have their work cut out for them to top last year's anniversary month business, which stands as the exchange's record.

Ray Powers, Warner exchange booker, got a nice surprise the other day, when the expressman brought him some venison from Phil Barodi, North Creek exhibitor. . . . C. E. "Woody" Woodward is now booker for Harry Lamonte's new circuit, Berlin, Greenville, Philmont and Athens. Lamonte is operating Greenville during the winter this year. He has also lengthened playing time at Philmont, now operating six days instead of two or three days. . . . Jim Cole, Warner sound engineer, was in Utica checking equipment in the circuit's houses. . . . Cohen and Kutcher, Rialto, Broadway, Monticello, have leased the Liberty, from Dealey and Starck, taking over the house December 1. Film folk regret Joe Dealey's retirement from business, caused by ill health. . . . Arnold Stoltz arranged a sponsored broadcast of an amateur program, aired direct from Avon, Utica, stage, with Stoltz acting as master of ceremonies. . . . Neil and Harry Hellman have installed new heating equipment at their Paramount. . . . Wife of Republic cashier Phil Cooper is mourning the death of her father. . . . Artie Newman reports a record demand for prints of the Republic feature "South of the Border." . . . Popkin and Sholemson, owners, operators, Woodbourne, are making rapid progress in renovating the old town hall at Ellenville. . . . Robert Woodward, son of C. E. "Woody" Woodward, Lamonte circuit booker, is now attending Oswego State Industrial College.

Birthday greetings were sung to Ralph Pielow over radio station WABY and also by a Western Union operator. . . . Dave Rosenbaum, Capitol, Elizabethtown, went on a deer-hunting expedition. . . . Same "no luck" story was told by Walter LaPata, Star, Poultney, Vermont. Alec Sayles, Palace, arranged a special screening of the March of Time "Newsfronts of 1940" for 30 newspapermen, including Associated Press representatives and editorial staffs of both Albany dailies, Knickerbocker News and Times-Union. . . . Neil Hellman is again presenting amateur night at his Paramount. . . . Dick Struwe Warner salesman, was another who celebrated a birthday. His wife arranged a surprise party. . . . Mrs. Lydia Van Buren has closed her Van Buren, Cairo, for the season. . . . Bill Benton, Benton-Schine circuit made a trip to New York, is preparing for his annual trek to Florida. . . . John Augello has closed his Lyric, Utica, with his Family remaining in operation.

A pre-Christmas lobby attraction, the Little Wonder Talking Santa Claus, is being used by Warner managers, Andy Roy, Strand, Albany; Leo Rosen, Troy, Troy; Bill Haynes, Stanley, Utica. . . . Jack Wathey is a new addition to the staff of the local National Theatre Supply Company office, replacing Ed Mattingly. . . . George Stanton, Burt's, Luzerne, is driving about in a new car. . . . Alice Smith, Vitagraph's comely telephone operator, kept the boys guessing about which one was to take her to the Warner Ball.

Row visitors included C. M. Landman, Modern, Manchester Depot, Vermont; Kingsley Ryan, Keesville, Ausable Forks; Harvey English, Hancock; Mr. and Mrs. Sam Davis, Phoenicia; Dave Rosenbaum, Capitol, Elizabethtown; Allan Sirrine, Port Henry, Ernest Dodds, Lake Placid, Frank Shea, Cohoes; Fred Keenholtz, Masonic Hall, Altamont.

Claire Avery, Metro ad-sales manager, has only a slight limp remaining as a souvenir of his recent auto accident. . . . Mr. and Mrs. Sidney Stockton, Mr. and Mrs. Bill Barrett, Mr. and Mrs. Ralph Ripps, and Bill Gaddoni, Metro office, were Thanksgiving Day guests of the Ralph Pielows. (Maybe it was a plug for the short, "Let's Talk Turkey.") . . . A deer ran right across the fairway just as Dick Hayes, Paramount, and Abe Stone, Eagle, were finishing a round of golf the other Saturday—startling Dick so he made a 30-foot putt. . . . Lou Fisher doesn't know

Is Business "Lousy"?

THAT'S WHEN YOU NEED THE SMOOTH RUNNING EXCITING ATTRACTION OF:-

BINGO

12 WAYS TO WIN
16 WAYS TO WIN
72 WAYS TO WIN

THE WAY WE RUN IT . . . YOU'LL BRING IN THE CROWDS AND KEEP 'EM COMING!

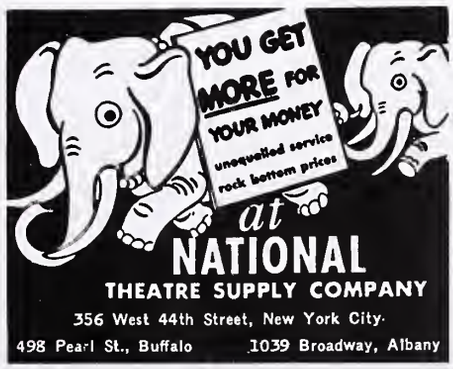
Come in or Write
PREMIUM PRODUCTS
354 West 44th Street, New York
Circle 6-4972

All Services OF THIS PUBLICATION APPEAR REGULARLY

Plus

- The Same Intimate Coverage
- Better Management
- In the Spotlight
- Special Features
- The National Mirror

and everything else that makes this the complete trade journal.



LUCKY —AND— **DUCKY**
The ONLY GUARANTEED Theatre Games!
DENNIS GAMES, Inc.
N. E. Cor. 13th and Race Streets, Philadelphia
RUS COHEN, 353 W. 44th Street, N. Y. C.
"Pioneer of Theatre Games"

what's to become of his theatre—the Bradley, Fort Edwards. An underpass is being constructed right in front of the house, with the roadway being dropped no less than fourteen feet. Sidewalk will be seven feet above the roadway, and seven feet below theatre level. . . . Leon Herman, RKO, is universally conceded to be the row's greatest football handicapper, with George Tucker, same office, understood to be a close second.

John Gemo, Strand projectionist bought himself a home and threw a party to which he invited the entire Strand staff, including manager Andy Roy and assistant manager Bill Tallman, who reported John's hospitality left nothing to be desired. . . . Ben Smith, Pamo Films representative, was feeling a bit below par. . . . Robert L. Jackson, graduate of Oakwood Prep School, is a new addition to the Strand service staff. . . . Newlywed Bill Tallman, Strand assistant, has taken up housekeeping in a downtown apartment. . . . Bernie Kranze, RKO branch manager, spent some pleasant minutes talking over old times with Tom Murray, Universal's manager of branch operations, in town for a day. . . . Muriel Lanahan, Metro office, is mourning the death of her brother, killed in a Watervliet auto accident. . . . Miss Alice Fantanillas has reported for duty to the Metro office, where she had been employed once before, prior to her transfer to the New York City exchange. . . . Lieutenant Commander Larry Cowan booked the controversial "Beasts of Berlin" into the Grand, backing it up with an extensive exploitation and ad campaign. . . . Mitch Conery took local movies of a parade in Ravena.

Camille Alli and Peggy Austin, Columbia, threw a farewell party for Grand National booker Bill Murray. . . . A. L. Pettinger, Cato Showprint, was a visitor. . . . Frank Weitung, Cobleskill, is having a refrigerator giveaway. . . . George Thornton, Saugerties, is now spending his time bowling on the new alleys he and his brother Bill have opened. . . . Dick Struwe, Warners, went off on a two-week trip through the North country. . . . George Tucker, RKO, also made a two-week jaunt. . . . Paul Krummenacker arranged a trade showing of Warner's Christmas special, "Four Wives." . . . George Lynch, Schine circuit film buyer, planned a visit to Atlantic City. . . . M. A. Silver, Warner theatres' zone manager, made a trip to Buffalo, joining booker Max Friedman. . . . Tony Fontana, former exhibitor at Livingston Manor, now operates the booth there for Joe Kutcher. He sends his regards to all the film boys. . . . Ann Ellen Herman, talented four-year old daughter of RKO representative Leon Herman, is now taking dancing lessons. . . . And takes great pride in demonstrating her progress to her ardent admirer Charlie Ost. . . . Mr. and Mrs. Savett of Greene, Port Leyden, Antwerp, made a hurried trip to Syracuse. . . . Phil Eisenberg, Red Hook, returned from Florida to visit his family. . . . Jack Kaplan, Rivoli, South Fallsburg, is getting set for a visit to the sunny shores of Florida. . . . Ben Smith, Pamo, was on the sick list. . . . Sammy Bruce, Madison porter, and a former middleweight champion, is training a protege. . . . Many film folk attended the Golden Gloves amateur boxing show, sponsored by the Times-Union.

Anna Swint, Warner theatres phone operator, was sick. . . . Joe Miller, Columbia branch manager, made a trip to Boston to visit E. M. Loew. . . . Lou Weinberg, Columbia home office executive, was in town, held a sales meeting with Miller and his staff, including salesmen Eddie Hochstim, Jack Armm, Morris Cohn, leaving for Buffalo to hold a similar meeting with Phil Fox and crew. . . . Bernie Kranze, RKO branch manager, traveled to Cooperstown, Utica and Oneida. . . . Vic Burns, Casino, Waterford, is busy getting ready for his annual kiddies Christmas show, sponsored by the American Legion. . . . Youngsters are treated by Burns to candy and ice cream. . . . Ralph Pielow is arranging to make extensive alterations to the local Metro office. New duplex booking desks, glass-enclosed, are to be installed, cashier's desk will be moved, new railings built, and other changes made, to provide room needed for added employees. . . . Arthur Horne, Metro salesman, was confined to his home in New York City. . . . January 18 is now set as definite date for opening of "Gone With the Wind" at Fabian's Palace, according to Ralph Pielow. Policy originally planned has been changed, however, to provide three performances daily, instead of two.

Equipment Notes: Frank Asher has installed the new Simplex SI projection machines, from National Theatre Supply Company, which has installed new screens for Leonard Rosenthal's State, Troy; C. M. Patten's State, Adams; W. D. Cheney's Community, Newton Falls; Masonic Hall, Nassau, operated by Sidney Mull, and Barney Pearlman's James, Utica. . . . Chris Marx has dressed up his Rialto, Utica, with new lobby mats from NTSC. . . . Jim Papyanakos' Gralyn, Gouverneur, is the equal of any metropolitan theatre, they say, now that it has been renovated. . . . National installed new carpet, new lobby mats and new drapes. House was also repainted.

Moe Grassgreen, 20th Century-Fox, is said to be the row's greatest "ducker" in hearts. . . . Alice Fontanillas, recently transferred to Ralph Pielow's Metro office, was out sick for a week.

Albion

Rialto, Martina circuit, had Indian and a Colonial bally with drums on the streets to exploit "Drums Along the Mohawk."

Batavia

Ralph Booth, Family, has twin bed suite displayed on his mezzanine for a giveaway December 20. . . . Hazen Booth, son of the Family manager, is home for the Christmas holidays from school at Wake Forest, North Carolina.

Binghamton

Harry Balin, manager, Symphony, injured his right hand in a fall. . . . Jerry Burke, Star, and Tom Cary, Riviera, have joined the managers bowling team. . . . Movie check books worth $2.50, good for any theatre, anytime are being sold by all Comerford theatres. . . . Marain Knight and Lela Merritt, main office, Strand. are having their hand writing analyzed by Clara De Rado, Capitol usherette. . . . Enjoy, Johnson City, went in for a one day stage show. . . . Jeanne Meeker has recovered from her attack. . . . Pat Stevens and Jane Winters Capitol usherettes are anxiously waiting for the new year and that trip to Florida. . . . Theatre managers who have asked your correspondent for THE EXHIBITOR 1940 calendar—please be advised that they will be sent out real soon.

—F. D. R.

Buffalo

Annual Ahepa Ball was a gala affair. Among the filmites in attendance were Charlie Boasberg, Jack and Helen Chinell, Elmer and Nina Lux, Sydney and Helen Lehman, Matt and Rene Sullivan, Jack and Ethel Berkowitz, Mr. and Mrs. Harry Berkson, Ralph and Alberta Maw, Manny and Muriel Woronov, Charles and Esther Rich, Mr. and Mrs. Astrakan, Sydney and Frieda Samson, Jack Jacobs, Al and Lydia Behling, Joe and Effie Schuchert, George and Dorothy Gammel, George and Helen Hanny, Phil and Ida Fox, Mr. and Mrs. Harry Berman, Stanley and Edna Kozanowski, George and Lou Ferguson, Morris and Sam Yellen, Mr. and Mrs. Nikatas Dipson, and Venus and Bill Dipson, and, of course, Nick and Barbara Basil. After the dance was over, everyone adjourned to the Variety Club. . . . Irving Altshuler and George Haupert, auditors, have arrived at the local Columbia exchange, George renewing old acquaintances. . . . Ben Rosenwald, Metro's Charlotte, North Carolina office, was a recent visitor.

Mrs. Al Behling, Ellen Terry, left for New York, where she will be the guest of Mr. and Mrs. P. A. Powers. . . . Name of Shea's Niagara is being put before the public long before the theatre opens, through the sponsoring of a basketball team, entered in three leagues. . . . Branch manager Charles Rich, Warners, held an advance screening of "Four Wives" at Shea's Court Street December 12. . . . Ken Sisson, Shea's Buffalo musical director, renewed acquaintances with Gene Krupa.

Venita (Hoffman) Baker, for many years connected with the local RKO exchange, has resigned. . . . Ray Paschley, Interlaken; Maurice Slotnick, Caledonia; Harry Tischkoff, Rochester; Mitch Fitzer, Syracuse; George Tooker, Watkins; Max Vogel, Rochester; Max Friedman were noticed booking. . . . Chief Barker Bob Murphy says that this year's Shea Night at the Variety Club December 9 was the most successful. . . . Journalism classes of the University of Buffalo and State Teachers College were invited to a special screening of the March of Time subject "Newsfronts of War—1940." . . . Charlie Taylor, Shea theatres advertising chief, tells us the advance sale for New Year's Eve midnight show looks very promising

Bill Wittenben, formerly with Electrical Research Products, and now with a wine company in Hammondsport, was noticed lunching. . . . John Scully, Jr., Universal, Cleveland, spent the week end in town. . . . Jack Bellman, Republic, tells us that he has closed a deal with the Basils for their entire circuit. . . . Film Row is sorry to hear that Al Conn is seriously ill. . . . Joe Friedman, National Screen Service, gave Bert Frees, Republic, a lesson in pinochle. . . . Max Vogel re-opened the newly remodeled and redecorated Plaza, Rochester. . . . RKO is having a tremendous billboard campaign for "Hunchback of Notre Dame."

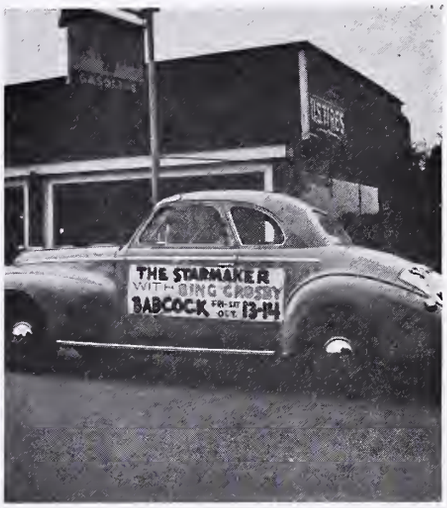
Ralph Maw, branch manager, Metro, conducted a meeting of the employees to discuss their drive. . . . Lou Weinberg, eastern sales manager for Columbia, spent a few days at the local exchange, conferring with branch manager Phil Fox. . . . Deepest sympathy is extended to George Gammel, Gammel circuit, on the recent death of his sister. . . . John J. Scully, Jr., has been transferred from Universal's Philadelphia office to Cleveland. . . . Bert Frees, former branch manager, Grand National, has joined Republic's sales force, in the position left vacant by Nat Marcus. . . . Mr. and Mrs. Robert Renz, RKO's sales staff, attended the Army-Navy game. . . . Jake Lavene, Academy, is convalescing. . . . Herman Lorence, Cattaraugus, Cattaraugus, is very much enthused over new theatre plans. . . .

A DEER IS BAGGED; EXPLOITATION STUNTS FROM OVER THE TERRITORY

PRIZE. Joe Sternberg, Franjo, Boonville, and Bob Brinson pose beside an eight-point deer bagged in the Adirondacks.

"DRUMS ALONG THE MOHAWK." This Colonial drummer and Indian helped ballyhoo the 20th Century-Fox production for its about-to-start run at the RKO Palace, Rochester. The picture presents in principal roles Claudette Colbert and Henry Fonda.

"PINOCCHIO." At a meeting of New York City's Publicitable Club, Walt Disney's "Pinocchio" was an honored guest. The doll (designed from Disney drawings) is held by WOR's Dave Driscoll. RKO-Radio's Antoinette Spitzer is at Pinocchio's left.



"THE STAR MAKER." Manager C. L. Hollister, Babcock, Wellsville, had this ballyhoo on Paramount Bing Crosby show.

"HITLER—BEAST OF BERLIN." Manager Richard Mooney, Lyric, Asbury Park, New Jersey, did this for Producers' show.

"THE RETURN OF DR. X." This attractive melange of words and pictures was devised by Phil Laufer, Loew's Criterion, New York City, for the engagement of the Warner Brothers picture, with Humphrey Bogart, Wayne Morris, and Rosemary Lane.

George Williams has re-opened the Lyric, formerly the Park. . . . Mr. and Mrs. Reuben Farber, Commodore, have left to spend the winter in California. . . . Gammel circuit is doing a beautiful job of remodeling and redecorating their Colonial. Columbia. . . . Tony Perlino, formerly of the local Keith's, is now in the food importing business and would like his film friends to call on him at 357 Swan Street. . . . Marvin Atlas, Capitol, Niagara Falls, is sporting a beautiful new deluxe car. . . . Ed Dowden, publicity man, RKO, is in town arranging the campaign on Kay Kyser's picture "That's Right, You're Wrong" for the Cataract, Niagara Falls and the local 20th Century. . . . Basil-Dipson's Hollywood, Lackawanna, was formally opened.

Dorothy Ray, Biller, 20th Century-Fox, has returned to work after an illness. . . . Heart Committee of the Variety Club, Tent No. 7, are doing wonderful work for the shutins in institutions in this territory. . . . Lou Lichtenstein, traveling auditor, 20th Century-Fox, was in. . . . Alberta Daugherty, 20th Century-Fox, spent the week end in Dayton, Ohio. . . . Chris Heidt, III, 20th Century-Fox booker planed to Mount Clair and back for his monthly visit with his parents. . . . W. C. Rowell, 20th Century-Fox salesman, was in town for a meeting with Sidney Samson, branch manager.

—M. G.

Elmira

Doris Wager, Regent staff, is away from duties with the flu. . . . Eddie Yarbrough, Keeney, has his theatre humming with Christmas holiday activities.

New officers of the Elmira Warner Club, organization of the Keeney, Regent, Strand employees, are: Alden Allen, president; Byron Danks, vice-president; Daniel Backer, secretary; Mel Conhaim, treasurer. The Board of Directors includes the elected officers and managers. Club's annual party has been scheduled for January 6, with committees headed by Paul Shay, Donald Edwards, Mel Conhaim, Paul Johnson, Frank Turner and Daniel Backer. . . . Pete Driscoll, Strand janitor, is on leave due to sickness. . . . Mel Conhaim, Regent manager, is the latest addition to the ranks of the nimrods. . . . Ed Yarbrough, Keeney, mailed out letters to physicians and nurses on "Disputed Passage."

Gloversville

Schine Home Office News

Sympathy of the home office went to Comptroller John A. May, whose brother, Maurice F., died in Schenectady December 3. . . . Lou Weinberg, Columbia, was in from New York for conferences with chief film buyer George V. Lynch. Weinberg said that despite the war abroad he looked for a good domestic season for American pictures. . . . Charles and Bert Stern, United Artists, were also home office visitors, as was Seymour Stern, Rochester Theatre Games. . . . Messrs. J. M. and L. W. Schine entertained the carrier boys of the two local papers, Morning Herald and Leader-Republican, at special showing of "Nurse Edith Cavell" after the boys' annual dinner December 6. . . . Mrs. Harold F. Sliter and son, Fred, are guests of Mrs. Sliter's mother, Mrs. Sophia Fitzinger, Buffalo. . . . Miss Marion Kearney, former assistant cashier, Glove, is now cashier, Hipp. . . . Arnold Vandenburgh, home office staff, enjoyed a trip to New York City. . . . Both Lou Hart and Harvey Cocks, managers, Glove, Hipp respectively, are busy on special Christmas giveaways to be conducted jointly by Schine houses here. . . . Manager Hart's feature story on "The Roaring Twenties," which he landed in local dailies, won him special praise in the Schine house organ, "Scoops."

—J. B.

Jamestown

Cliff Ash, Palace projectionist, brought back a 200-pound buck after two days' hunting. . . . Ralph Crabill, Max Friedman, M. A. Silver, zone manager, spent several days in Buffalo. . . . Reatha Costello, Palace cashier, was in Erie for the funeral of her grandfather. . . . Mrs. William Stevens, wife, Palace operator, was called to Mayville by the death of her father. . . . Arthur Kahle, Palace office, is expecting the stork as well as Santa Claus to stop at his house. . . . Joe Hockenberry, Roosevelt, believes in doing his Christmas shopping early. . . . It was a boy at the Vincent Choate's, now located in Pittsburgh, and a girl at the Joe Scanlons, now located in Bellevue.

Dalton Burgett, Capitol, Dunkirk; Ralph Crabill, district manager, and party of eight hunted for deer opening day, but no luck.

Liberty

Joe Dealy and George Stark have retired from the Liberty. Operation and management of the house was taken over by Messrs. Cohen and Kutcher, Rialto, and Broadway, Monticello. Milton Kutcher, former editor, Livingston Manor Times, will be the new manager.

Medina

Cliff Schaufele, Diana manager, occasionally turns to reminiscing of the past and can tell some dandy tales for the show days of some years back. . . . Diana Christmas party was held December 13. . . . Cliff Schaufele promoted several hundred postal cards from a hotel in Washington which mailed them back to this locality with comment on them to be sure and see "Mr. Smith Goes to Washington."

Monticello

Messrs. Cohen and Kutcher have added to their theatre holdings and have taken over the Liberty, Liberty. . . . Gil Armstrong, Rialto projectionist, has been rolling some record scores for the Monticello bowling team.

Newburgh

In the fourth session of the Netco Theatre (Insomnia) League the Cameo broke Park's run of straight games won at nine victories by defeating them, 2-1, and dropping them into a first place tie with the Broadway, which shut out the art department. Rivalry for the anchor man spot on the managers blazed as they shut out the operators. Clint Lake, who replaced Fred Schaefer in the cleanup spot for the managers, had 171 high single, a pin better than Fred's 170, but Fred grabbed high three with 485. Though Bill Lawson, Ritz, had 167, high single and 489 high three, house lost three more to the ushers for 12 in a row. Sammie Cannella, art department, had 168 high single and Bill Duffy, Broadway, 455 high three. Bill Mims, Cameo, had 175 high single, and Bob Ruckdeschel, Park, 471 high three. Teams now stand: Park won 10, lost 2; Broadway won 10, lost 2; ushers won 9, lost 3; managers won 9, lost 3; Cameo won 7, lost 5; art department won 2, lost 10; operators won 1, lost 11; Ritz won 0, lost 12.

Eugene Levy, in co-operation with Local 291, musicians, presented the annual Swing Session and Jitterbug Contest at the Ritz.

Olean

Joseph F. Otto, Haven projectionist, is in the hospital with a leg fracture.

Poughkeepsie

Rialto has started new policy of weekly stage presentations. . . . Liberty and Playhouse are still being picketed by operators local. . . . Among recent visitors were Ed Hartley, International Projector; Jack Carroll, Altec.

Rochester

Earl Harper, former owner, Hub, reopened the shuttered Plaza after renovation. . . . Manager Lester Pollock, Loew's, went on air in Chamber of Commerce radio interview over WHEC and got in plenty of plugs for Metro pictures and stars. . . . William Tishoff, Murray; Max Fogel, Webster, are set to attend state Allied meeting and election in Buffalo December 13. . . . Jay Golden, manager, RKO Palace, is mapping New Year's Eve reserved seat vaudefilm show at 99 cents including tax. . . . John Fenyvessy has a new car.

Manager Charlie Freeman, Century, and Francis Anderson, Palace, will join with civic organizations to present "Tin Can" kids shows for benefit of Salvation Army Christmas cheer activities, December 16. . . . John Murphy, assistant to J. R. Vogel, Loew's, spent day recently inspecting here. . . . Florence Belinson, Little, finds television installation plans delayed by war. . . . Managers Louis Mayer, Temple, and Jay Golden, Palace, are pushing sale of $5 and $3 Yule gift ticket books. . . . Little will close week before Christmas for cleaning and refurbishing. . . . City fire bureau bans all inflammable Yule decorations in theatres. . . . Palace, Century, Regent, Temple and Capitol will join a drug store in an auto giveaway December 20.

—E. D. R.

Syracuse

"Stubby" Johnson has gone on a heated milk diet. . . . Bert Barton is wondering if he can trade positions. . . . Elmo (Hub Cap) Carpenter will receive a sendoff party from "Admiral" Bill Doss. . . . George Robertson, business representative, Local No. 9, is very busy. . . . Robert Sardino believes that William Maxon has improved in parliamentary law. . . . Melvin Denny is actively campaigning for an office at the next Local No. 376 election. . . . Harry Burley is working on "Milk Driver's Revenge." . . . Phil. (Charlie Chan) Rossomando failed to keep the Thanksgiving date. . . . Line-up of basketball team for first game with Syracuse Reds, according to promoter Jack Meaney, will be Ed Cummings, Phil Rossomando, Lynn Goff, Adolph Den Haise, Jack Kerley, George Brown, and Claude Linstruth. . . . "Jim" Mosher won a turkey for Thanksgiving and Bill Doss got —— . . . "Eddie" Whitford ran out of gas and had to call for help on Thanksgiving Day. . . . Thanks to Jack Bartle William (P. A.) Van Wagner enjoyed a Thanksgiving feast. . . . John Eccles likes to go on picnics when working all day Sunday. . . . Results of this fishing trip reminds the writer of the trips with Gus Lampe—absolutely zero.

—J .J. S.

Wellsville

C. (Holly) Hollister, Babcock, had a couple of kids going around lettering on sidewalks in chalk at prominent corners following copy: "The Quints in 'Five Times Five'—A Swell Show—Babcock Theatre, Sunday."

SIX-POINT FEATURE REVIEWS

COLUMBIA

Cafe Hostess (1030)

ADULT MELODRAMA 62M.

Preston Foster, Ann Dvorak, Douglas Fowley, Wynne Gibson, Arthur Loft, Bruce Bennett, Eddie Acuff, Bradley Page, Linda Winters, Beatrice Blinn, Dick Wessel, Peggy Shannon. Directed by Sidney Salkow.

Stereotyped and boring as only an overplayed story of night club hostesses could be, this one belongs at the bottom of the list. Ann Dvorak plays the hostess, who helps gangster Douglas Fowley shake suckers down in a clip joint. She would like to go straight and live decently, but feels it is impossible—that is, until Preston Foster enters the picture. He persuades her to go away with him and "start all over again." On the evening they are to leave, Dvorak learns that Fowley is on to their plans and that he intends to murder Foster. She begs Fowley to let him go, promises to give him up and stay as a hostess. She fakes an act in front of Foster, and he is about to leave in disgust when has-been Wynne Gibson puts him wise to the whole affair. Foster and several sailor companions tear the night club apart, and Fowley is murdered by Gibson during the melee. Foster and Dvorak then go off to that farm or something.

ESTIMATE: *Bottom dualler.*

The Stranger from Texas (1202)

FAMILY WESTERN 54M.

Charles Starrett, Lorna Gray, Richard Fiske, Dick Curtis, Edmund Cobb, Bob Nolan, Al Bridge, Jack Rockwell, Hal Taliaferro, Edward LeSaint, Sons of the Pioneers. Directed by Sam Nelson

In as good an actionful western as Columbia has turned out with its Number One Star, Charles Starrett re-discovers cattle in the cow-country, the who and what of their rustling, and the solution of his father's murder. That is about all there is, but the western fans will not mind, what with plenty of hard riding, some shooting and fisticuffing—and "Riding the Sunshine Trail," "I Was Born to the Saddle," and "When She Goes Oo-o-o" sung by the ubiquitous Sons of the Pioneers.

ESTIMATE: *Near the top for Starrett.*

METRO

Henry Goes Arizona (2)

FAMILY WESTERN 67M.

Frank Morgan, Virginia Weidler, Guy Kibbee, Slim Summerville, Douglas Fowley, Owen Davis, Jr., Porter Hall, Gordon Jones. Directed by E. L. Marin.

Another of those pleasant little surprises the producers are wont to spring on the innocent exhibitors, "Henry Goes Arizona" teams glib-tongued Frank Morgan with Virginia Weidler, and emerges with an entertaining dualler. Perhaps the bigger spots won't want to top bill this tongue-in-cheek oatie, but it's a cinch the nabe and provincial houses won't go wrong by featuring this 67-minute strip of celluloid. Itinerant trouper Morgan visits Weidler out in Arizona and tells her he's lord of all he surveys down in the South American pampas. Villuns Douglas Fowley, Porter Hall, and another mug kidnap Weidler because she knows too much, but Morgan captures the trio single-handed. Also partaking in the fun-making are such tried players as Guy Kibbee, Slim Summerville, and promising newcomer Owen Davis, Jr.

ESTIMATE: *Pleasing western-comedy dualler.*

Joe and Ethel Turp Call On the President (14)

FAMILY COMEDY DRAMA 70M.

Ann Sothern, Lewis Stone, Walter Brennan, William Gargan, Marsha Hunt, Tom Neal, James Bush, Don Costello, Muriel Hutchinson, Jack Norton, Louis Jean Heydt, Ann Teeman, Aldrich Bowker, Mary Gordon, Paul Everton, Jack Mulhall, Charles Trowbridge. Directed by Robert B. Sinclair.

From Damon Runyon's newspaper-column invention, Joe and Ethel Turp, the boys at Metro have fashioned an amusing screen offering, especially for nabe houses. Runyon himself could not pick a more fitting Joe and Ethel Turp than Ann Sothern and William Gargan. It all starts when postman Walter Brennan is fired because he illegally opened some mail. Because nothing is done locally to fix it up, the Turps go to call on President Lewis Stone who hears them. They tell, by a series of flashbacks, the tender romance between Brennan and Marsha Hunt and how important it was that the letter be torn. A projection room audience howled at the antics of the Turps and shed tears freely when Brennan's romance didn't pan out so well.

ESTIMATE: *Pleasing nabe dualler.*

MONOGRAM

The Four Just Men

FAMILY MYSTERY DRAMA 79M.

(English Made)

Hugh Sinclair, Griffith Jones, Francis L. Sullivan, Frank Lawton, Anna Lee, Basil Sydney, Alan Napier, Lydia Sherwood, Edward Chapman, Athol Stewart, George Merritt, Arthur Hambling, Ellaline Terriss, Garry Marsh, Roland Pertwee. Directed by Walter Forde.

An excellent picturization of an Edgar Wallace thriller, this intrigue has many of the characteristics of an Alfred Hitchcock picture and proves again that the English have a way all their own with this type of story. Although the mystery fans will be able to follow this one with full knowledge of the who and why of everything, the suspense is still there with plenty of wallop. The Four Just Men are an altruistic quartet who are determined to keep mother England forever free. No names are mentioned regarding the nationality of the enemy, but it doesn't take more than one guess when, in the opening scene, Frank Lawton is saved by his colleagues from being beheaded in a concentration camp. The plot of the enemy to undermine the empire thickens rapidly, involving a traitorous member of Parliament. Lawton is killed by the traitor's aide. When a ship is sunk in the Suez canal, threatening England's lifeline, Lawton's three companions kill the treacherous M. P., and one of them takes his place in Parliament, exposes the plot of the foreign enemy. The last scene is rather propagandistic with stock shots of troops and volunteer women's organizations.

ESTIMATE: *High rating English melodrama.*

Roll Wagons, Roll (3951)

FAMILY WESTERN 54M.

Tex Ritter, Nelson McDowell, Muriel Evans, Steve Clark, Tom London, Reed Howes, Frank Ellis, Kenneth Duncan, Frank LaRue, Chick Hannan, White Flash. Directed by Al Herman.

Into the cowboy and Indian groove for a change, producer Ed Finney has completed a minor epic of the folks who went by wagon trail to Oregon to build up the new country. Were it not for the presence of our Tex, with his side-kick, in reality army men trying to uncover the rifle smugglers, things would be difficult for the settlers, but thanks to the prying eyes and keen judgment of Tex, the villainous element is put to rout amidst a general onslaught of bullets, horses, Indians, cowboys and the good old U. S. cavalry. Western followers will find the usual quota well filled, with some to boot. Tex sings two songs, "Roll Wagons. Roll," and "O Suzannah," the latter with new words supplied by Tex.

ESTIMATE: *Standard Ritter.*

Yukon Flight (3938)

FAMILY MELODRAMA 57M.

James Newill, Louise Stanley, Dave O'Brien, Warren Hull, William Pawley, Karl Hackett, Jack Clifford, Roy Barcroft, Bob Terry, Earl Douglas. Directed by Richard Staub.

Once again, our hero Jimmy Newill manages, with the aid of side-kick Dave O'Brien, to oust the bad 'uns and save the mine for the heroine, Louise Stanley. In this run-of-the-mill meller, with a mountie background, Newell sings three ditties, manages to overcome all odds and even get his flying ex-buddy Warren Hull back into the service. The yarn concerns itself with a flying service which takes stolen gold out of the interland, the owners not being averse to a little killing now and then.

ESTIMATE: *Standard bottom dualler.*

PARAMOUNT

The Great Victor Herbert (3916)

FAMILY DRAMA WITH MUSIC 91M.

Allan Jones, Mary Martin, Walter Connolly, Lee Bowman, Susanna Foster, Ruth Barrett, Jerome Cowan, John Garrick, Pierre Watkin, Richard Tucker, Hal K. Dawson, Emmett Vogan. Directed by Andrew L. Stone.

Elaborately staged and produced, this incorporates the well-known melodies of Victor Herbert, woven into a story which concerns the rise and fall of Allan Jones, an egotistical singing star, falling in love with Mary Martin, an amateur, who, after becoming his wife, rises to the top, while her husband slips down the ladder to minor roles. Comes the child, reaching the age of 14 in the person of Susanna Foster, who is a singing sensation, stepping into her mother's role to save the day at the psychological moment and re-unite the parents with a better understanding. The audience is told in a foreword that the offering is not a biography of Victor Herbert and they are prepared for the dramatic narrative that follows. It should attract lovers of the Herbert melodies, build a greater following for Allan Jones, who is superb; establish Mary Martin, who makes her screen debut with a fine display of histrionics, plus a fine vocal delivery. Susanna Foster, the 14-year-old singing discovery, will thrill the patrons.

ESTIMATE: *Can be sold big.*

The Night of Nights (3912)

FAMILY MELODRAMA 86M.

Pat O'Brien, Olympe Bradna, Roland Young, Reginald Gardner, George E. Stone, Frank Scully, Russ Powell, Pat O'Malley, Frank Shannon, Aileen Pringle. Directed by Lewis Milestone.

A little too heavily dosed with a laugh-clown-laugh philosophy, this picture nevertheless bears up under its burden of tragedy, and emerges as a fairly good draw for those who like their cinema sentimental. Olympe Bradna is fresh, youthful and very attractive, possibly a bet for stardom. Pat O'Brien, Roland Young, and Reginald Gardner have done better work than this, however, and occasionally waver to the corny side when the sentiment gets too thick. Story opens when actor-playwright O'Brien and partner Young get drunk on an opening night, cause the show to flop. O'Brien's wife leaves him and he loses control of himself, flounders around aimlessly for 20 years, shepherded by Young who marries a wealthy dowager. When O'Brien receives a note from his daughter, whom he has never seen, telling him that his wife died in childbirth and she, the daughter, is coming to him from a convent he seeks the aid of Young and other friends. Daughter Bradna learns of the deception he is carrying on, braces him up, encourages him to produce and act in his old play.

ESTIMATE: *Good cast helps make this pleasing dualler.*

RKO-RADIO

Escape to Paradise (945)

FAMILY COMEDY DRAMA WITH MUSIC 60M.

Bobby Breen, Kent Taylor, Marla Shelton, Joyce Compton, Pedro de Cordoba, Robert O. Davis, Rosina Galli, Frank Yaconelli, Anna Demetrio. Directed by Erle C. Kenton.

This is the last of the Bobby Breen features for RKO-Radio release, and it unwinds as standard Breen fare. Breen, owner of a sidecar motorcycle, with which he pilots tourists about a small South American city, meets socialite Kent Taylor, who falls in love with Marla Shelton, daughter of Pedro de Cordoba, grower of mate, a herb used by the natives in place of tea. Robert Davis, who has controlled the mate export, is also in love with Marla, breeding rivalry between the two men. Kent hires Breen as his guide, and it is the machinations of Bobby to foster kent's suit and to increase the export of mate that causes some complications, with Breen acting as the little fixer. Bobby sings two numbers—"Tra-La-La" and "Rhythm of the Rio"—in his inimitable style. Audience reaction was fair.

ESTIMATE: *Mild offering for lower bracket.*

Two Thoroughbreds (013)

FAMILY DRAMA 62M.

Jimmy Lydon, Joan Brodel, Arthur Hohl, J. M. Kerrigan, Marjorie Main, Selmar Jackson, Spencer Charters. Directed by Jack Hively.

Despite the fact that while this one has no important names for the marquee, and is obviously produced on a low budget, this story of a boy's love for a horse will tug at the heart-strings and win the plaudits of the ticket buyers. It definitely proves the value of story and direction over established marquee names. Jimmy Lydon, orphaned and living on a farm with his hard-skinned relatives—Arthur Hohl and Marjorie Main—becomes the guardian of a runaway colt, last in line of famous thoroughbreds. The boy suffers privations and the taunts of his skinflint relatives to care for the colt, which they would sell or break to the plow, eventually to join the better family circle of the owner of the colt and his daughter, the little rich girl, who buys back her own colt for the happy ending. It is a familiar story but it rises above the routine formula of bucolic dramas.

ESTIMATE: *Very nice family dualler; a sleeper which might surprise.*

PRODUCERS DISTRIBUTING CORP.

Buried Alive

FAMILY MELODRAMA 71M.

Beverly Roberts, Robert Wilcox, George Penbroke, Ted Osborn, Paul McVey, Alden Chase, Don Rowan, Peter Lynn, Norman Budd, Boyd Irwin, Robert Fiske, Bob McKenzie, Joe Caits, Edward Earle, James H. McNamara. Directed by Victor Halperin.

Regardless of what the title might convey, "Buried Alive" is a prison story, made in the better independent fashion. Telling the story of how the chaplain, executioner, and doctor in a prison love a nurse, who falls in love with a trusty, it is similar in content to other prison pictures and should serve okay on the dual programs. Trusty Robert Wilcox and prison nurse Beverly Roberts fall in love, but circumstances thwart Wilcox's attempt to a pardon. Finally, when he is condemned to death in the electric chair for a crime which he didn't commit, a trick forces a perjuring convict to tell the truth and save him, even though it appeared that he had been put to death. Mention should be made of the above-average casting of the bit players, most of them unfamiliar. With a couple of feature names, the prison melodrama angles, "Buried Alive" offers exploitation opportunities.

ESTIMATE: *Exploitable prison dualler.*

REPUBLIC

Cowboys from Texas (962)

FAMILY WESTERN 57M.

Robert Livingston, Raymond Hatton, Duncan Renaldo, Carole Landis, Charles Middleton, Ivan Miller, Betty Compson, Ethan Laidlaw, Yakima Canutt, Walter Wills, Edward Cassidy. Directed by George Sherman.

Whatever merit the Three Mesquiteers may have had as "The Kansas Terrors" (q. v.) has been quite lost as they become the "Cowboys from Texas." The re-instatement of Robert Livingston (vice John Wayne) as the Number One Mesquiteer can hardly be aught but applauded, but the substitution of Raymond Hatton and Duncan Renaldo—good actors both of them in the right places—for Ray Corrigan, and Max Terhune may not be greeted with as mcuh approbation. While "Cowboys from Texas" will fill the usual western spot, it will add nothing to the standing of stature of William Colt MacDonald's fictional creations, as video'd by Republic. It is another yarn of homesteaders versus cattlemen and the efforts of land-grabbers to make a pot o' money by selling cheaply acquired lands to the U. S. Government at an exorbitant figure for a dam site. Livingston shines best doing a Lone Ranger on behalf of harrassed homesteaders. Sic transit gloria mundi!

ESTIMATE: *How are the great fallen!*

South of the Border (941)

FAMILY WESTERN 69M.

Gene Autry, Smiley Burnett, June Storey, Lupita Tovar, Mary Lee, Duncan Renaldo, Frank Reicher, Alan Edwards, Claire DuBrey, Dick Botiller, William Farnum, Selmer Jackson, Sheila Darcy, Rex Lease, The Checkerboard Band. Directed by George Sherman.

First of the 1939-1940 Gene Autry westerns from Republic, this has a slight story (about submarine bases, oil, cattle), riding, shooting, and fighting, and plenty of singing. There are 11 musical numbers: "Come to the Fiesta," "South of the Border," "Moon of Manana," reprise on "Moon of Manana," "Girl of My Dreams," "Goodbye, Little Darling," "That Merry-Go-Roundup on Tenderfoot Range," "We'll Be Back with You When Roundups Are Again," "Swing Is the King," "The Fat Caballero," reprise on "South of the Border." Young Mary Lee, a newcomer is very pleasing.

ESTIMATE: *Auspicious entry for the new series.*

20th CENTURY-FOX

The Cisco Kid and The Lady (012)

FAMILY WESTERN 73M.

Cesar Romero, Cris-Pin Martin, Virginia Fields, Marjorie Weaver, Robert Barrat, George Montgomery, Harry Green, Gloria Ann White, John Beach, Ward Bond, J. Anthony Hughes, James Burke, Harry Hayden, James Flavin, Ruth Warren. Directed by Herbert I. Leeds.

Cesar Romero's debut as the Cisco Kid bodes well for the series in which he is to be featured. As the likeable outlaw, suggested by the O'Henry creation, Romero dominates the screen in this entertaining, well-mounted, horse-opera programmer. Although lacking the big names and the advance fanfare of bigger budget shows this will please all who see it. For the men, there's plenty of action; for the

women, there's plenty of romance; and for the entire family, there's plenty of "ohs" and "ahs" in the form of baby Gloria Ann White. The baby is found by Romero and side-kick Crist-Pin Martin after crook Robert Barrat murders the father to gain control of his gold mine. The story concerns the fight between Barrat and Romero for the gold mine as well as the latter's fickle love for Marjorie Weaver and Virginia Fields. He marries Weaver off to George Montgomery and deeds them the gold mine and the baby.

ESTIMATE: *Pleasing outdoor drama.*

High School (028)

FAMILY COMEDY DRAMA 74M.

Jane Withers, Joe Brown, Jr., Lloyd Corrigan, Claire DuBrey, Lynne Roberts, Paul Harvey, Cliff Edwards, Lillian Porter, John Kellogg. Directed by George Nicholls, Jr.

A gracefully maturing Jane Withers heads a refreshing troupe of ingratiating youngsters in this nabe offering that should be received with open arms by primary and secondary school students. Jane comes to a Texas town and enrolls in the high school of which her uncle is principal. She proceeds to make herself quite unpopular and brings the wrath of the student body upon her head by causing the ineligibility of football star Joe Brown, Jr. (the talented son of a Radio City Music Hall stagehand, not the offspring of the film comedian). By exposing an auto robbing ring and by helping Brown pass his exams, Jane gets to be well-liked. The neighborhood youth will love the show and will be asking to see more of freckle-faced Joe Brown, Jr.

ESTIMATE: *Swell for the 'teen-agers.*

Inspector Hornleigh On Holiday (022)

FAMILY MYSTERY COMEDY 77M.

Gordon Harker, Alastair Sim, Linden Travers, Wally Patch, Edward Chapman, Philip Leaver, Kynaston Reeves, John Turnbull, Wyndham Goldie. Directed by Walter Forde.

The second release by 20th Century-Fox, depicting the Inspector Hornleigh character created by Hans W. Priwin, this moves along at a good pace, in spite of its English label. The plot this time deals with Inspector Hornleigh (Gordon Harker) and Sergeant Bingham (Alastair Sim) becoming mixed up in a murder-mystery while on vacation, much to the sorrow of Sim. Sim handles the comedy throughout and helps keep any grimness from entering into the action. This is a good English programmer for those houses whose patrons are not adverse to British dialogue.

ESTIMATE: *Pleasant British murder mystery.*

UNIVERSAL

The Big Guy (4016)

FAMILY MELODRAMA 78M.

Victor McLaglen, Jackie Cooper, Edward Brophy, Peggy Moran, Ona Munson, Russell Hicks, Jonathan Hale, Edward Pawley, George McKay. Directed by Arthur Lubin.

This is a familiar prison yarn, which gives Victor McLaglen another opportunity to suffer in silence for a mean deed and Jackie Cooper the chance to attempt a highly dramatic role. During a jail break, Cooper is forced to drive a pair of escaped convicts, who have kidnapped McLaglen, acting prison warden. Cooper is accused of being an accomplice and is tried for murder, because a motorcycle cop is killed during the escape. McLaglen shoots one of the runaway convicts, recovering from his own injuries, becomes aware of Cooper's trial, goes back to the scene of the upset, finds bag of money stolen by the convicts also some plans of Cooper for hopping up cars. He decides to conceal the money and the plans and, Cooper, unable to prove that he had the plans with him, is convicted. McLaglen, warden of the prison, realizes what he is doing to the boy, and he gets plenty of footage to emote a la "The Informer." Everything is cleared up with Cooper exonerated when McLaglen confesses, after being mortally wounded by Edward Brophy, whom he tried to arrest while aiding Cooper to escape from prison. Audience reaction was fair.

ESTIMATE: *Top dualler; okay for McLaglen following.*

Destry Rides Again

FAMILY WESTERN 94M.

James Stewart, Marlene Dietrich, Charles Winninger, Mischa Auer, Brian Donlevy, Warren Hymer, Samuel S. Hinds, Joe King, Allen Jenkins, Irene Hervey, Jack Carson, Billy Gilbert, Una Merkle, Edmund MacDonald, Tom Fadden, Lillian Yarbo. Directed by George Marshall.

"Destry Rides Again" does two things: It proves that Marlene Dietrich can let her hair down, and it places James Stewart in the saddle as a hero of the open plains in convincing fashion. As a 94-minute western, the show sticks to the best traditions of the open-air dramas (except for its length) and should undoubtedly do business in the hemisphere wherein they like their westerns. The story, done in 1932 with Tom Mix, tells how Tom Destry tried to clean up a bad western town without benefit of guns, and realized, after his pal had been killed, that weapons were needed. Sharing honors with Stewart (Destry) is Dietrich, as Frenchie, the dance-hall girl whom love softened up and who died in Destry's arms protecting him. Acting laurels also go to Brian Donlevy, as the tough dance-hall owner; Samuel S. Hinds, as the corrupt mayor; Charles Winninger, as the town drunk, made mayor as a joke and who took the job seriously; and Mischa Auer, the Russian who wanted to be a cowboy. Dietrich isngs two songs; the battle between her and Una Merkel has been well publicized, and the beginning and ending of the picture are especially fast and punchy. There are a few slow moments, as would be in a western of this length, but Universal has given it an ultra-western production. All in all, it should gross high in the smaller towns and for the family trade, and it would seem, because of the production itself and the names, that even the big-city houses should hurdle the "western" handicap, if it is one.

ESTIMATE: *High rating, highly exploitable.*

WARNERS-FN

Four Wives (453)

FAMILY COMEDY DRAMA 110M.

Claude Rains, May Robson, Jeffrey Lynn, Priscilla Lane, Eddie Albert, Rosemary Lane, Frank McHugh, Lola Lane, Dick Foran, Gale Page, Henry O'Neill, Vera Lewis, John Qualen. Executive producer Hal B. Wallis. Directed by Michael Curtiz.

Following the domestic trail of "Four Daughters," Warners has again assembled the Lane sisters, their screen husbands and boy friends and rolled them all into a meaty story of marriage and babies. This has plenty of what it takes for the women and should sell especially big in those spots where the Lane gals have previously attracted sizeable grosses. The story opens as one sister (Gale Page) learns that she can never bear a child. At almost the same moment, another sister, Rosemary Lane, is told by young doctor Eddie Albert that she is pregnant with the child of deceased husband, John Garfield (a carry-over from "Four Daughters"). Rosemary, who was about to be married again to Jeffrey Lynn, develops a psychological obsession concerning her dead husband which Lynn fights but cannot overcome. Priscilla Lane falls in love with Albert, persuades him to help Rosemary overcome her complex. He apparently succeeds, and Rosemary marries Lynn. However, she soon relapses into her old obsession and Lynn leaves her for a concert tour. She has her baby and loses her fixation when Lynn orchestrates an unfinished symphony of the dead husband which she hears in the hospital over a radio. Frank McHugh and Lola Lane furnish most of the comedy as the couple who are continually having false alarms of pregnancy. May Robson and Claude Rains lend the old-folksy touch that rounds out the picture.

ESTIMATE: *Good domestic fare; should sell big to women, Lane fans.*

MISCELLANEOUS

The Burning Question (Tell Your Children)

FAMILY MELODRAMA 62M.

(G. & H. Productions)

Lilian Miles, Dave O'Brien, Thelma White, Carleton Young, Pat Royale. Warren McCullom, Joe Forte, William Royal, Walter McGraul, Edward Earle, Frank O'Conor, Ted Wraye, Dorothy Short, Kenneth Craig, Mary McLaren, Ed Mortimer, Marian Sais, Harry Harvey, Jr., Ed Le Saint, Dan Wolheim, Lester Dorr, Phil Dunham, Bill Franey. Directed by Louis Gasnier.

Dealing with the menace of marijuana, "The Burning Question" an exploitable production which has obvious angles. With a frank statement at the beginning of the film that no punches would be pulled to show the menace of the weed, the picture begins with high school principal addressing a group of parents on educational steps to be taken to fight the drug, with the actual picture an example of the tragedy the weed brought. In short, it shows how high school kids are brought to an apartment to smoke reefers, how the habit leads to other forms of vice, until, one day, a murder takes place. The blame is falsely shifted on a bright high school lad, who had become an addict. He is convicted of murder, but the guilty man, also a reefer addict, kills the man supplying him with the drug during a fight, and the true story comes to light. The boy is proved innocent, and the guilty man is hopelessly insane. For educational tie-ups this should prove valuable, and for houses which can use this type of picture it has definite qualities.

ESTIMATE: *Exploitable anti-marjuana film.*

Keep Punching

FAMILY MELODRAMA WITH MUSIC 81M.

(M-C Pictures)

Henry Armstrong, Mae Johnson, Willie Bryant, Canada Lee, Hamtree Harrington, Francine Everett, George Wiltshire, J.

Rosamond Johnson, Lee Norman's Orchestra, Whitey's Savoy Lindy Hoppers. Directed by John Clein.

If for no other reason than that it stars Henry Armstrong, the Negro race's favorite sports figure (ranking with Joe Louis), this well-titled, all-Negro film should do more than its share of business where colored folk plank down their cash. Mae Johnson, comedian Hamtree Harrington, and favorite Harlemite Willie Bryant are all popular entertainers among Negro movie-goers. The story is the well-worn one of the athlete who enters the prize ring against the will of his parents and gal friend. Armstrong is the boxer who gets mixed up with gambler Willie Bryant, but eventually ends up on the right side morally, romantically, and financially. For a gent whose business is clubbing other fellows in the prize ring, Armstrong does not do so badly before the cameras. Lee Norman's Orchestra plays a couple of swell tunes entitled "Lazy Moon" and "Comes Love Again," while Whitey's Lindy Hoppers add plenty of zest in the form of dazzling jitterbug routines.

ESTIMATE: *Should gross okay in Negro nabes.*

One Dark Night

FAMILY DRAMA WITH MUSIC 81M.

(Million Dollar Productions)

Mantan Moreland, Betty Treadville, Josephine Pearson, Bob Simmons, Lawrence Criner, Ruby Logan, Monte Hawley, The Four Tones. Directed by Leo C. Popkin.

Produced on a more grandiose scale than any previous all-Negro film we can recall, "One Dark Night" meets the expectations of the Popkin boys and turns out to be a corking box-office attraction for houses catering to colored folk exclusively. Mantan Moreland, a comedian of rare talent, carries off the lead as the family man who hasn't worked a stitch in his 23 years of married life. While attempting to commit suicide painlessly by wandering alone on the desert, he comes across a radium lode and becomes rich. He returns to his family, buys out a night club, reunites daughter Betty Treadville with beau Lawrence Criner, and lives happily ever after. Next to Moreland's performance, the brightest spots are the warbling of Ruby Logan and a swell musical score throughout. "The Sharpest Man in Town," "Shake It and Break It," "Git Along, Mule," and several other tunes enliven the proceedings throughout.

ESTIMATE: *Tops for Negro audiences.*

Pocomania

FAMILY MELODRAMA 65M.

(Lenwald)

Nina Mae McKinney, Jack Carter, Ida James, Hamtree Harrington, Willa Mae Lane, Emmett Wallace. Directed by Arthur Leonard.

Almost a certain bet to ring up new high grosses for all-Negro films, "Pocomania" is a pretty ambitious sepia stunt filmed on location in Jamaica, British West Indies. Nina Mae McKinney, a colored version of Dorothy Lamour and one of the topflight attractions among her race, heads a cast which goes about its chores pretty professionally. When her sister, Ida James, inherits their father's huge Jamaica banana plantation, McKinney sets out to get the entire works for herself. Comes intrigue in the form of a phoney voodoo act and comes romance in the forms of Jack Carter and Emmett Wallace, the latter winning out. McKinney is foiled and everything turns out for the best. Hamtree Harrington handles the comedy in grand fashion. The film opens and closes with a colorful travelogue touching upon Jamaica.

ESTIMATE: *Top negro entry.*

FOREIGN

The Devil Is An Empress

FAMILY DRAMA 75M.

(Le Jouer d'Echees)

(Columbia)

Conrad Veidt, Francoise Rosay, Micheline Francey, Edmonde Guy, Bernard Lancret, Paul Cambo, Gaston Modot, Jacques Gretillat. Directed by Jean Dreville.

Strengthened no end by superb performances by such tried cinema troupers as Conrad Veidt, Francoise Rosay, Edmonde Guy, and Bernard Lancret, this Columbia Gallic importation should do a lion's share of business where French films can be shown. Impersonating Catherine the Great, Rosay is embroiled in a battle of wits with Austrian Baron Veidt. The latter wins out after one of his natural-appearing dummies aids a youthful Pole in escaping from the wrath of the Queen. It's a good show for those who can take their French, and those who can't understand the language will find that the English sub-titles make the film just as interesting.

ESTIMATE: *Among the better French films.*

THE SHORTS PARADE

TWO-REEL

Comedy

TEACHER'S PEST. Columbia—Comedy. 16½m. Charlie Chase comes to the hillbilly country as the school teacher and encounters considerable opposition and meets it—and the associated vegetables, gunshot, et cetera—with the usual Chase aplomb, and finally succeeds in preventing the countryfolk from selling their property. While there is nothing outstanding here, this should well please the Chase fans. GOOD. (1424). W. W.

Travel

MONTMARTRE. French Cinema Center. 15m. Montmartre, the quaint village within the city limits of Paris, provides excellent material for a travel subject, but the production and narrative don't do it justice in this case. It can easily be condensed into one reel and would be better off for it. FAIR. L. S. M.

ONE-REEL

Color Cartoon

MOTHER GOOSE IN SWINGTIME. Columbia—Color Rhapsodie. 7m. Using caricatures of Hollywood's great and near-great as the characters (Charles Mintz's only contribution here), this has Mother Goose (Edna Mae Oliver) and the children (other cinemafolk) of the Old Lady Who Lived in a Shoe singing parodied nursery rhymes through seven cartoonal minutes. GOOD. (1505). W. W.

PEACE ON EARTH. Metro—Cartoon. 8m. Here is one of the top cartoons of the season, a preachment for peace and a holiday cartoon combined. Made by Hugh Harman in super fashion, it tells the story of the squirrels, with grandpa squirrel's saying "Peace on earth, good will to men." When the small baby squirrels want to know what men are, grandpa tells how men fought on battlefields and everyone was killed, only the animals remaining. They couldn't understand why all the humans killed themselves off, but they began to rebuild, using helmets, guns, etc., left on the battlefields, as their homes. In a smart fashion, the excellence of the cartoon fits in with the plea for peace. This deserves special attention everywhere. EXCELLENT. (W-81). H. M.

THE SLEEPING PRINCESS. Universal—Walter Lantz Cartune. 9m. One of the better entries from the Lantz animation factory, this swing version of the old fairy tale contains plenty of laughs. It's the story of the gal who slept for 100 years and was awakened by the kiss of a handsome prince. GOOD. (4264). L. S. M.

SNIFFLES AND THE BOOKWORM. Vitaphone—Merrie Melodies. 7m. Sniffles rests in the library, scares the literary-looking bookworm, who enlists the aid of story book characters to help him. But they find Sniffles friendly, and when he helps destroy the Frankenstein monster, even the bookworm kisses him. All in all, this is rather pleasant. GOOD. (5307). H. M.

Cartoon

PORKY THE GIANT KILLER. Vitaphone—Looney Tunes. 7m. Porky is liked by the giant's five-foot baby son, and when they find out that he can play the piano, his goose is cooked. Unlike other Porkys, this finds him still in the hands of the "enemy" at the finale. FAIR. (5605). H. M.

Comedy

SEE YOUR DOCTOR. Metro—Robert Benchley. 8m. Robert Benchley endorses the idea and shows what happens when his brother-in-law turns a bee sting into the bite of a black widow spider. Aside from the usual Benchley comedy, the short must be noted for the inclusion of Monte Wooley, star of the stage hit, "The Man Who Came to Dinner," in a small bit. GOOD. (F-142). H. M.

TIME OUT FOR LESSONS. Metro—Our Gang. 10m. Better than the usual Our Gang, this shows how Alfalfa's father teaches him a lesson. Alfalfa wants to be a football star and not study, but his father shows him what might happen when he does go to college. The scene then shifts to college, with the Gang as students. On the eve of the big game, football star Alfalfa is barred from playing because of ineligibility. He resolves to study. GOOD. (C-133). H. M.

Color Musical

MOMENTS OF CHARM OF 1940. Paramount—Headliner. 11m. (Editor's Note: Reviewed on page 421 of the Blue Section, this subject, in the reviewer's opinion, suffered from weakness of the Cinecolor, and was given a "Good" rating. Claim was later made by the company that the print screened was rushed and prints following were far better. Accordingly, another screening was arranged. This time, the Cinecolor was found quite satisfactory, with the result that the short is now given an "Excellent" rating.)

Musical

BROKEN EARTH. Sack Amusement Enterprises. 8m. Starring Clarence Muse,

(*Continued on page* 437)

Feature Production Number Listing, with National Release Dates

COLUMBIA

1939-1940

1007	The Amazing Mr. Williams	Nov. 23
1010	U-Boat 29	Oct. 7
1011	Beware Spooks!	Oct. 24
1013	Blondie Brings Up Baby	Nov. 9
1015	Those High Grey Walls	Sept. 21
1025	Hidden Power	Sept. 7
1026	Fugitive at Large	Dec. 7
1030	Cafe Hostess	Nov. 30
1031	Scandal Sheet	Oct. 16
1032	Miracle of Main Street	Oct. 29
1071	Lost Horizon (re-issue)	June 2
1072	The Awful Truth (re-issue)	June 16
1101	Mr. Smith Goes to Washington	Oct. 19
1201	Outpost of the Mounties	Sept. 14
1202	The Stranger From Texas	Nov. 2
1203	Two-Fisted Rangers	Jan. 4
1204	Bullets for Rustlers	
1211	Taming of the West	Dec. 7
1212	Pioneers of the Frontier	
	I Married Adventure	Jan. 22
	Fugitive at Large	Dec. 7
	His Girl Friday	Dec. 25
	My Son Is Guilty	Dec. 21
	Music in My Heart	Jan. 17
	The Lone Wolf Strikes	Jan. 25
	Daughters of Today	Jan. 31

METRO-GOLDWYN-MAYER

1939-1940

1	The Women	Sept. 1
2	Henry Goes Arizona	Dec. 8
3	Denoing Co-Ed	Sept. 29
4	Thunder Afloat	Sept. 15
5	Blackmail	Sept. 8
6	Fast and Furious	Oct. 6
7	Ninotchka	Nov. 3
8	Marx Bros. "At the Circus"	Oct. 20
9	Babes In Arms	Oct. 13
10	Bad Little Angel	Oct. 27
11	Remember?	Nov. 10
12	The Secret of Dr. Kildare	Nov. 24
13	Another Thin Man	Nov. 17
14	Joe and Ethel Turp Call on the President	Dec. 1
15	Nick Carter, Master Detective	Dec. 15
16	Judge Hardy and Son	Dec. 22
17	Balalaika	Dec. 29
	The Earl of Chicago	Jan. 5
	Congo Maisie	Jan. 12
	The Shop Around the Corner	Jan. 19
	Broadway Melody of 1940	Jan. 26

MONOGRAM

1938-1939

3803	Mutiny In the Big House	Oct. 25
3808	Mr. Wong at Headquarters	Sept. 25
3815	Sky Patrol	Sept. 9
3816	Danger Flight	Nov. 1
3830	Raiders Over England	Nov. 15
3831	Fight for Peace	Sept. 30
3856	Oklahoma Terror	Oct. 25
3857	Overland Mail	Oct. 31
3858	Pioneer Days	Dec. 15

1939-1940

3901	Rip Van Winkle	Dec. 25
3919	Heroes In Blue	Nov. 7
3923	The Phantom Strikes	Nov. 15
3936	Crashing Through	Oct. 1
3937	Fighting Mad	Nov. 5
3938	Yukon Flight	Dec. 5
3951	Roll, Wagons, Roll	Nov. 25
	Riders of Destiny (re-issue)	Oct. 20
	Sagebrush Trail (re-issue)	Oct. 20
	West of the Divide (re-issue)	Dec. 10
	Lucky Texan (re-issue)	Dec. 10
	West-Bound Stage	Dec. 15
	The Four Just Men	Dec. 25
	The Gentleman From Arizona	Dec. 15
	Danger Ahead	Jan. 10

PARAMOUNT

1939-1940

3901	Death of a Champion	Sept. 1
3902	Beau Geste	Sept. 15
3903	$1,000 a Touchdown	Sept. 22
3904	Honeymoon In Bali	Sept. 29
3905	What a Life!	Oct. 6
3906	Jamaica Inn	Oct. 13
3907	Television Spy	Oct. 20
3908	Disputed Passage	Oct. 27
3909	The Cat and the Canary	Nov. 10
3910	Rulers of the Sea	Nov. 17
3911	Our Neighbors, the Carters	Nov. 24
3912	The Night of Nights	Dec. 1
3913	The Llano Kid	Dec. 8
3914	All Women Have Secrets	Dec. 15
3915	Gulliver's Travels	Dec. 22
3916	The Great Victor Herbert	Dec. 29
3954	Range War	Sept. 8
3955	Law of the Pampas	Nov. 3
3956	Santa Fe Marshal	Jan. 26
	Emergency Squad	Jan. 5
	Geronimo!	Jan. 12
	Remember the Night	Jan. 19
	The Light That Failed	Feb. 2
	Typhoon	Feb. 9

PRODUCERS DISTRIBUTORS

Hitler—Beast of Berlin	Oct. 15
Torture Ship	Nov. 1
Buried Alive	Nov. 15
Gold Star Mothers	Nov. 25
Invisible Killer	Dec. 1

RKO-RADIO

1938-1939

934	Fifth Avenue Girl	Sept. 22
935	Conspiracy	Sept. 1
945	Escape to Paradise	Dec. 22
946	Everything's on Ice	Oct. 6
986	The Fighting Gringo	Sept. 8

1939-1940

001	Nurse Edith Cavell	Sept. 29
002	The Day the Bookies Wept	Sept. 15
003	Full Confession	Sept. 8
004	Three Sons	Oct. 13
005	Meet Dr. Christian	Nov. 17
006	Allegheny Uprising	Nov. 10
007	Vigil In the Night	
008	Reno	Dec. 1
009	Abe Lincoln In Illinois	
010	The Flying Deuces	Nov. 3
011	That's Right, You're Wrong	Nov. 24
012	Sued for Libel	Oct. 27
013	Two Thoroughbreds	Dec. 8
014	Married and in Love	Jan. 19
015	The Hunchback of Notre Dame	Dec. 29
016	Mexican Spitfire	Jan. 12
019	Swiss Family Robinson	Jan. 26
061	Queen of Destiny	
081	Marshal of Mesa City	Nov. 3
082	Legion of the Lawless	Jan. 5

REPUBLIC

1938-1939

848	Rovin' Tumbleweeds	Nov. 16
857	Wall Street Cowboy	Sept. 6

1939-1940

905	Main Street Lawyer	Nov. 3
911	Flight at Midnight	Aug. 28
912	Calling All Marines	Sept. 21
913	Sabotage	Oct. 13
914	Jeepers Creepers	Oct. 27
915	The Covered Trailer	Nov. 10
941	South of the Border	Dec. 15
951	The Arizona Kid	Sept. 29
952	Saga of Death Valley	Nov. 22
953	The Days of Jesse James	Dec. 29
961	The Kansas Terrors	Oct. 6
962	Cowboys From Texas	Nov. 29
	Money to Burn	Dec. 22
	The Woman Who Dared	Dec. 27

20th CENTURY-FOX

1939-1940

001	Elsa Maxwell's Hotel for Women	Aug. 4
002	Chicken Wagon Family	Aug. 11
003	Stanley and Livingstone	Aug. 18
004	The Jones Family In Quick Millions	Aug. 25
005	The Adventures of Sherlock Holmes	Sept. 1
006	Charlie Chan at Treasure Island	Sept. 8
007	Hollywood Cavalcade	Oct. 13
008	Stop, Look and Love	Sept. 22
009	Here I Am, a Stranger	Sept. 29
010	The Escape	Oct. 6
011	The Rains Came	Sept. 15
012	The Cisco Kid and the Lady	Dec. 29
013	20,000 Men a Year	Oct. 27
014	Pack Up Your Troubles	Oct. 20
015	Drums Along the Mohawk	Nov. 10
016	The Jones Family In Too Busy to Work	Nov. 17
017	Swanee River	Jan. 5
018	Shipyard Sally	Oct. 20
019	Heaven With a Barbed Wire Fence	Nov. 3
020	Day-Time Wife	Nov. 24
021	Charlie Chan In City In Darkness	Dec. 1
022	Inspector Hornleigh on Holiday	Dec. 1
023	He Married His Wife	Jan. 19
024	The Honeymoon's Over	Dec. 15
025	The Bluebird	Dec. 22
026	Barricade	Dec. 8
027	The City of Chance	Jan. 12
028	High School	Jan. 26
029	Everything Happens at Night	Dec. 22
061	The Road to Glory (re-issue)	Oct. 13
062	The First World War (re-issue)	Oct. 27

UNITED ARTISTS

1939-1940

CHAPLIN

Production No. 6	

GOLDWYN

They Shall Have Music	Aug. 18
The Real Glory	Sept. 29
Raffles	

KORDA

The Four Feathers	Aug. 4
The Lion Has Wings	
The Thief of Bagdad	
Over the Moon	

ROACH

The Housekeeper's Daughter	Oct. 26
1,000,000 B. C.	
A Chump at Oxford	
Of Mice and Men	
Two's Company	

SELZNICK

Intermezzo, a Love Story	Sept. 22
Rebecca	Dec. 22

SMALL

The Man In the Iron Mask	Aug. 11

WANGER

Winter Carnival	July 28
Eternally Yours	Oct. 6
Send Another Coffin	Nov. 23
House Across the Bay	

UNIVERSAL

1938-1939

3002	First Love	Nov. 10

1939-1940

4010	The Under-Pup	Sept. 1
4012	Tower of London	Nov. 17
4014	Rio	Sept. 29
4016	The Big Guy	Nov. 24
4017	Two Bright Boys	Sept. 15
4019	Little Accident	Oct. 27
4020	Call a Messenger	Nov. 3
4024	Hawaiian Nights	Sept. 8
4026	Laugh It Off	Dec. 1
4027	The Witness Vanishes	Sept. 22
4028	Missing Evidence	Dec. 15
4030	One Hour to Live	Nov. 10
4035	Hero for a Day	Oct. 6
4044	The Mikado (Pre-released June 16)	Sept. 8
4051	Mutiny on the Blackhawk	Sept. 1
4052	Tropic Fury	Oct. 13
4053	Legion of Lost Fliers	Nov. 3
4054	Man From Montreal	Dec. 8
4058	Desperate Trails	Sept. 8
4059	Oklahoma Frontier	Oct. 20
4060	Chip of the Flying U	Nov. 24
4061	West of Carson City	Jan. 19
4062	Riders of Pasco Basin	Apr. 5
4071	My Man Godfrey (re-issue)	June 2
4072	The Old Dark House (re-issue)	June 2
4073	All Quiet on the Western Front (re-issue)	Sept. 29
4074	The Road Back (re-issue)	Nov. 3
	Destry Rides Again	Dec. 29
	The Invisible Man Returns	Jan. 12
	Green Hell	Jan. 26
	Charlie McCarthy, Detective	Dec. 22
	Framed	Jan. 5

WARNERS-FIRST NATIONAL

1939-1940

WARNERS

402	The Private Lives of Elizabeth and Essex	Nov. 11
403	The Roaring Twenties	Oct. 28
411	Kid Nightingale	Nov. 4
413	The Dead End Kids on Dress Parade	Nov. 18
415	A Child Is Born	Jan. 6
418	Pride of the Blue Grass	Oct. 7
419	Nancy Drew and the Hidden Staircase	Sept. 9

FIRST NATIONAL

452	The Old Maid	Sept. 2
453	Four Wives	Dec. 25
458	We Are Not Alone	Nov. 25
461	Dust Be My Destiny	Sept. 16
462	Espionage Agent	Sept. 30
463	On Your Toes	Oct. 14
464	The Return of Dr. X	Dec. 2
469	No Place to Go	Sept. 23
470	Smashing the Money Ring	Oct. 21
471	Private Detective	Dec. 9
481	The Mad Empress	Dec. 16
	John Wayne Re-Issues	
491	Ride 'Em Cowboy	
492	The Big Stampede	
493	The Telegraph Trail	
494	Haunted Gold	
495	Somewhere In Sonora	
496	The Man From Monterey	
	Invisible Stripes	Dec. 30
	Brother Rat and the Baby	Jan. 13
	British Intelligence	Jan. 20
	The Fighting 69th	Jan. 27

Shorts Release Number Listing, with National Release Dates

COLUMBIA

Two Reel

COMEDIES

Three Stooges

1401 Calling All Curs ... Aug. 25
1402 Oily to Bed, Oily to Rise ... Oct. 6
1403 Three Sappy People ... Dec. 1

All-Star

1421 Skinny the Moocher (Chase) ... Sept. 8
1422 Static in the Attic (Catlett) ... Sept. 22
1423 All American Blondes (Clyde) ... Oct. 20
1424 Teacher's Pest (Chase) ... Nov. 3
1425 Glove Slingers (Keaton) ... Nov. 24
1426 Andy Clyde Gets Spring Chicken (Clyde) ... Dec. 15
1427 The Awful Goof (Chase) ... Dec. 22

SERIALS

1140—
1154 The Shadow ... Jan. 5

One Reel

CINESCOPES

1971 World of 1960 ... Nov. 24

COLOR RHAPSODIES

1501 Jitterbug Knights ... Aug. 11
1502 Crop Chasers ... Sept. 22
1503 Mountain Ears ... Oct. 20
1504 Dreams on Ice ... Nov. 3
1505 Mother Goose in Swingtime ... Dec. 8
1506 A Boy, a Gun and Birds ... Jan. 12

COMMUNITY SINGS

1651 Bing Crosby Hit Songs ... Aug. 4
1652 Old Time Songs ... Sept. 8
1653 College Songs ... Oct. 13
1654 Stephen Foster Songs ... Nov. 17
1655 No. 5 ... Dec. 22

FABLES

1751 Little Lost Sheep ... Oct. 6
1752 Park Your Baby ... Dec. 22

FOOLS WHO MADE HISTORY

1601 The Story of Elias Howe ... Sept. 1
1602 The Story of Charles Goodyear ... Oct. 6

HAPPY HOUR (Specials)

1520 The Book of Books ... Oct. 6
1521 Building of Boys ... Oct. 12

NEWS WORLD OF SPORTS

1801 Bows and Arrows ... Oct. 6
1802 Jai Alai ... Nov. 17
1803 Untitled ... Dec. 22

PHANTASIES

1701 The Charm Bracelet ... Sept. 1
1702 Millionaire Hobo ... Nov. 24
1703 The Mouse Exterminator ... Jan. 26

SCREEN SNAPSHOTS

1851 Art of Make-Up ... Sept. 22
1852 Animal Actors and Trainers ... Nov. 10
1853 Outdoor Parties ... Dec. 1
1854 No. 4 ... Jan. 5

TOURS

1551 Holland and the Zuyder Zee ... Sept. 15
1552 Modern Cities of India ... Oct. 27
1553 Beautiful Switzerland ... Nov. 11
1554 New Hampshire ... Dec. 22

WASHINGTON PARADE

1991 Smithsonian Institution ... Nov. 10
1902 No. 2 ... Dec. 8

METRO-GOLDWYN-MAYER

CARTOONS

W-81 Peace on Earth ...

FITZPATRICK TRAVELTALKS

T-51 A Day on Treasure Island ... Sept. 2
T-52 Natural Wonders of Washington State
T-53 Quaint Saint Augustine ... Nov. 4
T-54 Valient Venezuela ... Nov. 25
T-55 Land of Alaska Nellie ... Dec. 23

MINIATURES

M-71 Rhumba Rhythm ... Sept. 2
M-72 The Ash Can Fleet ... Sept. 9
M-73 A Failure at Fifty ... Oct. 7
M-74 Mendelssohn's Wedding March ...

OUR GANG COMEDIES

C-131 Captain Spanky's Showboat ... Sept. 9
C-133 Time Out for Lessons ... Dec. 2

PASSING PARADE

K-121 Forgotten Victory ... Dec. 9

PETE SMITH SPECIALTIES

S-101 Let's Talk Turkey ... Oct. 28
S-102 Ski Birds ... Nov. 18
S-103 Romance of the Potato ... Dec. 9

ROBERT BENCHLEY COMEDIES

F-141 The Day of Rest ... Sept. 16
F-142 See Your Doctor ... Dec. 16
F-143 That Inferior Feeling ... Mar. 16

PARAMOUNT

One Reel

COLOR CLASSICS

C9-1 The Fresh Vegetable Mystery ... Sept. 29

COLOR CRUISES

K9-1 Ecuador ... Sept. 1
K9-2 Peru ... Oct. 6
K9-3 Chile ... Nov. 10
K9-4 Cuba ... Dec. 8

HEADLINERS

A9-1 Artie Shaw's Class in Swing ... Sept. 8
A9-2 Ted Fio Rito and His Orchestra ... Oct. 6
A9-3 Moments of Charm of 1940 ... Oct. 27
A9-4 Here's Hal ... Nov. 24
A9-5 Frankie Masters and Orchestra ...

PARAGRAPHICS

V9-1 Public Hobby Number One ... Sept. 22
V9-2 Busy Little Bears ... Oct. 20
V9-3 Bits of Life ... Nov. 17

POPEYE

E9-1 Never Sock a Baby ... Nov. 3

POPULAR SCIENCE

J9-1 No. 1 ... Sept. 15
J9-2 No. 2 ... Nov. 3
J9-3 No. 3 ... Dec. 8

SPORTLIGHTS

R9-1 Hydro-Maniacs ... Sept. 1
R9-2 A Desert Adventure ... Sept. 22
R9-3 Catching Whoppers ... Oct. 13
R9-4 A Dog Is Born ... Nov. 3
R9-5 Aqua-Rhythm ... Nov. 24

SYMPHONIC SERIES

D9-1 The Blue Danube ... Sept. 29
D9-2 Merry Wives of Windsor ... Oct. 27
D9-3 William Tell ... Nov. 24

UNUSUAL OCCUPATIONS

L9-1 No. 1 ... Oct. 13
L9-2 No. 2 ... Nov. 17

RKO-RADIO

Two Reel

EDGAR KENNEDY COMEDIES

03401 Act Your Age ... Oct. 6
03402 Kennedy the Great ... Dec. 1
03403 Slightly at Seas ... Feb. 9

LEON ERROL COMEDIES

03701 Wrong Room ... Sept. 22
03702 Truth Aches ... Nov. 3
03703 Scrappily Married ... Mar. 1

THE MARCH OF TIME

03101 Soldiers With Wings ... Sept. 1
03102 The Battle Fleets of England ... Sept. 29
03103 Uncle Sam—The Farmer ... Oct. 27
03104 Newsfronts of War, 1940 ... Nov. 24

RADIO FLASH COMEDIES

03201 Blamed for a Blonde ... Oct. 20
03202 Coat Tales ... Nov. 17
03203 Chicken Feed ... Jan. 19
03204 Twincuplets ... Jan. 24

RAY WHITLEY MUSICAL WESTERNS

03501 Cupid Rides the Range ... Sept. 8
03502 Bandits and Ballads ... Dec. 29

One Reel

INFORMATION, PLEASE

04201 No. 1 ... Sept. 8
04202 No. 2 ... Oct. 6
04203 No. 3 ... Nov. 3
04204 No. 4 ... Dec. 1

REELISMS

04601 Nevada Unlimited ... Sept. 15
04602 Acres of Plenty ... Oct. 13
04603 American Royal ... Nov. 10
04604 The West Wall ... Dec. 8

SPORTSCOPES

04301 Gun Play ... Sept. 1
04302 Hunting Hounds ... Sept. 29
04303 Ice Cutters ... Oct. 27
04304 Winter Playground ... Nov. 24

WALT DISNEY CARTOONS

04101 Officer Duck ... Sept. 22

REPUBLIC

SERIALS

870/1—
870/15 The Lone Ranger Rides Again ... Feb. 25
871/1—
871/12 Dare Devils of the Red Circle ... June 10
872/1—
872/15 Dick Tracy's G-Men ... Sept. 2
873/1—
873/12 Zorro's Fighting Legion ... Dec. 16

20th CENTURY-FOX

One Reel

ADVENTURES OF A NEWSREEL CAMERMAN

0201 Conquering the Colorado ... Aug. 18
0202 Filming the Fleet ... Oct. 27
0203 Sky Fighters ... Dec. 8

DRIBBLEPUSS PARADE

0401 "Monkies Is the Cwaziest People" ... Sept. 29
0402 The Silly Season ... Dec. 8

FASHION FORECASTS

0601 No. 5 (Fall Fashions) ... Sept. 15
0602 No. 6 (Winter Fashions) ... Dec. 22

MAGIC CARPET OF MOVIETONE

0101 Birthplace of Icebergs ... Aug. 4
0102 The Evergreen Empire ... Oct. 13
0103 The Aghileen Pinnacles ... Nov. 10
0104 The Kangaroo Country ... Feb. 2
0105 The Valley of Ten Thousand Smokes ... Feb. 16

SPORTS REVIEWS

0301 Big Game Fishing ... Sept. 1
0302 Clocking the Jockeys ... Nov. 24
0303 Topnotch Tennis ... Jan. 19

TERRYTOONS

Black and White

0501 The Golden West ... Aug. 25
0502 Sheep in the Meadow ... Sept. 22
0503 The Watchdog ... Oct. 20
0504 One Mouse in a Million ... Nov. 3
0505 The Hitch-Hiker ... Dec. 1
0506 The Ice Pond ... Dec. 15
0507 A Dog in a Mansion ... Jan. 12
0508 Edgar Runs Again ... Jan. 26

Technicolor

0551 Two-Headed Giant ... Aug. 11
0552 Hook, Line and Sinker ... Sept. 8
0553 The Orphan Duck ... Oct. 6
0554 Wicky-Wacky Romance ... Nov. 17
0555 The First Robin ... Dec. 29
0556 Harvest Time ... Feb. 9

UNIVERSAL

Two Reel

MUSICALS

4221 Boy Meets Joy ... Sept. 6
4222 Swing Hotel ... Oct. 18
4223 Rhumba Land ... Nov. 18
4224 Snow Follies ... Dec. 13

SERIALS

4581—
4595 Oregon Trail ... July 4
4681—
4692 The Phantom Creeps ... Oct. 17
4781—
4793 Green Hornet ... Jan. 9
4881—
4892 Flash Gordon Conquers the Universe ... Apr. 9

SPECIALS

4110 March of Freedom ... Sept. 6
(Pre-released June 7)

One Reel

GOING PLACES

4351 No. 66 ... Sept. 25
4352 No. 67 ... Oct. 16
4353 No. 68 ... Nov. 13
4354 No. 69 ... Dec. 11
4355 No. 70 ... Dec. 25
4356 No. 71 ... Jan. 15

STRANGER THAN FICTION

4371 No. 66 ... Sept. 18
4372 No. 67 ... Oct. 9
4373 No. 68 ... Nov. 6
4374 No. 69 ... Dec. 4
4375 No. 70 ... Dec. 18
4376 No. 71 ... Jan. 8

WALTER LANTZ CARTOONS

4261 A-Haunting We Will Go ... Sept. 4
4262 Life Begins for Andy Panda ... Oct. 9
4263 Scrambled Eggs ... Nov. 20
4264 The Sleeping Princess ... Dec. 4

VITAPHONE

Two Reel

BROADWAY BREVITIES

5101 Remember When ...
5102 Ice Frolics ... Oct. 28
5103 Slapsie Maxie's ... Sept. 16
5104 World's Fair Junior ... Dec. 9

TECHNICOLOR PRODUCTIONS

5001 Monroe Doctrine ... Oct. 14
5002 Royal Rodeo ... Nov. 25
5003 Old Hickory ... Dec. 23

One Reel

COLOR PARADE

5401 Mechanix Illustrated, No. 1 ... Sept. 30
5402 American Saddle Horses ... Nov. 11

(Continued on page 437)

The Shorts Parade

(Continued from page 434)

possessor of one of the finest basso voices of the day, this all-Negro one-reeler is good enough celluloid for houses catering to white folk and is a sure-fire crowd-pleaser for Negro audiences. With a chorus singing Negro spirituals in the background, Muse portrays a father who fears his son has died. When the son awakes, Muse breaks into a beautiful vocal rendition of a Negro spiritual. GOOD. L. S. M.

STEPHEN FOSTER SONGS. Columbia—Community Sing, No. 4. 10½m. In a presentation top rating from production and musical standpoints, Columbia here offers a nostalgic series of Stephen Collins Foster songs, including "Oh, Susanna," "Beautiful Dreamer," "Jeanie With the Light Brown Hair" (as a solo by Donald Grayson), "Old Folks at Home," "The Camptown Races," and "My Old Kentucky Home." Done by an unidentified mixed group of singers, with Stanley Brown as the master of ceremonies, this is indeed tops for either singing or listening. EXCELLENT. (1654).

Novelty

FUTURE ADMIRALS. Philip Provenza. 11m. A summary account of the life of a cadet at the United States Naval Academy at Annapolis, Maryland, "Future Admirals," narrated by Ted Jewett, offers little new to the record of the oft-photographed institution on the Severn. Although not the best of the ilk, it is yet a good subject and should find a ready welcome. GOOD .W. W.

INFORMATION PLEASE, No. 4. RKO-Radio. 10m. Music expert Deems Taylor augments regulars—John Keiran, Franklin P. Adams, and Oscar Levant—in what rates about the most entertaining of a truly grand series. Interrogator Fadiman pays out more than the usual amount of cash to the Will Rogers Memorial Fund, as the experts muffed several questions, but there was a lot of fun during the muffing. Music masters Taylor and Levant aligned themselves against Keiran and FPA, with Fadiman ordering the cashier to pay out another $25 every few moments as the result. EXCELLENT. (04204). L. S. M.

LIFE IS WHAT YOU MAKE IT. Stark Films. 10m. A routine commercial short, this plugs milk, with a stenographer's day as the means of presenting the product. FAIR. M. M. C.

ROMANCE OF THE POTATO. Metro—Pete Smith Specialty. 9m. Pete Smith is in good form as he shows, historically and otherwise, of the part the potato has played in history. How it was found in the 15th Century, how it helped start the French revolution, how it turned the course of history (not altogether acurately) is indicated in one of Smith's good numbers. GOOD. (S-103). H. M.

SKY FIGHTERS. 20th Century-Fox—Adventures of Newsreel Cameraman. 10m. Paul Douglas tells the story of the Army's plan to train aviators, ground crews, etc., while some superb photography of action training, army fields, etc., is seen. All in all, filmed with the co-operation of the U. S. Government, this belongs in the higher bracket. EXCELLENT. (0203). H. M.

THE WEST WALL. RKO-Radio—Reelism. 12m. One of the most unusual and objective studies of the famous front defenses of both France (the Maginot Line) and Germany (the Siegfried Line), this sepia subject is one of the most saleable features to come from the RKO-Radio cameras. Major George Fielding Eliot explains the intricacies of the Maginot and the Siegfried Lines and points out the difficulties and the loss of life resulting from any attempt to break through either one. Diagrams and excellent photography illustrate the stage of the theatre of war. EXCELLENT. (04604). L. S. M.

WITH THESE WEAPONS. The American Social Hygiene Association. 11m. After showing the work of scientists Schaudinn, Wassermann, Ehrlich, and their present-day counterparts in finding the weapons with which to conquer the ravages of syphilis, this exceptional one-reeler stands on the promise that the disease can be wiped out within one generation if the people are educated to the facts. With David Ross handling the narrative more than capably, the action shows what step should be taken when one suspects he is carrying the disease. A film, as worthy and as well done as this one is deserves wide exhibition. EXCELLENT. L. S. M.

Sport

FROST FROLICS. Viking-Tennyson. 10m. With sufficient variety to add zest to an otherwise routine topic, Phil Godfrey tells about Saint Moritz, Switzerland, dwelling primarily on skaters (plain and fancy) and skiing. GOOD. W. W.

JAI ALAI. Columbia—News World of Sports. 9m. Fastest of all sports, jai alai is described, with also an account of the making of the necessary equipment, and a final glimpse of a big-league game. The reel is full of action and the commentary is good, making an interesting subject for the sports-minded. GOOD. (1802). W. W.

Color Travel

LAND OF ALASKA NELLIE. Metro—FitzPatrick Traveltalk. 9m. James FitzPatrick takes a trip to Alaska, stops at Seward, and then visits Alaska Nellie, a local celebrity. While Nellie is undoubtedly the belle of the area, the question is whether she is a travel subject, herself. Personally, we could have stood more of the scenery. FAIR. (T-55). H. M.

VALIANT VENEZUELA. Metro—FitzPatrick Traveltalk. 9m. A visit to our neighbor in South America, views of Caracas, of the various lakes, of the hill country, the sugar plantations, statues, churches, and a bow to Simon Bolivar, "the George Washington of the land," with a final plea for South American friendship. GOOD. (T-54). H. M.

Travel

THE KANGAROO COUNTRY. 20th Century-Fox—Magic Carpet of Movietone. 9m. Australia, its beaches, sheep ranches, industries, big cities, natives, animals, flowers, are all well presented by Lowell Thomas in a good travel short. GOOD. (0104). H. M.

LAST MINUTE PARAMOUNT

All Women Have Secrets

ADULT COMEDY DRAMA 74M.

(3914)

Virginia Dale, Joseph Allen, Jr., Jean Cagney, Peter Hayes, Betty Moran, John Arledge, Janet Waldo, Lawrence Grossmitt, Una O'Connor, Kitty Kelly. Directed by Kurt Neumann.

Featuring James Cagney's kid sister, Jean, this picture with its rather ominous title turns out to be a lower-half dual yarn about marriage in college. Cagney is pert, plump, and not particularly talented as an actress. Peter Hayes handles his comedy role well, enlivening a frequently lagging story. Joseph Allen, Jr., and Cagney decide to marry, even though he is working his way through college and striving to become a great research scientist. They see the handwriting on the wall, when two other college couples, friends of theirs, marry and become miserable, yet they cannot believe the same thing will happen to them. However, responsibilities catch up with the already hard-pressed Allen, and he falls down in his research work, Jean takes on several part-time jobs so that he can devote more time to study, but when she loses a good job and learns she is going to have a baby, she decides to leave Allen and not stand in the way of his success as a scientist. Allen refuses to let her go, and everything seems hopeless until Allen's professor comes through for the desperate couple. Virginia Dale, Hayes, and John Arledge furnish the bulk of the comedy.

ESTIMATE: *Lower-half dualler.*

Shorts Release Number Listing

(Continued from page 436)

LOONEY TUNES

5601	Porky's Hotel	Sept. 2
5602	Jeepers Creepers	Sept. 23
5603	Naughty Neighbors	Oct. 7
5604	Pied Piper Porky	Nov. 4
5605	Porky the Giant Killer	Nov. 18
5504	Artie Shaw and Orchestra	Dec. 30
5606	The Film Fan	Dec. 16

MELODY MASTERS

5501	Swing Styles	Sept. 2
5502	Vincent Lopez & Orchestra	Sept. 29
5503	Rubinoff & Orchestra	Nov. 11
5403	Mechanix Illustrated, No. 2	Dec. 2

MERRIE MELODIES

5301	Sioux Me	Sept. 9
5302	Little Lion Hunter	Oct. 7
5303	Land of the Midnight Fun	Sept. 23
5304	Good Egg	Oct. 21
5305	Fresh Fish	Nov. 4
5306	Fagin's Freshman	Nov. 18
5307	Sniffles and Bookworm	Dec. 2
5308	Screwball Football	Dec. 16
5309	Curious Puppy	Dec. 30

VARIETIES

5701	Vote Trouble	Sept. 9

Alphabetical Guide

(Continued from page 438)

STANLEY AND LIVINGSTONE—101m.—20th Century-Fox 354
STOP, LOOK AND LOVE—57m.—20th Century-Fox 360
STRAIGHT SHOOTER—60m.—Victory 418
STRANGER FROM TEXAS, THE—54m.—Columbia 431
SUED FOR LIBEL—66m.—RKO-Radio 400
SURPRISES OF MATRIMONY, THE (Le Sorprese di un Matrimonion)—118m.—Columba 410

T

TAMING OF THE WEST—54m.—Columbia 399
TELEVISION SPY—59m.—Paramount 400
TELL YOUR CHILDREN—see The Burning Question
TEN NIGHTS IN A BARROOM—61m.—B&M Pictures 418
THAT THEY MAY LIVE—73m.—Mayer-Burstyn 410
THESE GLAMOUR GIRLS—78m.—Metro 379
tures 418
THAT'S RIGHT, YOU'RE WRONG—95m. — RKO-Radio 424
THUNDER OVER PARIS—82m.—Transatlantic 425
TWO BRIGHT BOYS—70¼m.—Universal 387
THEY SHALL HAVE MUSIC—101m.—United Artists 354
THOSE HIGH GREY WALLS—82m.—Columbia 391
THREE SONS—72m.—RKO-Radio 392
THUNDER AFLOAT—94m.—Metro 391
TORPEDOED (Our Fighting Navy)—75m. — Film Alliance of U. S. 387
TORTURE SHIP—62m.—Producers Pictures 409
TOWER OF LONDON—92m.—Universal 424
TREACHERY ON THE HIGH SEAS—68m.—Times 394
TRIGGER FINGERS—53m.—Victory 381
TROPIC FURY—62⅓m.—Universal 370
20,000 MEN A YEAR—83m.—20th Century-Fox 409
TWO THOROUGHBREDS—62m.—RKO-Radio 432

U

U-BOAT 29—79m.—Columbia 391
UNDER-PUP, THE—88m.—Universal 380

W

WALL STREET COWBOY—66m.—Republic 386
WE ARE NOT ALONE—112m.—Warners 417
WEST OF CARSON CITY—55m.—Universal 424
WHAT A LIFE!—79m.—Paramount 385
WHITE SQUADRON, THE—see Lo Squadrone Bianco
WHY THIS WAR?—81m.—Samuel Cumings 409
WINTER CARNIVAL—91m.—United Artists 354
WITNESS VANISHES, THE—66m.—Universal 393
WOMEN, THE—134m.—Metro 379

Y

YUKON FLIGHT—57m.—Monogram 431

ALPHABETICAL GUIDE TO 216 FEATURES

Reviewed since August 1, 1939

A

ADVENTURES OF SHERLOCK HOLMES, THE—82m.—20th Century-Fox 380
AFFAIR LAFONT, THE (Conflict)—84m.—Trans-Atlantic Films 402
ALL QUIET ON THE WESTERN FRONT—93m.—Universal (revised and re-issued) 392
ALL WOMEN HAVE SECRETS—74m.—Paramount..437
ALLEGHENY UPRISING—78m.—RKO-Radio 408
ALLERGI MASNADIERI (The Make-Believe Pirates)—72m.—Americo Pullini 402
ALPINE PASSION (Amore sulle Alpi) — 74m. — Esperia 418
AMAZING MR. WILLIAMS, THE—84m.—Columbia 423
AMORE SULLE ALPI—see Alpine Passion.
ANOTHER THIN MAN—102m.—Metro 423
ARIA DEL CONTINENTE, L'—see The Continental Way
ARIZONA KID, THE—61m.—Republic 400
AWFUL TRUTH, THE—92m.—Columbia (re-issue) 29

B

BABES IN ARMS—94m.—Metro 391
BAD LITTLE ANGEL—72m.—Metro 407
BARRICADE—71m.—20th Century-Fox 429
BEASTS OF BERLIN—see Goose Step
BEAU GESTE—114m.—Paramount 353
BETRAYAL—80m.—World 393
BEWARE SPOOKS—68m.—Columbia 407
BIG GUY, THE—78m.—Universal 433
BLACKMAIL—81m.—Metro 385
BLONDIE BRINGS UP BABY—69m.—Columbia...415
BOMBS OVER LONDON—78m.—Film Alliance....387
BRIVELE DER MAMEN, A (A Letter to Your Mother)—104m.—Sphinx 393
BURIED ALIVE—71m.—Producers 432
BURNING QUESTION, THE (Tell Your Children)—62m.—G. & H. Productions.....433

C

CAFE HOSTESS—62m.—Columbia 431
CALL A MESSENGER—65m.—Universal 392
CALLING ALL MARINES—66m.—Republic 356
CAT AND THE CANARY, THE—74m.—Paramount 399
CHARLIE CHAN IN (AT or WITH)—20th Century-Fox—
CITY IN DARKNESS—74m. 408
TREASURE ISLAND—74m. 370
CHICKEN WAGON FAMILY—64m.—20th Century-Fox 362
CHILD IS BORN, A—79m.—Warners 363
CHILDREN OF THE WILD—57m.—Grand National 266
CHIP OF THE FLYING U—55m.—Universal.....416
CISCO KID AND THE LADY, THE—73m.—20th Century-Fox 432
CONFLICT—see The Affair Lafont.
CONQUESTS OF PETER THE GREAT, THE—96m.—Amkino 387
CONTINENTAL WAY, THE (L'Aria del Continente)—82m.—Esperia 425
COWBOYS FROM TEXAS—57m.—Republic 432
CRASHING THROUGH—55m.—Monogram 391

D

DANCING CO-ED—84m.—Metro 391
DANGER FLIGHT—61m.—Monogram 415
DAY THE BOOKIES WEPT, THE—64m.—RKO....381
DAY-TIME WIFE—72m.—20th Century-Fox 424
DEAD END KIDS ON DRESS PARADE, THE—62m.—Warners 417
DEATH OF A CHAMPION—67m.—Paramount....379
DEMON BARBER OF FLEET STREET, THE—67m.—Select Attractions 381
DESPERATE TRAILS—58m.—Universal 380
DESTRY RIDES AGAIN—94m.—Universal.....433
DEVIL IS AN EMPRESS, THE (Le Jouer d'Echees)—75m.—Columbia 434
DISPUTED PASSAGE—91m.—Paramount 391
DRUMS ALONG THE MOHAWK—103m.—20th Century-Fox 408
DUST BE MY DESTINY—88m.—Warners.....370

E

ELSA MAXWELL'S HOTEL FOR WOMEN—83m.—20th Century-Fox 362
END OF THE DAY, THE (Fin du Jour)—95m.—Juno Films 387
ESCAPE, THE—58m.—20th Century-Fox 380
ESCAPE TO PARADISE—60m.—RKO-Radio..... 432
ESPIONAGE AGENT—83m.—Warners 393
ETERNALLY YOURS—98m.—United Artists 401
EVERYBODY'S HOBBY—54m.—Warners 387
EVERYTHING'S ON ICE—66m.—RKO-Radio 386

F

FAST AND FURIOUS—73m.—Metro 399
FIFTH AVENUE GIRL (My Fifth Avenue Girl)—88m.—RKO-Radio 370
FIGHT FOR PEACE—65m. — Monogram (formerly Warwick) 125
FIGHTING GRINGO, THE—59m.—RKO-Radio 380
FIGHTING MAD—55m.—Monogram 415
FIN DU JOUR—see The End of the Day.
FIRST FILM CONCERT, THE—52m.—World 418
FIRST LOVE—84m.—Universal 417
FIRST WORLD WAR, THE—78m.—20th Century-Fox (re-issue) 400
FIVE LITTLE PEPPERS AND HOW THEY GREW—60m.—Columbia 381
FIGHTING RENEGADE—54m.—Victory 387
FLAMING HEAD—57m.—Monogram 347
FLIGHT AT MIDNIGHT—66m.—Republic.....380
FLIRTING WITH DEATH (Let's Pretend We're Sweethearts)—68m.—Imperial 321
FLYING DEUCES, THE—68m.—RKO-Radio 400
FOUR FEATHERS, THE—112m.—United Artists...337
FOUR JUST MEN, THE—79m.—Monogram 431
FOUR WIVES—110m.—Warners 433
FUGITIVE AT LARGE—63m.—Columbia 361
FULL CONFESSION—73m.—RKO-Radio 370

G

GERONIMO!—90m.—Paramount 423
GOLDEN BOY—101m.—Columbia 379
GOOSE STEP (Hitler—Beast of Berlin; Beasts of Berlin)—85m.—Producers 409
GREAT COMMANDMENT, THE—85m. — Cathedral Films 402
GREAT VICTOR HERBERT, THE—91m. — Paramount 432

H

HAWAIIAN NIGHTS—65m.—Universal 370
HEARTBEAT—88m.—French Motion Picture Corporation 388
HEAVEN WITH A BARBED-WIRE FENCE—62m.—20th Century-Fox 400
HENRY GOES ARIZONA—67m.—Metro 431
HERE I AM A STRANGER—83m.—20th Century-Fox 392
HERO FOR A DAY—65m.—Universal.....387
HEROES IN BLUE—58m.—Monogram.....415
HIDDEN POWER—60m.—Columbia 319
HIGGINS FAMILY, THE, IN—Republic—COVERED TRAILER, THE—66m. 424
HIGH SCHOOL—74m.—20th Century-Fox 433
HITLER—BEAST OF BERLIN—see Goose Step
HITLER'S REIGN OF TERROR—56m.—Samuel Cummins 425
HOLLYWOOD CAVALCADE—96m.—20th Century-Fox 400
HONEYMOON IN BALI—96m.—Paramount.....385
HONEYMOON'S OVER, THE—70m.—20th Century-Fox 416
HO PERDUTO MIO MARITO!—see My Husband Is Lost.
HOUSEKEEPER'S DAUGHTER, THE—80m.—United Artists 386

I

I MET A MURDERER—78m.—York Pictures.....402
IN SOVIET RUSSIA TODAY—100m.—Amkino.....393
INSPECTOR HORNLEIGH ON HOLIDAY—77m.—20th Century-Fox 433
INTERMEZZO, A LOVE STORY — 70m. — United Artists 396
IRELAND'S BORDER LINE—64½m.—William Alexander 409
IRISH LUCK—58m.—Monogram 379

J

JAMAICA INN—99m.—Paramount 392
JEEPERS CREEPERS—69m.—Republic 416
JOE AND ETHEL TURP CALL ON THE PRESIDENT—70m.—Metro 431
JONES FAMILY, THE (20th Century-Fox) IN (AT or WITH)—
QUICK MILLIONS—61m. 363
TOO BUSY TO WORK—65m.....401
JOUER D'ECHEES, LE—see The Devil Is an Empress
JUAREZ AND MAXIMILIAN—see The Mad Empress
JUST LIKE A WOMAN—73m.—Alliance.....410

K

KANSAS TERRORS, THE—57m.—Republic 408
KATIA—80m.—Mayer-Burstyn 425
KEEP PUNCHING—81m.—M-C Pictures 433
KID NIGHTINGALE—57m.—Warners 393
KLIATSHE, DI—see Light Ahead
KOL NIDRE—90m.—Joseph Seiden 388
KONGA, THE WILD STALLION—61m.—Columbia 385

L

LAMBETH WALK—80m.—Metro 371
LAND OF LIBERTY—138m.—MPPDA 347
LAW OF THE PAMPAS—74m.—Paramount.....407
LAUGH IT OFF—63m.—Universal 417
LEGION OF LOST FLIERS—63m.—Universal.....392
LEGION OF THE LAWLESS—59m.—RKO-Radio...423
LET'S PRETEND WE'RE SWEETHEARTS—see Flirting With Death
LETTER TO YOUR MOTHER, A—see A Brivele der Mamen
LIGHT AHEAD (DI Kliatshe)—103m.—Carmel ...393
LITTLE ACCIDENT—65m.—Universal 409
LLANO KID, THE—70m.—Paramount.....416
LOST HORIZON—118m.—Columbia (re-issue).... 1
LOST ON THE WESTERN FRONT—63m.—Standard 410

M

MAD YOUTH—73m.—Willis Kent 402
MADEMOISELLE MA MERE—80m.—Hoffberg.....394
MAD EMPRESS, THE (Juarez and Maximilian)—72m.—Warners 305, 425
MAKE-BELIEVE PIRATES, THE—see Allergi Masnadieri.
MAN FROM MONTREAL—60m.—Universal 417
MAIN STREET LAWYER—72m.—Republic 416
MAN IN THE IRON MASK, THE—110m.—United Artists 347
MARSEILLAISE—80m.—World Pictures 418
MARSHAL OF MESA CITY, THE — 62m. — RKO-Radio 400
MARX BROS. "AT THE CIRCUS"—87m.—Metro..407
MEET DR. CHRISTIAN—70m.—RKO-Radio.....408
MIDDLETON FAMILY AT THE WORLD'S FAIR, THE—50m. 396
MIKADO, THE—91m.—Universal 281
MILL ON THE FLOSS, THE—78m.—Standard.....418
MIRACLE ON MAIN STREET—78m.—Columbia...415
MIRELE EFROS—87m.—Credo Pictures 410
MISSING EVIDENCE—64m.—Universal 401
MR. MAX (Il Signor Max)—86m.—Esperia.....402
MR. SMITH GOES TO WASHINGTON—130m.—Columbia 399
MUTINY IN THE BIG HOUSE—83m.—Monogram..399
MUTINY ON THE BLACKHAWK—66m.—Universal 337
MY FIFTH AVENUE GIRL—see Fifth Avenue Girl
MY HUSBAND IS LOST (Ho Perduto Mio Marito!)—87m.—Esperia 410
MY MAN GODFREY—93m.—Universal (re-issue)..321
MYSTIC CIRCLE MURDER—69m.—Fanchon Royer 402

N

NANCY DREW AND THE HIDDEN STAIRCASE—60m.—Warners 371
NIGHT OF NIGHTS, THE—86m.—Paramount.....432
NINOTCHKA—110m.—Metro 399
NO PLACE TO GO—56m.—Warners.....381
NORTH SEA PATROL—69m.—Alliance Films.....418
NURSE EDITH CAVELL—98m.—RKO-Radio 380

O

OKLAHOMA FRONTIER—58m.—Universal 401
OKLAHOMA TERROR—50m.—Monogram 379
OLD DARK HOUSE, THE—74m. — Universal (re-issue) 321
OLD MAID, THE—95m.—Warners.....363
ONE DARK NIGHT—81m.—Million Dollar Productions 434
ONE HOUR TO LIVE—59½m.—Universal 387
ON HIS OWN—100m.—Amkino 388
ON YOUR TOES—94m.—Warners 402
$1,000 A TOUCHDOWN—73m.—Paramount.....392
OUR FIGHTING NAVY—see Torpedoed
OUR NEIGHBORS, THE CARTERS — 84m.—Paramount 408
OUTPOST OF THE MOUNTIES—63m.—Columbbia..407
OVERLAND MAIL, THE—52m.—Monogram 416

P

PACK UP YOUR TROUBLES—75m. — 20th Century-Fox 386
PEOPLE ETERNAL, A—65m.—Henry Lynn 418
PHANTOM STRIKES, THE—58m.—Monogram.....423
POCOMANIA—65m.—Lenwal 434
PORT OF SHADOWS (Le Quai des Brumes)—90m.—Film Alliance of U. S.....402
PRIDE OF THE BLUE GRASS—65m.—Warners....393
PRIVATE DETECTIVE—55m.—Warners 425
PRIVATE LIVES OF ELIZABETH AND ESSEX, THE—106m.—Warners 396
PRISONER OF CORBAL, THE—73m.—Syndicate...381

Q

QUAI DES BRUMES, LE—see Port of Shadows.
QUEEN OF DESTINY (Sixty Glorious Years)—95m.—RKO-Radio 220

R

RAINS CAME, THE—103m.—20th Century-Fox....386
RANGE WAR—66m.—Paramount 369
RASPUTIN—93m.—Concord Films 410
REAL GLORY, THE—96m.—United Artists.....386
REMEMBER?—83m.—Metro 415
RENO—73m.—RKO-Radio 416
RETURN OF DOCTOR X, THE—62m.—Warners....425
RETURN OF THE FROG, THE—71m.—Select Attractions 381
RIDERS OF BLACK RIVER—54m.—Columbia....385
RIDERS OF THE SAGE—56m.—Metropolitan.....402
RIDIN' FOOL, THE—58m.—Metropolitan.....402
RIO—77m.—Universal 393
ROAD BACK, THE—79m.—Universal ("The Outspoken Version") 417
ROAD TO GLORY, THE—101m.—20th Century-Fox (re-issue) 401
ROARING TWENTIES, THE—104m.—Warners.....409
ROLL WAGON ROLL—54m.—Monogram.....431
ROVIN' TUMBLEWEEDS—64m.—Republic 424
ROYAL DIVORCE—82½m.—Imperial 394
RULERS OF THE SEA—97m.—Paramount.....385

S

SABOTAGE—62m.—Republic 400
SAGA OF DEATH VALLEY—58m.—Republic.....424
SCANDAL SHEET—67m.—Columbia 407
SCIPIO AFRICANUS MAJOR—see Scipione l'Africano
SCIPIONE L'AFRICANO (Scipio Africanus Major)—115m.—Esperia 394
SECOND BUREAU—66m.—Film Alliance of U. S..410
SECRET OF DR. KILDARE, THE—82m.—Metro...423
SEVENTEEN—78m.—Paramount 408
SHE GOES TO WAR—55m.—Mitchell Leichter....417
SHIPYARD SALLY—79m.—20th Century-Fox.....401
SHORS—92m.—Amkino 425
SIGNOR MAX, IL—see Mr. Max.
SIXTY GLORIOUS YEARS—see Queen of Destiny.
SKY PATROL—61m.—Monogram 385
SMASHING THE MONEY RING—57m.—Warners...409
SMUGGLED CARGO—62m.—Republic 380
SONGS AND SADDLES—65m.—Monogram.....235
SONG OF THE STREET—77m.—Mayer-Burstyn...381
SORPRESE DI UN MATRIMONION, LE — see The Surprises of Matrimony.
SOUTH OF THE BORDER—69m.—Republic.....432
SQUADRON BIANCO, LO (The White Squadron)—98m.—Esperia 425

(Continued on page 437)

READ CAREFULLY

ALL FEATURE PICTURES carried in the Six-Point review pages (Blue Section) are listed alphabetically by title, with the latest available running time, the distributor, and the number of the page on which the review appears.

SHORT SUBJECTS INDEXES will be found on pages 128 and 129, 179, 229, 325 and 326, and 376.

For further information, consult the Production Number Analysis (also in the Blue Section) and The Feature Check-Up (the Yellow Section).

THE EXHIBITOR'S NATIONAL RELEASE DATE GUIDE

AN EXCLUSIVE SERVICE OF THE JAY EMANUEL PUBLICATIONS

Pictures listed are in the order of their release by the several companies, placed as closely as possible to the correct date. This Guide is subject to changes in dates, titles, and casts, as made by the companies' home offices. For convenience, westerns are designated by a W following the title, which should not be confused with (W) in the Warner-First National column, where the letter designates a Warner picture.

	COLUMBIA	METRO	MONOGRAM	PARAMOUNT	RADIO	REPUBLIC	20th-FOX	UNITED ARTISTS	UNIVERSAL	WARNERS FIRST NAT.
NOV 17		Another Thin Man W. Powell, M. Loy C. Smith	The Phantom Strikes S. Hale, W. Lawson, L. Henry (English-made)	Rulers of the Sea D. Fairbanks, Jr., W. Fyffe	Meet Dr. Christian J. Hersholt, D. Lovett	Rovin' Tumbleweeds, W G. Autry, S. Burnette ('38-'39)	The Jones Family in Too Busy to Work The Jones Family		Tower of London B. Rathbone, B. Karloff, N. Grey	The Dead End Kids on Dress Parade (W) Dead End Kids, J. Litel
24	The Amazing Mr. Williams J. Blondell, M. Douglass	The Secret of Dr. Kildare L. Ayres, L. Barrymore, L. Day	Roll, Wagons, Roll, W T. Ritter, M. Evans	Our Neighbors, The Carters F. Bainter, F. Craven Geronimo! P. Foster, E. Drew (Pre-release)	That's Right, You're Wrong K. Kyser and Orchestra, L. Ball A. Menjou	Saga of Death Valley, W R. Rogers, G. Hays, D. Barry	Day-Time Wife T. Power, L. Darnell, B. Barnes	Send Another Coffin P. O'Brien, R. Terry, E. Arnold (Wanger)	The Big Guy V. McLaglen, J. Cooper Chip of the Flying U, W J. Brown, B. Baker	We Are Not Alone (FN) P. Muni, J. Bryan, M. Robson
DEC 1	Cafe Hostess P. Foster, A. Dvorak	Joe and Ethel Turp Call on the President L. Stone, A. Sothern, W. Gargan	Yukon Flight J. Newill, L. Stanley	The Night of Nights P. O'Brien, O. Bradna, R. Young	Reno R. Dix G. Patrick, A. Louise	Cowboys From Texas, W 3 Mesquiteers	Charlie Chan in City in Darkness S. Toler, S. Bari Inspector Hornleigh on Holiday G. Harker, A. Sim, (English-made)		Laugh It Off J. Downs, C. Moore	The Return of Doctor X (FN) W. Morris, R. Lane, H. Bogart
8	Fugitive at Large J. Holt, P. Ellis, S. Fields	Henry Goes Arizona F. Morgan, V. Weidler, G. Kibbee	West of the Divide, W Lucky Texan, W Wayne Re-issues	The Llano Kid T. Guizar, E. Dunn, A. Mowbray, G. Sondergaard	Two Thoroughbreds J. Brodell, J. Lydon, J. Kerrigan		Barricade W. Baxter, A. Faye, C. Winninger		The Man From Montreal R. Arlen, A. Devine	Private Detective (FN) J. Wyman, D. Foran
15	Taming of the West, W B. Elliott, I. Meredith	Nick Carter, Master Detective W. Pidgeon, R. Johnson, H. Hull	The Gentleman From Arizona C. Reynolds, (Cinecolor) West-Bound Stage, W T. Ritter	All Women Have Secrets J. Allen, Jr., Jean Cagney, V. Dale		South of the Border, W G. Autry, S. Burnette, J. Storey	The Honeymoon's Over S. Irwin, M. Weaver, J. Gale		Missing Evidence P. Foster, I. Hervey	The Mad Empress (FN) M. Novara, L. Atwill
22	My Son Is Guilty B. Cabot, J. Wells, H. Carey	Judge Hardy and Son The Hardy Family	Four Just Men H. Sinclair, F. Lawton (English-made)	Gulliver's Travels Full-length cartoon, by M. Fleischer (Technicolor)	Escape to Paradise B. Breen, M. Shelton, K. Taylor	Days of Jesse James, W R. Rogers, G. Hayes, P. Moore	Everything Happens at Night S. Henie, R. Milland, R. Cummings	Rebecca L. Olivier, J. Fontaine, J. Anderson, R. Denny (Selznick)	Charlie McCarthy, Detective C. McCarthy, C. Moore, E. Bergen	Four Wives (FN) Lane Sisters, G. Page, C. Rains, J. Lynn, M. Robson
29	His Girl Friday C. Grant, R. Russell, R. Bellamy	Balalaika N. Eddy, I. Massey, C. Ruggles		The Great Victor Herbert W. Connolly, M. Martin, A. Jones	Hunchback of Notre Dame C. Laughton, M. O'Hara	Thou Shalt Not Kill C. Bickford, O. Davis, D. Day	The Cisco Kid and the Lady C. Romero, M. Weaver		Destry Rides Again J. Stewart, M. Dietrich, M. Auer	Invisible Stripes G. Raft, J. Bryan, H. Bogart
JAN 5	Two-Fisted Rangers, W C. Starrett, I. Meredith, D. Curtis	The Earl of Chicago R. Montgomery, E. Arnold, R. Owen		Emergency Squad W. Henry, L. Campbell, R. Denning	Legion of the Lawless, W G. O'Brien	The Higgins Family in "Money to Burn" The Higgins Family	Swanee River D. Ameche, A. Leeds, A. Jolson		Framed J. Cowan, C. Moore, F. Albertson	A Child Is Born (W) J. Lynn, G. George G. Fitzgerald
12		Congo Maisie A. Sothern, J. Carroll, R. Johnson	Danger Ahead J. Newill	Geronimo! P. Foster, E. Drew (Regular Release)	Mexican Spitfire L. Velez, D. Woods, L. Hayes		City of Chance L. Bari, C. Smith, D. Woods		The Invisible Man Returns C. Hardwicke, V. Price, N. Grey	Brother Rat and the Baby W. Morris, P. Lane, E. Albert
19	I Married Adventure O. Johnson (Special)	The Shop Around the Corner M. Sullavan, J. Stewart, F. Morgan		Remember the Night F. MacMurray, B. Stanwyck, B. Bondi	Married and in Love B. Read, A. Marshall, P. Knowles		He Married His Wife J. McCrea, N. Kelly, M. Boland		West of Carson City, W J. Brown, B. Baker, F. Knight	British Intelligence B. Karloff, M. Lindsay
26	The Lone Wolf Strikes W. William, J. Perry, A. Baxter	Broadway Melody of 1940 F. Astaire, E. Powell, G. Murphy		Santa Fe Marshal, W W. Boyd, R. Hayden, B. Hayes	Swiss Family Robinson T. Mitchell, E. Best, F. Bartholomew		High School J. Withers, J. Brown, Jr., L. Corrigan		Green Hell D. Fairbanks, Jr., J. Bennett, J. Howard	The Fighting 69th J. Cagney, P. O'Brien, G. Brent, J. Lynn

PRODUCERS DISTRIBUTING CORPORATION

October 15: Hitler—Beast of Berlin—R. Drew, S. Duna; **November 1: Torture Ship**—L. Talbot, J. Wells; **November 15: Buried Alive**—B. Roberts, R. Wilcox; **November 25: Gold Star Mothers** (no cast available); **December 1: Invisible Killer**—R. Drew, G. Bradley.

The Set that STARTS where OTHERS LEAVE OFF ! ! !

CRIMSON ROSE

The

GUARANTEED ALL OVENPROOF

DINNER SERVICE

SOLD! 36 SPOTS IN TWO WEEKS!

THAT'S THE EXHIBITORS' ANSWER TO QUALITY'S 10th ANNIVERSARY SET

Proudly Presented by the company that DELIVERED:—**ETCHED GOLD, HARVEST MOON, GOLDEN DAWN, CUSTOM-BILT BAKE, ROSEMARY, BLUE BELL . . .** *and a host of other amazing top flight Premium Successes.*

QUALITY PREMIUM DISTRIBUTORS

1309-11 VINE STREET • [HOME OFFICE] • **PHILADELPHIA, PA.**

THE EXHIBITOR

COURT ACTION FILED AGAINST WALTER READE

"WIND," "GULLIVER" GET WORLD PREMIERES

"THE TIP-OFF" REPORTS ON NEW BUSINESS

THE COMPLETE FEATURE AND SHORTS CHECKUP

EDITORIAL:

"A SPOKESMAN DEFENDS THE INDUSTRY"

BETTER MANAGEMENT:

"SELLING SEATS WITH PERFECT SOUND, SIGHT"

NEW YORK STATE EDITION

ENTERED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST OFFICE AT PHILADELPHIA, PA., UNDER THE ACT OF MARCH 3, 1879

DECEMBER 20, 1939
VOL. 23 No. 6 PRICE 10 CENTS

JUST PREVIEWED!

Every advance prophecy is true. They laughed, they wept, they cheered. It tops the series and oh boy what a holiday gold mine!

"JUDGE HARDY AND SON" will play in approximately 350 simultaneous holiday spots. Get ready for sensational business. It is the best of all the happy Hardy hits and the one picture that will bring out whole families to laugh and love it!

(Nationally advertised Life, Satevepost, Collier's)

with LEWIS STONE • MICKEY ROONEY
CECILIA PARKER • FAY HOLDEN

Original Story and Screen Play by Carey Wilson

Directed by GEORGE B. SEITZ

M-G-M's "HARDY XMAS"

E D I T O R I A L

THE
EXHIBITOR

Vol. 23, No. 6 December 20, 1939

MEMBER AUDIT BUREAU OF CIRCULATIONS

A Jay Emanuel Publication. Covering the film territories in the Metropolitan East. Published weekly by Jay Emanuel Publications, Incorporated. Publishing office: 1225 Vine Street, Philadelphia, Pennsylvania. New York City office, 1600 Broadway. West Coast office, 1119 Poinsettia Drive, Hollywood, California. Representatives in Washington, D. C.; Albany, Buffalo, Boston, New Haven. Jay Emanuel, publisher; Paul J. Greenhalgh, business manager; Herbert M. Miller, managing editor. Subscription rates: $2 for one year; $5 for three years. Address all communications to 1225 Vine Street, Philadelphia, Pennsylvania.

Just In Passing

"IT" IS A HORRID WORD

It was one-time New York City Mayor James J. Walker who recently reminisced and revealed that back in 1922 Adolph Zukor and others had come to him, then an MPTOA leader, in Minneapolis, with a plan for an industry Chamber of Commerce to include the three branches of the business so that "washing of dirty linen" in public could be avoided.

The deal, history has recorded, was turned down because other MPTOA leaders thought they had the producers and distributors "on the run." Mr. Walker declared that the MPTOA heads said "let them have it"—but the "it" turned out to be the exhibitors.

While Mr. Zukor probably gets no pleasure for "I told you soing," if he looks at the linen now being washed in practically all the newspapers in the country he would, at least, feel that the 1922 idea is still the best.

So do we.

HARRY H. THOMAS RETURNS

The return of our friend, Harry H. Thomas, to an active part in the Monogram executive ranks, handling the exchanges in New York City, Philadelphia and Washington, has been greeted, as should be, by exhibitors throughout the area.

HOLIDAY GREETINGS TO ALL

To all readers of the Jay Emanuel Publication are extended the best wishes of the holiday season from the staff.

May 1940 bring personal and box office happiness to everyone.

A SPOKESMAN DEFENDS THE INDUSTRY

One would hardly expect a social or fraternal gathering to uncover a new spokesman in defense of the industry but that is exactly what happened in Philadelphia on the night of December 10. At the fifth annual dinner sponsored by the Variety Club of that city, with industry executives, as well as city, state and national figures in attendance, the diners were prepared to listen to words from such men as Senator Burton K. Wheeler, Senator Joseph Guffey, toastmaster James Walker and others, when, in the course of introductions, Frank C. Walker, a national figure in his own right, and an industry executive because he is top ranking in the Comerford circuit, was called upon to say a few words.

Those who know Mr. Walker are well aware that he does not seek the spotlight, although his attendance is solicited at many functions because as the toastmaster aptly said, "To know him is to love him." His presence at the Philadelphia dinner was natural because the Comerford circuit's holdings are mainly in Pennsylvania and because of his personal membership.

It was then that he contributed the unexpected highlight of the evening. Addressing his remarks to everyone but pointing them especially to the Senators, he declared:

> "I do not know why, but during the 15 years in which I have been associated in the motion picture industry, it has always been on the defensive. Personally, I do not know why, but it does seem strange, when one considers that no industry has contributed so much, to the educational, artistic and social advancement of our country as has the motion picture field. During the past 15 years, I have seen transactions running into very large sums of money completed by men without the signing of a contract and I doubt whether there is any business in which one can find a duplicate. I wish you would go back to your colleagues in the Senate and tell them what high type of men we have in our industry and what this business means."

Mr. Walker's talk was brief; but it was to the point. It was the viewpoint of a man who had come from other fields and is amazed to find that a business always on the defense when by its record it should never have been found in that position.

The Senators, as well as the others, were impressed. That is worthy to note. The value of the Walker words was, that another important spokesman for the industry had been added to a growing list. For that reason, the Philadelphia declaration is history-making. Men of the type of Frank C. Walker are truly valuable as constructive friends of our business.

Jay Emanuel

QUAD.

A HAT FULL OF REASONS!

The NATIONAL SCREEN TRAILER is the best Seller in the Business! ★ Advertising that puts your sales argument over quickly and graphically! ★ Advertising that appeals to *customers* while they are in your theatre and in a mood to buy. ★ Advertising that entertains while it sells. ★ Advertising that is heard as well as seen!

More attention-value... More circulation. ..More word-of-mouth...More seats sold!

You KNOW how many see and hear NATIONAL SCREEN TRAILERS because your customers are in your theatre, watching your screen. ★ It all adds up to 100%!

THE TOPS!
National Screen Special Trailers... tops for sound... tops for music... tops for art-work ...tops for Service!

NATIONAL *Screen* SERVICE

TERRITORIAL HIGHLIGHTS

Walter Reade Sued In Hudson Operation

Grossmans, Frieder Bring Action

HUDSON—Walter Reade, Reade Hudson Amusements, Inc., the Birch Holding Corporation of Hudson, the R. J. Service Corporation and the estate of Frank Stowe were named as defendants last week in an action filed in New York Supreme Court by Henry and William Grossman and Henry H. Frieder, prominent exhibitors of this city.

Among the charges against Reade is one of mismanagement of the Reade Hudson Company, operating houses in this city. The bill also alleges that the plaintiffs were deprived of a share in the management of the theatres.

The usual appointment of a receiver, accounting, etc., is asked, with Reade's removal from control of the company also requested.

Unions Plug Loew's

NEW YORK CITY—Members of the 20 affiliated trade unions which form the Allied Printing Trades Council of Greater New York were urged by means of a form letter last fortnight to attend Loew's theatres as often as possible to show the labor organization's appreciation for the circuit's adherence to union conditions as far as all printed advertising matter is concerned. Council president Vincent J. Ferris pointed out that Loew's weekly program costs approximately a half-million dollars annually in the metropolitan district and provides work for countless members of the unions.

Jail "Bank Night" Culprit

WATERLOO—Justice Ullrich last fortnight sentenced William Harde, 31, to 120 days in jail and suspended a $100 fine with orders to make restitution of money received from the State "Bank Night" in "conspiracy with two or more others to defraud."

Manager Michael Mack said Harde won $100 October 12 and $80 December 6. System used, the manager said, was for two boys under 16 to obtain sample ballots from a display in front of the theatre and then serving as volunteers "draw" ballot giving Harde the winnings. It became known, according to Mack, when the boys talked too much after the second drawing.

New Anti-Trust Suit Filed by Brooklyn Inde

Claims Restraint of Trade, Etc.

NEW YORK CITY—Suit was filed last week in Brooklyn Federal Court by the 395 Amusement Corporation, operators of the Gloria, Brooklyn, against the majors, Republic, Randforce circuit and three individuals, charging violation of the anti-trust laws and restraint of trade.

Samuel Rinzler, Louis Frisch and William Yost are the individual defendents.

Plaintiff claims that through illegal agreements among the defendants, he is prevented from getting major first-run product and that his loss is $200 weekly.

Permanent injunction and a declaration that contracts and agreements complained of are illegal.

Push Film Betterment

NEW YORK CITY—The Motion Picture Council for Brooklyn issued an invitation last week to Parent-Teacher Associations of the borough to discuss with them an effort to obtain better motion-pictures and motion picture programs for their children.

Officers of the council explained that through the co-operation of the public library in Queens, they had on file in the 47 branches a card index resume and evaluation of current films.

Mrs. Robert Schmidt, chairman, Bedford District Committee, said the council felt the selection of films could be improved if the parents had a means of knowing in advance the contents of each film.

Film Board Nominates

NEW YORK CITY—New York Film Board of Trade, distributor organization, is scheduled to hold its nomination meeting this week.

"Frog" Confusion

NEW YORK CITY—After a disappointing week at Brandt's Central, Gaumont-British's "The Frog," may undergo a title change pending a decision by the distributor, 20th Century-Fox. Local moviegoers, according to the Central management, confused the GB picture with "The Return of The Frog," Select horror show.

Max A. Cohen Re-Elected As Allied Sets Up Plan

Indicate Conciliation Idea Is Completed

BUFFALO—President Max A. Cohen presented a conciliation plan for use of the organization and distributors at the meeting of all state Allied units here last week. He said that six major companies and two independents had agreed to use it, including Paramount, Warners, Metro, UA, Universal, Columbia, with Monogram, Republic, RKO and 20th Century-Fox following later.

Cohen was re-elected, with other officers being Ray Pashley, vice-president; Joe Rosenzweig, treasurer; Thomas DiLorenzo, assistant treasurer; Abe Levy, secretary; Mitch Conery, Irving Sherman, Rap Merriman, William Tishkoff, and Herman Lorence as regional vice-presidents. Minna Rosen, Max Fogel, B. N. Perkman, Sid Grossman, Frank Allen, Abe Stone, John Gardner, Walter Neathold and Joseph G. Abramson are directors.

The body went on record as being opposed to the Neely Bill; five regional units will operate in New York City, Albany, Syracuse, Buffalo and Rochester, with working secretaries and a grievance committee in each zone. A new revamped constitution was presented, in 23 pages. Highlights are the annual meeting will be held on the first Wednesday in December; regional units will handle memberships; a man joining for one theatre must join for all; hearings will be allowed any member who might be suspended or expelled from the organization on complaints of misconduct.

Games Decision Reversed

NEW YORK CITY—Ruling that the Court of Special Sessions, which heard the case, was without jurisdiction because it consisted of only one judge, the Appellate Division of the New York Supreme Court last week reversed the conviction of the management of the Atlantic, Brooklyn, on charges of violating the anti-lottery laws. Case will be retried.

NYC Drive Progresses

NEW YORK CITY—Report of the Amusement Division of the New York and Brooklyn Federations of Jewish Charities Drive at a luncheon last week with co-chairmen David Bernstein and Major Albert Warner presiding was heard by 50 committee heads.

It is believed now that the $175,000 total of last year will be passed.

Syracuse Union Elects

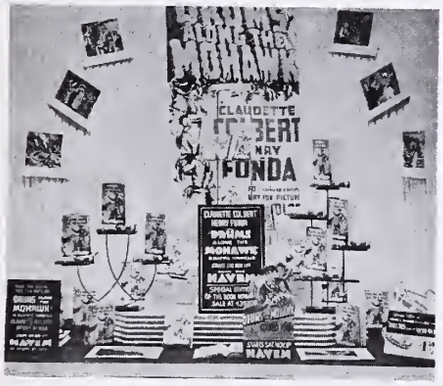
SYRACUSE—Election of officers of Local 376 resulted as follows last fortnight: President, Louis Boyd; vice-president, George Doss; secretary, Howard Kennar; financial secretary, Lionel Wilcox; business manager, Harry Burley. Executive Board—Walter Scarfe, Royce Burgess. Delegate, William Maxon. Sergeant-at-arms, Joe Cecile. Trustees, Edward Cummings, Jack Kerly, Phillip Rossomando.

IN THE SPOTLIGHT

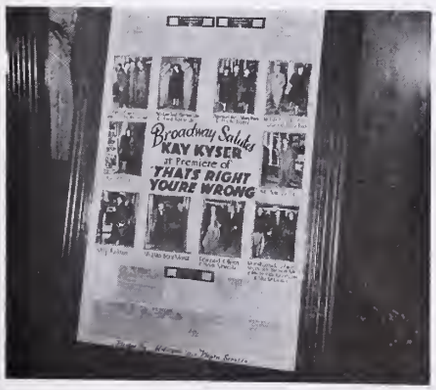
BRANCH GANG. Here is the personnel of the New York City Warner-First National exchange, meeting for the coming Sears Drive. Standing, third from left ,are branch manager Harry Decker; fourth office manager Sam Lefkowitz; and, fifth, eastern district manager Ed. Schnitzer. Drives dates are December 24 through April 23.

"DR. CHRISTIAN." Jean Hersholt, star of the RKO-Radio series, meets C. Francis Davis, Smalley's, Saint Johnsville, at the RKO-Radio exhibitor's lounge.

"THE HOUSEKEEPER'S DAUGHTER." For the New York City run at the Roxy of the Hal Roach production, released by United Artists, this window display was arranged. The picture stars Joan Bennett and John Howard, along with the screen's No. 1 exponent of what the well-dressed man will wear, Adolph Menjou.

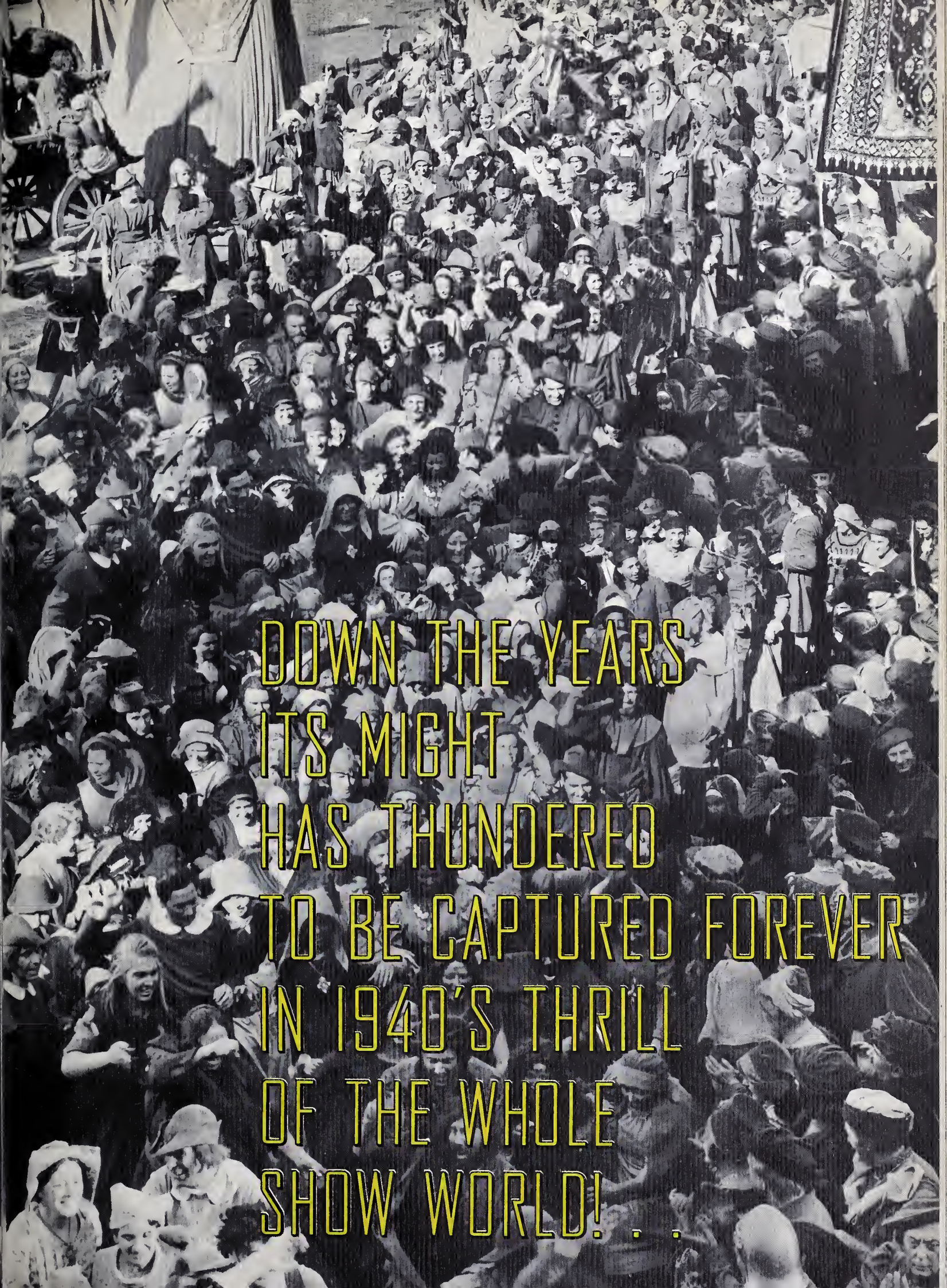


"DRUMS ALONG THE MOHAWK." Haven, Olean, had this book-store window-display tie-up for the 20th Century-Fox picture, with Claudette Colbert and Henry Fonda.



"THAT'S RIGHT, YOU'RE WRONG." This congratulatory display was used at the Criterion, New York City, for the engagement of Kay Kyser's cinematographic debut.

SAFETY CAMPAIGN. Manager Dick Murphy (center), Fabian's Proctor, Schenectady, is seen with the truck carrying away part of 2,600 old, unsafe tires brought in by children attending a special show, tying in with the safety campaign sponsored by the local newspaper, police, safety council, and the Rotary Club.


DOWN THE YEARS
ITS MIGHT
HAS THUNDERED
TO BE CAPTURED FOREVER
IN 1940'S THRILL
OF THE WHOLE
SHOW WORLD! . .

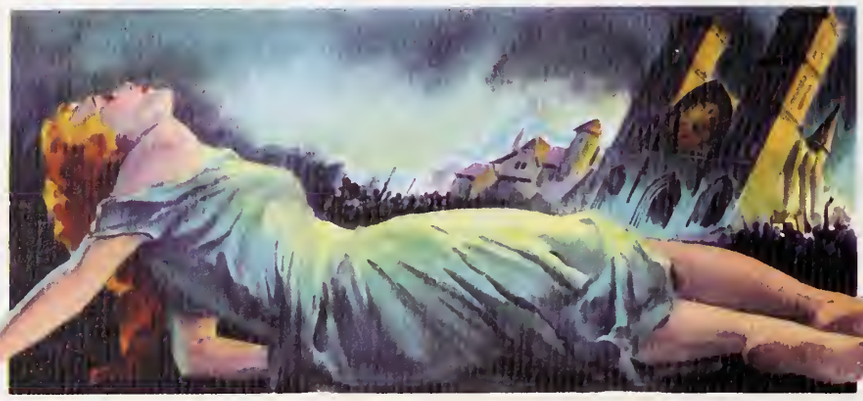
THE HUNCHBACK

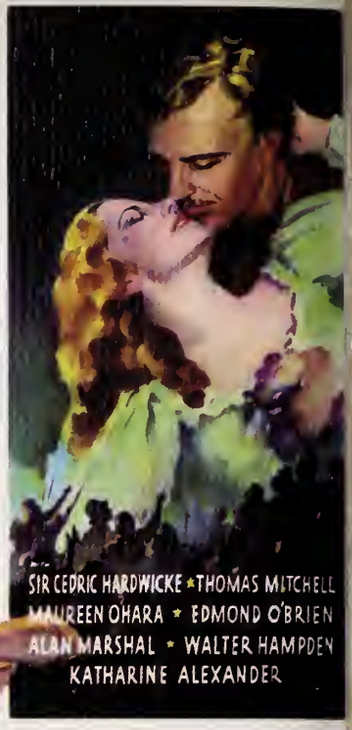
Fold Out

DAME
MAUREEN O'HALEXANDER
PRODUCED BY PANDRO S. BERMAN
DIRECTED BY WILLIAM DIETERLE
SCREEN PLAY BY SONYA LEVIEN ADAPTATION BY BRUNO FRANK

Charles **LAUGHTON**

THE HUNCHBACK OF NOTRE DAME





SENSATIONAL AND NOVEL
ATIONAL BILLBOARD CAMPAIGN!

oast to coast, wherever you walk or ride, you'll be seeing ne of the series of new-idea 24-sheets on "The Hunchback," which two are shown on this page!... An outdoor campaign to make the nation's millions know the picture they ant is on the way!

HUNCHBACK OF NOTRE DAME

LATE NEWS HIGHLIGHTS

Government Suit Begins May 1, Conference Agrees

Equity Action to be Heard Before Judge Knox

NEW YORK CITY—It was decided at a conference last week end that the government's equity action against the majors and other defendants would begin here May 1, 1940, before Judge John C. Knox.

It also developed last week end that a "pre-trial" arrangement had been agreed upon by counsel for the suit, which will probably run at least a year. Authorized under Rule 16 of the new rules of civil procedure, this sees a conference before a district judge at which time certain issues can be ironed out. No testimony is taken, but a stipulation and restriction as to the number of witnesses may be made. Purpose is to avoid duplication of testimony and to speed up the trial. This may occur in March.

A stipulation was filed last week end extending the time the government has to object to interrogatories filed by Columbia until January 10.

Additional interrogatories were filed last week end by 20th Century-Fox, Loew's, and National Theatres Corporation, similar to those asked before. At the conference, it was indicated by government counsel that the government was prepared to answer all questions.

The suit against the companies was filed July 20, 1938, by Homer Cummings, then Attorney General.

Bookers' Combine Set

NEW YORK CITY—A fraternal organization similar to those existing in many key exchange centers is being formed by circuit and exchange bookers here, it was indicated last week. Myron Starr, Moscato circuit, was temporary chairman of the first meeting held at the Hotel Lincoln last week. A second meeting was held December 18 at the Lincoln.

Eastern Publicists Organizing

NEW YORK CITY—Formation of a local division of the Screen Publicists' Guild to be affiliated with the Hollywood group is now in the formative stage, it was learned last week. About 35 publicity men and women, representing all the majors, attended an informal organization meeting recently. An outline for the constitution and by-laws will be drawn up at the next session.

James Roosevelt Heads New Producing Company

Goldwyn Resources Available to Exec

NEW YORK CITY—Reports current within the industry that James Roosevelt would become an independent producer were confirmed last week end when it was announced that Samuel Goldwyn would make his organization available to Roosevelt for such purposes.

Roosevelt arrived East but refused to clarify the first announcement which was formally issued by the Goldwyn organization as follows:

HOLLYWOOD — The Samuel Goldwyn Studio last week announced an agreement for the production of a number of pictures by an independent producing unit formed by James Roosevelt. Roosevelt will make his headquarters at the Goldwyn studio and will continue to fulfill his duties as president of the latter corporation. Goldwyn stated that his production organization is being made available to Roosevelt for close co-operation.

Leon Rosenblatt Ill

NEW YORK CITY—Leon Rosenblatt, circuit head and secretary, ITOA, is at home suffering with pneumonia, it was learned early this week.

RKO Decision Deferred

NEW YORK CITY—Federal Judge William Bondy last week end reserved decision on approval of the proposed underwriting agreement for 500,000 shares of RKO stock at $3 each as offered by Atlas Comporation. The Securities Exchange Commission offered a claim that Atlas had placed itself in an "inconsistent position" because it owned $1,894,626 in unsecured claims against RKO. The SEC spokesman present said he thought the $3 price fair, except that Atlas, by refusing to take up its option on shares as a creditor, would be able to get the shares at $2.75.

Attorney for Atlas said this had been taken into consideration by Atlas when its compensation was computed. He said he was not authorized to limit the company's maximum compensation to $125,000.

Next hearing will be held December 29.

Pre-Christmas Spirit Affects Broadway Grosses

Practically All Houses See Drop in Business

NEW YORK CITY—The pre-Christmas period resulted in the usual letdown of grosses along the main stem, according to reports reaching THE EXHIBITOR. Business of the pre-Christmas week end is reflected in the following report, compiled from usually reliable sources:

"BAD BOY" (Atlas) and "STRANGER FROM TEXAS" (Columbia)—At the Central, opened December 9, did $1,500 on Saturday, Sunday, fair.

"BALALAIKA" (Metro)—At the Radio City Music Hall, opened December 14, with "Peace on Earth," stage show, did $59,000 on Thursday, Friday, Saturday, Sunday, good.

"CHARLIE CHAN IN CITY OF DARKNESS" (20th Century-Fox)—At the Globe, opened December 16, did $2,500 on Saturday, Sunday, fair.

"DESTRY RIDES AGAIN" (Universal)—At the Rivoli, opened November 29, is estimated to do $20,000 on the third week, good.

"EVERYTHING HAPPENS AT NIGHT" (20th Century-Fox)—At the Roxy, opened December 15, with stage show, did $21,619 on Friday, Saturday, Sunday, good.

"THE GREAT VICTOR HERBERT" (Paramount)—At the Paramount, opened December 6, with stage show, did $14,000 on the Saturday, Sunday of the second week, fair.

"PRIVATE LIVES OF ELIZABETH AND ESSEX" (Warners)—At the Strand, opened December 1, with stage show, did $16,000 on the Friday, Saturday, Sunday of the third week, fair. Second week; $29,000.

"REMEMBER?" (Metro)—At the Capitol, opened December 14, is estimated to do $19,000 on the week, under average.

Exchange Pact Signed

NEW YORK CITY—Official announcement was made early this week that a new contract, effective November 30, 1939, and running until November 30, 1941, had been signed between the eight majors and the Exchange Employees' Union following three days of conferences here. The statement came from Charles C. Moskowitz, Loew's. Details were not divulged.

Joe Singer Passes

PHILADELPHIA—The local industry was shocked to learn December 18 of the sudden death, due to heart attack, of Joe Singer, popular United Artists salesman here. Very popular and a film veteran, his passing was mourned by all. Aged 57, he had been in the business almost 30 years. Once he was a partner in the firm of Stern and Singer and an inde exchangeman.

"Hitler" Gets Va. Okay

RICHMOND, VIRGINIA—"Hitler—Beast of Berlin" in amended form and under another name, either "Goose Step" or "A Nation in Chains," was licensed last week by the State Board of Censors.

One of the stipulations in licensing the film was that no advertising should call attention to its former name. Certain deletions were also made.

Turner to RKO

NEW YORK CITY—Terry Turner, publicist veteran, was appointed last week by RKO ad director S. Barrett McCormick to work on special campaign for big pictures.

Complete Testimony in Baltimore Trust Suit

Refuse to Set Date for Linden Argument

BALTIMORE—Final arguments in the suit filed by the Westway Theatre Company against Durkee interests and motion picture distributors were concluded last week end before Judge W. Calvin Chestnut in United States District Court.

Counsel for both sides were asked to file briefs.

The Judge pointed out that the legal questions involved in the case were intricate and would necessitate a great deal of study.

Defense attorneys, in their summation, told the judge that if he outlawed the agreements which the Durkee Enterprises has with the distributors, his decision would upset the entire marketing machinery of the industry.

Attorneys for the owners of the Westway argued that the 14-day "clearance" of the Durkee house over the Westway was an unreasonable restraint of trade.

Granting of preferential film release dates to certain motion-picture theatres over others "clearly is in restraint of trade," Judge Chestnut told attorneys.

The legal point involved, Judge Chestnut added, is whether such restraint is "reasonable" and comes within the "rule of reason" laid down on the original version of the Sherman Anti-Trust law.

Frank Durkee, head of the circuit which bears his name, and one of the defendants, testified that he owns or controls 22 houses in the city, and said Baltimore houses paid annually between $3,500,000-$4,000,000 to distributors of which his total is about $500,000.

Other witnesses, members of the Durkee organization, denied the plaintiff's charges. J. Louis Rome, prominent independent exhibitor, was also heard.

Attorneys for the Linden, local theatre which filed an anti-trust action of similar nature a few weeks ago, asked to have an early date set for their hearing, but the court would not do so.

George Wilkinson Passes

NEW HAVEN, CONNECTICUT—Passing of George H. Wilkinson, Sr., Wallingford exhibitor, December 15 was mourned by the trade. He was 81, the oldest exhibitor in the territory. Several months ago, he was given a testimonial dinner by film men.

Columbia-Rogers Deal

NEW YORK CITY—Columbia announced this week that it had concluded a three-year contract with Charles R. Rogers Productions, Inc., headed by Charles R. Rogers, for the production and distribution of three outstanding pictures annually.

Murray Silverstone Returns

NEW YORK CITY—Murray Silverstone, chief of world-wide operations for United Artists, left Hollywood last week end for the East.

Grand National Extension

NEW YORK CITY—Creditors of Grand National at a hearing last week end agreed, without exception, to extend time until January 5 for the company to operate its business and to complete arrangements for the proposed $600,000 loan.

A letter has been sent, it developed, by the local RFC manager, to the RFC in Washington approving a $450,000 loan to be repaid in four years. A letter had already been entered into the record alleging that ERPI will loan $100,000 to the company.

Producers Laboratory has offered the company three features and eight westerns for distribution, it is said; a deal for importation of foreign product is in the making; and a drive is on for increased weekly collections by GN offices.

Next hearing will be held January 5.

AMPAites Against Neely Bill

NEW YORK CITY—AMPA members, meeting here last week at a regular luncheon, went on record against the Neely Bill and set up a committee to help fight it.

The body moved after hearing Charles C. Pettijohn, Hays counsel; Leo Brecher, exhibitor; Dave Palfryman, MPPDA lieutenant, and Judge A. N. Sager rap the measure.

On the committee named to fight the bill were Leon Bamberger, Herb Berg, Lou Pollock, Martin Starr, Elias Sugarman, with Paul Lazarus, Jr., and Arthur James ex-officio.

Loew's In Greenwich

GREENWICH, CONNECTICUT — Operating control of the Pickwick will pass to Loew Theatres, Inc., as soon as negotiations with Perfect Theatres, Inc., present operators, are completed, it was made known last week end. Edward J. Peskay, head of the local theatre corporation, was understood to be relinquishing control of the house as of January 1.

THE EXHIBITOR

VOLUME 23, NUMBER 6 DECEMBER 20, 1939

Advance Shots 22
The Check-Up (THE EXHIBITOR'S Servi-section) ..... Yellow Section
Editorial Page 3
Hints on Newspaper Advertising 23, 25, 26
In the Spotlight 6
Late News Highlights 13, 14
National Mirror 15, 16, 18
National Mirror Picture Pages 19, 26a, 26b
News of Territory ..... 27 et seq.
Production Happenings 21
Territorial Highlights 5
The Tip-Off 20
Warren Stokes Hollywood Newsreel 21
"Why I'm Optimistic," an Interview with Sol Lesser 24

and the

BETTER MANAGEMENT SECTION

Material contained on this and the preceding page often represents new developments in stories to be found on other pages of this issue. If the reader will bear this in mind, it will avoid possible confusion. This section of THE EXHIBITOR goes to press last, with latest developments within the industry, where available.

U District Heads Meet

NEW YORK CITY—General sales manager W. A. Scully called all district managers for mid-season conferences December 16 and 17.

Among those attending the sessions were Nate J. Blumberg, Frank J. McCarthy, W. J. Heineman, J. H. Seidelman, Leo Abrams, F. T. Murray, A. J. O'Keefe, E. T. Gomersall, P. T. Dana, H. D. Graham, Dave Miller, A. J. Herman.

A drive to last four months, and to be named in honor of William A. Scully, was announced at the session. It will run from January 1—April 30, with cash awards as usual. President Nate Blumberg addressed the group on production activities.

Official announcement was made that the William Heineman western division had won the exhibitor-sponsored drive, with Los Angeles district first. New York district was second, with Kansas City district third. Eastern winning branches were Washington, New Orleans, Memphis, New Haven and Pittsburgh. In the west, Los Angeles, San Francisco, Portland, Saint Louis and Denver shared.

Fox Case Nears End

CAMDEN, NEW JERSEY—The finances of William Fox, bankrupt motion picture magnate, moved one degree nearer solution last week when Judge John Boyd Avis, in the Federal District Court, approved a $600,000 compromise offer submitted to the bankrupt estate by the All-Continent Corporation. This offer, previously approved by Allen Endicott, Jr., referee in bankruptcy at Atlantic City, had been opposed by two creditors who asked the court for an order of review.

"Swanee River" On Air

NEW YORK CITY—Arrangements were effected by 20th Century-Fox last week end whereby "Swanee River" will be given a nation-wide air preview from New York on Kate Smith's program over the Columbia network December 29. Don Ameche, Al Jolson and Nancy Kelly will come to New York from Hollywood to be the guest stars on the program

Censors Reconsider Ban

NEW YORK CITY—Reconsideration of the State Board of Censors ban against "The American Gang Busters," a film depicting the lives of nine notorious criminals, was promised last week after a confab between distributor Moe Kerman and censor chief Irwin Esmond.

Hint Brandt Breakaway

NEW YORK CITY—Reports that the Kaybern circuit of 12 theatres had broken away from the Brandt booking combine were current along the curb here last week end, although, from what can be learned, Brandt circuit's Arthur Schwartz is still authorized to sign Kaybern contracts with Bernard Zimetbaum and Ben Knobel.

New Lewisburg House

LEWISBURG, PENNSYLVANIA — Harry and Oscar Stiefel revealed last week that they will build a new house in this town, to seat 800 and cost $80,000. David Supowitz is the architect.

THE NATIONAL MIRROR

Metro Captures South As "Wind" Bows in Atlanta

Premiere of Picture Sets New Record

ATLANTA, GEORGIA—Flanked by contingents of stars from Hollywood and celebs from New York City, amidst the greatest barrage of publicity ever laid down within the history of the industry, Metro last weekend captured not only the city, but the South and the front pages of the nation's newspaper and magazines with its December 15 bow of the David O. Selznick Technicolor production, "Gone With the Wind."

There never was anything like it, and there probably will not be for a long time.

Not only was campaign a terrific success, but the picture forced the adjective originators to work overtime.

Arriving in a chartered plane were Clark Gable, Carole Lombard, director Victor Fleming, Howard Strickling and Otto Winkler, coast publicity department. Preceding this party, came a Hollywood plane bringing David O. Selznick, Vivien Leigh, Olivia de Havilland, Laurence Olivier, Russell Birdwell, and Mrs. Selznick.

From New York came Ona Munson and Laura Hope Crews, Howard Dietz, William F. Rodgers, general sales manager; and Thomas J. Connors.

The premiere was the most elaborately planned and executed event of its kind ever attempted. The entire front of Loew's Grand was converted into an antebellum mansion, the "Twelve Oaks" of the story. The War Department furnished five of the latest 60-foot anti-aircraft searchlights capable of throwing a beam seven and one-half miles. Street car traffic and all automobile traffic was stopped for five blocks on Peachtree Street, the main artery of Atlanta for two hours. Three hundred National Guardsmen, all available members of the Atlanta police force, and the entire personnel of the Georgia State Police held the crowd in order.

Five 30-foot electrical stars were placed on the principal buildings around the square, each star centered with 20-foot enlarged photographs from the picture. A giant cameo of Gable and Miss Leigh, 25 feet wide and 35 feet high, hung above the "Twelve Oaks" structure, entwined with smilax and magnolia.

Paintings of all the principals in the picture adorned the lobby, including a striking life-size portrait of Scarlett and which was presented by David O Selznick to the Atlanta High Museum of Art.

"Gulliver's" Opening Is Terrific Miami Affair

Paramount Show Gets Socialite Debut

MIAMI BEACH—World premiere of Paramount's first feature-length Technicolor production, "Gulliver's Travels" here December 18 was a gala event.

So great was the demand for seats that an hour after opening the box office the Sheridan was completely sold out and W. R. Lynch, general manager, Paramount Enterprises here, was compelled to open the Colony. Heavy sale of individual and party group tickets prevented local socialites from obtaining seats at the Sheridan and after conferring with W. R. Lynch they decided to "buy out" the Colony—with an initial order for 1,000 tickets.

After the theatre party, the socialites staged a ball at the Rooney Plaza Hotel. Entrance of the hotel was transformed into a Lilliputian Castle and the Palm Gardens turned into a Lilliputian village with archers, bowmen and pikemen in Lilliputian uniforms on guard.

City of Miami and Chamber of Commerce were host at a luncheon given in honor of officials of Paramount and the Max Fleischer studios. Mayor E. G. Sewell presided and John C. Hall, president, Chamber of Commerce, spoke.

Invitations to the luncheon were sent to Barney Balaban, president, Paramount; Stanton Griffis, chairman of the executive committee; Neil F. Agnew, vice president in charge of distribution; Y. Frank Freeman, vice president in charge of production; William LeBaron, managing director of production; Leon Netter, Leonard Goldenson, Paramount Theatre Service Corporation; Oscar Morgan, Paramount's southern divisional sales manager; Lou Diamond, in charge of Paramount's short features and Max Fleischer, producer, and Dave Fleischer, director of "Gulliver's Travels."

"Tower" Record

NEW YORK CITY—Universal enthusiastically announced last week that "Tower of London," opening at the local Rialto, broke all time records for one day's receipts. House seats 600, and played to 6000 people in 10 complete shows.

Atlas Finally Submits RKO Underwriting Deal

Proposes 500,000 Shares Of Common at $3

NEW YORK CITY—At a hearing on the RKO re-organization before Federal Judge William Bundy last week, Atlas Corporation submitted an underwriting agreement under which Atlas proposed to underwrite 500,000 shares of fully paid, non-assessable common stock at $3 per share, a move already approved by the RKO directors.

At the hearing, Maryland Gale, representing the SEC, advised Judge Bondy that it had before it the agreement and would consider and report on it "very speedily."

Judge Bondy asserted that since the SEC would advise him as to the fairness of the price and compensation, it would be unnecessary to refer the matter to a Special Master.

The agreement provides that these shares shall be offered to holders of unsecured allowed claims and to Rockefeller Center, Inc.

RKO, under the proposal, must offer the stock on or before December 31. In the event that it fails to do so, the agreement may be withdrawn.

Right of creditors and Rockefeller Center to subscribe shall be evidenced by transferable subscription warrants which must be exercised within 20 days of the offer. Notice in writing of the number of shares of unsubscribed stock must be given by RKO to Atlas as promptly as possible, and, in any event, within two days of the expiration of the 20-day period. Atlas will then purchase unsubscribed stock at $3 per share, less compensation provided in the agreement.

Unsubscribed stock is to be delivered and paid for by Atlas between two and seven days after receiving notification from RKO of the amount unsubscribed.

Compensation is provided in two ways, of which the total is an aggregate of two sums, first, Atlas will receive a sum equal to one-third of one cent for the 500,000 shares of common stock multiplied by the number of days intervening between December 12, the date of the offer, and the date on which Atlas receives notice of the number of unsubscribed shares. The maximum number of days, Hamilton C. Rickaby, counsel for the Atlas Group, said, was 30 days, or a total of $50,000 if the maximum number of days intervene.

Second, in addition to payments under the first clause, Atlas will receive 25 cents for each share of unsubscribed stock. The maximum compensation in aggregate, Rickaby stated, was approximately $175,000.

The agreement is subject to the approval of the District Court and will be null and void unless approved by December 23. In addition, Atlas may withdraw the agreement if the United States Supreme Court grants any petition to review the confirmation of the RKO reorganization plan itself.

Judge Bondy fixed a hearing on the agreement for December 15.

Warner Directors Elected

WILMINGTON, DELAWARE—Six directors were elected last week at the annual meeting of the preferred stockholders of Warner Brothers Pictures, Incorporated, in the offices of the Corporation Trust Company with 80,610 votes tallied. They are: Harry M. Warner, the president, Albert Warner, a vice-president and treasurer; Jack L. Warner, a vice-president; Robert W. Perkins, the secretary, and general counsel; Joseph Bernhard, general manager, and Waddill Catchings.

Holdover members whose terms expire next year are Samuel Carlisle, assistant treasurer; Stanleigh P. Friedman, vice-president; Sam E. Morris, vice-president; Morris Wolf, and Charles S. Guggenheimer. Former Judge Hugh M. Morris presided.

Brandt Reveals All in Philadelphia Address

Hits Neely Bill, Discusses Radio, Arbitration

PHILADELPHIA—Harry Brandt, president, Independent Theatre Owners Association of New York City, closed his whirlwind tour of 21 cities here last week by addressing 100 film men, making the grand total to whom he spoke on his three week tour 1,300.

Brandt who devoted a full hour's discussion to the three problems in hand, came, saw, spoke and sat down without one bit of heckling from the audience, although many Allied members were present. Expected fireworks did not materialize although Brandt did not fail to rap Allied on several occasions.

His talk was made up of three points, his drive against the Neely Bill, his campaign for a shutdown of screen stars' appearances on the radio, and a plea for arbitration.

Introduced by Jay Emanuel, who sponsored the independent affair, Brandt reviewed the Neely Bill situation, declared its passage would force him to close his 85 houses and harm the industry, and asked that a concerted campaign be started among the industry's 200,000 employees to write to their legislators to defeat the measure. He called the bill 90 percent passed already but stated that there was still time to stop it.

He stated that the ITOA had no aspiration to form a national association but said the body only wanted to co-operate. He had no respect for either the MPTOA or Allied.

One of his remarks was to the effect that Frank Capra would release through Metro in the future. He mentioned this when he attempted to show what would happen if the Neely Bill came into effect, that bankers would not finance big productions if no release were set. Brandt said that English exhibitors would be glad to get block booking back.

Reviewing various meetings throughout the country, he declared that he had offered Al Steffes, in Chicago, to pay one-half the cost of getting the city's ace lawyer to judge whether the Neely Bill would help the business, and that Steffes had replied: "National Allied is pledged to the bill." In Texas, Brandt declared that Colonel H. A. Cole's brother is opposed to the Neely Bill. Cole is president of National Allied. Brandt claimed Cole's brother owned most of the interests in the Cole theatres.

Brandt said 90 percent of the industry hadn't read the Neely Bill, and that of the remaining 10 percent five percent didn't understand it.

He said that Charles Pettijohn (Hays organization legal counsel) should be kept out of Washington, remarking that a legislator had told him that Pettijohn's presence didn't help.

In response to a remark of one exhibitor, that "let's see how it works and we will repeal it," Brandt said that no legislation is repealed, but only dropped when found unconstitutional.

Brandt reviewed his campaign against appearance of movie stars on the air and asked that the local film men co-operate. Abe Sablosky and Lewen Pizor were appointed to work with him. Regarding free lance artists, his experience with Charles Boyer resulted in Boyer's admitting that if it were not for his film rep, his radio appearances would be nil.

Brandt next reviewed the arbitration situation, saying he wanted it. He reviewed his Washington meeting and said that Thurman Arnold was a career man and would not be bought off.

Brandt's sole reference to anyone present came when he spoke to Pete Harrison. Harrison had inferred in an article that raps against Warners appearing in the ITOA house organ were influenced by Warner advertising not appearing there. Brandt said the ITOA was rapping Warners because of the sales plan, and that Warners had been one of their best advertisers.

The meeting, except for the fact that some of those present were expected to take issue with Brandt, and didn't, was a success.

Sanders Faces Ellis in MPA

NEW YORK CITY—Morris Sanders, 20th Century-Fox, will oppose Jack Ellis, RKO, seeking his third consecutive term as president of the Motion Picture Associates, nominations made at a meeting here last week indicated.

Nominations are: President—Jack Ellis, RKO; Morris Sanders, 20th Century-Fox. First vice-president—Moe Streamer, United Artists; Jerry Wilson, Merit. Second vice-president—Louis Kutinsky, RKO; Matty Cahan, Jack Rosenfeld, Film Products; Moe Kurtz, 20th Century-Fox.

Treasurer—Sol Trauner, Columbia; Nat Beier, United Artists. Financial Secretary—Charles Penser, Monogram, (Unanimous). Recording secretary—Moe Faum, Columbia; Arthur Weinberger, United Artists. Sergeant-at-arms—Abe Blumstein, 20th Century-Fox; Max Fried, Warners.

Trustees (two to be elected)—Seymour Schussel, Columbia; Joe Lee, 20th Century-Fox; Myron Starr, Moscato circuit; Jack Hattam, Interboro circuit. Chaplain—"Pop" Berliner (by acclamation).

In a report on the annual dinner-dance, chairman Sanders announced that receipts amounted to $7,000 plus $400 realized on a raffle. Winners of prizes for selling most Journal advertising were: Moe Kurtz, Seymour Florin, Jeff Dolan, Seymour Schutzer, Al Mendelson, Mr. Knuttler, Moe Fraum, Ted Gluck, James Frank, Jr., Abe Blumstein, and Sol Trauner. President Jack Ellis announced that approximately $20,000 was in the treasury and urged the 90 delinquent members to pay up or be suspended. Joseph Lee moved to have corporation papers and constitution include definite assertion of the organization's charitable work. He also moved to donate $250 to an international relief agency. Both were carried unanimously. A motion to have members pay for their own luncheons was tabled.

Metroites to Frolic

NEW YORK CITY—Employees of Loew's, Metro home office and Metro exchange will hold a special Christmas luncheon at the Hotel Astor December 22, a half-holiday for the staffs. A large committee is handling details.

Warner Officers Re-elected

NEW YORK CITY—The board of directors of Warner Brothers Pictures. Inc., last week re-elected Harry M. Warner president of the company. Other officers are: Vice-presidents, Albert Warner, Jack L. Warner, Sam E. Morris, Herman Starr, Stanleigh P. Friedman, Joseph H. Hazen; treasurer, Albert Warner; assistant treasurers, Stewart McDonald, Samuel Carlisle, Cyril H. Wilder; secretary-general counsel, Robert W. Perkins; assistant secretaries, Harold S. Bareford, Edward K. Hessberg, Roy Obringer, Herbert Freston; controller, Samuel Carlisle; auditor, Thomas J. Martin.

Distrib Drives Start

NEW YORK CITY—Edwin Aaron, assistant to W. F. Rodgers, Metro sales head, was last week appointed captain in the company's sales drive. He leaves in February for a tour of all branches. The usual cash prizes are offered.

RKO's "Ned Depinet Drive" begins January 27, lasting until May 10. Herb MacIntyre, northeastern district head, is the captain, and will soon take to the field. It is accompanied by the usual cash prizes.

New York "Bingo" Bans

SCHENECTADY, NEW YORK—District attorney and police officials of Schenectady last week mapped out a drive to eliminate "Bingo," whether under fraternal or religious sponsorship or not, from the city. Theatre operators expect theatre games to come under the ban also.

TROY, NEW YORK—City officials have banned "Bingo." Several games sponsored by fraternal organizations had operated as strong opposition to theatres. Theatre games have not been touched.

Ward Joins Conrac

NEW YORK CITY—A. A. Ward, for the past two years in charge of special development work at Altec, has been appointed chief engineer of Conrac Inc., manufacturers of the Conrac attendance register, according to an announcement by G. L. Carrington, Conrac vice-president, last week.

Henry Yusen Passes

NEW YORK CITY—Henry Yusen, brother-in-law and associate of William Brandt, passed away December 14 at Beth Israel Hospital here. He was manager of the Bayside and lived in Great Neck.

Stanley Profit Reported

NEW YORK CITY—Stanley Company of America, a Warner subsidiary, reported a net profit last week from operations, for the year ended August 26, 1939, of $1,734,562.76.

Tele For "Wind" Bow

NEW YORK CITY—The "electric eye" of television was used for the first time to reproduce the events and personalities of a Broadway premiere when "Gone With the Wind" opened here December 19.

SHE'S DOING A WHALE OF A BUSINESS!

MONTREAL • *Orpheum*...THE HOUSEKEEPER'S DAUGHTER gave the Frenchmen the OO-LA-LA and she is now in her third record week.

ROCHESTER • Lester Pollock is an expert in handling exploitation type pictures...That is why he did a full week's business in the first three days.

PHILADELPHIA • *ALDINE* and *KARLTON* . . . After three sensational weeks at the Aldine, the gold-grabbing gal moved over to the Karlton for additional extended first run.

EDMONTON • *RIALTO*...Biggest gross of any United Artists picture this year.

COLUMBUS • *Ohio Theatre* . . . Six thousand dollars in three days. Thanks to Russell Bovim's campaign.

KANSAS CITY • *MIDLAND* . . . McManus' campaign piles up $7,500. in three days. Looks like a $15,000. week.

LOUISVILLE • *Loew's State* . . . Hunt hustled THE HOUSEKEEPER'S DAUGHTER through her paces and rolled up a gross equal to 158 per cent of average.

NEW HAVEN • *POLI*...Lou Brown's Bombers got the Yale boys all excited and seven grand gross in three days tops house average by 40%.

DAYTON • *LOEW'S* . . . More than $5,000 in three days, as Burnett brandishes his exploitation bludgeon.

LUFKIN • *Texas* . . . Manager Threet sets new all-time attendance record in his Texan Theatre. Small towns love this gal as much as the big ones.

BRIDGEPORT • *Poli* . . . First day . . . a smash! Second day . . . $700.00 better! Third day . . . $1120.00 better than the opening day . . .

I guess they like Hal Roach's

The HOUSEKEEPER'S DAUGHTER

Whose business is playing the way it oughter!

starring **JOAN BENNETT · ADOLPHE MENJOU**

PEGGY WOOD · JOHN HUBBARD · WILLIAM GARGAN · DONALD MEEK

RELEASED THRU **UNITED ARTISTS**

THE EASTERN THEATRE MAN speaks

Number 62 of a Series:-

HERB LUBIN
LANDIS THEATRE
Vineland, New Jersey

"When a man has been in the business as long as I have and suddenly finds there is something NEW and VALUABLE, that's news—and that's why I am shouting the praises of the Finger Tip File. It is as much a part of my operation as the screen of my theatre."

Nearly every Exhibitor reads THE EXHIBITOR!

AN INVITATION

Throughout 1939, expressions of praise, comment, criticism or suggestion from our many Exhibitor Friends will be carried in similar form in every issue. We welcome the expression of *every* reader and will use them in the order in which they are received.

Census Figure Corrected

PHILADELPHIA—From A. W. von Struve, periodicals service section, U. S. Department of Commerce's Bureau of the Census, Washington, has come a correction of THE EXHIBITOR's story in the November 22 issue anent the Bureau's 1935 figure.

The statement in question should have read (the italics are ours):

"Of the 38,000 places of amusement enumerated, movie houses (12,024) made up 31.9 percent. Movie receipts, however, accounted for *over 72 percent of total national receipts* (nearly $700,000,000), nearly 60 percent of the total amusement employes (157,789), and over 64 percent of the national amusement payroll ($159,641,000.)

Von Struve continues, with supplementary information:

"Up-to-date statistics on exhibitors activities for last year (1939) will be released by the U. S. Bureau of the Census by the early part of fall, following completion of the 1940 Census of Business. The preliminary reports will cover theatre activities by states, and detailed statistics will follow as rapidly as they can be prepared."

Bioff Complaint Dismissed

HOLLYWOOD — A fugitive complaint against William Bioff, representative here of the IATSE, was dismissed because authorities in Chicago failed to press their charge that he was wanted there to complete a sentence for pandering, passed 17 years ago, it developed last week.

Municipal Judge Wilbur C. Curtis also ruled that Bioff would not be required at present to return to Chicago.

In Chicago, Thomas J. Courtney, State's attorney, said that the case against William Bioff was pending before Governor Horner and that hearing on an application for an extradition warrant was scheduled for December 19.

Stein Goldwyn Pub Head

NEW YORK CITY—Samuel Goldwyn announced last week the appointment of Edwin C. Stein as his eastern publicity representative. Stein has been active in newspaper work for the past 12 years. His last position was managing editor of the Newark Star-Eagle. Prior to that he was assistant managing editor of the New York American. He also served as film critic and dramatic editor of the Paul Block newspapers, and wrote a syndicated movie column.

HOLLYWOOD—John Peere Miles has been renamed ad and publicity head for the studio, replacing Fred Storm, resigned.

Doug Fairbanks Mourned

NEW YORK CITY—The trade here as well as the general public mourned the passing December 12 of Douglas Fairbanks, Sr., beloved veteran of the screen. The one-time star died in Hollywood at the age of 55 of a heart attack.

Fewer than 200 friends and admirers were permitted to attend his funeral services December 15 at Forest Park in Glendale.

Active pallbearers were close friends of the actor. Those named were Charles Chaplin, Joseph M. Schenck, Tom Geraghty, Sid Grauman, C. E. Erickson and Chuck Lewis.

Columbia Pays Off Loans

NEW YORK CITY—Bank loans of Columbia Pictures Corporation amounting to $500,000 as of September 30 last, have been paid before maturity, President Harry Cohn informed stockholders in a letter received by them last week. These loans were due to mature between December 21 and February 7 next, Cohn said.

Columbia's only funded debt consists of $1,250,000 serial notes due in 1944 which are being paid off in annual installments of $250,000.

For the quarter ended September 30, 1939, the first quarter of its fiscal year, Columbia reports a net loss after all charges and provisions for Federal income and other taxes of $104,751. This compares with a net loss of $233,612 for the corresponding period ended September 24, 1938.

Stoll ERPI President

NEW YORK CITY—Clarence G. Stoll was elected president of the Western Electric Company at a meeting of the company's directors December 12, succeeding Edgar S. Bloom, who will retire December 31. Stoll has been vice-president in charge of operations since 1928. He has spent his entire business career of 36 years with Western Electric, having risen from student apprentice to become now its chief executive. Bloom, who retires at age 65 in accordance with Bell System practice, ends 43 years of service with the System.

Non-Theatrical Peace Visioned

NEW YORK CITY—A trend toward better understanding between the non-theatrical and theatrical film industries was hoped for last week in a statement by the recently formed Allied Non-Theatrical Film Association.

The association took friendly issue with the action of the 13th Annual Convention of the Associated Theatre Owners of Indiana which demanded that the film industry discontinue the release of pictures for 16mm. distribution.

Warner Zone Heads Meet

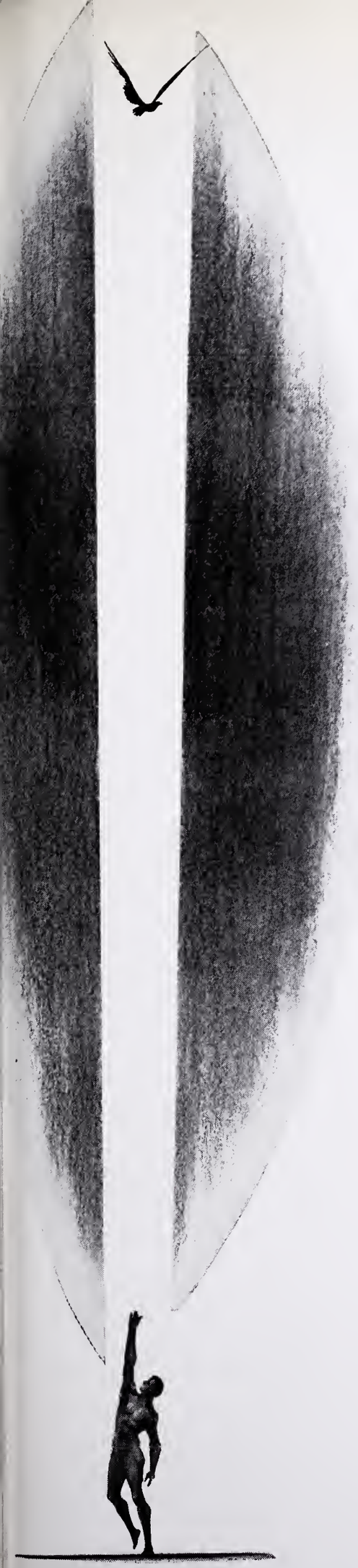
NEW YORK CITY—Zone managers and home office executives met with theatre chief Joseph Bernhard last week. Among those from the eastern areas were I. J. Hoffman, New Haven; Ted Schlanger, Philadelphia; John Payette, Washington; Herb Copelan, Atlantic City; Don Jacocks, Newark; Moe Silver, Albany.

More Interrogatories Filed

NEW YORK CITY—More interrogatories were filed last week by Paramount and Warners in connection with the government's equity suit against the majors. Paramount asked 53 questions and Warners 61. Requests were similar to those of other companies.

Warners Distributing Trailers

NEW YORK CITY—Nearly 2,000 special Christmas trailers will be distributed gratis to exhibitors by Warners in response to a huge demand, it was announced last week.



JOHN STEINBECK'S GREAT NOVEL

"OF MICE AND MEN"

REACHES THE SCREEN TO SHATTER A TRADITION

"The Picture Hollywood Said Could Never Be Made" bursts upon the screen in all its power and warm human emotions...Presented by Hal Roach... produced and directed by Lewis Milestone from the screen-play by Eugene Solow . . . History-making performances from Burgess Meredith as *George;* Lon Chaney, Jr., as *Lennie;* Betty Field as *Mae.* Frank Ross is Associate Producer.

Premiere at the 4 Star Theatre, Los Angeles, on December 22nd

The TIP-OFF

Another Exclusive Service of Jay Emanuel Publications

A Consensus of box office results, kept as factually correct as possible, as culled by the field news staff of THE EXHIBITOR in this and neighboring territories.

PICTURE	START (First Runs)	TURN (Sub. Runs)	STRETCH (Neighborhoods)	PAYOFF (Consensus)	REMARKS
ALLEGHENY UPRISING (RKO)	Disappointing				Despite the advance notices, it misses.
ALL QUIET (Universal)	Surprising	Good	Surprising	Satisfactory	Wound up as doing okay for a re-issue.
ANOTHER THIN MAN (Metro)	Good				No smash but in the better grosses.
"AT THE CIRCUS" (Metro)	Good	Good			A tendency to spottiness, but generally above the average.
DAY-TIME WIFE (20th Century-Fox)	Fair				Not doing the business intended.
DESTRY RIDES AGAIN (U)	Good				It looks like U has something in that thar western.
DISPUTED PASSAGE (Paramount)	Fair	Fair	Fair		Just a fair entry, at best.
DRUMS ALONG THE MOHAWK (20th Century-Fox)	Good	Good	Good		Reports show this holding its own.
ETERNALLY YOURS (UA)	Fair	Fair	Poor	Spotty	Emerged as just a programmer.
FIRST LOVE (Universal)	Good	Good			No broken records, but the gal still does the business.
FLYING DEUCES (RKO)	Surprising				No matter how corny this looks, it is a sleeper.
HOLLYWOOD CAVALCADE (20th Century-Fox)	Spotty	Fair	Fair	Disappointing	It just didn't click.
HONEYMOON IN BALI (Paramount)	Good	Good	Fair	Satisfactory	Generally okay.
THE HOUSEKEEPER'S DAUGHTER (UA)	Surprising				Good publicity job helped picture loads.
INTERMEZZO (UA)	Spotty	Spotty	Spotty	Fair	After some sock openings, the class tinge overcame it.
JAMAICA INN (Paramount)	Good	Good			Good business, for an import.
MR. SMITH GOES TO WASHINGTON (Columbia)	Fast	Fast			One of the better dough shows of the season.
MUTINY IN THE BIG HOUSE (Monogram)	Spotty	Encouraging			Although not a consistent grosser, still a credit to the company.
NINOTCHKA (Metro)	Good				A rave in the big cities, off in the small towns. Title doesn't help in latter spots.
NURSE EDITH CAVELL (RKO)	Surprising	Good			Surprising what selling has been doing for this.
ON DRESS PARADE (Warners)	Surprising				Last for the Dead End Kids, it is more than holding its own.
ON YOUR TOES (Warners)	Disappointing	Disappointing	Disappointing	Disappointing	This missed entirely.
PRIVATE LIVES OF ELIZABETH AND ESSEX (Warners)	Good	Good			The Davis-Flynn draw is making this hold up.
THE REAL GLORY (UA)	Good	Fair	Fair	Fair	Some better grosses but most nothing out of the ordinary.
THE ROARING TWENTIES (Warners)	Good	Satisfactory			Started off fast but is slowing down.
RULERS OF THE SEA (Paramount)	Fair				No excitement.
THAT'S RIGHT YOU'RE WRONG (RKO)	Good				Got excellent openings.
TOWER OF LONDON (Universal)	Spotty				Just a programmer that can be sold.
U-BOAT 29 (Columbia)	Surprising	Good	Satisfactory	Satisfactory	Surprising grosser that the headlines helped.
WE ARE NOT ALONE (Warners)	Fair				The critics are raving, but the box office is only luke-warm.

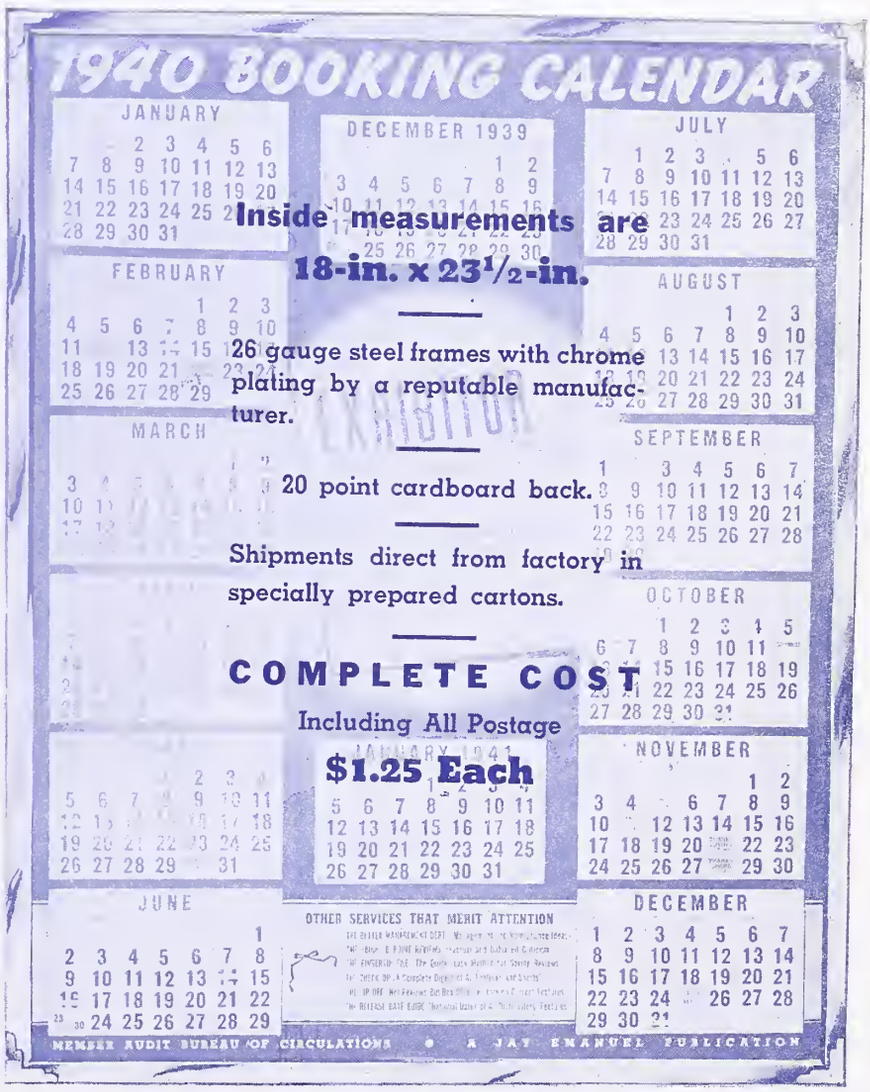
A NEAT CHROMIUM FRAME

for your 1940 Booking Calendar:-

At the suggestion of scores of Subscribers we have designed a special frame to accommodate—and keep in good order throughout the year—our ANNUAL BOOKING CALENDAR. Of sturdy construction and plated in chromium it promises to give good service on your office wall for many years to come.

On our part, we promise to keep our ANNUAL BOOKING CALENDAR to its new size, inaugurated with that of 1940, of 18 x 23½ inches—and in future years you will find it very easy to change from the old to the new calendar. And neatly too!

Manufactured and shipped to you by the DE-FI MANUFACTURING CO. of Chicago, which is one of the leading companies specializing in chrome frames for theatrical use—we will act only as the clearing house for our subscribers' orders. We will not receive a commission or profit of any kind. The frames will be sent direct to you—



Inside measurements are 18-in. x 23½-in.

26 gauge steel frames with chrome plating by a reputable manufacturer.

20 point cardboard back.

Shipments direct from factory in specially prepared cartons.

COMPLETE COST
Including All Postage
$1.25 Each

at actual Manufacturer's Price in quantities!

ANOTHER SPECIAL SERVICE FROM THE TRADE PAPER THAT ORIGINATES MOST OF THEM . . . AND SERVES YOU BEST!

CLIP AND MAIL THIS COUPON

THE EXHIBITOR
1225 Vine Street
Philadelphia, Pa.

Please place my order for **DE-FI MANUFACTURING CO. All Metal Chrome Frames** to fit my **Annual Booking Calendar** as shown in your recent issue. I understand that shipment will be made to me direct from the manufacturer via PARCEL POST C.O.D. at the complete cost per frame, including postage, of **$1.25** each.

I heartily approve of this added service.

NAME .....

ADDRESS .....

FREE!

ANOTHER SERVICE from Your Home Town Trade Journal to its LOYAL READERS

FEATURES that make it BEST for you:

1. An overall size of 18x24 inches. Large enough to be seen at a distance yet small enough and trim enough to grace the nicest office.

2. All Showmen's Dates and National Holidays clearly shown *on the Calendar days* where they can't be missed. No paragraph of small type where you might forget them.

3. Listing 14 Months (December 1939 and January 1941) in order to facilitate booking by looking either back or forward at the beginning and end of the year.

4. Constructed for booking purposes, and perfected as only the publication with practical theatre operating experience could do it.

5. Ready for your office wall the minute you receive it.

Your 1940 BOOKING CALENDAR

will be mailed to you upon request . . . . . Just ask for it!

MAIL THIS **TODAY**

THE EXHIBITOR, 1225 Vine Street, Philadelphia, Pa.

GENTLEMEN:-

Please forward a 1940 BOOKING CALENDAR to me. Send it to the following address.

Name..... *Theatre*.....

Address.....

Warren Stokes' HOLLYWOOD NEWSREEL

Merry Christmas!

• HOLLYWOOD NEWSREEL UNWINDS this issue with sincere holiday greetings to you and yours. We trust the old gentleman in the white beard will treat you kindly and leave all our exhibitor friends with holdovers rather than hangovers. Hollywood Boulevard is now Santa Claus Lane, the celluloid city is all dolled up for the festive season, lads and lassies from the Salvation Army are ringing their little bells, business is thriving (outside the theatres) and you can find a pot to pay in at every corner. Exhibitors, distributors, and even some producers are friendly enough to bend their elbows over a couple of cocktails. It is one time of the year when all seem willing to give and take. Too bad such a feature cannot hold up for an indefinite run. It is a first class preview of goodfellowship that never gets beyond the preview stage. If more of this friendliness and co-operation could be given a general release, the picture business and everyone concerned in its operation would benefit accordingly.

Some Prize Packages

• PRESIDENT HARRY BRANDT, ITOA, New York City, made his first visit to Hollywood and delivered some prize packages to the producers via a luncheon discourse at the Victor Hugo attended by Los Angeles theatre owners. After branding the Neely Bill as the most pernicious legislation ever directed against the picture industry and a measure sponsored by a group of self-appointed guardians of the industry, he sought permission of the attending women exhibitors to express himself freely and made no bones about telling everyone present that many of the pictures turned out by the majors "stunk," adding that the smell would be much worse if proposed legislation were adopted.

Brandt's Views

• "UNDER THE NEELY BILL," Brandt said, "producers will not only cut the quantity of their product, but likewise the quality, and it would be impossible to have a successful theatre operation. Passage of this legislation," he told the gathering, "would put you and me out of business. It is high time the exhibition end of the industry did something with the picture industry which is built on a system that must be cleaned up, but the Neely Bill is not the thing to bring this about." Discussing the proposed industry reform code, Brandt emphasized the fact that arbitration between exhibitor and distributor would be the only solution for overcoming industry evils and that unless some action on arbitration was shortly forthcoming he would move for immediate trial of the issue in the New York Federal Court.

The Radio Situation

• RADIO OPPOSITION was a high point in Brandt's program. He blasted the continued appearance of picture players on the air in direct competition to themselves and the picture industry which was building them up. He favored a contract forbidding them to appear on the air while engaged in the picture business and stressed the importance of a clause in all players' contracts to that end. (This was the theory advanced by your Hollywood Newsreel more than a year ago) Brandt's views on the radio menace met with the unanimous approval of the assembled exhibitors. Referring to his "Poison at the Box Office" article, he was still of the opinion that the stars then referred to still had to prove that their current vehicles would prove an antidote.

Divided Opinion

• OPINION OF EXHIBITORS attending the luncheon was by no means unanimously in accord with Brandt's views of the Neely Bill. Questions were guarded and answers were flavored with the same precaution. Some exhibitors, when quizzed by your correspondent, could not agree that the Neely Bill would result in lowering the quality of product since it would have to be sold on merit. While they were inclined to believe that it might mean a shortage of product they believed that it would increase the quality of the output insuring longer runs. Many agreed that since quality was the keynote of this industry's future success the elimination of blind booking and buying would contribute to that success in a large degree. From our personal observations, Brandt did not thoroughly convince those present that the Neely Bill was bad medicine for the future of this industry.

Dual Bills Again

• THE DUAL BILL SITUATION came up for some discussion and Brandt eliminated it in short order by expressing the opinion that dual bills were here to stay. He cited the independent producers that must rely on the dual programs, the fact that the public had become educated to two pictures for price of one, and defied anyone present to offer a solution to the problem of duals, expressing a willingness to pay a nice fat salary to any man who could successfully present a plan that would wash up dual programs. This is one point on which we agree. It is our firm belief that, after being educated to two pictures for the price of one, the ticket buying patrons are now principally interested in getting two better pictures for the same price. This is not hard to accomplish if the producers will take out the padding and cut the running time which will improve the majority of product.

Merry Christmas

To all readers of THE EXHIBITOR, may I extend the best wishes of the holiday season. It is my earnest wish that 1940 bring good health and happiness to all.

Warren Stokes

Brief Glances At PRODUCTION HAPPENINGS

West Coast News Items

HOLLYWOOD—So that its readers may keep abreast of the times, be in the know on the major developments and interesting sidelights, THE EXHIBITOR offers the following items from the various lots.

Columbia

Wesley Ruggles has started production on "Too Many Husbands." . . . Charles R. Rogers comes over from Paramount on a two-picture deal. . . . Veda Ann Borg plays the feminine lead in the serial, "The Shadow." . . . "Rolling Down to Rio" is Buster Keaton's next comedy. . . . Clarence Kolb made it seven straight for Columbia when he was assigned to "Five Little Peppers at Home." . . . "Blondie on a Budget" will be the next in the series.

Metro-Goldwyn-Mayer

New contracts have been given to writers Dodie Smith, Corey Ford, Dore Schary, and Stanley Rauh, to musician Alfred Newman, and to director Victor Fleming. . . . Ann Morgan's "The First Captain of Industry, Eli Whitney" has been purchased. . . . Busby Berkeley will direct "Forty Little Mothers." . . . Hugh Harmon plans a cartoon version of "Romeo and Juliet." . . . "Not Too Narrow, Not Too Deep" will come to the screen as "Strange Cargo." . . . Dianna Lewis and Leni Lynn have important roles in "Forty Little Mothers." . . . New writing contracts have been awarded Lenore Coffee, Lynn Root, and Frank Fenton. . . . Pete Smith will be seen in person in "Three Dimensional Murder"—most all of him, that is, except the bespectacled phiz. . . . Rights to "The Vagabond King" have been acquired.

Paramount

Titular progress note: "Saint Martin's Lane," to "London After Dark," to "Partners of the Night," to (finally) "The Sidewalks of London." It is the Charles Laughton-Vivien Leigh co-starrer. . . . Writer Preston Sturges will direct "Down Went McGinty," with Brian Donlevy and Akim Tamiroff. . . . "Country Lawyer," Bellamy Partridge's biography, was purchased. . . . Songwriting Jimmy McHugh has penned four for "Buck Benny Rides Again." . . . George Marshall has been signed to direct "The Ghost Breakers." . . . Fred Allen and Jack Benny have been teamed for a picture.

RKO-Radio

Vicki Baum's "One of Six Girls" is expected to be Erich Pommer's first production. . . . Leo McCarey will direct "Little Orvie." . . . Patric Knowles goes into "A Bill of Divorcement." . . . Vladimer Sokoloff goes into "Heart of Darkness." ... Garson Kanin is directing "My Favorite Wife."

20th Century-Fox

Walter Brennan and Dana Andrews have been borrowed from Samuel Gold-

(*Continued on page* 24)

Advance Shots On COMING REVIEWS

New Pictures Tersely Cited

PHILADELPHIA—Received at the home office of THE EXHIBITOR since last week's edition of the Blue Section was printed have been reviews of the following pictures. Complete Six-Point Reviews will be printed in the next Blue Section.

Features

BAD BOY (Atlas) — Johnny Downs, Rosalind Keith, Helen MacKellar, Spencer Williams, Jr., James Robbins. 65m. How Johnny Downs and Rosalind Keith got themselves mixed up in this poorly executed affair is beyond our understanding. However, this gangster yarn can find a market in spots which have not the access to product or as the lower-half of a dualler in a backwoods situation. (Not to be confused with the forthcoming Warner production of the same name.)

BALALAIKA (Metro-Goldwyn-Mayer) Nelson Eddy, Ilona Massey, Charles Ruggles, Frank Morgan, Lionel Atwill, C. Aubrey Smith. 102m. Lavishly produced and excellently orchestrated, "Balalaika" should serve as good entertainment, as well as the first starring vehicle of the voluptuous Hungarian importation, Ilona Massey. Despite the fact that Nelson Eddy's emotional performance is rather stiff, and although Massey does not match Jeanette MacDonald as a partner for the blonde baritone, the picture is big enough to get over these obstacles, has definite mass appeal, and should be sold for big receipts. It is a story of Russians and revolutionists. Charles Ruggles and Frank Morgan save the picture from lagging in many spots as only they can, and Eddy and Massey do all right with several Russian songs and one operatic number from "Carmen."

DAYS OF JESSE JAMES (Republic)—Roy Rogers, George Hayes, Donald Barry, Pauline Moore, Harry Woods. 63m. The latest cinematic version of Jesse James' adventures provides Roy Rogers with his meatiest role to date, and the personable singing buckaroo smashed through with his stand-out performance of meteoric career. "Days of Jesse James" clicks as one of the best western films of the year, and should get above-average receipts wherever horse operas are the rule of the day.

EMERGENCY SQUAD (Paramount)—William Henry, Louise Campbell, Richard Denning, Robert Paige, Anthony Quinn. 57½m. A mediocre "B," this is saved by some exciting action, making it suitable fare for the nabe houses and kid audiences. Robert Paige and Richard Denning are buddies on the emergency squad, both in love with Louise Campbell. John Miljan and Anthony Quinn are the villains, and a clever police dog adds his bit to the action.

EVERYTHING HAPPENS AT NIGHT (20th Century-Fox)—Sonja Henie, Ray Milland, Robert Cummings, Maurice Moscovich, Alan Dinehart. 77m. The Cummings boys—director Irving and actor Robert—provide the extra little something that saves Sonja Henie's latest starrer from being just another can of celluloid. Although billed below Henie and Ray Milland, actor Cummings is the centre of all the comic goings-on. One of the more pleasing offerings of the season, the story deals with two newspaper reporters traveling in Switzerland looking for pacifist Maurice Moscovich, whose daughter (Henie) has a chance to skate once.

THE GENTLEMAN FROM ARIZONA (Monogram)—J. Farrell MacDonald, John Barclay, John King, Craig Reynolds, Ruthie Reece. 71m. This is a good western, without the formula cattle rustling, leaving the trail at intervals to show some natural color scenes of Phoenix, Arizona, and its swank hostelries. The racing climax is a real thrill, and the picture should prove a welcome relief from the formula black-and-white western.

GONE WITH THE WIND (Metro-Goldwyn-Mayer)—Clark Gable, Leslie Howard, Olivia de Havilland, Vivien Leigh, George Reeves. 228m. Margaret Mitchell's widely-read novel of the Old South comes to the screen as one of the greatest masterpieces in the history of motion pictures. It is a replica of the book down to the smallest detail and patrons will not find one disappointing moment in its projection period of 228 minutes. The players, from the top-line artists to those depicting the smallest of the bit parts, are finely-etched counterparts of the original characters, reflecting every human emotion in the scheme of life as it was lived against the sweeping background of the War Between the States, the aftermath of its destructive influence, and the fading chivalry that was finally "gone with the wind." Clark Gable, in the role of Rhett Butler, is an exact counterpart of the cynical man of the world who found the heart of the harlot more understanding that that of his selfish dollar-grabbing wife, and he rises to new heights with the greatest performance of his career. Vivien Leigh, in the role of Scarlet O'Hara, won the plaudits of a capacity critical audience, composed of members of the press. She painted a portrait of passionate, cynical Scarlett with histrionic ability which could definitely make her the No. 1 contender for the best performance by an actress on the screen to date. She is box office with a capital B. Leslie Howard, as Ashley; Olivia de Havilland, as Melanie; Hattie MacDonald, as the old servant, all give memorable performances, and Thomas Mitchell is grand as Gerald O'Hara, the father of Scarlett. Butterfly McQueen is excellent as the young, terrified Negro maid, and the long list of players in minor roles are worthy of honorable mention, all necessary and contributing to a perfect whole. Not one line of dialogue is wasted in the most perfect job of casting executed by Hollywood in many a day. To Victor Fleming goes the distinction of a colossal directing chore magnificently executed, and to David O. Selznick must go the final glory of mounting every conceivable obstacle to produce his greatest contribution to the screen—and, without a doubt, the finest production in the annals of celluloid.

THE HUNCHBACK OF NOTRE DAME (RKO-Radio) — Charles Laughton, Sir Cedric Hardwicke, Thomas Mitchell, Maureen O'Hara, Edmond O'Brien, Alan Marshall. 115m. Even more grotesquely awful than when Lon Chaney played the role of the misshapen monster of Notre Dame in the silent days (1923), this famous story of Victor Hugo has been given a tremendous production by RKO-Radio. What the effect of this terrifying subject will be on the average audience is difficult to predict. Charles Laughton's make-up, as Quasimondo, is a horrible phantasmagoria of deformity and ugliness and may be repulsive to many. However, as one of the characters in the picture observes, people are afraid of ugliness, yet crowd to a get a closer look at it—which may be the key to much of this picture's box-office value. The cast is studded with business-pulling names, including that of Walter Hampden, famous actor of the American stage. The story is that of the silent version, with the exception of the ending, that has been altered to permit Quasimodo to live, instead of falling to his death from the cathedral.

GULLIVER'S TRAVELS (Paramount). Technicolor feature cartoon. 77m The second all-Technicolor feature cartoon must be compared with the first, "Snow White." As such it does not seem to have that certain something which caused the Walt Disney creation to be such a sensation, but, on the other hand, it is a commendable effort in every department. That it will attract the kiddies, and that it is intensely saleable, especially as a holiday picture, is apparent. It should more than account for itself at the box office.

INVISIBLE STRIPES (Warners) — George Raft, Jane Bryan, William Holden, Humphrey Bogart, Flora Robson, Paul Kelly, Henry O'Neill. 82m. A good cast, which includes a number of box-office names, pulls this picture from the pitfalls inherent in its somewhat time-worn plot. Jane Bryan has not much to do, but does it well, and Flora Robson is splendid as the mother of George (the bad son) Raft and William (the good son) Holden.

MEXICAN SPITFIRE (RKO-Radio)—Lupe Velez, Leon Errol, Donald Woods, Linda Hayes, Elizabeth Risdon. 67m Fast action, snappy dialogue, and plenty of slapstick comedy, this one should garner a lot of laughs from the paying customers. The story concerns Lupe Velez married to Donald Woods. All ends well with plenty of cake flying in all directions.

RIDERS OF PASCO BASIN (Universal)—Johnny Mack Brown, Bob Baker, Fuzzy Knight, Frances Robinson, Ted Adams. 56½m. Fourth of the Brown-Baker series, this holds to the high mark set by the others. How hero Johnny Mack Brown outwits the bad element who seek to hoodwink the ranchers with a phony dam proposition is told in a fast-moving manner, punctuated by plenty of fighting, shooting, hard riding, and a last-minute clean-up on the part of the Vigilantes.

THOU SHALT NOT KILL (Republic) —Charles Bickford, Owen Davis, Jr., Doris Day, Paul Guilfoyle, Granville Bates. 64m. Sombre and sordid, this offering moves at a slow pace, with little to recommend it, other than some capable performances in the closing reel. The story concerns a small-town Presbyterian minister and his problem of straightening out the town's bad boy.

WHITE SAVAGE [Uncivilized] (Box-Office Attractions)—Dennis Hoe, Margot, Rhys, Ashton Jerry. 72m. With five minutes deleted, "Uncivilized" returns under this title. It is the story of aboriginals and a white girl.

Shorts

THE FILM FAN (Vitaphone—Looney Tune). 7m. Fair.

GOING PLACES, No. 69 (Universal). 8m. Good.

GOING PLACES, No. 70 (Universal). 8m. Good.

GOING PLACES, No. 71 (Universal). 8m. Good.

NEW HAVEN

WASHINGTON

BALTIMORE

BALTIMORE

NEW YORK CITY

PROVIDENCE, RHODE ISLAND

SYRACUSE, NEW YORK

CHICAGO

HINTS ON NEWSPAPER ADVERTISING

No. 98—"Tower of London" (Universal)

Being sold as a horror show because of the Karloff, Rathbone angle, this has been doing a business that gives evidence of the exploitation results. For example, the New York City engagement (ad in lower left) resulted in the opening day's house record being broken.

Providence also did a nice business, while in spots where the horror department was worked overtime, results were gratifying.

Apparently, then, this is the way to handle the picture.

We call your attention to the ads on top left and right. While the cut is the same, the copy is changed, a good example of how some ads may be revamped.

The Chicago contribution is also a good one.

Why I'm OPTIMISTIC

An Interview with SOL LESSER Independent Producer for United Artists

Because he sees big possibilities in "Our Town" and because regardless of how legislation might affect the industry, he believes it will adjust itself to conditions, Sol Lesser, head of the newest production unit at United Artists, can be termed optimistic over the future of the business.

Lesser was emphatic in his belief that the Neely Bill would benefit the entire motion picture industry. He asserted during an interview in his Sherry-Netherland suite last week that the film business "would adjust itself" to any problems which may crop up when and if the anti-block booking bill is passed by Congress. He claims he is willing to "take the rap if his own picture is a flop."

SOL LESSER

As the owner of several theatres besides being the producer of the projected filmization of Thornton Wilder's "Our Town," Lesser views the Neely Bill from both sides of the fence and insists it would be of unlimited benefit to the industry. "It would open the field," he said, "to many aspirants who heretofore wouldn't take the chance." He also stated that it would be better for the large circuits who are usually fairer with their competition than the large independent chains. When the fact that sales cost would rise if the Neely action goes through was brought up, Lesser claimed the companies would discover means of keeping the costs within reason.

Concerning Mayor Fiorello LaGuardia's plans for large scale movie production on the site of the New York World's Fair, Lesser stated it "is like taking the automobile industry out of Detroit." He said the expense involved in moving the industry east plus the fact that all the craftsmen and allied trades are located in close proximity to Hollywood, makes the entire plan too expensive and infeasible.

Having been connected with Bobby Breen pictures for so long, Lesser is beginning to fear queries as to why he switched so abruptly from making Breen programmers for RKO releases to producing higher budget offerings such as "Our Town." He explains the discontinuance of Breen pictures as the result of the child actor's voice changing period.

"I decided to make pictures which mean something to the industry," he said, "when I was in Columbus, Ohio, to attend my son's wedding. For the first time in years, I had four or five hours of leisure and visited all the theatres in town to see what made them tick. I saw the movie business from a typical midwestern town's point of view and decided to do something worthwhile as a result.

"In searching for a worthy vehicle," he added, "I reached to the very top and purchased 'Our Town' which I saw and liked as a play. In searching for a distributing organization I thought best for my product, I contracted with United Artists. Sam Wood, who did such a wonderful job on 'Goodbye, Mr. Chips,' will direct the picture from a script prepared by Lillian Hellman. The film goes before the cameras on the UA lot January 15."

Lesser is also interested in Ernst Lubitsch's own producing company which will begin work on an untitled picture March 15. He also announced during his stay here that Ruth Schwerin will act as his New York City press representative.

Production Notes

(*Continued from page* 21)

wyn, in exchange for Alice Faye. Brennan goes into "Maryland," Andrews into "Sweetheart of Turret One," and Faye into "Natchez." . . . Eugene Forde will direct "Charlie Chan's Oriental Cruise." . . . "Dance with the Devil," formerly known as "Johnnie Apollo," swing into production. . . . Thomas Hart Benton, American artist, has been commissioned to do six original lithographs on "The Grapes of Wrath." . . . Peter Lorre goes into "I Was an Adventuress." . . . Tyrone Power has been re-signed. . . . Andrea Leeds has been borrowed from Samuel Goldwyn again, this time for "Maryland." . . . Lynn Bari and Joan Davis will head the cast for the untitled successor to "Elsa Maxwell's Hotel for Women." . . . Jean Rogers will be Cesar Romero's leading lady in the second Cisco Kid picture.

United Artists—Goldwyn

Andrea Leeds has been loaned to 20th Century-Fox. . . . Alice Faye has been borrowed from 20th Century-Fox for a 1940 musical, in which Zorina will be starred.

United Artists—Lesser

Sol Lesser has moved his production company from the Selznick-International lot in Culver City to the Samuel Goldwyn studios.

United Artists—Roach

Ben Turpin, 72, goes into "Two's Company."

United Artists—Small

Louis Hayward will be starred in "The Son of Monte Cristo." Rowland V. Lee moves over from Universal to direct. . . . When Henry Hull completes his role in "My Son, My Son" he will co-produce and star in the stage play, "By Any Other Name."

United Artists—Wanger

Osa Massen, Danish actress, has been given a long-term contract.

Universal

Richard Wallace will direct the remade "Alias the Deacon." . . . Carol Hughes and Larry "Buster" Crabbe have the leads in the serial, "Flash Gordon Conquers the Universe."

Warners

The "Virginia City" company, headed by Errol Flynn and Miriam Hopkins, that has been working on location near Flagstaff, Arizona, broke camp to report back to the Hollywood studio. . . . "For the Rich They Sing," a musical show of college life during an election year, has been acquired, and will go as a winter production. Jane Bryan, Eddie Albert, and Claude Rains will head the cast. . . . Heinz Herald has been assigned to write the screen-play of "The Life of Alfred Nobel." He will collaborate with Ulrich Steindorff in the writing of the story, based on the life of the man who created the internationally famous peace prize.

The new Disraeli story will be titled "The Prime Minister." . . . Dennis Morgan has the male lead in "Three Cheers for the Irish." . . . Humphrey Bogart signed a new term contract. . . . Brandon Tynan, now playing in "Virginia City" and "The Life of Dr. Ehrlich," was added to the "And It All Came True" cast. . . . Frank McHugh was planted in "We Shall Meet Again." . . . Warners is contemplating making an annual "Four (Wives, Mothers, Daughters, Grandmothers, or what have you)" for its annual Christmas release, through 1944 or 1945. . . . ZaSu Pitts and Grant Mitchell go into "And It All Came True." . . . Jeffrey Lynn has been re-signed.

"Torrid Zone" will be George Raft's next. . . . Max Steiner will provide the scores for "The Life of Dr. Ehrlich" and "Virginia City." . . . Shooting has started on "Three Cheers for the Irish" and "Bad Boy." . . . Anatole Litvak will direct "City for Conquest." . . . Director Raoul Walsh's contract has also been renewed. . . . "The House on the Hill" has been set as the title for Bette Davis's next picture. . . . Brenda Marshall was assigned to "Bad Boy." . . . Jane Bryan and Eddie Albert top the "Stuff of Heroes" cast. . . . For "The Mighty Hunters," Leon Schlesinger has painted the Merrie Melodie's background in oil, rather than the usual water color.

Advance Shots

(*Continued from page* 22)

Features

JUDGE HARDY AND SON (Metro-Goldwyn-Mayer)—Lewis Stone, Mickey Rooney, Cecilia Parker, Fay Holden, Ann Rutherford. 90m. Another hit in the series of Hardy Family pictures, this one deviates from the expected path and has injected into it a rather heavy dose of drama, the value of which is questionable. However, the beginning and the end are sufficiently replete with adolescent Andy Hardy's antics to carry this offering out of dramatic dangers into the higher grosses.

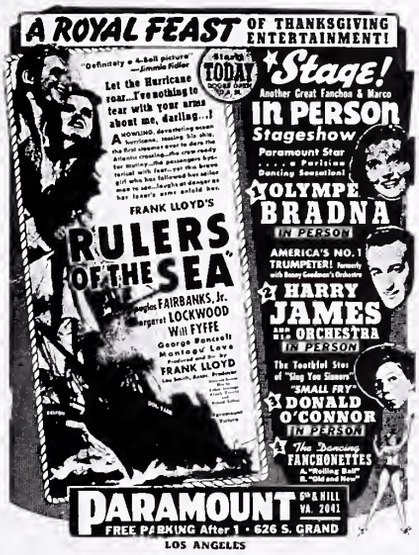
Shorts

BIRTH OF A CHAMPION (Fistic Films). 14m. Good.

THE BLUE DANUBE (Metro-Goldwyn-Mayer—Cartoon). 7m. Excellent.

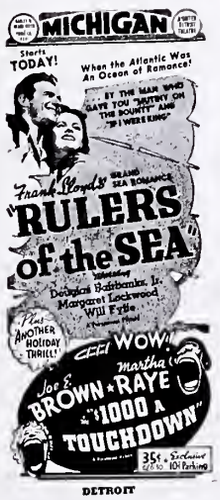
FORGOTTEN VICTORY (Metro-Goldwyn-Mayer—Passing Parade). 9m. Excellent.

SEATTLE



LOS ANGELES

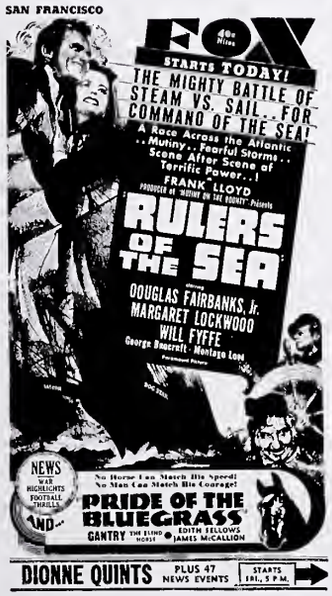
NEW YORK CITY



DETROIT

MINNEAPOLIS

SAN FRANCISCO



INDIANAPOLIS

CHICAGO

HINTS ON NEWSPAPER ADVERTISING

No. 99—"Rulers of the Sea" (Paramount)

With the exception of what Minneapolis has to offer, the layouts from the various cities all agree on one point—the heads of Douglas Fairbanks, Jr., and Margaret Lockwood together looking upward. Minneapolis decided to change the routine a bit.

Of the copy ideas, Seattle goes modest with "the mightiest sea drama ever to storm the screen" (until the next one comes along); San Francisco offers "the mighty battle of steam vs. sail for command of the sea"; Chicago sells romance with "strong men who challenge the might of the sea, valiant, loving women who spur them onward."

A few of the layouts ignore Will Fyffe, who steals the picture.

The show has not been breaking any records, so it offers a challenge to showmen. Perhaps there are angles other than covered here.

CHICAGO

OMAHA

BALTIMORE, MARYLAND

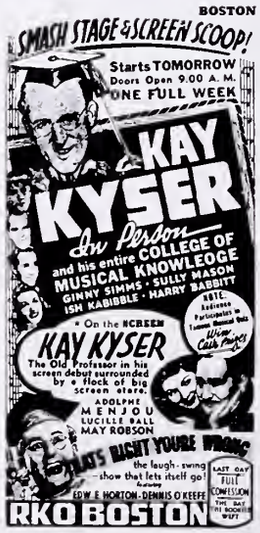
NEW YORK CITY

WASHINGTON

CHICAGO

PROVIDENCE

BOSTON



NEW YORK CITY

HINTS ON NEWSPAPER ADVERTISING

No. 100—"That's Right, You're Wrong" (RKO)

Considering that few people who looked at this show in projection rooms before it had its first engagements guessed it might be a big hit, the business done in the first dates were really astounding. One of two things might be credited, Kyser's radio draw or these attractive layouts.

As usual, our friend, Hardie Meakin, gets an unusual angle with his Washington layout (center), although most of the boys use the "students" idea.

We like the holdover ad for the second week in Chicago, the blackboard.

Selling of the feature names, such as Menjou, Ball, Robson, etc., is subordinated in most of the ads. Baltimore and Omaha went a bit stronger.

All in all, this is Kyser's picture and the angle is Kyser.

MONOGRAM'S "GENTLEMAN FROM ARIZONA" BOWS AT PHOENIX; RKO-RADIO NOTES

"THE GENTLEMAN FROM ARIZONA." 'Twixt Hollywood, California, and Phoenix, Arizona, last fortnight, the camera caught a few of the sights in conjunction with the world premiere of Monogram's Cinecolor "The Gentleman from Arizona." Along the top row are director Earl Haley, President W. Ray Johnston, producer Charles Goetz, (standing) governor's representative George Hill and Frank Snell, at the Phoenix Chamber of Commerce dinner; Goetz's representative Ted Richmond, President Johnston, producer Goetz; Joan Barclay, Mr. and Mrs. Frankie Darro, and John Trent leave Los Angeles. Second row shows Jackie Moran and J. Farrell MacDonald en route; the head of the pre-opening parade; Miss Barclay and Tex Ritter en route. The bottom row shows Vince Barnett, John Trent, Marjorie Reynolds en route; Miss Reynolds, John Trent, Wynne Gibson, M. C. Copeland during the Phoenix festivities; Governor R. T. Jones welcoming President Johnston, Trent, Darro, Miss Reynolds, Barnett, MacDonald, Miss Barclay, John King, Miss Gibson, Ritter, Copeland, Marcia Mae Jones, Moran.

RKO EXECUTIVES ENTERTAIN DIVISION MANAGERS. At a recent New York City meeting of RKO execs were Tom Gorman, Louis Goldberg, Nat Holt, William Koernor, Max Fellerman, Bill Hoeard, Harry MacDonald, Fred Meyers, M. Frudenfeld, Malcolm Kingsberg, Harry Mandell, Charles McDonald, John J. O'Connor, James Brennan, Major L. E. Thompson, Russell Emde, W. B. England, Sol Schwartz, Joseph Becker and Matty Polon.

"THE HUNCHBACK OF NOTRE DAME." Here for the first time is revealed Charles Laughton's face in the RKO-Radio production now being released.

THE EXHIBITOR'S CAMERAMEN RECORD THE INDUSTRY'S COMINGS, GOINGS

OUT-GOER. Edgar S. Bloom is the former president of Western Electric Company, succeeded by Clarence G. Stoll.

"BALALAIKA." Ilona Massey arrives in New York City for the opening of the Metro picture at Radio City Music Hall.

IN-COMER. Clarence G. Stoll is the new president of the Western Electric Company, succeeding Edgar S. Bloom.

"ABE LINCOLN IN ILLINOIS." Harry Goetz, who, with Max Gordon, produced this RKO-Radio release, arrives at the Newark (New Jersey) airport, declaring that the editing of the Raymond Massey-Ruth Gordon-starrer is well under way.

"I MARRIED ADVENTURE." Osa (Mrs. Martin) Johnson leaves New York after doing work on the Columbia show.

"IRENE." May Robson (right), with her secretary, Lillian Harmer, leaves for Hollywood and a role in the RKO-Radio picture.

"MEET DR. CHRISTIAN." Andrew W. Smith, Jr., eastern and Canadian sales manager; Jean "Dr. Christian" Hersholt, and Cresson E. Smith, western and southern sales manager, chat about the new RKO-Radio series at the home office.

NEWS OF THE TERRITORY

NEW YORK CITY

Crosstown

Mort Singer was in from Chicago for a week's visit. After returning to Chi, Mort (he recently took off 20 pounds) ships out for a coast visit. . . . The Hollywood, former showcase for Warner specials, got another dose of legit when the Princeton Triangle Show was staged there. . . . P. A. McQuire, director of advertising and publicity for International Projector Corporation. was home ill.

Henry Armstrong, the sepia leather pushing champ, threw in a plug for Leo Brecher's Harlem Apollo via a national radio hook-up last week. After kayoing Jimmy Garrison in Cleveland, Armstrong apoligized into the mike for his inability to attend the Apollo premiere of his picture, "Keep Punching." . . . Entire orchestra and mezzanine of the Astor have been taken over by the Outdoor Cleanliness Association for the December 21 evening showing of "Gone With the Wind," two days after the film opens. Governor and Mrs. Lehman, the Astors, the Morgenthaus, and practically all of the town's "400" will attend. . . . Raymond Gram Swing, one of radio's top word-tossers, did the commentary on Willard Picture's "Recovery Road," a one-reeler dealing with the work of the Children's Aid Society.

Meeting of bookers was held this week in connection with the possible formation of a bookers Club similar to those functioning in other cities. . . . The Neely Bill was the topic of conversation at the AMPA luncheon last week, with speakers preceding a discussion. . . . E. J. Smith filed suit against Imperial Pictures, Inc., for $8,457 alleged to be back pay.

Following a hearing before the State Labor Meditation Board last week Walter Underhill, projectionist, was declared entitled to immediate reinstatement at the Brooklyn Grand. Underhill is a member of Empire union, the dispute being between that body and the United Theatrical Service Employees Union.

Having reported a few weeks ago that the Shuberts were taking over the Cine Roma for the presentation of legis, it now appears that somewhat of a general swapping of situations has resulted. Pietro Grafolo, head, Cine Roma Company, doesn't intend calling it quits on first-run Italian product and is moving his company over to the Ambassador, long a showcase for legitimate productions, around Christmas time. Ambassador has been converted into a movie house by National Theatre Supply technicians who have installed Simplex Sound, projection equipment, screen, et cetera. House will be known as Cine Roma in its new spot and the Shuberts are calling their newly acquired theatre by its original appellation, Broadway.

Metro Premium's tossing a Christmas party for the employees at the home office. . . . Mrs. A. J. Polosier, sister of Metro Preem prexy Irving Zussman, gave birth to a little 'un last week. . . . Douglas Amusement Corporation, reported elsewhere as a circuit, is an individual organization which recently took over the operation of the City Hall. Max Suderov and Gus Rubinstein are the principals.

The New York Museum of Science and Industry at Rockefeller Center has engaged the recently-produced Nobel Science Award film, "Dr. Langmuir." Picture, released by Garrison Films, Inc., is set to run twice a day for a minimum run of three months for special audiences.

Transatlantic Films closed a deal with S. S. Krelberg whereby the Belmont becomes a first run for the company's French imports, with "Last Desire" the opener. . . . City Hall was leased by the Douglas Amusement Corporation. House had been closed.

C. L. Davis, manager, Comerford's Enjoy, Johnson City, was a local visitor. . . . Ditto for Slapsie Maxie Rosenbloom who was seen ambling along Broadway.

Sam Kaplan, once Local 306 head, is running for a spot on the executive board at the December 27 elections. There are 10 vacancies, with three Kaplanites also in the campaign. Joseph D. Basson, president leader, is opposed by Michael Berkowitz for the presidency.

Speaking of French Films, Martin Lewis, operator of three local houses specializing in Gallic celluloid, had a swell yarn in a recent issue of the Sunday Times. . . . Among those present at W. G. Van Schmus' cocktail party for Metro's beautiful Ilona Massey at Mr. Van's Radio City Music Hall studio apartment were Gus Eysell, Howard Dietz, Lief Jorgensburg, Charlie Muller, Radie Harris, Al Simon, Hazel Flynn, Si Seadler, Bernie Sobel, Benn Jacobson, Irving Hoffman, Leon Leonidoff, J. Robert Rubin, Jimmy Sileo, Milton Weiss, Edwina Hecht, Russell Downing, and a host of others. . . . Alice Faye is spending her Christmas holidays in New York. . . . Word comes to us of Harry Lewis' plans for building a beauteous theatre in Norwich, Connecticut.

44th Street

UNIVERSAL: Officers of the newly organized Big U Social Club are: President, Leo Simon; vice-president, Eva Backer; secretary, Julia Gaffney; treasurer, Harry Tissot; sergeant-at-arms, Harold Saltz; publicity, Harry Fellerman; board of directors, Sam Phillips, Max Cohen, Rose Gonzales; board of trustees, Max Cohen, Nat Goldberg. . . . Branch manager Dave Levy is tossing a Christmas dinner and party for the exchange employees December 22. . . . Eva Backer recently announced her engagement.

MERIT: Sam Brown is a grandfather again; this time it's a boy, the first grandchild of that sex.

20th CENTURY-FOX: Employes Club holds its annual party at the Congress December 21.

Staten Island

Art Lane, manager, Fabian Strand, staged a La Conga night; the first held hereabouts. . . . Sid Deneau was in. . . . Harry Black, general manager, Fabian Staten Island theatres, set New Year's Eve midnight shows for the Paramount, Saint George, Ritz and Stadium. . . . Edgar Goth, publicist, Fabian Staten Island theatres, working with John Firnkoess, manager, Paramount, arranged for Staten Island table tennis champs to appear on the theatre stage. . . . George Trilling, manager, Fabian Ritz, is busy these days booking worthy opponents for the Ritz White Caps, champ all-girl basket ball team. Games are played on Ritz stage every Friday night. . . . George Evans, manager, Saint George, acted as m.c. during the second week of the Island wide Talent Quest contest conducted by the Fabian theatres.

Committees have been chosen for the first anniversary dinner-dance of Fabian theatres January 6, in the ballroom of the Elks Club. . . . The attendance will be limited to the personnel of the organization, wives and friends. Entire staffs of the Fabian houses will attend. . . Occasion will mark the first anniversary since Fabian interests assumed management of the seven theatres. Committees named include: RECEPTION—John Firnkoess, George Evans, Roy Sherkey; TICKETS—George Trilling, Francis Hicks; ADVERTISING—Edgar Goth, John Solimando; ENTERTAINMENT—Art Lane, Al DeFazio; TRANSPORTATION—Michael Garzetta, Bill Keeley; HOUSE—Elihu Glass, Sig Kasse, James Teehan. List embraces managers and assistants in the different theatres.

Interboro

Trylon, Forest Hills, opens its doors to the public the day after Christmas.

Loew's

Loew houses in Louisville, Nashville, Memphis, and New Orleans were visited by Oscar Doob before he finally trekked to Atlanta for the preem of GWTW. . . . Two thousand Catholic nuns, teachers in local parochial schools, were the guests of the circuit at the Ziegfeld for a special screening of "Goodbye, Mr. Chips." . . . Chief of projection and sound Lester Isaac was out of town.

RKO-Radio

J. J. O'Connor, RKO theatres head, was host to the division managers last week at a dinner and show. Among those present were James Brennan, Russell Emde, W. B. England, Max Fellerman, Louis Goldberg, Tom Gorman, Nat Holt, William Howard, Malcolm Kingsberg, Charles Koerner, Harry McDonald, Fred Meyers, John J. O'Connor, Mort Singer, Sol Schwartz, Major Leslie Thompson.

Randforce

Wally Goldstein was given a sendoff to marriage by film friends at a stag party in Brooklyn's Little Oriental.

Merry Christmas

Happiest tidings and best holiday wishes to all. From Charlie Mersereau, Lewis S. Mentlik, and field representatives Baltin, Brady, Carroll, Coakley, Curley, DeRado, Fox, Gabelle, Gueth, Kelley, McIntosh, Myers, Record, Schoem, Schuyler, Wurgaft, Palumbo and Wooley.

Mr. and Mrs. Louis Frisch are sojourning in Florida where the circuit head can sop up the sunshine while convalescing from his recent illness. . . . Mannie Frisch, the Rinzler family; Jack Birnbaum, Irwin Gold and others were at Penn Station to wave them goodbye.

Walter Reade

While some of his stockholders were reported filing suit claiming the mismanagement of the Reade Hudson theatres, prexy Walter Reade was spending a restful week under the Florida sun.

Rosenblatt-Welt

For a while the higher-ups sitting behind desks in the Paramount Building offices thought it was a strike when their entire managerial staff walked in one morning. Instead, it was a surprise presentation of a traveling bag to general manager Bernie Brooks who is held in high regard by his co-workers. Gus Nestle, manager, Lyceum, Bayonne, made the presentation. Among the managerial witnesses were Ed Rowe, Orient; Dave Kane, Orpheum; Joe Polante, Plaza, Bayonne; Charlie Zolo, Star, Staten Island; H. Moses, Rex, Staten Island; J. Allen, Empire, Staten Island; Tony Degastino, relief manager. . . . Bernie Brooks announced a Christmas celebration for all circuit employees to be held at the Orpheum, Jersey City, midnight of December 23. Orpheum vaude performers and film will provide the entertainment.

JOE JOEL SAYS:

Among Other Things . . .

L. Abbott, vice-president, Motiograph, Incorporated, Chicago, was a guest of Joe Hornstein. He is also here on a business trip. . . . I am pleased to announce that Theodore Friedman, Strand, Suffren, who was operated on for appendicitis at the Good Samaritan Hospital, Suffern, has recovered and is now convalescing at his home. Hurry up, Teddy, and get well for your numerous friends certainly miss you. . . . I am very sorry to inform the many friends of Leon Rosenblatt, Rosenblatt-Welt circuit, that he is very ill at home. He may be absent from his office for sometime. I extend to him my best wishes for a speedy recovery. . . . Paul Sherman, formerly manager, Grand, is now supervising the Star, Grand. . . . Ted Rosoff is manager, Star, and Ben Laybow is manager, Grand. . . . Al Metchik, manager, Empire, Brooklyn, for the past four years, has a way of his own in getting up a program. I had the pleasure of seeing him at work and it is one of the most artistic programs I have ever seen. His assistant manager is Harold Newkamp. . . .

Harry Stitt, Comet Games, notified me that any exhibitor using Comet screen devices or Whirlwind without his permission is a violation according to state rights. . . . Amusement Supply Company is enlarging its store to meet the requirements of increased business. The ASC has just finished equipping the Avon, 16th Street, Brooklyn, which was closed and have now reopened. . . . Two old-timers in the film industry whom I have known for the past 25 years are William Appel, Decatur, Brooklyn, and his son, Bernard. They are both a credit to the industry—but they have one fault: You can't tell which is the father and which is the son. . . . Bernie Brooks, general manager, Rosenblatt-Welt circuit, was taken by surprise on December 11 when managers Harry Allen, Port Richmond; Charles Zulli, Star, New Brighton; Elias Moses, Rex, Stapleton; Dick Whitby, Heights, Heightstown; Gus Nestle, Lyceum, Bayonne; Leo Greenfield, Boro Hall; Ed Rowe, Orient, Jersey City; Dave Kane, Orpheum, Jersey City; Joe Perlente, Plaza, Bayonne, presented him with a very handsome travelling bag. Gus Nestle made the presentation speech. Brooks thanked them all.

I extend to my many friends a Merry Christmas and may the year of 1940 bring them Prosperity and may they and their families enjoy that which is best of all —Good Health.

HOME OFFICES

Columbia

Rube Jackter celebrated a birthday December 12. . . . Nancy Klein has recovered from her recent setto with the sickbed and is back at work in Al Sherman's office. . . . Norma Cusack leaves shortly for a Florida vacation. . . . "His Girl Friday" moved her release date from Christmas to January 18.

Milt Hannock, manager, contract department, is leaving for Florida to recuperate from a lingering illness. He will return in the spring.

J. H. Hoffberg

Expanding its distribution to service the exhibitors direct in the midwest, an office will be established in Chicago after the first of the year, with Arthur S. Benjamin heading the midwestern division and Bob Snyder, formerly with eastern sales, in charge of the sales staff.

Alexander Korda

Alexander Korda sailed on the Rex terminating a five-week's visit to this country. The producer spent three weeks in Hollywood.

Metro

The office points with pride to Parent's Magazine's awarding "Peace on Earth" its award of outstanding merit. It is the first short subject to be so honored.

Monogram

Barbara Livingston, heartbeat of the publicity department, was a patient at the Polyclinic Hospital last week after being kayoed by a falling scaffold. . . . W. Ray Johnston will be back from the coast in time to celebrate Christmas with the local office force on December 23.

Paramount

Dave Fleischer, director of Paramount's "Gulliver's Travels," arrived from Hollywood where he completed the final cutting and editing of this Max Fleischer cartoon epic. He remains for the film's premiere at the New York Paramount Theatre December 20, and then return to Miami.

RKO-Radio

Pathe's bowling team, captained by George Ronan, defeated an RKO five in a special match. Bonafield, Pathe, had high average, 194. Angus led the RKO contingent with an average of 187, followed by Mulhall with 172.

Dan Reilly, RKO theatres, hit a new high game of 259 in the RKO League, topping the marks of Angus and Farmer, who had scores of 255.

20th Century-Fox

Alice Faye arrived to spend the Christmas holidays with her husband, Tony Martin.

Truman Talley sailed for Europe to cover key spots for Movietonews. Bonney Powell, cameraman, accompanied him.

Universal

Universal's general sales manager William A. Scully, western sales manager William J. Heineman, and eastern sales manager Frank J. A. McCarthy are all back at their desks.

Walter Wanger

With "Send Another Coffin," now in the cutting room, Ruth Terry, the young star who has her first big role in this picture, arrived here.

Warners

Annual Christmas party of the Warner employees and families, 2500 of them, was held last week end at the Vitaphone Studios under the auspices of the Warner Club. Ralph Budd headed the committee. . . . Joseph Bernhard, theatres' chief, was tendered a dinner by the zone heads last fortnight.

Jacob Wilk, story department head, spoke on "The Theatre Goes American" before the Emma Mills' Book and Play luncheon.

Norman H. Moray, Vitaphone sales manager, returned to his desk. . . . Robert Schless, European general manager, has been on an inspection tour of continental branches.

NEW JERSEY

Bergen County

Display of Christmas toys was held in lobby of Fox, Hackensack, in conjunction with city store. . . . Football awards were given to members of the Teaneck High School team at a performance at the Teaneck, Teaneck. . . . Tenafly weekly newspaper held jumbled words contest and guest tickets to Bergen, Tenafly, were among awards. . . . Queen Anne, has changed double feature policy to one of single feature with shorts and is presenting two shows nightly instead of continuous showing. It has reduced admission prices.

—P. C.

Bernardsville

Henry Sager and Sam Cohen are installing Four-Star sound in their Liberty following a visit by National Theatre Supply salesman Seymour Kutinsky.

Jersey City

Color picture book was given to children attending matinee at Ritz, Jersey City. . . . Robert Deitz, manager, Ritz, has moved from North Arlington to Jersey City. . . . Nearly all Jersey City theatres are making plans for Christmas parties for children and for New Year's Eve shows.

—P. C.

Passaic

Joe Lefkowitz, Clifton, won $45 suit at the Motion Picture Associates annual ball. . . . Maury Miller, Lincoln, has been elected a director at the Beth Israel Hospital. . . . Clifton High School Annex Choir of 108 voices will sing at the Clifton to boost "What a Life." . . . Bill Weiss, Capitol, loaned Herald-News use of his theatre for annual kiddies' Christmas party, to collect canned food for the orphanages. Montauk, another Warner house, will also be used. . . . Harry Hecht, owner of Lincoln, Palace, has been elected vice-president at Temple Emanuel. Harold Blumenthal, movie owner, is treasurer.

Union City

Colony is presenting awards Tuesday, Thursday, Saturday, Sunday nights. . . . Trophy awards were given to members of Union Hill and Saint Michael's High School football teams of Union City on stage of RKO Capitol. Jerome Baker is the new manager, succeeding Edmund Yarbrough. Baker recently was transferred from New York City and has been operating RKO theatres in Ohio, Minnesota, Westchester County and New York City for more than 14 years.

—P. C.

NEW YORK STATE

Albany

First regularly scheduled television broadcast of the General Electric Company's Schenectady station W2XH took place when a special program was televised to three Rotary gatherings, in Albany, Troy and Schenectady. Audiences of around 500 in each city were able to see and hear the 11x14 image clearly and distinctly. Program was short-waved from the GE studio in Schenectady to the new transmitter high in the nearby Helderberg Mountains, and thence 12 miles back to the Schenectady Rotarians in a hotel, 18 miles to the Troy dinner and 12 miles to the Albany gathering.

Artie Newman arranged for Albany newspapermen to interview Republic's advertising, publicity and exploitation director David B. Whalen, in town on a "get-acquainted" trip around the country. Considerable newspaper space was given by local scribes. . . . "One of the finest affairs ever held by the Warner Club," seemed to be the unanimous verdict of the nearly 400 celebrants who attended the Albany-Troy organization's Annual Banquet and Movie Ball at the Hendrick-Hudson Hotel, Troy. Orchids were voted to Leo Rosen, entertainment chairman, for his excellent direction, in association with club president Max Friedman, and to the many others who worked hard, notably ticket committee chairman Jim Faughnan, publicity chairman Andy Roy, Jim Woton, Jim Cole, and Sidney Sommer, who performed yeoman service on the door. Jack Swartout and Bob Rosenthal, who jointly emceed a novelty game, garnered laughs. Jakie Small and his locally popular troupe of colored entertainers, stopped the show. In the jitterbug event, club-member Bobby Burns and his partner were outstanding—as was Metroite Jack Walsh and his bride.

Bernie Kranze has been going around looking like the cat that had swallowed

Our Mr. Mentlik WRITES ABOUT A FILM PARTY

Dear Chief:

When it rains it pours. I didn't write you a letter for months. So last week I knocked off a few words about Paramount's glamour boys and gals. So a few days later, the boys in the Randforce circuit tossed a stag party for Wally Goldstein. So here I am writing another letter. See what I mean, chief, about raining and pouring. And don't expect me to tellya everything that went on at Wally's sendoff—the paper'll turn red.

It's like this: friend Ben Schreiber who manages the Brooklyn Rivoli for Dave Weinstock, called and asked your faithful New York correspondent to drop in and join the festivities. It was at a place called the Little Oriental (and it was loaded with Orientals) across the street from Loew's Pitkin in Brooklyn's Brownsville. Don't get me wrong, boss, I love Brooklyn, but Brownsville's so darn far from Flatbush I thought I'd never make it by midnite starting time. With the aid of WHN publicity director Al Simon, I managed to get there.

Seein' as how I don't get around to the Randforce office very often, I never met Wally Goldstein before. Even if I did get around there, I doubt whether Wally would be a familiar name. Y'see, chief, he's not one of the bosses or even a major aide-de-camp. He's one of the boys—assistant to Louis Schnitzer in the management of the Carroll. It was Wally's nite in the sun (I like that, huh?—nite in the sun), and there were over 100 men from Randforce, Century, Loew's and Interboro circuits present to wish "The Tie-up King" the best of the bestest.

Holy smokes, here's a guy all set to get married and taking a terrific good-natured ribbing as the result, and I haven't even mentioned the gal's name. She's Irene Lazarus, cashier at the Congress, whose father was at the shindig to wish her upon Wally. And that wasn't rouge Doc Lazarus had smeared on his phizz.

Expected to see the Messrs. Frisch and Rinzler at the stag, but Louis F. wasn't feeling up to snuff and Sam R. was with him. Frisch, by the way, left with his missus for Florida the following day. However, the prodigal sons were there. Mannie Frisch and Hal Rinzler were on either side of the "guy who went and lost it at the Little Oriental." Also seated at the end table with the guest of honor were Jack Birnbaum, Irwin Gold, and some other gents who kept shifting so often we couldn't keep track.

It's the entertainment and moom pitchers that will have to remain in the dark, but between those, short talks were given by Randforce district supervisors George Davis and Sid Levine; maintenance head Irving Goldstein; Loew district manager Seymour Mayer; Century's Dick Tretler; Interboro's Sam Handler; Irwin Gold; Louis Schnitzer; Harold Rinzler; Mannie Frisch; etcetera, etcetera . . . Oh yeah, also the future paw-in-law.

Friends Wally Steinberg and Harry Kriegsman, my Flatbush playmates, were among those stumped by Madame Fifi. Just in case I forgot, boss, the arrangement committee did one swell job. Wally won't forget the grand party tossed by his friends with Sidney Falk, Harry Garman, Louis Fishkin, Louis Schnitzer, and Julie Pincus as the spearheads.

Methinks the following list includes all those in attendance not mentioned in the previous paragraphs:

Ted Alpert, Joe Aaronofsky, Phil Arbeit, Leo Allen, Rubin Abrams, Sam Aronchik, Mac Alster, Barney Berman, Doc Bernstein, Marty Beil, Morris Brown, Irving Berman, Jack Baker, Harry Cohen, Bill Costello, Sam Clark, Max Dorfman, Abe Dermer, Mac Daniels, Gil Eisenstat, Leonard Furst, Sam Fried, Si Geller, Harry "Pianist" Gabriel, Aaron Gelfand, Irving Goldberg, Irving Gottlieb, Charles Hodes, Joe Herman.

Joe Hornreich, Henry Horowitz, Si Kazlow, Dave Kaye, Sol Kirschenbaum, Irving Kaplan, Bernard Klein, Abe Kroll, Jack Kroll, Mickey Kroll, Fred Lekowitz, Irving Leff, Johnny La Barbera, George Levasier, Leonard Lightstone, Lou Liss, George Littman, George Langbart, Martin Messinger, Harry Milstein, Frank Marino, Joe Mancusi, Sid Nelson, Dave Rinzler, Abe Rosenblum, Joe Rinzler, Larry Robiczek, Joe Sirkin, Irving Schmetz, Mannie Solomon, Max Shiering, Pete Socolow, Herb Seletsky, Howard Saltz, Dave Steinberg, Charles Stainton, Hy Shapiro, Ben Smallberg, Harry Singer, Shimmy Slow, Sig Strauss, Bill Sussman, Bert Tretler, Don Williams, Jerry Weil, Monte Wiselman, Barney Wiselman and Al Weiss.

Them's a lotta folk to mourn the loss of a gent about to lose his bachelorhood, but there was a lotta fun to be had. They were still there when Simon and Mentlik went back to Flatbush in the wee hours of the morn.

Love and kisses,
LEW MENTLIK,
Your New York Correspondent.

ROLL WAGONS, ROLL. Tex Ritter is, once again, the star of the Monogram-Ed Finney produced western.

Albany Showmen Ext

A Merry Xmas
and
A Happy New Year

BERNARD G. KRANZE
A. H. VAN DEUSEN
GEORGE TUCKER
LEON HERMAN

RKO-RADIO PICTURES

GREETINGS
from
CHARLIE OST
National Screen Service
National Screen Accessories

BEST WISHES
BEN SMITH
PAMO FILMS

GREETINGS
from
PAUL RICHRATH
Grand National Pictures

Best Wishes
from
ARTIE NEWMAN
FRED DUFFY

REPUBLIC

We all wish you
A Merry Xmas
and a
Happy New Year

C. G. EASTMAN
DICK HAYES
WELDEN WATERS
G. S. BEATTIE
IRVING MENDELSON
LEE BEECHER

PARAMOUNT PICTURES

Best Wishes
from
MOE GRASSGREEN
BEN DARE
DAN HOULIHAN
ELMER SICHEL
FRED SLITER
for a
Merry Xmas
and a
Happy New Year

20th CENTURY FOX

Season's Greetings

NATIONAL THEATRE SUPPLY COMPANY

JACK WATHEY
O. E. WILLIAMS

Season's Greetings

Joe Miller
Ed Hochstim
Jack Armm
Morris Cohn
Stanley Goldberg

COLUMBIA PICTURES

end Season's Greetings!

Season's Greetings

GENE VOGEL
ARTHUR HORNE
SIDNEY STOCKTON
JACK WALSH
WM. WILLIAMS
BILL GADDONI
RALPH RIPPS
RALPH PIELOW

LOEW'S INC.

DISTRIBUTORS OF

METRO-GOLDWYN-MAYER PICTURES

HOLIDAY GREETINGS
LEONARD SIMON
Towne Cleaning Company
"Everybody Goes to Towne"

Season's Greetings

NATE WINIG

"Film Row's Insurance Man"

Best Wishes

HARRY BERKSON — GENE LOWE
MITCH PANTZER

MONOGRAM PICTURES

Holiday Greetings

from

THE CROWNINGSHIELDS
EMPIRE THEATRE SUPPLY CO.

Xmas and New Year's Greetings

MONTE STEELE

UNITED ARTISTS

Compliments of the Season

GEORGE GOLDBERG
DICK STRUWE
RAY POWERS
JIMMIE MOORE
HARRY ARANOVE
PAUL KRUMENACKER

WARNER BROS.

First National
Vitagraph

GREETINGS

SAUK KRAFT

Representing

"Gift-A-Fur-Night"

Best Wishes

to my friends in New York State

AL KATZ

THE EXHIBITOR

Greetings of the Season

FIRLIK FILM SERVICE

Season's Greetings

CATO SHOW PRINT

Exclusive Theatrical Printers
CATO, NEW YORK

Greetings

MR. and MRS.

BERNIE MILLS

and

MYRON

GREETINGS

JOHN BYLANCIK
HARRY RABINOWITZ
THEATRE DISPLAYS CO.

Holiday Greetings

BEAVER ENGRAVING CO.

SEASON'S GREETINGS

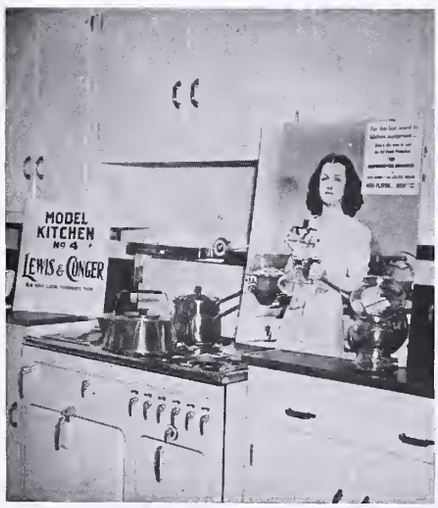
from

Smith and Howell Film Service, Inc.

"We Cover New York State"

RKOLIANS RECEIVE BONUS CHECKS; OTHER HAPPENINGS OF LOCAL INTEREST

FOOTBALL NIGHT. State Senator Hayden Proctor presents a loving cup at the Saint James, Asbury Park, New Jersey, Football Night.



"THE HOUSEKEEPER'S DAUGHTER." This display was obtained for the United Artists picture at Roxy, New York City.

"GULLIVER'S TRAVELS." Dave Ballard, Paramount's giant Gulliver, is seen in a New York City department store's Toytown.

ON RECEIVERS' END. At the RKO party which saw awarding of bonus checks to RKO theatre managers recently are seen (top picture) Sol Schwartz, Lou Goldberg, Russ Emde, Charlie McDonald; (middle picture) on left side, J. J. O'Connor, Bill Cook, Major L. E. Thompson; on the right side, Harry Mandel, Marty Rosen, Jim O'Donnell, Joe Becker; (bottom picture, left to right) John Hearns, Yonkers' Proctor's; Arthur Brown, Coney Island's Tilyou; John Berger, Mount Vernon's Parkway; Herbert Heintz, Alhambra; Jerome Baker, Union City's Capitol; Irving Gold, Fordham; Al Arnstein, Coliseum; William E Cook, Chester; John J. O'Connor, vice-president and general manager. (Pictures by Metropolitan.)

the canary. . . . seems he's all excited over the prospects of that RKO special, "The Hunchback of Notre Dame." (P. S.—Bernie, how about that exhibitor who says he can't see Laughton as a football player?). . . . Auditor Louis Litchenstein paid a visit to Moe Grassgreen's 20th Century-Fox office. . . . Mrs. Harry MacNamara has closed her Bay, Alexandria Bay, for the season. . . . Paul Krumenacker, Warner branch manager, announced December 21 as date of the exchange's annual Christmas party, to be held this year in the Palm Room of the Ten Eyck Hotel. . . . A little birdie tells us the Jimmie (Vitagraph) Moores are infanticipating. . . . T. Hammer, Warner exchange checking supervisor, checked in from Buffalo. . . . M. A. Silver attended the Warner theatres zone managers meeting in New York, presided over by general manager Joseph Bernhard.

Bernie Kranze arranged for a personal appearance of Kay Kyser at Lake Placid in connection with the showing of "That's Right, You're Wrong," at Ernie Dodd's Palace. Kyser will be crowned "King of Winter" by the winter sports committee. . . . Charlie Gordon, Olympic, Utica, was a visitor. . . . Mrs. M. A. Silver directed a pageant presented by the sisterhood of Temple Beth Emeth, "The Jewess Through the Ages," which won such enthusiastic acclaim an extra performance had to be given. Mrs. Silver arranged the musical score. . . . John Augello, who had closed his Lyric, Utica, has reopened it for trial operation week-ends only. . . . Joe Miller, Columbia branch manager, is studying road maps in preparation for a winter vacation in Florida. . . . Lou Weinberg, Columbia home office executive, was in town, conferring with Joe Miller and booking offices of Fabian and Warner. . . . Jane Breen, Metro cashier, was on the sick list. . . . "Gone With the Wind" area premiere has been pushed back a week, (according to Leo's Ralph Pielow) at Fabian's Palace. . . . Bernie Mills, B. and M. Pictures, is back in town for a brief visit between conferences on distribution deals for "Ten Nights In A Barroom." . . . Lois Sponer, Vitagraph inspectress, has returned to her duties. . . . Mary Anita, daughter of Paul Krumenacker, Warner branch manager, will be home from Seton Hall College to spend the Christmas holidays. . . . Holidays will find Ralph Pielow in a merry mood, with both Christmas and New Year weeks at Fabian's Palace being booked with Metro pictures—"Judge Hardy and Son" and "Another Thin Man." . . . Walter LaPata, Star, Poultney, Vermont, has moved to a new home.

Binghamton

Connie, daughter of Bud Shelton, manager, Enjoy, is rapidly recovering . . . Ned Kornblite, general manager, and T. J. Walsh, booker, attended the Variety Club affair in Philadelphia. Buddy Kornblite, Suburban, felt badly when he recently missed a house record by 36 people. . . . Charles A. Ryan, Scranton Comerford executive, was a recent visitor. . . . Doormen took over the managers 2 to 1, recently at the Legion Bowling alleys. . . . Harry Balin, manager, and doorman Archie Cayaffa, were kept on the side line due to injuries. . . . Al Zalis, Globe Poster, subbed for Balin.

Your correspondent has done a little spooning and found out what the theatre folks would want for Christmas; Pat Stevens wants a one way ticket to Florida; Frances Parmley wants a marriage license; Carl Winters wants a ticket to the Rose Bowl Game; Jake Ruppenthal wants something to make his mustache more prominent; Nick Romano wants to be a regular deputy sheriff; Marge Shea wants more room in her box-office; E. C. Nickolas is hoping that it's a boy; Earl Tutle wants an elevator to the booth; Cecily Reynolds would like some sunshine in her box-office; John Tighe wants June Fundis; Mr. and Mrs. Eddie Charlier want to live closer to town; Marian Knight wants a left-handed pencil; Helena Holloran wants to be a jitterbug; Tom Hannifan wants a new desk; Delna Fahner wants an office high chair; Bunny Merritt wants to roam the range again; Jerry Gilroy wants a cigarette; Ned Kornblite wants the same license plate number; Marie Lake wants to say "I do;" Tom Cary wants more office room; J. L. Fitzpatrick wants a new jalopy; Tom Walsh wants better pictures to book; Jake Lalley wants a window in his office; Jerry Burke wants a bullet-proof vest with his westerns; Archie Cayaffa wants a hook bowling ball; Harry Balin wants more seats; Billy Vetrino wants more days off; Frank Garrison wants a chicken farm; Bud Shelton wants a larger lobby; Joe Hazlett wants a new uniform; Buddy Kornblite wants Jeanne Meeker; Lela Merritt wants a larger stock room, more files and new account books; Harry Van Tassell wants his hair back; Owen Golden wants an automatic marquee letter changer.

The Children's Moving Picture Council of Binghamton, arranged with the Suburban, for a morning showing of Dickens' "A Christmas Carol." . . . Capitol's vaudeville policy changes to first half for Christmas week and New Year's.

—F. D. R.

Buffalo

Dave Ballard, an eight-footer, flew into town in the pose of the giant Gulliver, as an advance ballyhoo for Paramount's "Gulliver's Travels," Christmas week attraction at George Mason's Shea's Great Lakes. . . . Clara Jones, Shea's Buffalo matron, is back home. . . . Frank Averso, operator - booker - manager, Hippodrome, Niagara Falls, is quite proud of the complete renovation made to theatre. House now has a new marquee, new front, and lobby. Frank's mother, Mrs. Mary Rosso, owner, is well known in theatre circles. . . . James R. Grainger, president, Republic, was spotted lunching with Jack Bellman, local branch manager. . . . Max Lavene, going great guns with his "Gift-of-Fur-Night," has tied up with many local theatres successfully. Saul Kraft, field representative, Pittsburgh home office, visited him.

Max Rosing, Roosevelt, is slated to become a benedict, January 7. Max, brother of George, is well known along Buffalo's film land. . . . Jack Berkson has now made a connection. . . . Ben Bordonaro, Olean was in town; also F. H. Tooker, Glen, Watkins Glen; Max Fogel, Webster, Rochester; Louie Beyer, Hollywood, Mattidale; M. Zimmerman, Majestic, Rochester; Al Gilbert, Avon, Brighton, Riviera, Syracuse; Rube Cantor, Morris P. Slotnick, Acme, Syracuse. . . . Don't mention red ink to Marge (Shea) Adrian. . . . Mary Mooney, Shea's Hippodrome matron, received hospital treatment after a fall. . . . Henry Fruecht, Shea auditor, is suffering from a severe cut on the eye. . . . Sidney S. Kulick was in to set first runs on "Hitler—Beast of Berlin." . . . Verne Bundrock, Shea art studio, substituted for Henry Fruecht on the office bowling team against the Great Lakes. . . . Tall, blonde and curley, David Whalen, special representative, Herbert J. Yates, planed in from New York. December 11, for a few days stay. . . . Birthday greetings go to Mary Fridrich, Shea switchboard operator.

All employees of the new Lafayette held their annual Christmas party on the stage of the theatre December 19 at midnight. Gwen McDonald, "Hello" girl made up some snappy announcements. . . . Work is going along at full speed on both Shea's Niagara and Shea's Lackawanna, says Ed Frank, superintendent of buildings. . . . We are wondering whether or not Frank Hager, North Collins, succeeded in his recent hunting trip. . . . Mr. and Mrs. Sydney Samson, branch manager, 20th Century-Fox, were entertained at a recent dinner at the Dave Millers, Universal district manager, Cleveland. . . . Mildred Kelly, former switchboard operator, Lafayette, presented hubby Vincent with an eight-pound baby boy December 3. . . . Ken Robinson, branch manager, Paramount, returned recently from a trip to Scranton, Pennsylvania. . . . Mr. and Mrs. John Scully, Universal branch manager, entertained several friends of son Edward on the occasion of his 15th birthday December 2. . . . Jack Belman, Republic, and his entire staff are very much enthused over "South of the Border." . . . Wonder if that Casino championship has been decided yet—suggest you see Columbia's Phil Fox. . . . James R. Grainger, president, Republic, visited the local exchange. . . . December 21 A. C. Hayman, Lafayette, Strand, Cataract, will entertain the film folk at a party at the Fillmore Hotel. . . . William Sussman, eastern division manager, and George A. Roberts, district manager, 20th Century-Fox, spent a few days at the local exchange, conferring with branch manager Sydney Samson.

★ ★ ★ ★

DEPENDABLE
THEATRE FURNISHINGS
and
EQUIPMENT

- HIGHEST QUALITY
- UNEXCELLED SERVICE
- ECONOMY
- PERSONAL ATTENTION

Theatre Modernization Carefully Planned and Financed

AMUSEMENT SUPPLY CO. INC.
341 West 44th Street
NEW YORK CITY
Circle 6-0850

Bill Brett tells us that Shea's Buffalo will have one of the greatest shows in its history for New Year's week. . . . Bob Murphy, Chief Barker, Variety Club, announces the Club's New Year's Eve party is being organized. . . . Ed Frank is making preparations for the erection of a beautiful Christmas tree and other appropriate holiday trimmings for Shea's Buffalo. . . . Ralph Maw, Metro branch manager, spoke at the Rotary Club luncheon at Watkins Glen. Watkins Glen is now definitely Metro minded. . . . Work on Shea's new Lackawanna is fast progressing. Chief of projection Jack Sawyer was seen going over plans the other day. . . . Special midnight benefit show for the Christmas Toy Fund of the Courier-Express at Shea's Great Lakes, December 16, was a huge success. . . . Is Republic's Harry Berman an "ar-tiste?" Just watch him sketch luncheon patrons at Old Spain's Film Table. . . . G. Haupert, former assistant booker, Columbia, paid a visit to the Buffalo office on his way to Chicago where he becomes midwest auditor.

Bert Ryde, business agent, operators union, is at present in New York City. . . . Eddie Suckfelt, announces Gerald (Mollie) Stark, shipper, Republic, was the lucky winner of the military set. . . . Ray Caldwell was again re-elected president of the musicians union. . . . American Seating Company closed seating contracts with Vincent R. McFaul, for new Niagara and new Lackawanna, announces Bud Schaefer. . . . Mrs. Boasberg, mother of RKO's Charlie, left for Florida. . . . Rose Berkson, wife of Harry, who operates the Monogram, has been out since her recent operation. . . . John Jurewicz, husband of Universal's Sophie, had a tonsilectomy. . . . Teddy Hammer came to the Buffalo office of Warner Brothers a few weeks ago from New York City, as field supervisor of checkers, which position was formerly operated out of Pittsburgh. . . . Carol Riseman, is the new stenographer at Warners assigned to the Ruth Rappeport and Bert Kemp, booking department. Carol succeeds Margaret Stoughton, appointed secretary to Teddy Hammer, field supervisor of checkers. . . . Funeral of Emma Grey, sister of George Gammel, Gammel circuit, was held at Silver Creek.

Frank R. Stich, RKO's wizard exploiteer, will make his next port o'call Buffalo, and wants a seat reserved at Old Spain for crumpets and a pot o'brew at the famous film table. . . . Frank Quinlivan, formerly with the Shea circuit for a period of five years, later with the Schine circuit, has now joined the staff of the Gammel circuit as manager, New Ariel. . . . Rumor has it the Empire, Syracuse, operated by M. Fitzer, has been taken over by the Martina circuit. . . . Barney Ross, Charlotte booker for Metro, is expected over to spend Christmas in Buffalo. . . . Abe Harris is spending a few weeks in Buffalo contacting local exhibitors with Manny Woronov. . . . Mrs Harter, mother of Chuck, Columbia's booker and office manager, is recuperating at home. . . . Phil Foxe, toured Syracuse, Binghamton, and way stations with Nat Marcus, new Syracuse man for Columbia. . . . Film Center gang has been at it again; this time Eddie Suckfeldt, superintendent, was playing nursemaid to a mummy, laid out on a cot in the building basement, flanked with burning candles, quite a sight for the approaching victim. . . . Ask Phil Foxe, Columbia, Charles Rich, Warners, Irving Freed, who the champ pinochle player is. The name, I understand, is Lehman. . . . Wonder how Sam Sunness, Jarvis, Grand, made the train in New York City recently, it was making good headway, with his wife aboard, while he stood on the platform waving goodbye to friends.

No "TURKEYS" This Christmas...

for any picture will do business . . . and will satisfy your patrons . . . if you back it up with

BINGO

- **12 WAYS TO WIN!**
- **16 WAYS TO WIN!**
- **70 WAYS TO WIN!**

Let us show you how to run it smoothly, excitingly and satisfactorily.

PREMIUM PRODUCTS

354 W. 44th St. New York, N. Y.

CIrcle 6-4972

Read

BETTER - - - - MANAGEMENT

An EXHIBITOR Service

Elmira

Fritz Schweppe, Capitol, uses the two-for-one admission ticket for children at Saturday kiddie shows.

Freeport

Jennie M. Reitmeyer, whose Plaza was recently wrecked by fire, is renovating the house for an early re-opening. She has contracted with RCA Photophone for new sound equipment.

Gloversville

Schine Home Office News

Close friends of Frank M. Boucher, special home office representative in the Mohawk Valley territory, gave him a party December 11 in honor of his promotion to booker and divisional manager for the Schine circuit in Washington, Maryland and Delaware. He is to be stationed in Washington. Boucher came to the Schine chain last February from Baltimore where he was vice-president and general manager of the Linden Theatre Corporation. . . . Another promotion was announced, in that William Kraemer, now stationed in Washington, is to come to the home office here as chief booker for the Albany territory and assistant to George V. Lynch, film buyer. . . . J. Myer Schine has returned from a business trip to Cincinnati and Cleveland. George Lynch and comptroller John A. May also returned from a business trip to Ohio. . . . Fred Handy, who has been assistant manager, Hippodrome, goes in to the Glove as assistant to manager Lou S. Hart. . . . Milton Frye, formerly assistant, Glove, becomes assistant to manager Harvey Cocks, Hipp. . . . Lou Weinberg, eastern sales manager, Columbia, was a home office visitor, as was Joe Miller, Columbia branch manager, Albany. . . . Sid Grossman, representing Liberman's Banner Company, New York, was in. . . . Mrs. Edna Sliter and son Freddy are back from a two-weeks' visit with Mrs. Sliter's mother in Buffalo. . . . Both the Glove and the Hipp here are promoting, in co-operation with local merchants, Christmas giveaways, with a new car as the main prize. Special Christmas free show for children, in co-operation with the local papers, is also planned for December 23.

Something new in the way of an aid to motion picture exploitation has been tried out here by the Schine circuit. It is a doll, three feet high, which talks, its mouth moving in perfect synchronization with the words because it is activated by a photo-electric cell. Doll is the invention of Jack Marpole and Charles L. Casanave, National Screen Accessories, Incorporated. At the Glove, it was dressed as Santa Claus, and conducted games with the aid of manager Lou S. Hart, Frank M. Boucher being the hidden operator. Boucher also operated the figure at a special Kiwanis club luncheon, where it drew all sorts of comment and excited much curiosity. Boucher, naturally, worked in "plugs" for coming movies at the Glove. Set up in the leading department store, it puzzled and delighted hundreds of children, and also helped advertise screen attractions. It can be dressed to fit any picture. After Christmas, for instance, the Schines are going to deck it out as "Pinocchio," a role in which it should have wide exploitation possibilities.

Jamestown

Ralph Crabill, district manager, attended the Variety Club Christmas party at the clubrooms in Buffalo. . . . Allen Newhall, Palace, is promoting refreshments and small gifts for the Kids Shows every Saturday afternoon until Christmas, and has inaugurated a talent contest broadcast from the stage at matinee for a half hour broadcast every Saturday.

Liberty

Liberty is getting a pair of Simplex E-7's. The newly-acquired Cohen and Kutcher house will be taken care of by National Theatre Supply's Teddy Rosenberg.

New Hartford

Morris Shulman, Clinton and Clarks Mills, is negotiating for a theatre here for weekend showings.

Rochester

Victor Wagner, 64, conductor of the Eastman orchestra during the heyday of silent pictures, died December 7 in Strong Memorial Hospital here.

All Schine employes in Rochester area to join in Christmas party December 27 in the Madison ballroom. City manager Louis Levitch will name a committee. . . . William Thompson, Lyric, installed vaudeville Saturday nights to compete with new shows at Schine's Cameo. . . . Many small neighborhood houses are restoring "Bingo" in an effort to offset holiday doldrums with District Attorney O'Mara taking no action. Practically all houses announce Christmas week giveaways. . . . Embassy, once an operating headache, is doing good business with burlesque. . . . Manager Jay Golden, RKO Palace, tied in with Democrat & Chronicle with lobby exhibit of newspaper national snapshot award pictures.

Avant-Garde, group of local French teachers, sponsored "Three Waltzes" at Little. . . . Lester Pollock, Loew's, ran contest in Rochester Sun with tickets as prizes for longest lists of pictures in which Joan Bennett appeared before "Housekeeper's Daughter."

Schines' city manager Louis Levitch called managers together to boost sale of ticket books as Christmas gifts. . . . Manager Golden, Palace, sets Uncle Dan Christmas party for kids December 23 with "Gulliver's Travels" and giveaway of "Gaby" emblems. . . . Michael Mungovan, stagehands business agent and vice-president State Federation of Labor, is helping formulate the legislative program.

Schenectady

To help in the "Keep Unsafe Tires Off Schenectady Streets" campaign, R. C. (Dick) Murphy, manager, Proctor's, held a special show, admission for which was one used tire. Some 2,600 children attended, and the resulting tires were sold and the proceeds turned over to a local charity.

Syracuse

Syracuse Lodge, B.P.O.E., will hold Christmas parties for institutional patients and orphans at Loew's State December 26 and at RKO-Schine-Keith's two days later. . . . Loew's State lecture course at Syracuse University will be resumed January 10 with Ralph Maw speaker. . . . "Bill" Burke, formerly of Philadelphia, is temporarily managing Schines' Palace. . . . Ray Roe has turned from foot-ball to railroad management (toy). . . . Nat Marcus, Columbia salesman, is moving to Syracuse. . . . RKO-Schine theatres will give away as door prizes 10 $50 cash awards on each of three nights during December. . . . Gus Lampe and Harry Unterfort were invited guests at Alpha Phi Sigma, honorary advertising fraternity at Syracuse University, where Lampe addressed the members on theatre advertising. . . . William Lundigan, Warner star and former Syracusan, made personal appearance at RKO-Schine-Keiths where he was interviewed by district manager Gus Lampe, later visiting Nottingham High School where awarded block letters to school teams and then visited Onondaga Sanatorium. . . . RKO-Schine-Strand re-opens December 24. . . . Irving Cantor, assistant manager, Strand, has replaced Joe Goldstein as assistant, Eckel. Goldstein is now the assistant at Colonia, Norwich.

Clarence Bailey, assistant manager, Sid Grossman's Elmwood, has very tastefully decorated the house. . . . Hymie Menter has installed new rectifiers and reflectors at the Mayfair. . . . Dick Sawyer has been on the sick list. . . . Rap. Merriman, Sid Grossman and Jimmy Constantino attended the Allied meeting at Buffalo. . . . Manager Fred Donohue, Kallet's Regent, cleverly used cellophane streamers to decorate the box-office and shadow boxes in lobby. . . . December meeting of Syracuse unit, Allied Theatre Owners, will be postponed until January. . . . We still have room for a few more names on the Syracuse subscription list to THE EXHIBITOR.

Francis Miller is recuperating from a throat infection. . . . Melvin Denny took a holiday with Frank Brodock substituting. . . . Howard (16mm) Kelley did nice work on the signs at McCarthy's. . . . Elmo Carpenter is studying how to install a 20 inch conduit. . . . Failure of Harry Burgess, Jr.'s watch gives Bert Larkin extra work in starting the show. . . . Wood's Restaurant is running movies. . . . Carl Henry has chickens for sale. . . . Mike Damore, Novelty, is becoming familiar with G-Man tactics. . . . William Maxon leads in selling ads for the 25th anniversary program. . . . Rennie Coates, assistant manager, Regent, is looking for bargains in eating establishments. . . . Jack Meaney suspects Ken Wilcox for that stray cat in his car. . . . Jack Bartle forgets nights on which Phil Rossomando bowls. . . . Martin Wazlohowski has the boys worried about his absence. . . . Louis Boyd attends all hockey games at Jack Meaney's expense. . . . Jack Meaney sends his Christmas greeting to James Mosher in the form of a subscription to THE EXHIBITOR. . . . Claude Linstruth offers to launder any Local 376 members' shirts at 12 cents each. . . . Elmo Carpenter, Cameo projectionist, is now stationed at Newport Naval Training station.

Ira McCarthy is the proud daddy of a son. . . . Welcome, Bernard McNulty, to the fold. . . . Wonder who the brunette is trailing Phil Rossomando? . . . John Eccles should make sure before entering strange cars. . . . Walter Scarfe is reported to have had a workout with Tony Galento. . . . Andrew J. Seeley buys sweet cider in some strange places. . . . Lynn Goff had serious trouble with the turkey.

William Meaney enjoys the floor show at Green Top. . . . Francis Miller and Earl Cecile worked relief for Harry Burley and Jack Meaney. . . . J. E. Duncan, Local 253, was in on business. . . . Edward Cummings is improving in his course in public speaking. . . . Adolph DenHaise will take examinations in January at Central High. . . . Regent's two congenial cashiers are sisters Millie and Grace Heintz. . . . Robert Sardino has decided to do his annual remodelling, according to William Maxon's plans. . . . Members of Local 376 offer condolences to the family of Thomas Gaffney, who died as the result of an accident. . . . Ken Wilcox is reported to be standing the expense of the free doughnuts and cider vended by Andrew J. Seeley. . . . Frank Brodock is working at the Cameo temporarily. . . . Russ Stevens requests foot warmers when working in the Regent booth. . . . Anyway, Gus Lampe did not get indigestion eating the fish we did not bring him.

The material which appears in these columns is gathered for THE EXHIBITOR by a hand-picked and well-paid staff of news men in and about the cities represented under separate headings. These men are constantly in touch with each local situation and this accounts for THE EXHIBITOR appearing first with such local doings.

In response to many inquiries which have reached this department, this material is not copyrighted, which probably explains why some of the material finds its way at later dates into contemporary publications.

It is the opinion of the editors of this publication that while news may be copyrighted, ability (which is far more important) cannot be. This explains why we ignore the first and value the second.

THE AMAZING MR. WILLIAMS. Melvyn Douglas and Joan Blondell are current in the Columbia release.

NEW YORK CITY EXCHANGE LISTING

ADVANCE

630 Ninth Avenue—CIrcle 6-6765

President—Emil Rosenbaum.
Salesmen—Mike Thomas, New York and Brooklyn; Al Spector, New Jersey.

ALLIANCE

630 Ninth Avenue—CIrcle 6-6660

Vice-President—Budd Rogers.
General Manager—Arthur Greenblatt.
Salesmen—Julius Levine, Brooklyn and Long Island; Jack Farkas, New York City and Upstate; Sidney Hess, New Jersey.
Booker—Louis Solkoff.

COLUMBIA

630 Ninth Avenue—CIrcle 6-0900

District Manager—Nat J. Cohen.
New York and Brooklyn Supervisor—Saul Trauner.
New Jersey, Upstate, Long Island Supervisor—Irving Wormser.
Office Manager—Edward Helouis.
Salesmen—Jack Sokoloff, Brooklyn; Moe Fraum, New Jersey, Upstate; John Wenisch, New Jersey; Seymour Schussell, Long Island, Upstate.
Bookers—Sam Feinblum, Head Booker; William Katz, Brooklyn; Jack Safer, New Jersey; Gilbert Fillet, Upstate, Long Island; Ira Michaels, city.

GRAND NATIONAL

630 Ninth Avenue—CIrcle 6-2828

Branch Manager—Dick Perry.
Booker—Marvin Mirisch.

J. H. HOFFBERG CO., Inc.

729 Seventh Avenue—MEdallion 3-3813

President—J. H. Hoffberg
Sales Manager—Oliver Unger
Salesmen—Irving Grossman, Robt. Snyder.
Booker—Walter Klee

MERIT

630 Ninth Avenue—CIrcle 6-0271

Office Manager—Etta V. Segall.
Salesmen—Jack Farkas, Jerry Wilson.
Booker—Etta V. Segall.
Asst. Service Manager—Jerry Thomas.

METRO

630 Ninth Avenue—CIrcle 6-6200

District Manager—E. K. O'Shea.
New Jersey, Long Island, Upstate Manager—Ben Abner.
New York, Brooklyn Branch Manager—Jack Bowen.
Office Manager—Harold Goldgraben.
Salesmen—Harry Miller, Brooklyn; Howard Levy, New York City; Lou Allerhand, New Jersey; H. L. Ripps, Long Island, Upstate.
Bookers—Eddie Richter, New Jersey; Moe Rose, New York City; Johnny Cuniff, Brooklyn; Al Arnswalder, New Jersey; Harry Margolis, Upstate, Long Island.
Head Booker—Robert Ellsworth.

MONOGRAM

630 Ninth Avenue—CIrcle 6-8886

Branch Manager—Joseph J. Felder.
Office Manager—Sol Kravitz.
Salesmen—Irving Landes, Upstate and New Jersey; Charles Penser, Manhattan, Bronx; Ben Schwartz, Brooklyn, Long Island.
Bookers—Sol Kravitz, Phil Horowitz.

NATIONAL SCREEN SERVICE

630 Ninth Avenue—CIrcle 6-5700

Salesmen—Harold Bennett, Joe Friedman, Jack Judd, L. George Ross, Henry Reiner, Louis W. Vogel, Arnold Cohen, Charles Ost, Stanley Neal, Herman L. Booth, E. Feldberg, A. J. Edman.

PARAMOUNT

331 West 44th Street—CIrcle 6-6160

New York State District Manager—Milt Kusell.
Brooklyn Branch Manager—Henry Randel.
New York Branch Manager—Myron Sattler.
New Jersey Branch Manager—Edward Bell.
Salesmen—Ted Aber, Max Mendel, Brooklyn; Irwin Lesser, Jack Tuohy, New York; Herbert Kaufman, Albert Gebhardt, New Jersey.
New York Bookers—Kitty Flynn, Nat Stern, Irving Baron, Victor Bikel.
Brooklyn Bookers—L. Bergson, Sam Lake, Ruby Greenberg.
New Jersey Bookers—Jack Perley, Seymour Berkowitz, Richard Magan.

PRODUCERS DISTRIBUTING CORP.

630 Ninth Avenue—CIrcle 6-8866

Eastern District Manager—Harry Rathner.
Salesmen—Bert Kulick, Melvin M. Hirsh, Sidney Kulick, Larry Kulick.
Booker—Larry Kulick; assistant, Dora Fried

RKO

630 Ninth Avenue—CIrcle 6-4700

Branch Manager—R. S. Wolff.
Assistant Manager—F. L. Drumm.
Sales Manager—Phil Hodes.
Salesmen—Jack Ellis, New York City; Louis Kutinsky, Ed Carroll, New Jersey; John Dacey, short subjects; Harry Zeitels, Long Island, Upstate.
Bookers—F. Laurie, New York City; Jean Slade, Brooklyn; D. Post, Long Island, Upstate; H. Silverman, New Jersey.

REPUBLIC

630 Ninth Avenue—CIrcle 6-0760

Exchange Head—Herman Gluckman.
General Sales Manager—Morris Epstein.
Office Manager—Sidney Picker.
Salesmen—Anthony Ricci, New Jersey; David Black, Brooklyn; Dave Sohmer, New York City; Robert J. Fannon, Long Island, Upstate.
Bookers—Jen Dennett, Anna Plisco, Pearl Goldstein.

SACK AMUSEMENT

723 Seventh Avenue

In charge—Lester J. Sack.

SYNDICATE

630 Ninth Avenue—CIrcle 6-8866

President—Melvin Hirsh.
Salesmen—Bert Kulick, Larry Kulick, Sidney Kulick.
Booker—Larry Kulick.

TIMES PICTURES

630 Ninth Avenue—CIrcle 6-0980

TREO FILM EXCHANGE

630 Ninth Avenue—CIrcle 6-4724

20th CENTURY-FOX

345 West 44th Street—CIrcle 6-6700

Branch Manager—H. H. Buxbaum.
Sales Manager—J. J. Lee.
Office Manager—Moe Sanders.
Salesmen—Moe Kurtz, New Jersey; Seymour Florin, Upstate; J. St. Clair, Long Island; Willie Schutzer, Brooklyn; Abe Blumstein, New York City.
Bookers — George Blenderman, head booker; Al Mendelson, New Jersey; Lou Kuttler, New York City; Pete Fishman, Brooklyn, Long Island; Norma Bernstein, newsreels.

UNITED ARTISTS

630 Ninth Avenue—CIrcle 6-5480

District Manager—Charles Stern.
Branch Manager—Clarence Eisman.
Assistant Branch Manager—Nat Beier.
Office Manager—Eddie Mullen.
Salesmen—Sam Rifkin, New Jersey; Dave Burkan, New York City; S. Stern, Brooklyn; Larry Brown, New York State.
Bookers—Herb Richek, Ben Levine, Tony Agoglia.

UNIVERSAL

630 Ninth Avenue—CIrcle 6-4747

District Manager—A. J. Herman.
Branch Manager—David A. Levy.
Sales Manager—Max Cohen.
Assistant Manager—Nat Goldberg.
Salesmen—Ben Price, Bronx, New York City; Phil Winnick, New Jersey, Staten Island; Jules "Sonny" Liggett, Upstate, Long Island; Harry Furst, Brooklyn.
Bookers—Sam Phillips, Harold Weisenthal, New York City; Leo Simon, New Jersey; James Cummings, Brooklyn, Long Island.

WARNERS

315 West 44th Street—CIrcle 6-1000

District Manager—Ed. M. Schnitzer.
New York and Brooklyn Manager—Harry P. Decker.
New Jersey Manager—Harry Hummell.
Office Manager—Sam Lefkowitz.
Sales Supervisor New York and Brooklyn—Gus Solomon.
Short Subjects Sales Supervisor — Paul Swift.
Salesmen—Leo Jacobi, New York and Brooklyn; I. Rothenberg, Upstate, Long Island and Brooklyn; A. Berish, New Jersey.
Bookers—S. Macomber, head booker; Max Fried, Upstate and Long Island; Dan Ponticelle, New Jersey; P. Saglembeini, New York; Al Blumberg, Brooklyn. P. Levine, non-theatrical.

WORLD PICTURES CORPORATION

729 Seventh Avenue — MEdallion 3-2943

President—Irvin Shapiro.
Sales Manager—Archie Mayers.
Asst. Sales Manager—Ed Barison.
Booker—Ann Litman.

BETTER MANAGEMENT

Devoted to the

NEW

IN THEATRE EQUIPMENT, CONSTRUCTION, REMODELING, SUPPLIES AND OPERATION

A MONTHLY SECTION OF THE EXHIBITOR

You wouldn't call this the modern way to light that tree . . . . .

. . yet it's just as old-fashioned to use an outmoded sound system for modern movies!

GET RCA PHOTOPHONE MAGIC VOICE OF THE SCREEN WITH ROTARY STABILIZER PLUS SHOCK-PROOF DRIVE

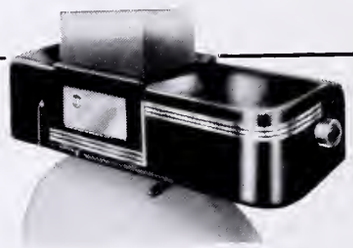
—available at low cost to theatres of every size!

NOWADAYS movie fans know good sound from bad—and patronize the theatre where listening is as much fun as looking.

Hollywood knows this and that's why Hollywood puts such excellent sound on its films. But how about you—are you letting an outmoded sound system hurt your takes?

It will pay you to find out about the new RCA Photophone Magic Voice of the Screen. For here's the equipment built for true reproduction of modern movie sound. It's the tonic your box office needs. And its low cost will surprise you, just as its many new features will delight you. Full details from your RCA Photophone representative.

Better sound means better box office—and RCA Tubes mean better sound



Only the New Magic Voice of the Screen offers all these Features!

Constant film speed is assured with addition of famous Rotary Stabilizer! This new Magic Voice also offers you new styling, new protection, new convenience, new added reserve power and many other outstanding features!

RCA Photophone's service organization has a low cost theatre service plan in which you'll be interested.

RCA **PHOTOPHONE**

MAGIC VOICE OF THE SCREEN

MAGIC VOICE of the SCREEN

RCA Manufacturing Company, Inc., Camden, N. J. • A Service of the Radio Corporation of America

BETTER MANAGEMENT SECTION

DECEMBER · 1939

THE FRONT COVER—*On the front cover this holiday month is the artist's conception of what the showman wants for Christmas. The picture reveals what theatre operators hope will be the case, that the New Year will bring to them everything modern in theatre equipment in order that their houses be entirely up-to-date.*

1939 HAS BEEN EVENTFUL

IT WOULD BE TOO MUCH to expect, we suppose, that every theatreman would listen intently to the gospel of better equipment, of more efficient operation, and more modern ideas in running a theatre from all angles. But as we look back on the record achieved in 1939, it is evident that the year was one of definite progress in the field of education.

For, no matter how one looks at it, the business of making theatres better in every respect is one of education. This angle in equipment is different from that of pictures, themselves. The theatreman contracts for pictures and hopes they will be good. He has no direct influence over production —he must rely on what is contained in the cans of film that he receives throughout the year. True, he can publicize and advertise the picture until some patrons may believe that they are better than they really are, but essentially, he has to stand or fall on what is unwound when the projection machines start to turn.

IN THE FIELD OF EQUIPMENT, however, his is the direct problem. It is up to the individual theatreman to decide for himself just what he intends to do about the operation of his house. Naturally, he does not have to search far and wide to determine what is new on the market. The columns of this publication help him; he is circularized; salesmen for equipment companies reach him, and, ofttimes, he drops into the equipment houses himself and sees what might be new.

There are some exhibitors who pride themselves so highly on keeping abreast of the times that they are willing to try everything that's new. There are others who would like to keep the front rank but find that it isn't always possible. There are still others who figure if their equipment has stood the gaff this long it will do for some time to come.

THIS LAST CLASS needs plenty of education, and we hope that companies who are trying to drive home the gospel of modern theatre operation will keep hammering away at them until they, too, see the light.

AS WE STARTED to say in the first paragraph, 1939's record is one of which to be proud. In the territory covered by this publication there was a decided trend toward the right—which moves an acceptance of the new devices, especially in the field of sight and sound, that were placed on the market.

The year's end is always the time for happy tidings, best wishes and the like.

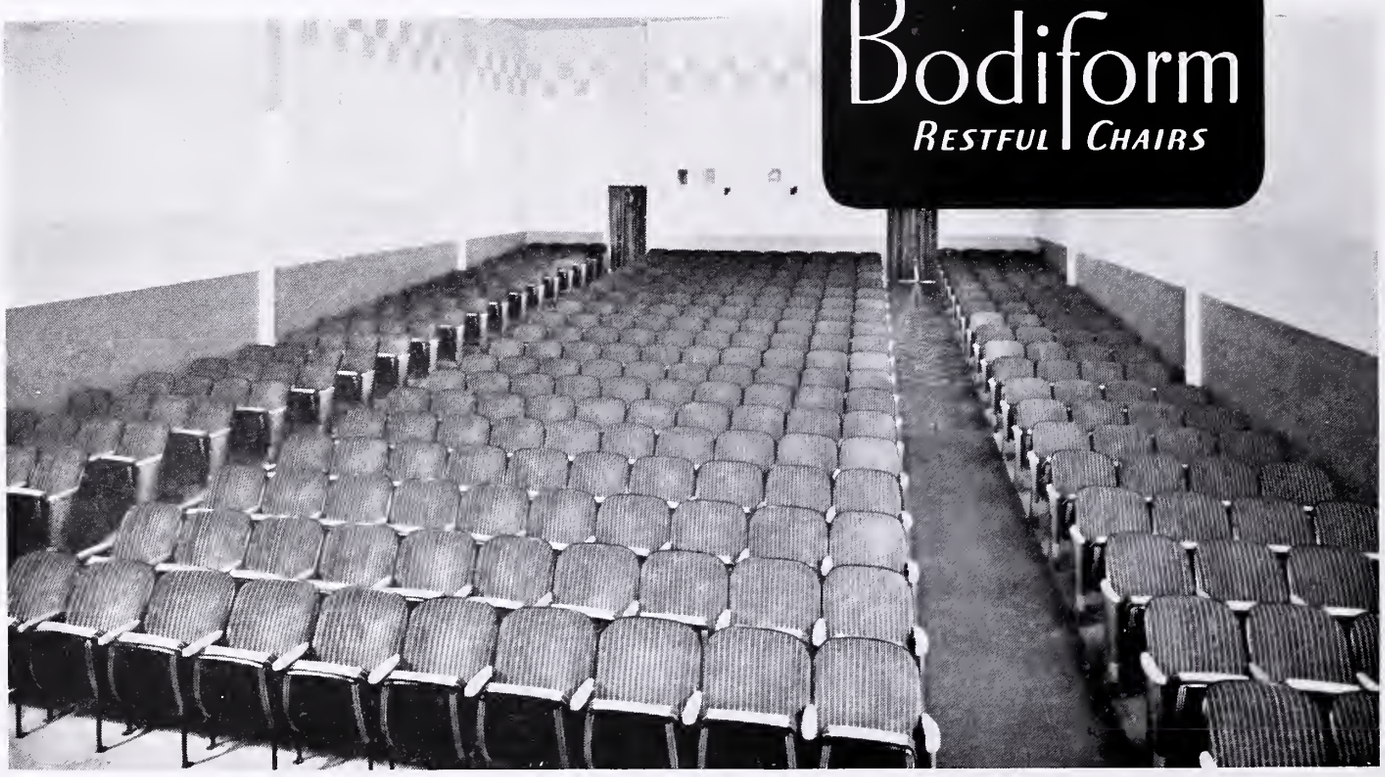
This, then, is our desire—that 1940 brings ever increasing acceptance of the work the technical division of our industry, is doing; that the exhibitors continue, by their purchases, to encourage those who are trying to help them.

TO THOSE who have striven to raise the standard of theatre operation so high goes the thanks of this publication—and the exhibitors. Their efforts are recorded in the history of the industry.

Bouquets Galore!

Get them for your theatre, too, with

AMERICAN Bodiform RESTFUL CHAIRS



Interior of Lux Theatre on Treasure Island at the San Francisco Exposition showing American Seating Company Bodiform Chairs

"BOTH the patrons and the many theatre men who have visited our theatre have been enthusiastic over the clear-row feature and have given us many compliments on the extreme comfort of the chair as well."

That's what J. A. Harvey, Jr. of the Harvey Amusement Company writes us about the new American Bodiform Chairs installed in the Lux Theatre at the Fair Grounds on Treasure Island.

Other theatre owners write us about the beauty of these new chairs. Still others about the way they lower housekeeping costs. From all these hundreds of enthusiastic letters we can draw only one conclusion—the new American Bodiform Chair is an unqualified success.

As Mr. Harvey said elsewhere in his letter —"I offer three cheers to the American Seating Company for actually bringing out something new and a real improvement in seating." Sounds worth investigating, doesn't it? The way to get the most modernization for least money is to get in touch with our representative at once, or drop us a line.

AMERICAN SEATING COMPANY GRAND RAPIDS, MICH. REG. U.S. PAT. OFFICE

American Seating Company

GRAND RAPIDS, MICHIGAN

Pioneers and pacemakers in theatre, auditorium, school, church, stadium and transportation seating • *Branch Offices and Distributors in Principal Cities*

COMPILED AND PRESENTED BY THE EDITORS OF BETTER MANAGEMENT

When the complete record of the industry is written, 1939 will be known as the year of mechanical refinements, when more than one company made its bid for fame (and profits) by introducing new designs, new ideas and new devices which would help the modern theatreowner to maintain a record of as perfect sound and sight as possible.

Much has been written in the past of these new developments, but for the sake of the record, let's take a look at what has happened, taking as our source of information actual accomplishments as recorded in the news columns as well as from authenticated publicity handouts of the companies, themselves.

Following the revolutionary E-7 Projector and Four-Star sound presented in 1938 from the International Projector Corporation early in the year, came announcement of a new mechanism, the Simplex SI, designed, manufactured, and priced to supply, according to the company, a definite demand for motion-picture equipment which will provide better sound and visual projection for theatres with a seating capacity ranging from 200-800 seats.

The new Simplex SI Mechanism has many of the latest and most modern improvements, such as front and rear shutters, semi-centralized lubrication, air deflector and aperture cooling unit, sprocket strippers of the non-wrap-around type, fire shutter safety-trip of advance design, and also has many Simplex advantages which, in long practical use, have proved definitely valuable aids to the theatre owner and projectionist in improving sound and visual projection and reducing maintenance costs.

Two items of standard Simplex E-7 projector equipment—the Simplex double shutter attachment and the Simplex air deflector and aperture cooling unit—were later put on the market to be sold as separate items for Super-Simplex mechanisms.

During the year, the RCA Manufacturing Company, Inc., makers of RCA Photophone, brought out a new series of sound reproducer systems, headlined by its stabilizer to which has been added the shock-proof drive, and the following advantages: (1) readily adaptible to push pull recording, (2) high-frequency cellular speakers, (3) large size, low frequency speakers, (4) emergency stand-by, (5) tube testing meter, (6) pre- focused exciter lamps, (7) front-wall volume control, (8) accessibility, (9) simplified inner apparatus oiling, (10) economical operation, (11) low-cost maintenance, liberal service, and (12) easy payment plan.

Considering the question of securing and guaranting a uniformly constant speed, which has long been the problem of sound engineers, the Weber Machine Corporation engineers claim not only to have solved this problem but to have secured the constant speed desired by means of a new magnetic filter with approximately 40 pounds of flywheel balance. All of the starting load or shock has been eliminated. The film starts gently and maintains as nearly perfect uniform motion as it is humanly possible.

One of the developments of the year occurred at the recent meeting of the Society of Motion Picture Engineers when a new type of projector was described. F. Ehrenhaft and F. G. Back, New York engineers, claim to have designed a projector wherein the optical compensation is effected by means of a rotating glass prism to eliminate the intermittent-action mechanism. The problem, the speakers said, was originally attacked from the view point that, by eliminating the errors inherent in the rotating glass prism, a projector could be designed which would be both simple and practical. The dimensions of the rotating prism and its optical placement result from basic optical laws, and the arrangement depends on the size of the image and on the materials. Errors inherent in the rotating glass prism were eliminated, it is said, by (1) limitation of the effective rotation angle, use of a curved gate, establishing the tolerable limits of film shrinkage; (2) calculating the size and displacement of the color at the extreme position of the prism; (3) use of special lenses or additional lenses corrected for glass instead of air, compensation by a curved gate; (4) slip-shaped diaphragms; (5) use of diverse diaphragms; (6) use of special lenses or additional lenses; (7) diaphragms for the condenser and screening off the edges of the rotating prism.

Much could also be said of the new Wenzel projector head, with forced oil feed; the Century projector, to be introduced by the Sam Kaplan organization next Spring; the Brenkert projector head, with splash oil feed unit, with RCA sound, among others.

Noteworthy, too, was the arrival in this country, via the World's Fair, of the Phillips projector, used in the Belgian exhibit. Those who have had the privilege of investigating its claim state that here, indeed, may be a revolutionary development in the field of projection if wide enough distribution is given.

Projection lamps, also, have come in for their share of progress during the year.

The Strong Mogul High-Intensity Automatic Reflector arc lamp, demonstrated by independent theatre supply dealers and manufactured by the Strong Electric Corporation marks a distinct advance in projection arc lamp design and construction.

The company also states that it has been designed to project a volume of light even beyond the normal requirements of theatres employing the modern large screens of non-reflective surface and porous structure, screens that require a tremendous increase in light value to maintain a satisfactory level of illumination.

The higher efficiencies attained through the use of the Mogul result in this increased light intensity without a corresponding increase in operating costs. In

fact, this improved projection is attained at a lower cost per light unit.

From Clarence Ashcraft, late in the year, came the new Cylex lamp and power unit that brought many Suprex features into the purchase range of the smaller theatre.

Rumors within the industry say that National Theatre Supply Company is working on a new Suprex-type lamp for use with the SI projector. Made especially for the small houses, this is said to bring to that size theatre lighting advantages which hitherto have been available only to large houses. In the screening of Technicolor pictures especially, this will prove of advantage.

Rectifiers have not been ignored during the year, and the following new products were noted.

A new 15- to 30-ampere capacity rectifier for low-intensity operation, superseding the Garver Kurrent Changer, was introduced by the Garver Electric Company. Features of the new rectifier include an improved winding and a higher grade steel, which assure greater efficiency, longer bulb life, and a smoother performance. A natural draft cooling is obtained through the new case design, that is said further to increase the overall efficiency.

The Baldor Electric Company, Saint Louis, Missouri, announced the development of two new motion picture rectifiers; its model 30-S, for low-intensity arcs, model 60-M for Suprex arcs.

One of the particular features of both models is that the transformers are of the two-coil, insulated type, that completely insulates the lamp circuit from the line circuit, thereby eliminating all danger of electric shocks from the rectifiers.

Other features include an improved method of adjusting the current at the arc, which insures long bulb life; more compact design. Model 30-S low-intensity rectifier has a range of 15 to 30 amperes.

The new type 60-M Rect-o-Lite for a Suprex arc has a range of 30 to 60 amperes and may be used for either a low-intensity or Suprex arc.

Among the items of miscellaneous booth equipment and projection apparatus parts may be listed the following:

GoldE Manufacturing Company, originators of enclosed automatic rewinders, received the approval of the National Board of Underwriters Laboratories on the re-examination of the micro-switch rewinder of its manufacture.

The NBUL further recommends, in a recent bulletin, that the enclosed rewinder be made a regular part of all projection-booth equipment. This recommendation is taken into favorable consideration by insurance underwriters, and state code authorities in drafting their requirements.

Public address systems are part and parcel of the larger theatre, and the maintenance of this equipment—and the new developments in the field—may well be considered in a discussion of "Perfect Sound and Sight."

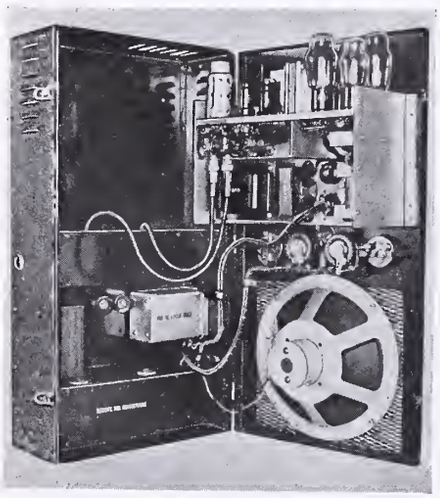
One microphone, which combines in its compact, streamlined case all the characteristics of three different types of microphones, thus making the new one ideal for radio, cinema or any public address use, was announced by the RCA Manufacturing Company. A handy switch at the base instantly makes the new unit uni-directional, bi-directional or non-directional.

Perfected in the same RCA research laboratories that developed the first ribbon type velocity microphone and the first uni-directional cardioid pattern microphone, the new unit should find limitless applications in radio studios, on movie sets, in auditoriums, night clubs, and any outdoor location where an ordinary velocity, pressure or uni-directional microphone proves insufficient for every application. It is designated as Model 77-C.

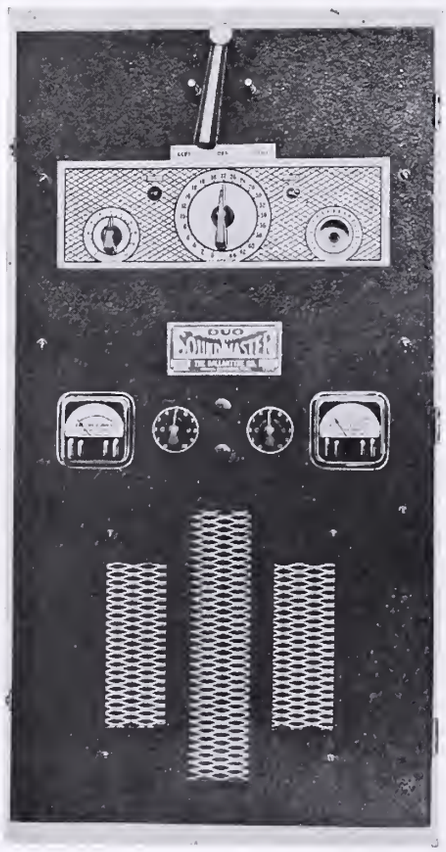
A word must be said, also, for the development from the RCA engineers, a mercury sound change-over switch, non-corossive, in a small, airtight capsule. moistureproof and a very fine, noise-free throw-over.

Many improvements were made in the well known Walker-American and DaLite sound screens—and well guarded in Hurley Screen's Long Island City factory, we understand, a paper screen is nearing the market that will permit the "posting" of a new screen just as you would post a new 24-sheet.

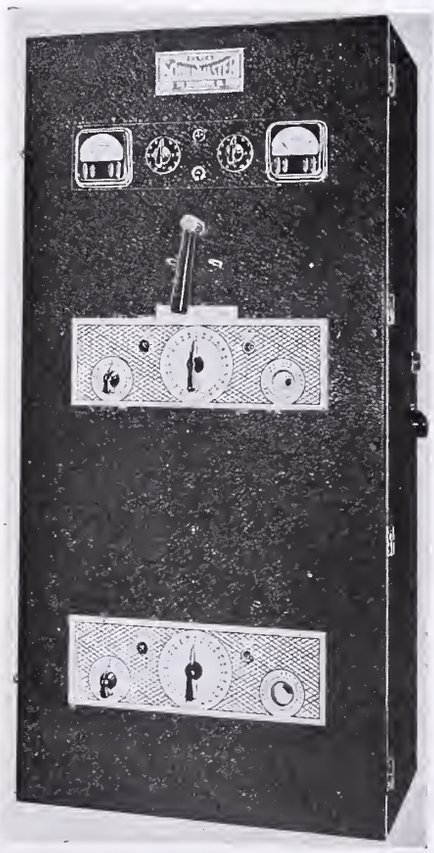
Of course, what has been written above includes only what might be called highlights. Deep within the laboratories of many companies are the research men, spending time and money in an effort to make their portion of the work of the modern theatre as perfect as possible. As their efforts are crowned with success, they will be brought to you within these pages.



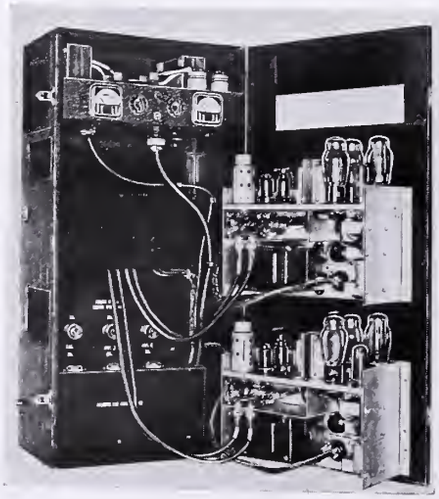
Ballantyne's 80 Amplifier
Inside, scientifically precise



Ballantyne's 80 Amplifier
Outside, smart and modern



Ballantyne's 90 Amplifier
Outside, smart and modern



Ballantyne's 90 Amplifier
Inside, scientifically precise

• *To the left,* O.C. 675, one of the deluxe designs in Heywood Theatre Chairs. Note that luxurious, double thick Marshall type cushion and the well tailored spring back. It's the kind of chair that spells class and comfort in any theatre.

Real Class AND Real Comfort!

COMFORT, in Heywood Theatre Chairs, is real, luxurious, actual, enjoyable. It's the kind of comfort that your patrons will enjoy, enthuse over . . . the kind of comfort that *does* make patrons come back for more . . . *does* pay dividends *at your box office.* The chair shown above is typical. You don't need a lot of conversation to prove this swanky chair has class and comfort. As an experienced theatre man you can tell by just *looking* at it. Your patrons will tell you (by coming back) after just *sitting* in it for *one* show! May we tell you in detail about this and other popular Heywood styles?

• *The chair shown above* has the famous Heywood Extra-Wear Back. *On this type back,* the all steel panel fits over the rear top edge and thus protects the upholstery.

HEYWOOD-WAKEFIELD

Established 1826

GARDNER
MASSACHUSETTS

How Long Sinbad the Sailor Traveled on His Magic Carpet, the Records Do Not Show But from What Is Revealed in the Following Article, Chances Are That Not Having the Benefit of Research, Science, It Would Not Have Stood the Wear Tests of Theatre Carpet

MODERN CARPET MAGIC

By Lewis Sanford Mentlik

RAMBLING for countless acres along the northern portion of Yonkers, New York, are the myriad large and small structures housing the Alexander Smith and Sons Carpet Company. Somewhere approximating the geographical center of the Smith properties are three comparatively small rooms, housing a mess of test tubes, testing machines, et cetera. And, yet, the 14 men going about their daily chores in that laboratory portion of the huge plant are the men chiefly responsible for the reputation of Alexander Smith carpeting among theatre folk as well as the housewife around the corner.

It wasn't so long ago that we eavesdropped on a conversation involving a couple of National Theatre Supply salesmen. They were telling each other how long Mr. So-and-So had his Crestwood in some Jersey theatre, and went on to remark how long those carpets last. The talk provided us with a story idea—and feature story ideas in the equipment field today are rather scarce.

It occurred to us that it wouldn't be a bad idea to visit the place where those long-lasting carpets are put together. A phone call to Alexander Smith's sales manager "Bert" Hammel and a tour of the plant's most important organs was arranged. A. G. Ashcroft, the company's product engineering chief, headed the tour through the lab and one of his aides led this awe-struck correspondent from one building to another during a quick look in on several of the manufacturing processes.

BEFORE THEATRES, hotels, public buildings, and other well-tread places were commonplace, carpet manufacturers simply designed a rug, put the wool on the loom, and went out to sell the woven product. Today, things are quite different.

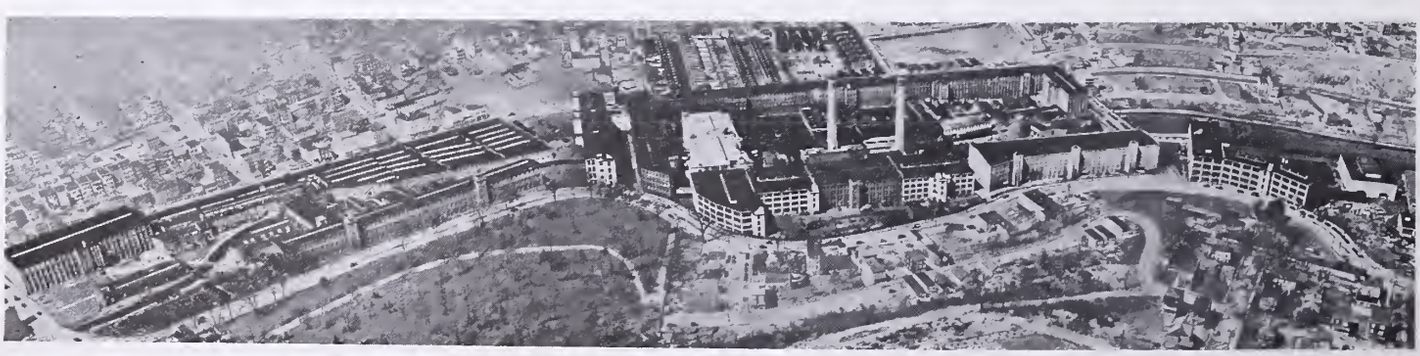
In a corner of that lab in Yonkers stands a seemingly harmless machine with leather-covered wheels, about the size of the average auto wheel, revolving—one clockwise and the other counter-clockwise—upon a turntable on which is fitted a section of carpet undergoing a rigid test for durability. This machine was designed by the United States Bureau of Standards and utilizes the same forces of pressure, slip and twist in all directions on the pile surface, and other forces met in actual floor wear.

One of Mr. Ashcroft's research assistants measures the thickness of the pile at regular intervals and plots a curve picturing the wear cycle of the tested carpet. Records of both Smith and competitive products are kept on file (approximately 6,400 carpets manufactured by Smith and competitors have been tested during the past five years) and it didn't tax this reporter's definitely non-technical mind too much to see that the wear test curve of the velvet Crestwood carpet established that favorite theatre floor covering as the most durable of the lot.

Why, we asked Mr. Ashcroft, is a velvet carpet the most durable when it seems by the sound of the name alone that it stresses looks more than strength? For his answer, he showed us a paragraph he had written in an article entitled "Carpets and Rugs for Durability":

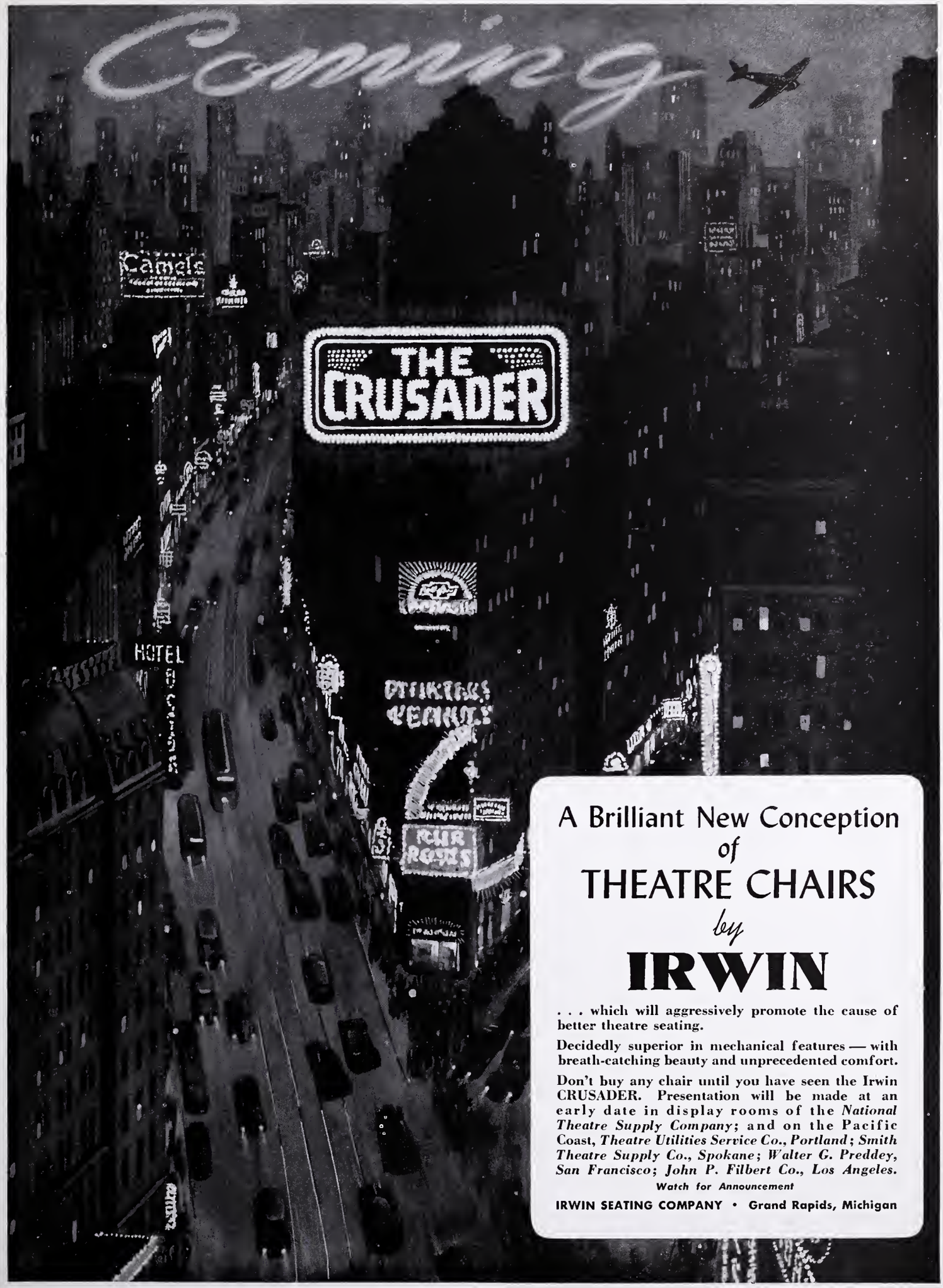
"Wear-test research had already determined why velvet carpets are durable under the severest conditions of theatre wear. Carefully selected wools make up the pile yarn in these carpets. Wear-tests have shown that the kind of wools may cause a difference in wear of as much as 100 percent. The cleaning and dyeing of these wools is an important factor in wear. The pile yarn in velvet carpets are not subjected to the same severe dyeing conditions as those in other types of carpets. This fact contributes to a difference in durability of 50 percent or more. In addition, wear-tests have shown that the density of weight of pile wool in each cubic inch of pile has a most important relation to wear-life. Crestwood and other velvet carpets have an exceedingly high density of pile wools. Wear-tests have shown that other weaves which carry the pile wool in the back instead of on the surface do not give the wear-life of velvet carpets despite their greater cost."

From the entire foregoing discussion of what this reporter had learned while trekking through the Alexander Smith mills, one may be gathering the impression that the only thing we saw was a wear-test machine. The truth is that the machine did make the deepest impression



CRESTWOOD'S HOME

Comprising 56,221 acres of floor space, the Alexander Smith and Sons Carpet Company, Yonkers, New York, said to be the largest unit for the manufacturing of pile floor coverings in the world, is well seen in this aerial photograph. What goes on in the various parts of this expansive plant is told in the accompanying article by THE EXHIBITOR'S *representative.*



A Brilliant New Conception
of
THEATRE CHAIRS
by
IRWIN

. . . which will aggressively promote the cause of better theatre seating.

Decidedly superior in mechanical features — with breath-catching beauty and unprecedented comfort.

Don't buy any chair until you have seen the Irwin CRUSADER. Presentation will be made at an early date in display rooms of the *National Theatre Supply Company*; and on the Pacific Coast, *Theatre Utilities Service Co., Portland*; *Smith Theatre Supply Co., Spokane*; *Walter G. Preddey, San Francisco*; *John P. Filbert Co., Los Angeles.*

Watch for Announcement

IRWIN SEATING COMPANY • Grand Rapids, Michigan

on us because of our close affiliation with the theatre field. When we walk into a movie house, we just move comfortably and soundlessly down the aisle not thinking a whit about the research which went into the carpet to make that walk comfortable and soundless for years on end.

IN THE LIMITED SPACE allotted us, let's take a quick glance at some of the other apparatus and functions of the products engineering laboratory.

Fading weaknesses or strengths—as the case may be—of various carpets are discovered by means of a fading test machine which exposes sections of carpet to the equivalent of two weeks in the July noon sun. Setting unimposingly on one of the lab tables is a small shiny bit of apparatus which moves back and forth across a piece of carpeting. It was explained that the little machine proves the fluffing strength of the product.

For theatre operators, an important section of the laboratory is in one of the far corners where a booth similar to those housing telephone pay stations is located. Two persons can just about squeeze themselves into the booth in which experiments in choosing correct colors are always under way. On one side of the booth are different color patterns which are exposed to lights varying from strong daylight to the dimness of a movie theatre. How the difference in lighting affects colors and color combinations is an important factor in the manufacture and design of the carpets.

On the other side of the booth is an experiment which may revolutionize the entire theatre carpeting field. Fluorescent rugs are subjected to ultra-violet lighting, the most modern and healthful of lighting advances. The light falls upon the carpet whose fluorescent qualities reflect the light and bring out definite color combinations and designs in a darkened theatre.

The chemical engineers and research assistants are kept busy peering through expensive microscopes studying the varying sizes and characteristics of the wool fibres which come to the Yonkers plant from every section of the world except this country. The sizes and uniformity of the wool fibres play an important role in manufacturing carpets for durability.

During all the experiments and tests, the lab rooms are maintained under a controlled humidity, so that the density of the air at various times of the day and during various types of weather will not affect any of the tests either adversely or vice versa.

Once again, allow us to quote from Mr. Ashcroft's article:

"The Product Engineering Department of Alexander Smith, staffed and directed by engineers and chemists, reaches down into and influences every manufacturing operation. Extensive scientific equipment, high-powered projection microscopes, gauges, tension-testing machines, extraction apparatus, electric measuring devices, and other intricate chemical devices are used to make 75,000 to 100,000 tests and measurements each year. This scientific attack has as its major aim the development of durability of carpets and rugs, and the control of uniformity of this quality standard. In this way the soft-floor-covering industry can offer for use in theatres carpets which have quietness, coziness, hospitality, decorative effect, and which, in addition, are economical because they will last for years."

Out in the plant itself, ordinary human folk such as you and me feel pretty small. For instance, one walks into the building housing the world's largest drum dyeing apparatus and the immensity of the two-story tall machines are appalling. Wool is wound tightly around the huge drum and one operator controls the dye process by running cans of the dyestuff according to patterns made in the designing department.

That isn't the only imposing machine seen. It struck us so suddenly we remember it a bit better than the others, but there are the huge looms; the smelly dye-mixing vats; the wool-scouring baths which remove all but the necessary portions of the dyes; the drying machines; the women inspectors; the large knifing machines used to cut the loops from the top of the carpet weave; and so on down the line. A book can be written about each operation and we refuse to flatter ourself into believing we could deal faithfully with any or all of the operations in this corner.

Some day, however, we're going to take a week off and spend eight hours a day learning about the details of the carpet business. It's fascinating stuff.

DON'T LET OLD CHAIRS
handicap big pictures!

You pay big money for good pictures. It's on them you have to depend for a profit. So give them a chance. Don't drive patronage to your competitor. Do S. R. O. business. Install modern **Ideal Chairs** now. Write for catalog on the full line of unsurpassed values. Dealers everywhere.

IDEAL SEATING COMPANY
GRAND RAPIDS, MICHIGAN

EXPORT OFFICE: 334 W. 44th St.
New York City: Attn.: J. E. ROBIN

THE YARN IS COLORED

A thousand pounds of yarn emerge from the dye kettle containing chemicals, water, and dyes, all perfectly compounded to give the right shade and clarity of tone.

A CARPET STARTS

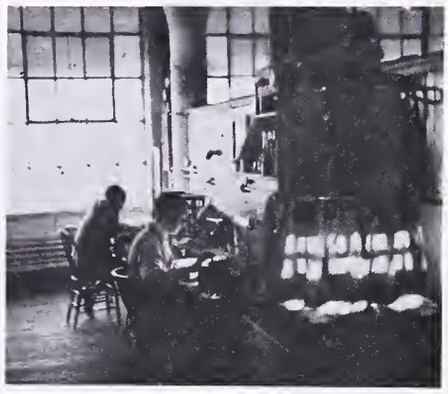
Here is seen the start of the process. The woolen yarn goes in here, and up and around, coming out at the other end a completed carpet.

LABORATORY

Tests, tests, and yet more tests

Carpet Making

On this page the reader may observe in pictures some of the interesting sights described by Mr. Mentlik on the preceding pages. Here are the processes of washing and dyeing the wool, the start of the weaving process, and glimpses into the laboratories where scientists are constantly working to improve the quality of the final product.



TECHNICIANS

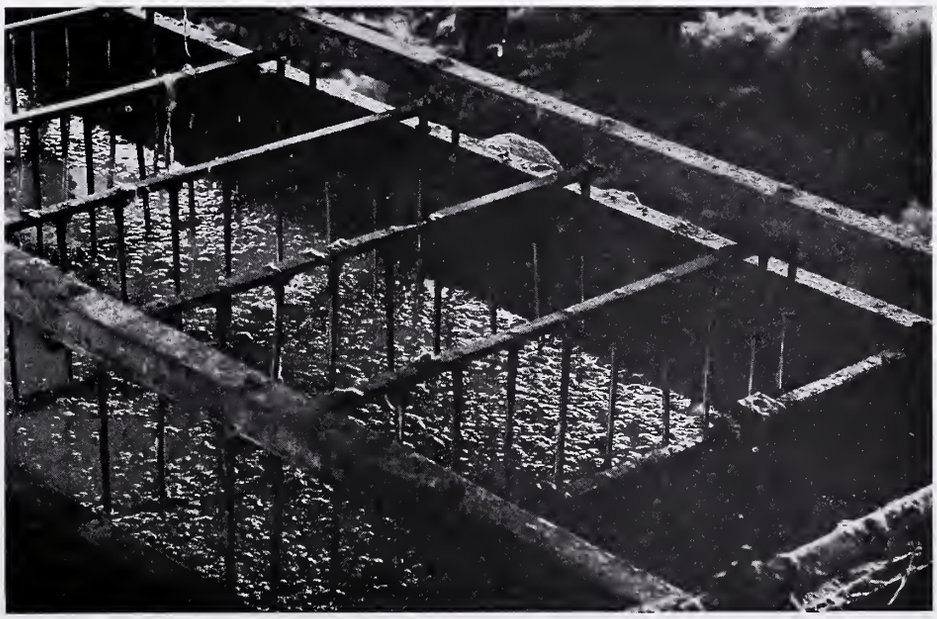
They work to insure long wear

WILL IT WEAR?

Science gives the answer to this important question. Here two researchers are wear-testing a piece of completed carpet.

WOOL'S SATURDAY NIGHT

Millions of pounds of wool are scoured every year in these 60-foot-long "bath tubs" The strength of the solution is controlled to insure uniformity.



Brief Glances At SOME LEGAL DECISIONS

Liability for Injuries

(EDITOR'S NOTE: *Legal decisions affecting operation of theatres should be of interest to all readers of Better Management. As the more important basic rulings occur, they will be brought to the attention of the followers of this department.*)

Instructions to the jury in an action to recover for personal injuries caused by a defective theatre seat, imposing liability upon the defendant regardless of the question of notice and upon the basis of mere existence of the defective condition at the time of the plaintiff's attendance were held erroneous by the Appellate Division of the Supreme Court of New York in a decision filed in late October in Nabson et uxor versus Mordell Realty Corporation, reversing the judgment entered for the plaintiffs and directing a new trial.

The wife plaintiff in that case alleged personal injury as the result of a splinter on a seat in the defendant's theatre, which entered her leg as she rose to leave the defendant's motion-picture theatre after a performance.

Opined Judge Callahan, in part:

"We find that the charge was erroneous in that it placed liability on defendant irrespective of whether it had a reasonable opportunity to repair any defect which it knew of or could have discovered on reasonable inspection.

"Plaintiffs made no effort to establish actual or constructive notice of existence of the splinter. There was no proof to show any decay of the wood or other evidence that the splinter came from gradual deterioration. In fact, the only evidence on the point indicated that the contrary was the fact. Plaintiffs now contend that the doctrine of *res ipsa loquitur* applies.

"We believe that the case is not one to be governed by that principle but we find that the charge was erroneous even if that doctrine was applicable.

"The rule of *res ipsa loquitur* requires evidence which shows at least probability that a particular accident could not have occurred without legal wrong on the defendant's part. The instrumentality which produced the accident must be within the exclusive possession and control of the person charged with negligence. Where a defendant has such control and has exclusive knowledge of the care exercised in the control and management of the instrumentality, evidence of circumstances which show that the accident would not ordinarily have occurred without neglect of some duty owed to the plaintiff is sufficient to justify the inference of negligence and to shift the burden of explanations to the defendant.

"In the present case the elements which must be present before the rule of *res ipsa loquitur* is invoked were not shown to exist. Assuming that control of the seat might be held sufficiently exclusive if the accident occurred from some structural defect . . . , it should not be so held as to a minor lack of repair that might have developed a few minutes before the plaintiff's injury from the casual use of the seat by a patron.

"But, even if the rule of *res ipsa loquitur* was applicable the inference of negligence resulting therefrom would be rebuttable. The defendant would be required to produce some proof to show that it had exercised reasonable care to protect its patrons by the inspection of the premises and reasonable prompt repairs of any defect it discovered or should have discovered. If the defendant, as it did in this case, offered proof of systematic inspection and repair the question would be for the jury to determine whether it had been negligent. As an element of negligence, the jury would have the right to consider the question of how long the defective condition existed and to find that there was no lack of care if it determined that the condition was one which defendant could not have discovered on reasonable careful inspection or to find that because the condition might have arisen so shortly before the plaintiff's injury that defendant did not have the opportunity to repair it. Clearly, therefore, the rule as charged by the trial court herein, that defendant would be liable if the condition existed when the patron used the theatre irrespective of the question of notice, was not the proper rule.

"The defendant in this case offered evidence to show that in this theatre after the close of each day's performance, two watchmen go through the premises raising up and inspecting each seat, and reporting any visible defects. On like occasion six cleaners sweep the floors and go over each seat with dust cloths. Any defects thus discovered are reported to a carpenter employed by the theatre to make repairs. The carpenter himself also makes periodical inspections. He stated that any defective condition called to his attention was promptly repaired. There was no contradiction of this proof. But it was given by defendant's employees and its credibility was for the jury. In considering this evidence, however, the jury might well have exonerated the defendant if it had been advised, as it should have been, that defendant was entitled to a reasonable opportunity to repair.

"Respondents rely on cases holding that operators of places of amusement to which the public are invited warrant that the premises are reasonably safe for the purposes for which they are designed. They cite statements from these cases to the effect that the proprietors of such places of amusement owe an active duty to patrons to inspect their premises and to guard against risks which might reasonably be anticipated. These are merely restatements of the well-settled rules of the law of negligence applicable to invitees. The duty placed on theatre proprietors is that of reasonable care. They are not insurers of their patrons safety. Saying that the proprietors are charged with the duty of 'active vigilance' does not mean that some opportunity to discover and remedy the wrong is not to be afforded to the owner of a place of amusement before it is to be held liable."

GENERAL SEATING COMPANY
CHICAGO

Stainless Steel "Lumber" Opens Up New Markets

PITTSBURGH — Introduction of a new stainless steel "lumber" recently placed in production by the Allegheny Ludlum Steel Corporation, through its Ludlite Division, in Watervliet, New York, appears certain to unfold a vast new market for stainless steel, announced Hiland G. Batcheller, president, recently.

Continued Batcheller:

"Since its commercial inception just 15 years ago, stainless steel has rushed headlong to popular acceptance, with the Allegheny Ludlum Steel Corporation a principal factor in its development. Thus reference to unfolding of a new market seems almost an anticlimax as stainless has had little trouble in finding extensive applications to date.

"The qualities in the metal responsible for this rush of popularity are well known. In some fields its great strength with lightness has been the introducing medium. In others its resistance to elemental or chemical attack. In still others, its heat endurance. As a matter of fact, stainless steel offers so many advantages there has been little to detract from its upward surge.

"The only factors which have tended to hold it back are these: Its relatively high cost, and necessity for fabrication by more than ordinarily skilled workmen, using, in many cases, tools and methods especially developed for the job. Of course, in such fields as dairies, food plants, hospitals, etc., other factors, such as its great durability and the ease of maintaining the surface in a sanitary condition greatly outweighed any retarding factors on the cost of fabrication side.

"However, even these factors are largely eliminated in Allegheny Ludlum's new stainless steel lumber panels, known as "Ludlite Bord." The product consists essentially of thin sheets of the well-known Allegheny Metal (18-8 stainless steel), permanently bonded to an inert mineral backing material to form strong, rigid panels of convenient building size.

"The outer surface retains all the normal beauty and utility of stainless steel, since the properties of corrosion and wear-resistance of stainless are just as pronounced in thin sheets as they are in heavier gage material. The high cost of the stainless metal no longer is a factor since the thin metal surface permits a given weight of stainless steel to be spread over a tremendously increased area.

"The mineral backing material, consisting of asbestos fibres, Bentonite (volcanic clay), Portland cement and calcined magnesite is relatively inexpensive. The material is processed under great pressure and bonded to the stainless steel facing by means of a special pressure-cementing process to form semi-rigid and extremely flat lumber panels.

"The resultant product combines many desirable qualities. Ludlite Bord is fireproof and fully weather-resistant. Coefficient of expansion of backing material closely approximates that of the stainless steel, so no distortion of the product occurs under any ordinary temperature. The permanent and highly reflective steel facing reflects about 90 percent of all heat rays directed at it. In adition, the backing material has high thermal insulating value. It is immune to high humidity and is equally suitable for indoors or outside applications.

"Ludlite Bord absorbs sound and so has excellent acoustic properties and it offers excellent resistance to denting or marring by impact."

THE EXTERIOR AT NIGHT is cheerfully illuminated from many sources, back-lighted glass block on both sides of the entrance obtaining the most striking results. Tan and cream glazed brick, with blue and sun-tan Vitrolite structural glass for embellishment, has been used as the facade covering. The upright sign above the marquee is mounted on a massive brick pylon flanked by two angular columns of Vitrolux glass to form an interesting pattern.

ANOTHER EXTERIOR VIEW, this one made during the daylight hours, allows a more comprehensive visualization of the front structure. Note here the interesting patterns formed by the glazed brick on the store fronts.

1939 PRESENTATION No. 35

The New
SHORE
Wildwood, N. J.

Owner: William C. Hunt
Architect: Thalheimer & Weitz

THE PROSCENIUM, is brilliantly enhanced by colorful curtains and valances in coral and silver. The pattern of columns on either side are silver leaf and blend with the color scheme of the front walls which are in graduated tones of coral on a silver leaf background.

THE STANDEE ROOM has been richly carpeted in a floral design of yellow, fawn, green and black. The standee rail in the foreground is concrete with a glass baffle atop it. Metal fins hold the glass firm.

THE LOBBY looking toward the standee room, where can be seen the attractiveness of the modern, glass-block standee rail. The doors shown are of natural birch and are very rich in appearance.

REFERENCE FACTS:

Size of Lot: 190x92

Seating Capacity: 1407

Cost Without Ground: $104,000

Acoustical Treatment—Acoustone tiles. Manufactured by U. S. Gypsum Co. Anemostats manufactured by Anemostat Corp. of America.

Air Conditioning—Deep well system. Installed by Pierce-Phelps, Inc.

Carpets—Floral design in autumn shades. Manufactured by Bigelow-Sanford Co.

Chairs—American Bodiform. Turquoise mohair padded back and leather spring edge seat. Manufactured by American Seating Co.

Curtain Controls—Vallen. Manufactured by Vallen, Inc.

Construction Material—Blue and sun tan Vitrolite structural glass and glazed brick. Vitrolite manufactured by Libbey-Owens-Ford Glass Co.

Decorator—Paramount Decorating Co.

Draperies and Stage Curtains—Manufactured by Paramount Decorating Co.

Furniture—Manufactured by Fredrick Weinberg.

Generators—Hertner. Manufactured by Hertner Electric Co.

Lighting Fixtures—Built-in wall fixtures. Sperti lamps in ceiling. Sperti Lamps manufactured by Sperti Co.

Projection Lamps—Peerless Magnarc. Manufactured by J. E. McAuley Mfg. Co.

Projection Machines—Super Simplex on Super Simplex bases. Manufactured by International Projector Corp.

Rubber Mats—Manufactured by O. W. Jackson & Co.

Screen—Walker. Manufactured by Walker American Corp.

Sign and Marquee—Fabricated and erected by Ripley & Silver.

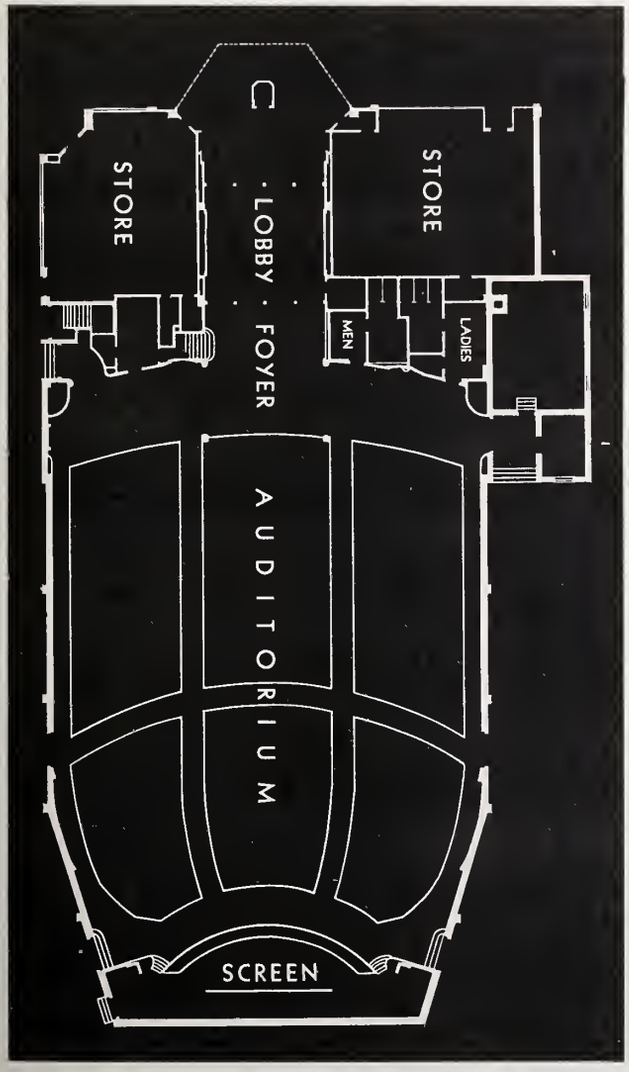
Sign Letters—Wagner. Manufactured by Wagner Sign Service, Inc.

Sound—RCA. Manufactured by RCA Mfg. Co.

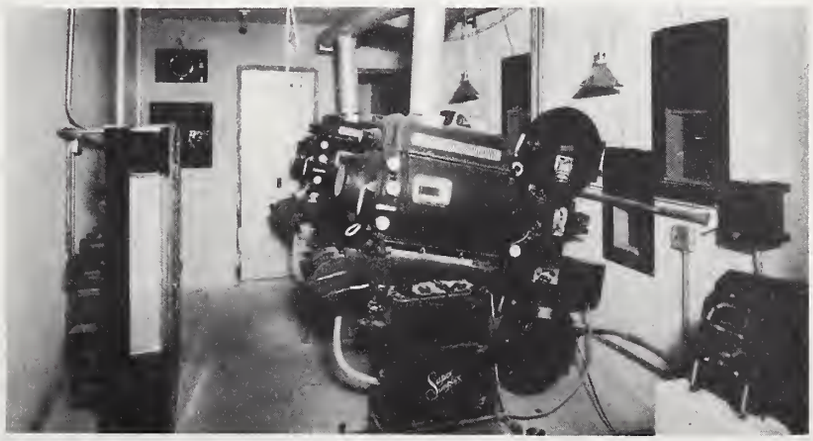
Supply Dealer—National Theatre Supply Co.

Ticket Register—General Register.

THE AUDITORIUM, looking toward the rear. Acoustone tiles have been used on the walls for acoustical perfection and decorated in several shades of coral. The seating arrangement, allowing the aisles to curve toward the screen, permits greater vision.



THE LADIES' LOUNGE has been meticulously appointed that it might meet the approval of the most fastidious of women patrons. The vanity and furnishings are bone white with turquoise upholstery on the stools and settee.



THE PROJECTION BOOTH has been equipped with the latest projection and sound equipment available. Here have been installed Simplex mechanisms and bases, Peerless lamps, RCA sound, Hertner generators, etc.

1939 PRESENTATION No. 36

The New
GREENDALE
Worcester, Mass.

Owner: Greendale Theatre Corp.
Architect: Blackall, Clapp, Whittemore & Clark

A worthy addition to the twelve theatres now in operation in the City of Worcester is that recently erected in the Greendale section. A distinct departure from the orthodox designs for modern theatre exteriors, the house will, no doubt, receive much word-of-mouth publicity. It can be said that even though it is a far cry from the usual in theatre design, this type is by no means new to this section, many homes here being designed along similar lines.

THE EXTERIOR has all the appearances of a country church and could very easily be mistaken for such if the show billing were removed. A box-like marquee erected on top of a small portico and displaying the current attraction in modern silhouette letters is the only touch of the modern in theatre construction visible here. Surmounted by a weather vane, the large cupola with many lights of glass, through which at night the interior lighting shines, is a nice touch of showmanship.

REFERENCE FACTS:

Seating Capacity: 754

Cost Including Equipment: $105,000

Acoustical Material—Acoustical plaster. Gold Bond Tiles, Nu-Wood. Gold Bond manufactured by National Gypsum Co. Nu-Wood manufactured by Wood Conversion Co.

Air Conditioning—Artesian well water system.

Carpets—Rust and brown. Manufactured by Alexander Smith & Sons Co.

Chairs—American Bodiform. Full upholstered mohair and velour. Manufactured by American Seating Co.

Construction Material—Brick and steel.

Curtain Controls—A.D.C. Manufactured by Automatic Devices Co.

Decorator—Novelty Scenic Studios, Inc.

Draperies and Stage Curtains—Manufactured by Novelty Scenic Studios, Inc.

Lighting Fixtures—Indirect lighting. Manufactured by N. B. Foster Co.

Projection Lamps—Strong Mogul D. High Intensity. Manufactured by Strong Electric Co.

Projectors—Simplex. Manufactured by International Projector Corp.

Rectifiers—Strong Copper-Oxide. Manufactured by Strong Electric Corp.

Screen—Dalite. Manufactured by Dalite Screen Co.

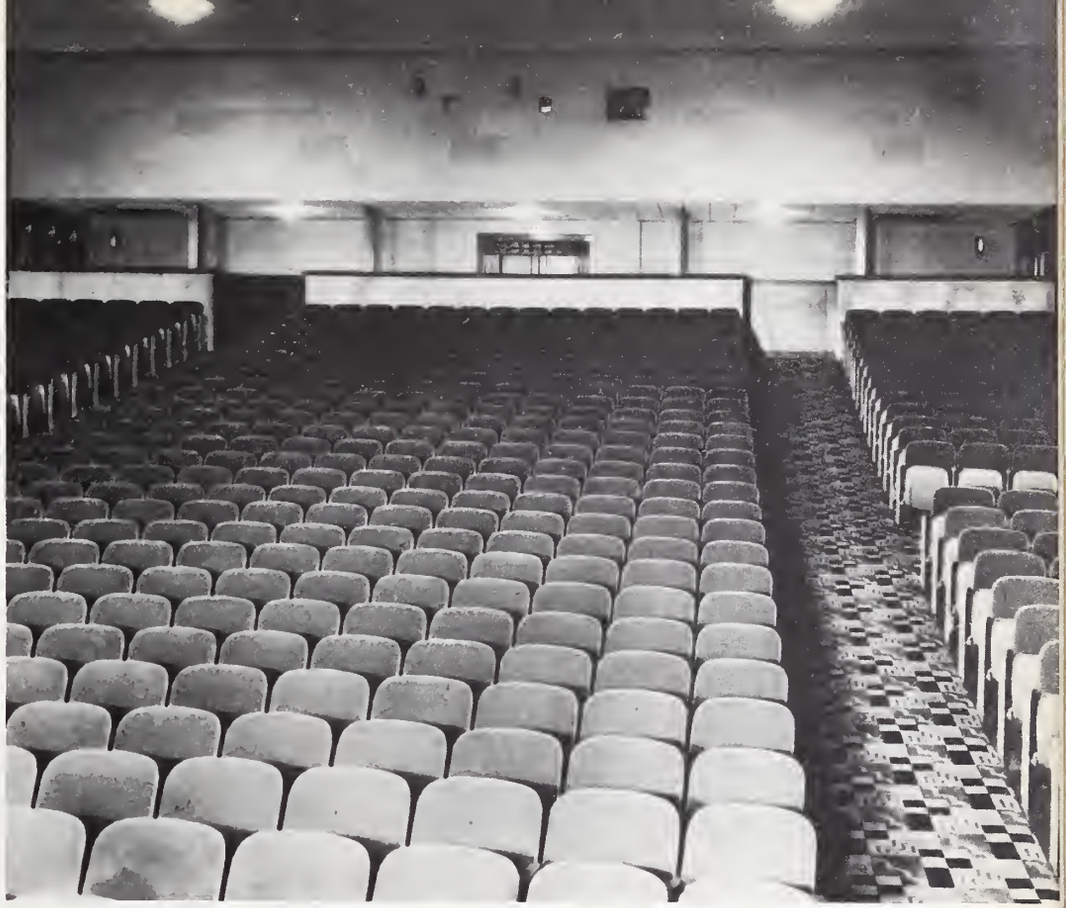
Sign Letters—Wagner. Manufactured by Wagner Sign Service, Inc.

Signs and Marquee—Fabricated and erected by Eagle Advertising Co.

Sound—Simplex 4 Star. Manufactured by International Projector Corp.

Supply Dealer—Joe Cifre, Inc.

THE PROSCENIUM is decorated simply with drapes and valances in solid colors. On either side, high off the auditorium floors, are grilles through which the conditioned air from the house's artesian well water system passes. These grilles are set in veneered paneling which runs to the ceiling at these points, and is used as a dado for the walls.



THE AUDITORIUM is unpretentious in design. Straight lines without any "ginger-bready" embellishments is the foremost characteristic. Well carpeted aisles and comfortable upholstered chairs were thought more important here than the garish ornamentations often so unnecessary. One detail not overlooked was that of the acoustics. It can be noted that almost the entire room is finished in acoustical tiles.

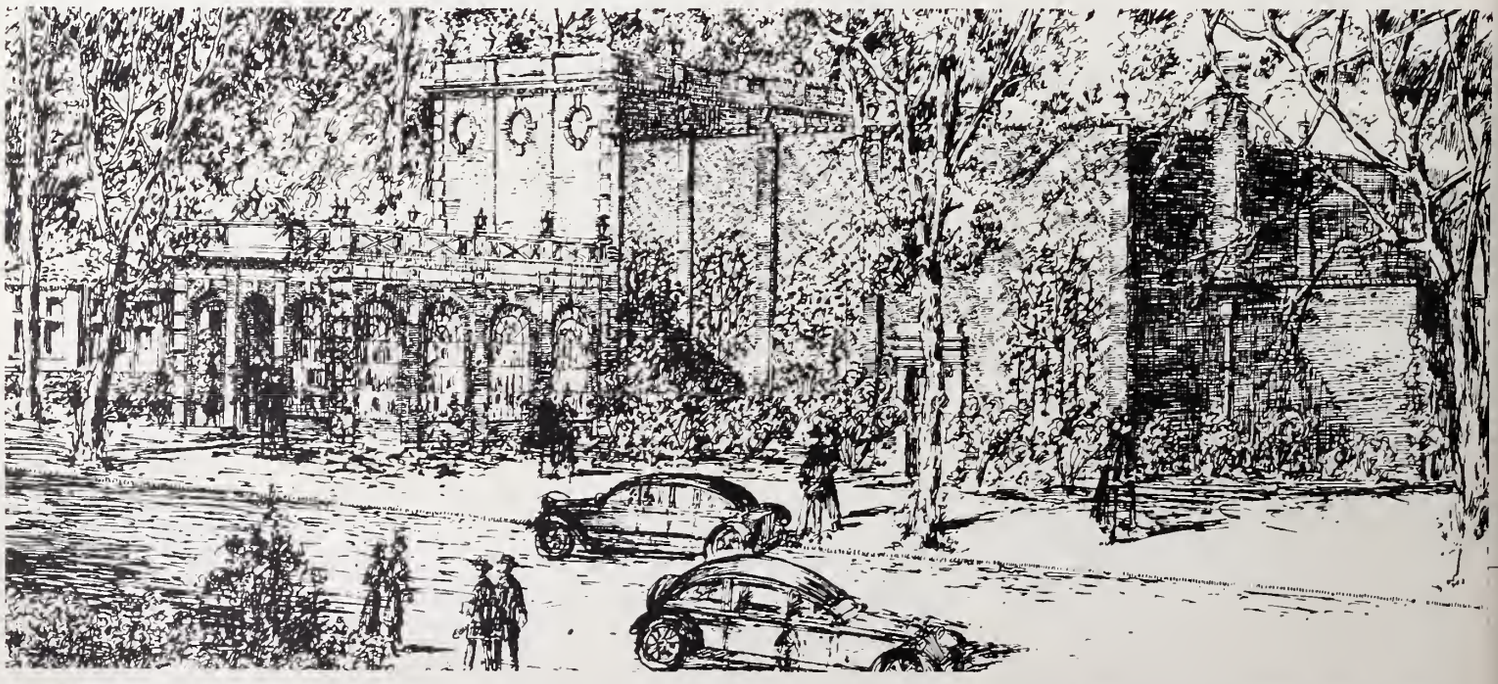
THE FOYER might readily be the living room of any modern home. Veneered paneled walls, venetian blinds, and heavy pile broadloom carpet make a perfect setting for the room's fine appointments. An open fire-place finished in antique ivory with a square finished mirror placed over the mantel adds a touch of homey atmosphere seldom found in the theatre of today.

RECENTLY DESIGNED THEATRES

A good idea of the general trend in theatre construction activity in the Metropolitan East may be obtained from an inspection of the architects' sketches on these two pages. Work has already been started on some of the theatres shown.

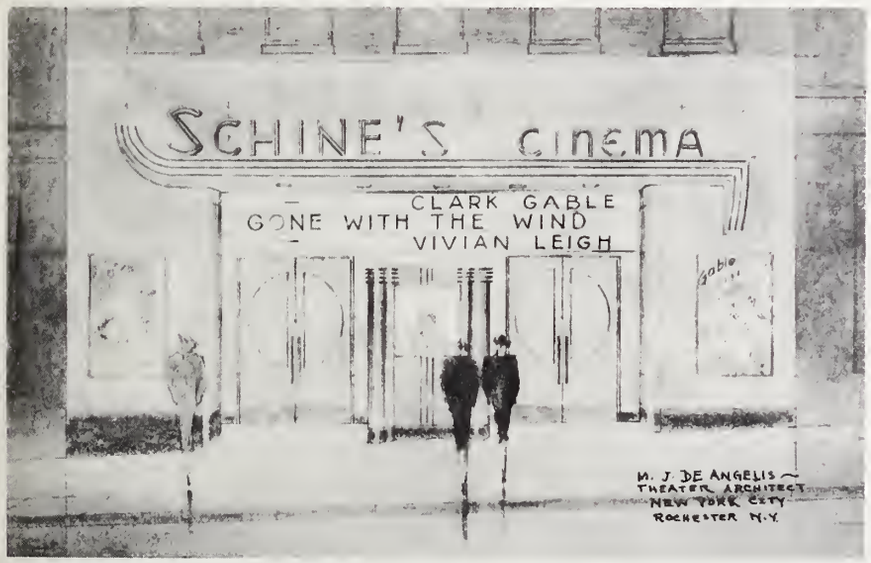
HUNT'S CASINO, Wildwood, New Jersey, destroyed by fire, will be replaced by this modern theatre building, and will retain the cinema's old name. The new house, designed by William H. Lee, will seat 1175 patrons and will be modern in every detail.

A PROPOSED theatre building, for Buffalo Properties, Inc., of which Vincent McFaul is president. The illustration reproduced was executed by architect Michael J. DeAngelis. Proposed location is Amherst, a suburb of Buffalo, New York.



A STRICTLY American colonial community playhouse designed by architect John Eberson. It will be known as the Ridgefield Theatre and will be erected in Ridgefield, Connecticut. From the artist's conception reproduced here, it can be seen that architect Eberson has spared no effort in creating for this small community a worthy reproduction of what a theatre in that locality might have been many years ago.

TO BE RENOVATED along the lines of the above illustration is the Rockland Theatre, Philadelphia. House is one of the Hunt circuit and plans for its renovation are being drawn by Thalheimer and Weitz, Philadelphia architects.



CONTEMPLATED by the Schine circuit for erection in Canandaigua, New York. Work will consist of the demolition of part of the building which now stands on the proposed site. Plans are being drawn by Michael J. DeAngelis, architect.

NOW UNDER CONSTRUCTION in Cincinnati, Ohio, is this new house designed by John Eberson and Frederick W. Garber, associated architects on this project. Building is owned by the Taft interests of Cincinnati.

TO BE ERECTED on the site of the old George M. Cohan theatre at 43rd and Broadway, New York City, is the theatre building reproduced here from a rendering submitted by Walker and Gillette, architects. Theatre will have a seating capacity of 600 and will be leased by the Waybro Theatre Corporation of New York City.

MODERN SUPPLY DEALERS

Number 12 of a Monthly Presentation of the Leading Dealers in the East
AMUSEMENT SUPPLY CO., INC.
341 W. 44th Street, New York, N. Y.

Established in 1926 by Joe Pear and Irving Moskowitz, this progressive independent supply house rapidly secured for itself an unsullied reputation among exhibitors along the Atlantic coast. Specializing in reconstruction and remodeling, a special department has been set up to handle this phase of the business under the management of Sidney Moss. The supply store itself is one of the busiest in the east and is supplemented by a large repair shop to give quick and efficient service to the store's patrons.

Irving Moskowitz

Joseph Pear

BETTER MANAGEMENT

VOL. 2 DECEMBER 20, 1939 No. 12

LEADERS in Equipment Field

R. F. WINEGAR
Vice-President and Sales Manager, Irwin Seating Company, Grand Rapids, Michigan

We have with us this month R. F. Winegar, vice-president and general manager of the Irwin Seating Company, Grand Rapids, Michigan, nationally known manufacturers of theatre chairs and other seating equipment. "Fay," as he is more familiarly known, is not one of those tall, extremely imposing individuals as one might suppose from the remarkable job he has done in promoting the products of his firm; but what he lacks in stature he certainly more than makes up for in well-directed energy.

A firm believer in the old adage that a rolling stone gathers no moss, "Fay" Winegar is still with the same concern with

Irwin Seating's Winegar
He keeps on rolling along

which he started his business career shortly after leaving school. No rich man's son, he began in the institution and worked up—a fact which he has since been grateful for, as it gave him an intimate knowledge of the manufacturing and merchandising details that have proved invaluable and which could have been attained in no other way. Certain it is, that after nearly 30 years in the business, much of which time has been spent in contact with theatre owners, Winegar is one of the best-informed men in the country on the requirements of present-day theatre seating. This is thoroughly evidenced in Irwin's broad line of "neck-to-knee comfort" chairs, as the company slogan puts it.

His hobby is his well-stocked farm where he spends every minute he can spare from business. A two-year-old colt, which gives promise of developing into an exceptional horse, is the focal front of his hobby. Married and working at it for many years, he and Mrs. Winegar are very devoted to each other, with mutual likes and dislikes. Here is the typical, hard-working American industrialist.

MONEY-MAKING PICTURES AVAILABLE FOR HOLIDAYS

Survey of Companies' Attractions Finds "Big" Features Scheduled During Christmas-New Year

New York City—The holiday season of 1939 finds as impressive a lineup of "big" pictures as has been seen within the motion picture industry in many years, a survey by The Exhibitor revealed this week.

Briefly, here are some of the shows which have obvious exploitation angles and which can be sold to the hilt, as made up from the release schedules of the companies, listed alphabetically:

Columbia—His Girl Friday.

Metro—Judge Hardy and Son, Balalaika, Gone With the Wind.

Paramount — Gulliver's Travels, The Great Victor Herbert.

Radio—Hunchback of Notre Dame.

20th Century-Fox—Everything Happens at Night, Swanee River, Grapes of Wrath.

United Artists—Send Another Coffin, Raffles.

Universal—Charlie McCarthy, Detective; Destry Rides Again.

Warners: Four Wives, Invisible Stripes, A Child Is Born.

These pictures are all available during the Christmas-New Year's period.

On some of the shows, very big merchandising campaign have been set up as in the case of "Gulliver's Travels," and others, which mean that stores in various parts of the country will be available for tie-up purposes.

Much has been said of retrenchment because of war economy, but from the looks of the above, it hasn't become true yet.

Naturally, these are pictures for the first runs, but for the subsequents and neighborhoods, proven money-making pictures released a month ago before that time will be available to help make this holiday season the best ever.

Royalchrome Announces New Home, Catalogue

Chicago—The Royal Metal Manufacturing Company announced early this month the publication of the new 1940 catalogue, illustrating Royalchrome furniture. The catalogue is the largest (84 pages) ever issued by the company, and presents many features which enable the prospective customer to obtain a good grasp of what the furniture looks like and what it will do to enhance interiors.

The first eight pages show full-page illustrations, printed in the four-color process. The illustrations are natural-color wash drawings, prepared by Kurt Meltzer, noted Chicago industrial designer and interior decorator, and by Phyllis Van Bromund, Royal's interior decorator.

The catalogue is arranged in logical order. First comes the club chairs and settees suitable for reception rooms, offices, and other fine interiors; then come arm and side chairs; then tables; then the specialized furniture for professional use. Unlike most catalogues, the Royalchrome catalogue has dozens of photographs showing actual installations made throughout 1939.

The Royalchrome catalogue for 1940 illustrates a more complete line than ever before. These are new chairs and settees; a new line of sectional furniture; new tables; new colors in Tuf-Tex leatherette; new leathers; new cloth fabrics; new colors in table tops; new finishes on steel cabinets, desks, and so forth.

Five years ago smart Irving Salomon, president, Royal Metal Manufacturing Company, whose plant is at Michigan City, Indiana, looked at his annual business and found it about right: $100,000 profit on a $1,500,000 gross. He decided to hold it right there, to take no business over that amount, and never to be lured into the risks and discomforts of expansion. Through the second depression, there was no lay-offs at the $580,000 plant—and every year since 1934, the net has just topped $100,000.

Only once did he break his quota, in 1937, when rising prices forced him to hike it to $200,000 to keep his unit production constant. Even so, he turned down at least $150,000 worth of business that year. But he has never turned down so much business as lately—$300,000 worth in one month—for something has happened to the furniture industry.

(*Continued on page BM-28*)

Equipment News

Rambusch "Downlite" Makes Bow To Trade

New York City—From the Rambusch Decorating Company last month came the announcement of a new lighting device—the "Downlite"—which should merit the attention of exhibitors, as it did architect John Eberson, who used the new fixture in the Silver, Silver Springs, Maryland, recently opened.

On the new Downlite, the company's Edward Rambush states:

"These are used in many places in modern buildings, but have been particularly successful in motion-picture interiors, as they fill a long-felt want. Lighting by one of two ways: (1) cove lighting and (2) ornamental fixtures. Cove lighting jobs usually meant heavy electric load, many lamps, and difficult relighting. Ornamental fixtures in recent years have been confined to the side walls, and this method of lighting was attended by two unfortunate characteristics—first of all, fixtures could only give light in the perimeter of the room and the center seating area would get no light, and, second, these wall brackets nearly always were glaring and sources of distraction to the audience.

"Rambusch Downlites are installed in the attic space of a motion-picture theatre. The spacing or intervals between Downlites depends on the ceiling height. Each Downlite gives a conical beam of light and the job is planned so that the patters from the various units meet and give complete coverage of light over the seats. This is an economical way of giving light, both in first cost and in maintenance.

"Downlites can be arranged to give two kinds of light. In the upper portion of the Downlite is the large lamp, properly focused in relation to a gold-plated reflector. This supplies high intensity illumination. On one side is a small lamp—either a six- or 10-watt lamp—is employed. The Downlite is mounted so that this lamp cannot be seen by people seated in the house looking toward the screen. With a small lamp in each Downlite lighted during the show, we get intensities around one-tenth of a foot-candle, which is just a comfortable light for people to get around and yet absolutely of no annoyance to any one. In connection with this it is worthy of note that, for the average motion-picture theatre, taking 12 Downlites, you can get a very pleasant form of illumination throughout the interior while the show is on and still burn less than 100 watts."

Rambush Downlites are constructed so that relamping can be done from above or from below the ceiling—in the latter case, a "relamping rod" may be used. The lights operate exclusively with Mazda lamps made for General Lighting Service, hence (1) low lamp cost, (2) long lamp life, and (3) high light output.

Annular, horizontal baffle plates inside the lower portion of the Downlite body successfully trap all spill-light and eliminate brightness at or around the aperture.

Downlites are equipped with precision reflectors made by the electrolytic deposit of metal on exact forms. For interiors, where a warm light is desired, the reflecting surfaces are plated with pure gold and, when a bright white light is desired, a special white precious metal is used.

New WE Horn Bows

New York City—A single horn, which does the work of four trumpet-type loud speakers in distributing upper register sound in the horizontal plane, was announced recently by the Western Electric Company.

Because of its novel design, sound radiation from the new horn is substantially uniform over 120 degree horizontally and 40 degrees vertically. This distribution characteristic enables sound engineers to provide uniform coverage in even the widest auditoriums and to eliminate such diasgreeable conditions as "overlap." The relatively narrow vertical beam tends to reduce deflection from the ceiling.

Either of two Western Electric loud speaking receivers may be used with the new 31A horn, as the unit is known. When used with the 594A receiver, a frequency range extending from 400 to 10,000 cycles per second is reproduced. When so equipped, the new horn lends itself ideally as the high frequency element of a two-way loudspeaker for high fidelity work. The 31A horn may also be used as an announcing speaker. For this purpose, it may by means of a special fixture be equipped with a type 707F receiver. It will then reproduce all frequencies between 400 and 6500 cycles per second.

The new horn is cast of aluminum in one piece, measures approximately 23 inches wide by nine inches high and 15 inches deep. It weighs 9½ pounds and is suitable for either indoor or outdoor use.

"Cheap" Paddings Replaced

Chicago—Now that theatre owners are replacing so much of the carpeting installed during the lean depression years, the performance of "cheap" carpet paddings has been discovered to be so woefully disappointing that the trend is now to the highest grade all-hair cushion.

This is brought out by a recent study which cites the typical experience of theatre owners finding, upon tearing up worn-out carpeting, that the cheap vegetable fibre padding is packed so hard that it gives no wear protection and is useless for further service.

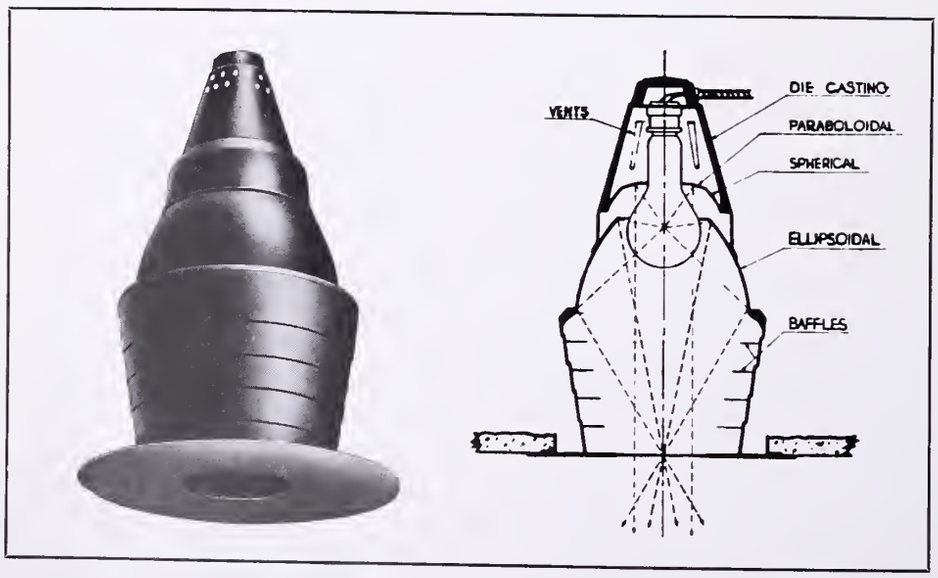
In contrast to this is the experience of the Palace, here, where the original Ozite carpet cushion is still in perfect condition after 14 years of service in the main lobby. The result of this is clearly shown in the greatly increased number of Ozite carpet cushion installations during the past few months, including the following typical theatres:

Park, Minneapolis; Temple, Saginaw, Michigan; Center, High Point, North Carolina; Tivoli, Chattanooga; Wisconsin, Wisconsin Rapids, Wisconsin; RKO-Boston, Boston; Carolina, Greensborough, North Carolina; Ritz, Birmingham; New Florida, Fort Lauderdale, Florida; Paramount, Baton Rouge, Louisiana; Lamar, Memphis; Gladmer, Lansing, Michigan; Granada, Bluefield, West Virginia; Patio, Chicago; Paramount, Charlottesville, Virginia; Saenger, Alexandria, Louisiana; Century, Jackson, Mississippi; Henry's Fresno, Fresno, California; Park, Indianapolis; Orpheum, Quincey, Illinois.

ERPI "Stethoscope" Here

New York City—An "industrial stethoscope" for use of acoustic engineers engaged in the diagnosis and checking of running machinery was recently announced by Electrical Research Products, Inc. Just as a doctor listens to the heart beats of his patient and then charts his condition, so the recording frequency analyzer (as the new device is called) discloses the "sound" condition of motors under-going test, and records the results automatically on a graph.

The equipment employs frequency analysis by the "sweep" method, using a small drive motor to actuate the frequency dial which sweeps the whole range of frequencies from 30 to 10,000 cycles per second. With this motor is synchronized another motor driving a band of graph paper on which a stylus traces the sound level at each frequency passed. Sharpness of frequency selection from the great variety of sound that the microphone picks up from a whirring machine is assured by the finest available crystal filters.



RAMBUSCH DECORATING'S "DOWNLITE"

At the left is the new Rambusch Decorating Company's new Downlite, made to direct light at a definite auditorium area, while being set flush against the ceiling. At the right is a schematic drawing, showing the series of reflectors and baffle plates that direct the light beams and eliminate aperture glare.

THE STRONG MOGUL

High Intensity Automatic

REFLECTOR ARC LAMP

Projects a volume of light even beyond the normal requirements of theatres that demand a tremendous increase in light value to maintain a satisfactory level of illumination.

The higher efficiencies attained through the use of the Mogul result in this increased light intensity without a corresponding increase in operating costs. In fact, this improved projection is attained at a lower cost per light unit.

Ask your Independent Theatre Supply Dealer about the Mogul today.

THE STRONG ELECTRIC CORPORATION
2501 LAGRANGE STREET • TOLEDO, OHIO
Export Office: Room 2002, 220 W 42nd Street, New York City

Fine Points On USHERS' DUTIES

An Usher Speaks

(From the house organ of the Ritz, Albany, New York, comes the following notes on ushers' duties, as written by a member of the staff for the mimeographed publication. While these may seem elementary, they are important because they show, for one thing, the spirit with which the Ritz's house staff operates, and also paves the way for other members of house staffs to express their ideas. The columns of BETTER MANAGEMENT are open for any discussion or further comment from ushers in other theatres.)

MAY WE ONCE AGAIN repeat—the fine points required for every usher—at any theatre—and therefore *expected at* the Ritz Theatre.

WHEN THE HOUSE OPENS—the ushers should be at their posts—before the patrons are admitted. Each boy should be trained to care for his section by checking to see whether any bulbs are in good shape and if rest rooms are clean. If everything is not just as should be, the usher should report this to his superior so that the matter may be remedied before patrons are admitted to the theatres.

AT NIGHT when the show is almost over, an usher should be stationed at the foot of each stairway in the orchestra and other aisles so that with his flashlight he may assist patrons to leave the theatre and may help them recover any lost articles. As soon as his section is clear, he should notify his superior. If there are any rest rooms in his section he must make sure these are empty.

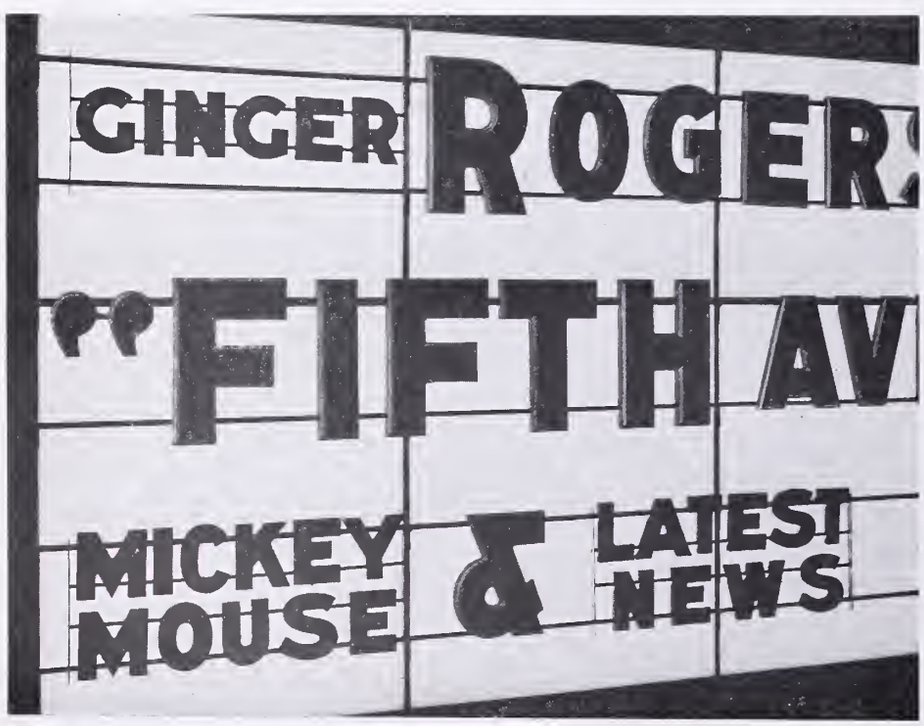
THE USHER should play an important part in fire drills. A drill once a month will tend to keep ushers on edge for any emergency. An important feature of an ushers training is how to handle large crowds, when tapes have been strung in the lobby to hold back overflow crowds. The usher must speak to standees and use the most tactful words to prevent them from becoming resentful at having to stand.

Recent Installations

BUFFALO, NEW YORK—The local branch of the National Theatre Supply Company reports the following among its recent work: Simplex sound system, E-7 projectors, Super Simplex bases and accessories, for the Eastman Kodak Company, Rochester, New York; Hertner 30-60 ampere Transverters, for the Park, Akron, New York; for the Unity, Buffalo, New York, and for the new Ariel, Buffalo, New York; Walker screens for the Delphia, Franklinville, New York; for Keller's, North East, Pennsylvania; for the Alfred University, Alfred, New York; and for the Eastman Kodak Company, Rochester, New York; Simplex projectors, Simplex E-7 sound system, booth accessories, fixtures, and so forth, for the Park, Geneca (*sic*).

WESTERN ELECTRIC'S 31A HORN

Mounted on a conventional bass unit to form a two-way, high fidelity loudspeaker is WE's new 31A horn. Depending on the receiver with which it is equipped, it will reproduce sound frequencies from 400 to 10,000 cycles, inclusive. Its novel shape results in an unusually wide distribution in the horizontal plane. *(See story on page BM-22.)*



HOW FLEXIBILITY COMES TO A MARQUEE. Wagner Sign Service, Inc., has made possible a definite flexibility, much on the order of that of the printed page, for marquees with this new idea. The company, as noted by the photo, now has a changeable four-inch letter and frame in various lengths that mount on the company's standard equipment. It now becomes possible for the theatre owner to advertise on his marquee items that were formerly impossible, owing to space limitations. Patents have been applied for. The company now has interchangeable letters of four, eight, 10, 12, 16, 24 and 30 inch sizes, plus silhouettes. Arrangements are being made where a special type of shorts selling silhouette will be made available, and for once and for all, the problem of abbreviation has been done away with.

Is This YOUR Theatre?

Case No. 14

THE THEATRE: With a seating capacity of less than 500, this house has to run in competition with an affiliated circuit house and a unit of a small independent chain. Thus, suffering from lack of product, house has to resort to games and giveaways plus the best of the independent productions. Theatre is located in the heart of a heterogeneous lower-class neighborhood and gets a 20-cent top admission.

REPORT: During the several times this house was visited, the coldness of the personnel was noticeable. The girl behind the wicker had an okay personality, but the usher assigned to taking tickets looked half asleep as he relieved the customers of their pasteboards. A "thank you" and an extra motion in opening the door leading into the darkened house wouldn't have been out of place. Inside, another usher leaned lazily against the standee rail and seemed to be taking salary under false pretense. The patrons here are led to their seats by a capable matron who does a grand job with the kiddies. However, she should stay with the kids and let the usher take care of the adults. During "Bingo," the manager's negative personality doesn't help the trade building too much. On Saturdays, all kiddies receive toys and a drawing is held for more valuable gifts. During the drawing, the theatre was loaded with the owner's relatives, all of whom got in the way.

ESTIMATE: Very poor independent management. Would suggest coaching the ushers and manager in the fundamentals of politeness.

Selling Features

"Drums Along the Mohawk"

OLEAN, NEW YORK—Manager Murray Lafayette, Haven, had a special campaign on 20th Century-Fox's "Drums Along the Mohawk," which contributed primarily to hold-over grosses. This territory being in the heart of the Mohawk Valley, Lafayette sold the feature widely to the masses.

Among the items in his campaign were the following:

High schools and grade schools in the town and surrounding territories were approached, and the principals made announcements of the picture to assemblies. All school bulletin boards were permitted a display of a card and stills on the picture. Several hundred Study Guides (imprinted) were distributed to all teachers of history, dramatics, and geography, who made the picture the topic of one day's class.

A giant window display was promoted in the most prominent store in town. Using a nine-foot banner as a background, the display contained colored stills, book covers stressing the picture and the new popular-price edition of the book. Cards gave play dates and theatre credits.

The entire cosmetic counters of two "five and dime" stores featured stills of Claudette Colbert and House of Westmore toilet accessories, with cards, etc.

Other windows, made up of cards, stills and 12-inch standees, were arranged with Postal Telegraph and with ice cream, jewelry, pharmacies, and clothing stores.

A ballyhoo man dressed as an Indian chief, with full regalia, paraded the streets with a sign.

For large-scale attention, a 24-sheet was posted on the side of the building for 10 days in advance.

A six-sheet was pasted on the lobby floor for a week in advance.

The exploitation aspects of the campaign was further augmented by the use of trailers, and the usual newspaper advertising, art, and readers.

HORNELL, NEW YORK—Bill Leggiero, Steuben, used a coloring contest in a local paper. He used a special mat in press book, received 285 answers and gave away 40 passes as prizes. All replies sent in were on display in newspaper office window with winning replies highlighted, which together with stills, and paper tomahawks, posters, made an attractive window display. Manager made tie-up with a local store to put in two windows.

"Flying Deuces"

PROVIDENCE, RHODE ISLAND—Laurel and Hardy's feature got a heavy campaign from George French and Bill Morton, the latter house exploitationist, at the RKO-Albee.

Outstanding was the use of mail boxes in the downtown area as free billboard space. Gag was to hang window cards plugging picture on the letter boxes just after a collection. Each card being addressed and adequately stamped for mailing. The cards were sent to students at Brown University, Pembroke College, Providence College, and the other local schools.

In the same mail went leters, informing the recipient of the window cards that if they were brought to the box office unfolded, they would be good for two admissions. By timing the placing of the window cards on the letter boxes, theatre got maximum advertising out of them before they were collected.

A tie-up with a chain candy company resulted in a special window on the two "Biggest Nuts—Laurel and Hardy," and little paper bags of nuts were given away in the lobby in advance of playdate. The show also was plugged on WJAR's bus terminal broadcast, "Where Are You Going?"

On the same program with "Flying Deuces," the Albee played pictures of the Willard-Dempsey fight and to ballyhoo this, the theatre got space in the Rhode Island Sporting News, had the sports commentators from WJAR and WPRO see the film and talk about it on the air, and also informed the sports columnists of the Providence Journal and Bulletin of the film's presence.

Harry Reiners, RKO home office, spent several days in Providence.

"Bride of Frankenstein" and "Dracula's Daughter"

ALBANY, NEW YORK—For Universal's twin horror-show, manager Eddie Selette, Warners' Albany, staged the following campaign:

Advance—Two 40x60's in lobby; two one-sheets on sidewalk (sandwich); combination trailer; stage announcements for three weeks; slide on wall; two one-sheets inside the theatre for two weeks; two 22x28's at entrance, near doorman, two weeks; operating table, with wrapped dummy, inside the entrance; and a first-aid case, with false teeth, hair dye, etc., with special copy at the entrance, near the doorman, two weeks.

Current—Special front, lighted by a bunch-light and spots, with green gelatine; entire front under marquee all in green lights; eight paper skeletons hanging under marquee; illuminated skeleton masks strung along entrance to theatre, all with flashers; illuminated skeleton mask at the box-office window; dummy on operating table display moved to the sidewalk, with special copy; two headless dummies, one at each side of the box office; green flares at the curb at night; entire theatre walls and ceiling entirely in green lights, and ditto for the lobby; first-aid kit, with mentioned minutiae, at the side of the box office; cashiers, ushers, and doormen dressed as nurses or internes.

"That's Right, You're Wrong"

SYRACUSE, NEW YORK—"The Four Senators," entertaining at the Onondaga Hotel, used the Kay Kyser stunt of having persons from the audience identify songs played and awarded guest tickets to RKO-Schine Keith's. Manager Harry Unterfort secured two spot announcements following the Kay Kyser program over WSYR and one following the broadcast from Rocky Mount. A youth dressed in cap and gown wearing glasses was used on the streets carrying sign with theatre copy. Prizes were awarded the fraternity and sorority house at Syracuse University which had the most number of Kay Kyser records at the time the picture opened.

"Drums Along the Mohawk"

SYRACUSE, NEW YORK—Manager Sid Holland, RKO-Schine Eckel, through a tie-up with a music store had an attractive lobby display in advance including drums used by the early Mohawk Indian tribes plus drums used in following generations and up to the present date. Each drum carried card explaining period used. Display was liberally dressed with authentic Mohawk relics consisting of headdress, beads, arrowheads, etc.

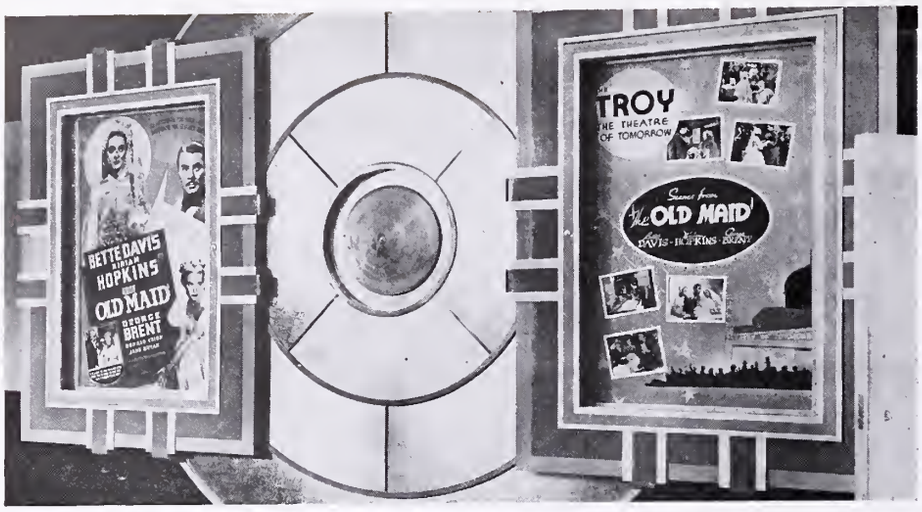
FIRST EXHIBITOR: Dave, I'm a nervous wreck and I've got dyspepsia from worrying. Details, details, and always more details! Now comes my projectionist, saying we need replacements, and talking about gears, sprockets, condensers, vacuum tubes. It's all Greek to me, Dave! How should I know about such things?

SECOND EXHIBITOR: Well, Joe, why shouldn't you get rid of all those headaches, just the way I did? I signed up with Altec. My projectionists like it, because they don't have to come to me all the time to okay buying new parts. Altec provides them automatically when they're needed. You see, Joe, it's to their advantage, just like it's to mine, to keep the equipment in apple-pie order all of the time. So I know they're on *my* side, whatever they do. Why don't you let one of these Altec boys tell you their story?

ALTEC SERVICE CORPORATION

250 West 57th Street, New York City

THE SERVICE ORGANIZATION OF THE MOTION PICTURE INDUSTRY



ALLEGHENY LUDLUM STEEL'S "LUDLITE"

Here in the lobby of the Troy, Troy, New York, setting forth the special displays on Warners' "The Old Maid," is seen a modern use of Ludlite, Allegheny Ludlum Steel Corporation's new stainless steel "lumber." The material combines the advantages of stainless steel and load-carrying ability and is easily fabricated.

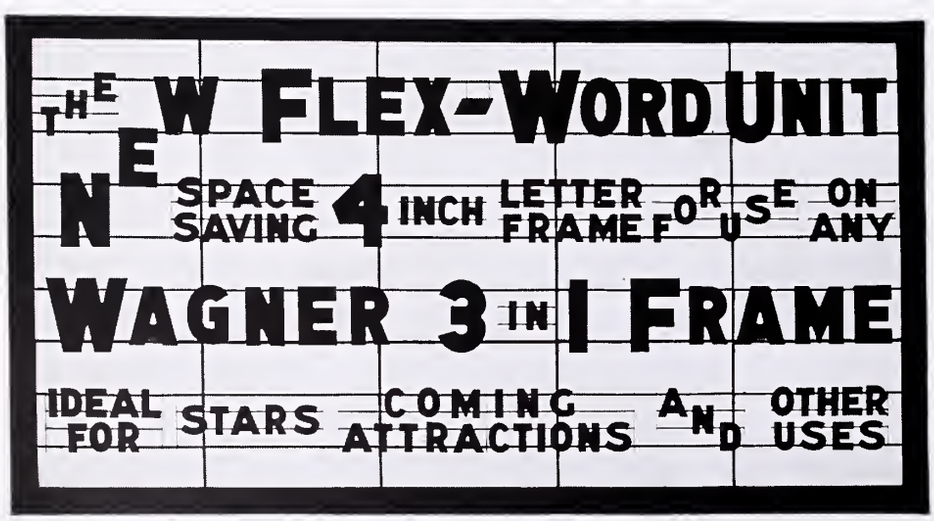
(See story on page BM-12)

"The Return of Dr. X"

ALBANY, NEW YORK—Among the highlights of the campaign on Warners' "The Return of Dr. X" conducted by Robert Rosenthal, manager, Ritz, were the following items:

Extra space in newspapers, with emphasis on horror and sex; green lighting effect on the entire front; operating table on display, with stills and special signs; doctor's cabinet, with instruments on display, with special signs; green spots on a blow-up of Humphrey Bogart on the front of the theatre, creating weird effect; post cards sent to all medical professional organizations telling the doctors and nurses about the secrets revealed in the picture; green lights in marquee, in addition to spots on the front, and special large spotlight on the operating table; boiling sterilizer on sidewalk, with dry ice used to create the illusion of steam; 10,000 heralds delivered from door to door; interchange trailer used at the city's Strand and Madison, with an interchange lobby directory at the same houses; special newspaper art.

ANNOUNCING



Saves Space—Permits Better Use of Space
Improves Display Value of the Board

The NEW Wagner FLEX-WORD UNIT consists of 4-inch Letters and Frames that inset on standard Wagner 3-in-1 Frames. FLEX-WORD Frames are available in 8", 12", 16", 20" and 24" lengths, for straight or curved boards. Patent Pending.

"WAGNER LETTERS Create the Flexibility of the Printed Page"

Send for Illustrated Folder

WAGNER SIGN SERVICE, Inc.

218 S. Hoyne Ave. ..... CHICAGO
706 E. Hancock Ave. ..... DETROIT
123 W. 64th St. ..... NEW YORK
6 Britain St. ..... TORONTO

"The Night of Nights"

PROVIDENCE, RHODE ISLAND—Ed Reed, Strand, gave this Paramount feature added newspaper lineage and also plugged it heavily over the air. Newspaper campaign started with a 110-line teaser in the Providence Sunday Journal, four days ahead of opening, and daily to 660 lines opening day. Radio campaign was the most ambitious Reed has yet used in ballyhooing a film. Picture opened Thursday. On Tuesday, Reed had three broadcasts on WEAN, one each on WPRO and WJAR; on Wednesday, four broadcasts on WEAN, two over WPRO, one on WJAR; and on opening day, three mentions on each of the three stations. Strand's manager also tied in with WEAN's "Man on the Street" program, giving two passes with each interview plugging the picture.

Reed, at this writing, also was working up an essay writing stunt, using the film's theme about four older men looking out for a young girl The winners, four men and a girl, were to be guests of the theatre at a dinner in a downtown hotel, see the show, be taken out later on for supper and dancing.

"Elizabeth and Essex"

ELMIRA, NEW YORK—Eddie Yarbrough, Keeney, made up specially engraved ads for the newspaper advertising to sell the picture away from costumes and excessive make-up, with caption "A love blessed by the devil . . . the secret romance whose flames almost destroyed a nation." . . . and "Secret love now revealed . . . more dramatic than Bette's 'Dark Victory'" . . . more action than Errol's swashbuckling "Robin-hood," carrying ordinary heads of Davis, Flynn, DeHavilland. Manager talked to Better Film Council Meeting about the picture, this group of 48 ladies represented over 1,000 club members. Management also had the endorsement of the Elmira Motion Picture Council with a gratis ad from them in the paper.

OLEAN, NEW YORK—Murray Lafayette, Haven, distributed eight folding pictorial exhibits put out by the publicity department of Warners. Management sent out 300 letters to representative women in community.

"Balalaika"

WILMINGTON, DELAWARE—Manager J. Edgar Doob finds having a talented poster artist who can conceive or carry out clever ideas on poster boards is good business. On the heels of his board for "The Housekeeper's Daughter," in which miniature household articles were made into a border, poster artist Robert Ripple made a board for "Balalaika." With a background of music bars and the words "wine, women and song" worked in, Ripple fastened to the board a real champagne bottle with the cork out, and a few champagne glasses and a woman's slipper, all arranged artistically.

"Housekeeper's Daughter"

SYRACUSE, NEW YORK—Manager Frank Murphy, Loew's State, tied up with a fur store and bakery to have announcements put on their radio programs. One hundred fifty specially-made window teasers were pasted in down-town stores, special teaser trailers were used in advance.

"That's Right, You're Wrong"

New York City—Manager Charles Moss and publicist Phil Laufer, Loew's Criterion, effectively used a lobby quiz during the engagement of "That's Right, You're Wrong." Lobby and theatre-front shoppers were quizzed somewhat after the manner of the Kyser broadcast program and a loud speaker system carried the conversation to those outside of hearing distance of the loud speaker.

"Tower of London"-"The Flying Deuces"

Syracuse, New York—Manager Pat McGee, RKO-Schine Paramount, emphasized the fact that his double bill served scares and thrills, with laughs as dessert, on his sidewalk boards. Marquee featured the Screens' Master Maniacs. Five thousand heralds were dropped from plane over the city, included in which were 50 printed in red, good for admission.

Special Selling

"Gone With the Wind"

New York City—Some information on "Gone With the Wind" promotion plans was gleaned recently at the Metro offices.

Promotional expense of "Gone With the Wind" will be determined city by city as the picture plays. There are seven cities which are playing the picture on either reserved seat or non-reserved seat policy. In New York, $25,000 minimum will be spent in newspaper advertising; in Los Angeles, $8,500; in Boston, $8,500; Atlanta, $5,000; Cincinnati, $2,500; Harrisburg, Pennsylvania, $1,000; Reading, Pennsylvania, $1,000.

In addition there will be certain expenses for exploitation, lobbies, programs and in some cases billboards. If this program is carried out logically, the distributing company's expense will be in the neighborhood of $200,000. The campaigns themselves, generally speaking, avoid "reason why" copy. Concentration is on the admission price, the times of engagements.

The exploitation will not employ stunts, although the large ballyhoo in Atlanta and the television opening at the Capitol may be so classified. Rather a form of idea posting will be used. In some cities on the entering roads, there will be billboards reading: "You are now entering ———— where 'Gone With the Wind' is playing."

In addition to nation-wide hookups arranged from Atlanta by both the NBC and Columbia, each town that plays "Gone With the Wind" will have a radio program which is done largely on the tie-up system.

Lobby displays for the most part will avoid the use of stills. Paintings have been made of prominent scenes in the picture and those will be used wherever possible.

Practically all advertisements will carry the phrase: "'Gone With the Wind' will not be shown except at advance prices at least until 1941." At least 37 major tie-ups have been made which involve co-operative advertising on "Gone With the Wind."

"Pinocchio"

New York City—Several million copies of a beautiful 16-page "Pinocchio" brochure are currently being distributed to prospective screen patrons by merchants throughout the country, it was announced last week. The full-color booklet tells the story, with illustrations, of Walt Disney's new screen hero and carries space for local imprint devoted to store parties and theatre playdates as well.

In addition to being a box-office feeder, the brochure is being widely advertised in newspapers by merchants and many department stores are announcing the gift over the air.

A list of stores which are distributing the brochure has been placed in the hands of the RKO Radio field force for following through locally so that theatres may co-operate with the merchants and benefit directly from newspaper advertising and the imprint space.

Selling Shorts

"Drunk Driving"

Cleveland, Ohio—Library displays on short subjects are not only a splendid medium for promoting the particular film to which the exhibit is devoted, but are proving an excellent method of increasing reader interest in books dealing with material allied to the picture's theme, in the opinion of Frederick L. Myers, publicity director for the public library.

He points specifically to Metro's Crime Does Not Pay short, "Drunk Driving," the

THIS LITTLE GIRL WILL HAVE A HAPPY CHRISTMAS *but*

Tuberculosis is still the greatest killer of youth . . . and takes *fifty per cent more girls* than boys between the ages of 15 and 25!

Two modern aids that help the physician detect tuberculosis in its earliest, *curable* stage are the tuberculin test and the chest X-ray.

Your purchases of Christmas Seals make it possible, not only to teach people that tuberculosis is preventable and curable, but to look for early stages of this dread disease among children who *seem to be* in good health.

So from now 'til Christmas, mail no letter—send no package—unless it is decorated with the Christmas symbol that saves lives!

BUY CHRISTMAS SEALS

The National, State and Local Tuberculosis Associations in the United States

"DRUNK DRIVING." For the Metro-Goldwyn-Mayer Crime Doesn't Pay subject, "Drunk Driving," the Cleveland Public Library arranged this window display. Books on alcoholism and effective stills from the subject features the lay-out.

subject of a three-window display, recently, at the library's main branch.

Myers, who has been co-operating for the past year and a half in exploiting short subjects, asserts that the "Drunk Driving" exhibit aroused so much interest on the part of the reading public that, following their viewing of the short, there was so great demand for such books as "... And Sudden Death," "Youth at the Wheel" and "Man and the Automobile," that the shelves were in constant use.

For the "Drunk Driving" exhibit, Myers used the catchline, "Alcohol plus Gasoline equals Accidents." Stills from the photoplay were supplemented by actual photographs of accidents in which intoxication was the major factor, as well as pamphlets and detailed statistics showing the number of accidents and deaths caused by drunken drivers, all secured through the co-operation of the Cleveland Police Department.

GREETINGS...

It's certain to be a MERRY CHRISTMAS and a HAPPY NEW YEAR *if you've installed*

INTERNATIONAL

The THEATRE CHAIR of Tomorrow AND TODAY!

REASONS:—

AN EXCELLENCE OF CONSTRUCTION, COMFORT AND STYLE THAT DEPICTS LUXURY TO YOUR PATRONS.

A QUALITY OF WORKMANSHIP, MATERIALS AND ENGINEERING THAT MEANS ECONOMY TO YOU.

A FULL CHAIR LINE THAT OFFERS WIDE SELECTIVITY AND A FULL PRICE RANGE.

Write for Our Latest Catalogue

INTERNATIONAL SEAT CORP., UNION CITY, IND.

Eastern Sales Offices: 1501 Broadway, N. Y.

Community Tieups

Football Night

ASBURY PARK, NEW JERSEY—In co-operation with a local shoe store, manager M. H. Marshall, New Saint James, held a Football Night at the theatre, with the presentation of a loving cup to Anthony "Duke" Falco, high scorer in an inter-scholastic game, as the highlight of the evening.

Here is manager Marshall's account of the routine followed:

"The band, in uniform, assembled in front of the theatre 15 minutes before show time and played a few school songs, and then filed in to see the show. At nine o'clock the presentation program started, with two standard-bearers coming from opposite sides of the stage, bearing the National and high school flags. Yours truly, mike in hand, in the center, called for the school band to play its Alma Mater song, after which I introduced Ward Wilson, of the Phil Baker radio program, as master of ceremonies. The event was a big success, with the cheer leaders taking over for a half-dozen school cheers. Wilson then introduced State Senator Haydn Proctor, who presented the cup to 'Duke' Falco on behalf of the local merchant. More cheers were in order and then the band played 'Stand Up and Cheer.' As the house lights went down, I had a slide made of the winner shown on the screen, a novel idea every one enjoyed. Then followed a number of football selections by Pete Smith,

"Next year the event is being scheduled by myself for a bigger and better affair with more local merchants co-operating after the unusual success of the first event impressing them.

"As a result I am looking forward to an annual High School Football Night."

Royalchrome Announces

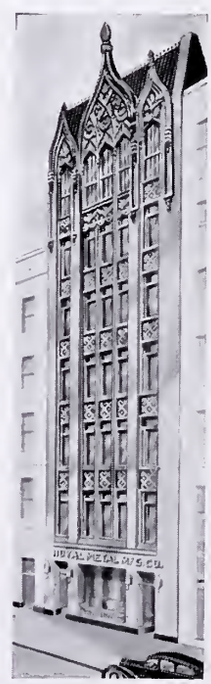
(*Continued from page BM-21*)

Not yet have France and England begun buying bedroom suites for the Maginot Line. The something which has happened to the furniture business is not war. The something is that 1939 began with subnormal inventories and an incipient home-building boom. Last spring, with builders turning out nearly twice as many new homes as in 1938, furniture prepared for a rise. This fall, in spite of the war, it came.

Up 28 percent over August were September orders. Better yet, for the first time in 10 years, October's equalled September bookings, topped 1938 by 25 percent, and put the 10-month average 21 percent over last year. By the month's end, unfilled orders were 51 percent above 1938.

But, in spite of the boom, furniture manufacturers were not cheery. They believed that retailers were stocking up faster than the public was buying. They feared that raw material would rise, boosting prices and nipping the industry's boomlet. They moaned that if the Second World War brings increased construction costs, new home building will suffer. All the same, 1939 household furniture sales should exceed $400,000,000 for the first time since 1937, when the sales amounted to $472,000,000.

Next week—December 26 to be exact—the Royal Metal Manufacturing Company will move its main offices and showrooms from its present location at 1138-1140 South Michigan Avenue to 175 North Michigan Avenue, here in Chicago.



The new location is an attractive seven-story, Gothic building, that was recently purchased from Ada Story Ripley.

The main and one other floor will be remodeled into showrooms, while the two top floors will be used for general offices. The remaining three floors will be rented, preferably to firms of the institutional field in allied lines.

The Royal Metal Manufacturing Company, founded in Chicago in 1897, is the manufacturer of Royalchrome and other metal furniture. The company has factories in Michigan City, New York, and Los Angeles, and, in Canada, in Toronto.

Showrooms are maintained in many other cities for the better serving of exhibitors and other clients throughout the country interested in that smart, modern touch provided by Royalchrome lobby and rest-room furniture.

TELEVISION

A monthly department of BETTER MANAGEMENT devoted to new developments in television science, presented and interpreted in the light of the Cinema.

Price Slashes Likely To Spur Tele Sales

NEW YORK CITY—With limited comercialization of television given the nod by the Federal Comunications Commission's Television report, leading set manufacturers are reported preparing to spur the sale of receivers through marketing at a lower price, it was stated last month.

The problem of stimulating sales, it is understood, has been quietly receiving the attention of manufacturers during recent months. The total number of receivers now in operation throughout the country is placed at over 1,000.

Although many improvements have been developed by manufacturers during the year, including perfecting square tubes to eliminate the concave effect in reception, manufacturers have been holding them back until the time was deemed right for an intensive marketing drive.

Cut Rate Sales Help

NEW YORK CITY—To test the demand for television sets if the price is right, the Radio Corporation of America instituted a cut-rate sale in the Newburgh area and sold nearly 100 sets in a week. The experiment was so successful that the cut-rates will be kept for a month.

Sets pricd at $600 were cut to $395; $450 set to $295; $299 sets to $199, and $199 sets to $135. RCA figures that the Newburgh area has only 1/30th the population of New York City, and, if the ratio can be maintained, thousands of sets can be sold in the big city in a short time.

Tele Network Reported

PITTSBURGH—First definite indication of a television network was forthcoming from A. H. Morton, vice-president, National Broadcasting Company, at a special Rotary Club luncheon here late last month, when the statement was issued that, by the end of 1940, a network could be expected, wherein Pittsburgh would be able to see television programs sent out from New York studios. The local outlet for the television chain would, in all probability, be KDKA, NBC's outlet here, it was revealed.

Network Plans Progress

SCHENECTADY, NEW YORK—Technical details on the first television network are being completed by General Electric Company engineers, who have tested reception of images from the New York City television stations of the Radio Corporation of America-National Broadcasting Company set-up.

Tele Film Exhibited

NEW YORK CITY—Using a new motion picture on television which has just been completed by the Radio Corporation of America, Ellsworth C. Dent, RCA's educational director, addressed the closing session of the third annual southern conference of Audio-Visual Education. Through the new cinema, Dent showed the relation between television and other types of audio-visual instruction aids, as radio, motion pictures, and recordings. Dent also acquainted the delegates with the various research activities being carried out by RCA in the educational field.

Musicians Watching

NEW YORK CITY—Locals of the musicians union will deal with television situations in their various territories, but the American Federation of Musicians' national office will continue to note its progress, it was decided last month after a lengthy discussion of television problems by the union's national executive board. A special television committee, consisting of President Joseph N. Weber, Financial Secretary Harry E. Brenton, and Chicago's James C. Petrillo, made its report to the national executive board.

Mass. Tele Asked

SPRINGFIELD, MASSACHUSETTS—Permission to build a television station here for experimental purposes, eventually to lead to the local manufacture of commercial units, has been asked of the Federal Communications Commission by Henry J. Walczak. He has been experimenting for some time with television, and if permission is granted he will construct a station in the Exeter Building at Worthington and Chestnut Streets. Wolczak applied for permission to operate 1,550 kilococycles, 250 watts power, and unlimited time.

Tele Promotion Scores

SCHENECTADY, NEW YORK—The first general promotional stunt to introduce television locally swung into action on December 8, when Rotary International executives were seen and heard simultaneously at dinners here and in Albany and Troy. Rotary officials were televised from the General Electric station here to the dinners where sets were set up to give guests an opportunity to see televised images.

CBS Due February 1

NEW YORK CITY—The Columbia Broadcasting System is slated to go on the air with its television programs about February 1.

New Tele Apparatus Will Aid Expansion Moves

WASHINGTON—A new type of television apparatus, which will permit video pick-up equipment to be as light as newsreel cameras, was unveiled before the Federal Communications Commission early this month. Marking the first time it has been shown outside the laboratory, the field kit was demonstrated by the Radio Corporation of America laboratories for the exclusive benefit of the FCC and members of the press.

Promising to make the field work of television crews almost as simple as running a motion-picture camera, the new equipment is composed of 12 cases similar to those used by radio engineers on remote-control jobs. If use of telephone circuits to connect the crew with the home studio are desired, some of these cases may be left behind, and the apparatus is even lighter.

The cost of the new equipment, RCA sources state, is about one-sixth the cost of present mobile equipment now carried in two large National Broadcasting Company vans. The new units can be carried in a station wagon or light delivery truck. Without the transmitter and with the use of telephone wires, the reduced equipment can be put in a taxi and sped to the desired scene, it was said.

Jurisdiction Tiff Continues

NEW YORK CITY—The battle over jurisdiction in the field of television, which was believed to have been settled by the appointment of a special television committee by the AAAA, broke out afresh recently when Equity issued a statement, saying that such jurisdiction belongs and always has belonged to Equity. The statement denies the right of the AAAA committee or any sub-committee to administer this jurisdiction. The statement, issued by Paul Dulzell, for his organization, declares that Equity intends to proceed with the organization of television and to exercise full jurisdiction in that field.

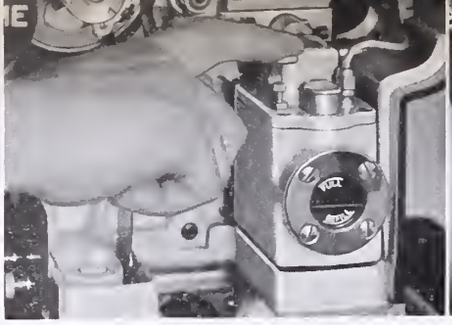
New Amateur Frequencies

WASHINGTON—Effective December 1, the Federal Communications Commission amended its rules, allocating certain frequecies for amateur use. For television and frequency-modluation transmission were allocated the following frequencies: 112,000 to 116,000, 224,000 to 230,000, and 400,00 to 401,00 kilocycles. For facsimile transmission were these frequencies: 1,715 to 2,000, 56,000 to 60,000, 112,000 to 116,000, 224,000 to 230,000, and 400,000 to 401,000 kilocycles.

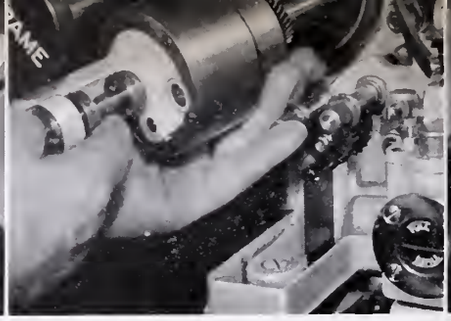
"Crucial Stage"—FCC Warns

WASHINGTON—Asserting that a "crucial" stage has been reached, although noting certain progress in television since last May, the television committee of the Federal Communications Commission warned against pitfalls in giving television a "green light" prematurely, in its second report, filed with the Commission recently. The committee recommended liberalization of existing regulations to help popularize this method of visual broadcast.

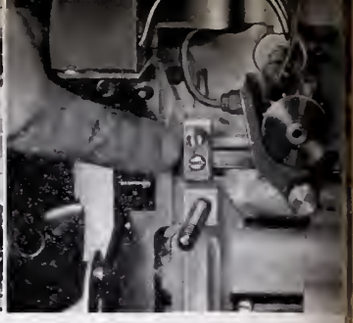
chronized Front and Rear Shutters — Each ter acts upon one half the beam. A dis- ing effect is created and A MUCH RPER PICTURE SECURED.



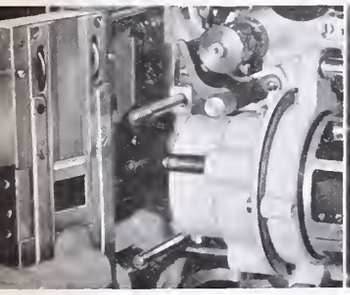
One-Shot Oiling System — Insures adequate supply of clean filtered oil, CLEANER PICTURE, LONGER LIFE, LESS MAINTENANCE.



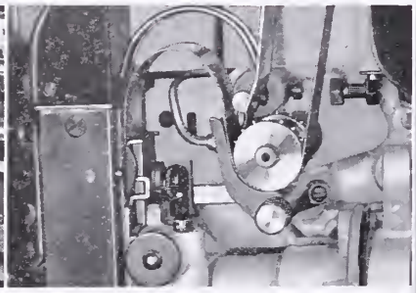
Intermittent Movement — Readily removable. Oil System PREVENTS BLURRED PICTURES, NOISY SOUND, and Oil Cushion GIVES LONGER WEAR, REDUCES VIBRATION, AND INCREASES STEADINESS.



Film Gate Guide Studs — GATE W ELIMINATED.

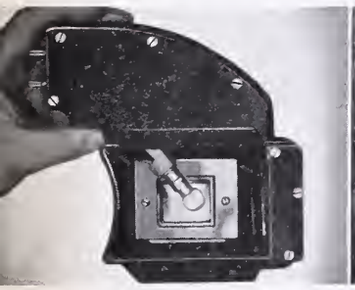


mountable Film Trap — PARTICLES OF ULSION CAN BE EASILY CLEANED WAY BETWEEN REELS.

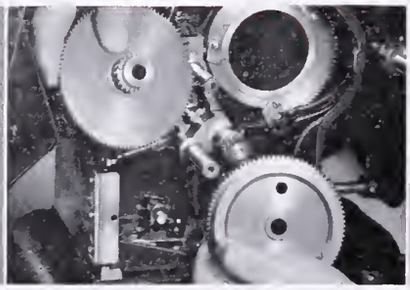


Automatic Fire Shutter Safety Trip — ABSOLUTE FIRE SAFETY.

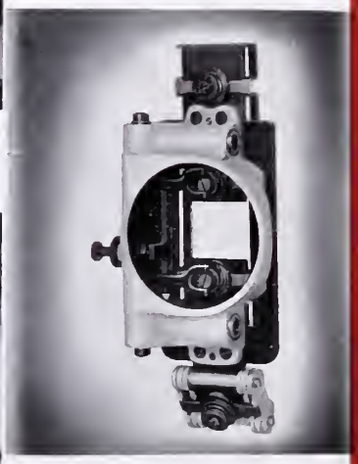
Studio Type Guides--Side motion of film is controlled by replaceable guides which act in conjunction with guide rollers. PREVENTS SIDE SWAY OF FILM.



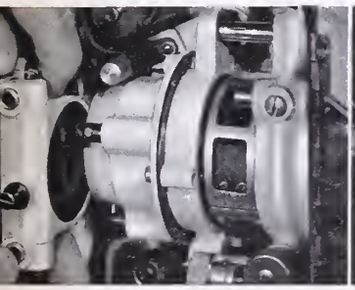
ming Lamp — REDUCES MIS-FRAM- G.



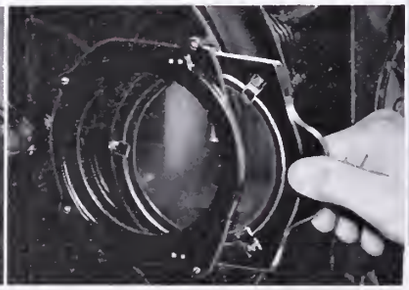
Oversize Drive Gears — LONGER LIFE, EASIER MAINTENANCE.



Improved Film Gate — Cane-shaped pad springs keep BOTH EDGES OF FILM UNDER EQUAL TENSION.



movable Film Gate — READILY DE- OUNTABLE FOR CLEANING AND DJUSTMENT.

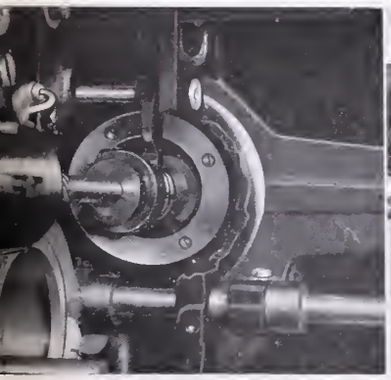


Air Deflector and Aperture Cooling Unit- IMPROVES LIGHT, REDUCES HEAT AT THE APERTURE. KEEPS MECHANISM CLEANER.

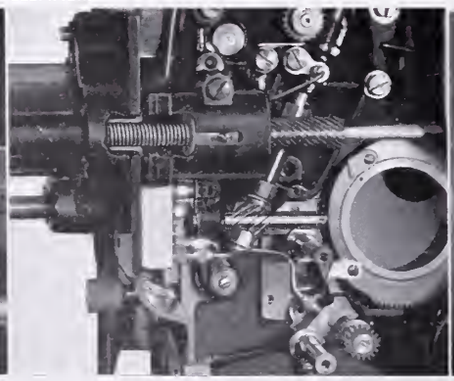
Simplex

E-7

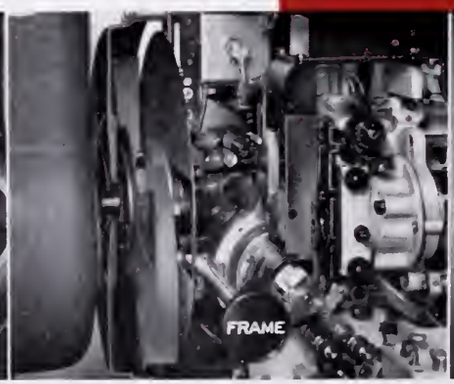
GIVES YOU A LOT FOR YOUR MONEY



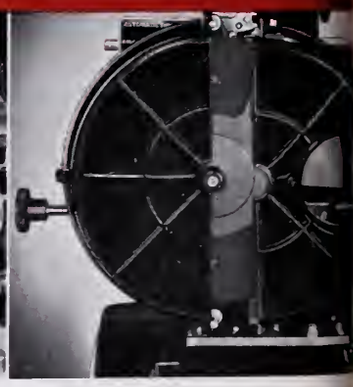
g Type Governor for Fire Shutter—BIND- OOF, SILENT.



Shutter Synchronizing Device—PREVENTS BACKLASH AND TRAVEL GHOST CAUSED BY WEAR IN SHUTTER ASSEMBLY.



Rear Shutter Cooling Fins — INSURE MUCH COOLER FILM PATH.



Rear Shutter Guard—Can be quickly re without disturbing lamphouse. SI FIES CLEANING.

MANUFACTURED BY
INTERNATIONAL PROJECTOR CORPORATION

Simplex SOUND AND PROJECTION System

DISTRIBUTED BY
NATIONAL THEATRE SUPPLY COMPANY

THE FEATURE CHECK-UP

Published Every Other Issue

COLUMBIA

(1938-1939 releases from 9001 up; 1939-1940 releases from 1001 up.)

AMAZING MR. WILLIAMS, THE—C—Melvyn Douglas, Joan Blondell, Edward S. Brophy — Top-ranking comedy—84m.—see Nov. 29 issue—(1007).

BEHIND PRISON GATES—MD—Brian Donlevy, Jacqueline Wells—Nabe dual support—62m.—see Aug. 9 issue—(9033).

BEWARE SPOOKS—C—Joe E. Brown, Mary Carlisle—So-so Brown—68m.—see Nov. 15 issue—(1011).

BLONDIE BRINGS UP BABY—CD—Penny Singleton, Arthur Lake, Larry Simms—Top-half of duallar, or nabe single feature—69m. — see Nov. 15 issue—(1013).

BLONDIE TAKES A VACATION—C—Penny Singleton, Arthur Lake, Larry Simms—Above-average Blondie—71m.—see July 26 issue—(9010).

CAFE HOSTESS—MD — Preston Foster, Ann Dvorak, Douglas Fowley—Bottom duallar—62m.—see Dec. 13 issue—(1030)—(A).

COAST GUARD—MD—Randolph Scott, Frances Dee—Okay programmar, can ba effectively exploitad—72m.—see Aug. 9 issue—(9008).

FIVE LITTLE PEPPERS AND HOW THEY GREW—MD—Edith Fellows, Dorothy Peterson — Fair as lower half of double bill—60m.—see Sept. 6 issue—(9017).

FUGITIVE AT LARGE—MD—Jack Holt, Patricia Ellis—Okay for Holt fans — 63m. — see Aug. 9 issue—(1026).

GOLDEN BOY—D—Barbara Stanwyck, Adolphe Menjou—Top brackat attraction with popular appeal—101m.—see Sept. 6 issue—(9002).

GOOD GIRLS GO TO PARIS—C—Melvyn Douglas, Joan Blondell, Walter Connolly — High-rating comedy; can ride in top bracket—78m.—see June 28 issue—(9005).

HIDDEN POWER—D — Jack Holt, Gertrude Michael, Dickie Moore—Standard Holt—00m.—see May 31 issue—(1025).

KONGA, THE WILD STALLION—W—Fred Stone, Rochelle Hudson—Just a duallar—65m.—see Sept. 20 issue—(9034).

MAN FROM SUNDOWN, THE—W—Charles Starrett, Iris Meredith—Above-average Starrett—59m.—see Aug. 9 issue—(9208).

MAN THEY COULD NOT HANG, THE—D—Boris Karloff, Lorna Gray—Good chiller-thriller—65m.—see Aug. 23 issue—(9018).

MIRACLE ON MAIN STREET—MD—Margot, Walter Abel—Weak duallar—78m.—see Nov. 15 issue—(1032).

MR. SMITH GOES TO WASHINGTON—CD—Jean Arthur, James Stewart, Claude Rains — Sure-fire money-makar—130m.—see Oct. 18 issue—(1101).

OUTPOST OF THE MOUNTIES—AD—Charles Starrett, Iris Meredith—Okay for the saason's starter—63m.—see Nov. 1 issue—(1201).

PARENTS ON TRIAL—MD—Jean Parker, Johnny Downs—Duallar, with obvious selling angles—58m.—see July 12 issue—(9032).

RIDERS OF BLACK RIVER—W—Charles Starrett, Iris Meredith — Good Starrett—54m.—see Sept. 20 issue—(9209).

SCANDAL SHEET—MD—Otto Kruger, Ona Munson, Edward Norris—Pleasing newspaper meller — 67m.—see Nov. 1 issue—(1031).

STRANGER FROM TEXAS, THE—W—Charles Starrett, Lorna Grey, Sons of the Pioneers—Near tha top for Starratt—54m.—see Dec. 13 issue—(1202).

TAMING OF THE WEST—W—Bill Elliott, Iris Meredith—Planty fast Elliott opus—54m.—see Oct. 18 issue—(1211).

THOSE HIGH GREY WALLS—MD — Walter Connolly, Onslow Stevens, Iris Meredith—Strong duallar; may ba featurad—82m.—see Oct. 4 issue—(1015).

U-BOAT 29—D—Conrad Veidt, Valerie Hobson, June Duprez—Exploitable British program—79m. — see Oct. 4 issue—(English-made)—(1010).

WOMAN IS THE JUDGE, A—MD — Frieda Inescort, Rochelle Hudson, Otto Kruger—Nice femme stuff for the nabes, duals—62m.—see July 26 issue—(9025).

TO BE REVIEWED OR IN PRODUCTION

BLAZING SIX SHOOTERS—Charles Starrett, Iris Meredith, Dick Curtis, Sons of the Pioneers—(1203).

BULLETS FOR RUSTLERS — Charles Starrett, Lorna Grey, Sons of the Pioneers—(1204).

CONVICTED WOMEN—Rochelle Hudson, Frieda Inescourt, June Lang, Lola Lane, Glenn Ford.

CRIMINAL CARGO — Jack Holt, Irene Ware, Eduardo Cianelli.

FIVE LITTLE PEPPERS AT HOME — Edith Fellows, Dorothy Peterson, Clarence Kolb.

HIS GIRL FRIDAY—Cary Grant, Rosalind Russell, Ralph Bellamy.

I MARRIED ADVENTURE—Jungle picture produced by Osa (Mrs. Martin) Johnson.

LONE WOLF STRIKES, THE—Warren William, Joan Perry, Alan Baxter.

MUSIC IN MY HEART—Tony Martin, Andre Kostelanetz, Rita Hayworth.

MY SON IS GUILTY—Bruce Cabot, Jacqueline Wells, Harry Carey.

PIONEERS OF THE FRONTIER — Bill Elliott, Linda Winters—(1212).

TEXAS EXPRESS—Charles Starrett, Iris Meredith, Dick Curtis, Sons of the Pioneers.

GRAND NATIONAL

(1938-1939 feature releases from 301 up.)

CHILDREN OF THE WILD—MD—Helen Hughes, James Bush—Opportunity for exploiters—57m.—see Feb. 22 issue, under Miscellaneous—(315).

GREAT GUY—MD—James Cagney, Mae Clark—Excellent entertainment—73m.—see 2nd Dec., 1938, issue—(101).

ROMANCE AND RICHES — CD — Cary Grant, Mary Brian—Pleasant; best for nabes, twin bills—65m.—see 2nd Feb. 1937, issue—(Foreign-made)—(153).

SOMETHING TO SING ABOUT—CMU—James Cagney, Evelyn Daw—Box office—93m. — see 2nd Sept., 1938, issue—(210).

23½ HOURS LEAVE—C—James Ellison, Terry Walker—Nice comedy fare—72½m. — see 2nd March, 1937, issue—(103).

METRO

(1938-1939 releases from 901 up
1939-1940 releases from 1 up)

ANDY HARDY GETS SPRING FEVER—C—Lewis Stone, Cecilia Parker, Mickey Rooney, Helen Gilbert, Hardy Family—Top-bracket Hardy; best of the series—85m.—see July 20 issue—(944).

ANOTHER THIN MAN—CD—William Powell, Myrna Loy, C. Aubrey Smith—In the better grosses—102m.—see Nov. 29 issue—(13).

BABES IN ARMS—CDMU—Mickey Rooney, Judy Garland, Charles Winninger—Top-notch attraction—97m.—see Oct. 4 issue—(9).

BAD LITTLE ANGEL—D—Virginia Weidler, Gene Reynolds—Good entertainment for family trade; preachment is softened with delightful comedy—72m.—see Nov. 1 issue—(10).

BALALAIKA—DMU—Nelson Eddy, Ilona Massey, Charles Ruggles—Expensive production; exploit for best box-office returns — 102m.—see Dec. 27 issue—(17).

BLACKMAIL—MD—Edward G. Robinson, Ruth Hussey—Sell Robinson—81m.—see Sept. 20 issue—(5).

DANCING CO-ED—Lana Turner, Richard Carlson, Artie Shaw and Orchestra—Better-than-average dual support—84m.—see Oct. 4 issue—(3).

FAST AND FURIOUS—MY—Franchot Tone, Ann Sothern—Good comedy-mystery program—73m. — see Oct. 18 issue—(6).

GOODBYE, MR. CHIPS—D—Robert Donat, Greer Garson, Terry Kilburn—Exploit this for big money returns—114m.—see May 31 issue—(British-made)—(945).

HENRY GOES ARIZONA—W—Frank Morgan, Virginia Weidler, Guy Kibbee — Pleasing western-comedy duallar—67m.—see Dec. 13 issue—(2).

JOE AND ETHEL TURP CALL ON THE PRESIDENT—CD—Ann Sothern, William Gargan—Pleasing nabe duallar—70m.—see Dec. 13 issue—(14).

LADY OF THE TROPICS—D—Robert Taylor, Hedy Lamarr—Sell the names—91m.—see Aug. 23 issue—(947)—(A).

LAMBETH WALK—C—Lupino Lane, Sally Gray—Just a duallar-importation—80m.—see Aug. 23 issue, under Foreign.

MAISIE—CD—Robert Young, Ann Sothern, Ruth Hussey, Ian Hunter, Cliff Edwards, Anthony Allen, Minor Watson—Duallar—74m.—see June 14 issue—(940).

MARX BROS. "AT THE CIRCUS"—F—Marx Brothers, Kenny Baker, Florence Rice, Nat Pendleton—Headed for the higher grosses—87m.—see Nov. 1 issue—(8).

MIRACLES FOR SALE — MD — Robert Young, Henry Hull, Florence Rice—With exploitation, picture is okay top attraction on duals—71m.—see Aug. 9 issue—(948).

NICK CARTER, MASTER DETECTIVE—MD — Walter Pidgeon, Rita Johnson, Henry Hull—Fast-moving action meller; duallar—60m.—see Dec. 27 issue—(15).

NINOTCHKA—CD—Greta Garbo, Melvyn Douglas, Ina Claire—Garbo smiles; ditto for the exhibitor—110m.—see Oct. 18 issue—(7).

ON BORROWED TIME — Fantasy — Lionel Barrymore, Beulah Bondi, Bobs Watson, Sir Cedric Hardwicke—A natural for showmen who like to go to work—99m.—see July 12 issue—(942).

REMEMBER?—C—Robert Taylor, Greer Garson, Lew Ayres—Will have to be sold—83m.—see Nov. 15 issue—(11).

SECRET OF DR. KILDARE, THE — D — Lew Ayres, Lionel Barrymore, Helen Gilbert—Standard Kildare—82m.—see Nov. 29 issue—(12).

STRONGER THAN DESIRE—MD—Virginia Bruce, Walter Pidgeon, Lee Bowman—Fair dual program—78m.—see July 12 issue—(941)—(A).

THESE GLAMOUR GIRLS—CD—Lew Ayres, Lana Turner, Ann Rutherford—Routine college fare—78m.—see Sept. 6 issue—(948).

THEY ALL COME OUT—D—Rita Johnson, Tom Neal—Exploitable meller for duals, nabes—71m.—see July 12 issue—(943).

THUNDER ALFLOAT — MD — Wallace Beery, Chester Morris, Virginia Grey—Timely fare that can be exploited for good results—95m.—see Oct. 4 issue—(4).

WIZARD OF OZ, THE—Fantasy—Judy Garland, Billie Burke, Jack Haley, Bert Lahr, Ray Bolger, Margaret Hamilton, Frank Morgan—In the industry's front rank—101m.—see Aug. 23 issue—(Technicolor)—(949).

WOMEN, THE — D—Norma Shearer, Joan Crawford, Rosalind Russell, Paulette Goddard, Phyllis Povah, Joan Fontaine—Headed for the higher grosses—134m.—see Sept. 6 issue—(1)—(A).

TO BE REVIEWED OR IN PRODUCTION

AROUSE AND BEWARE—Wallace Beery, John Howard, Dolores Del Rio.

BROADWAY MELODY OF 1940—Fred Astaire, Eleanor Powell, George Murphy.

CONGO MAISIE—Ann Sothern, John Carroll, Rita Johnson.

EARL OF CHICAGO, THE—Robert Montgomery, Edward Arnold, Reginald Owen.

FLORIAN—Robert Young, Helen Gilbert, Charles Coburn.

FORTY LITTLE MOTHERS—Eddie Cantor.

GONE WITH THE WIND—Clark Gable, Vivien Leigh, Leslie Howard, Olivia de Havilland, Thomas Mitchell, Barbara O'Neill, Ann Rutherford—228m.—(Technicolor).

I TAKE THIS WOMAN—Spencer Tracy, Hedy Lamarr.

JUDGE HARDY AND SON—Lewis Stone, Fay Holden, Mickey Rooney, Ann Rutherford—90m.—(16).

NEW MOON—Jeanette MacDonald, Nelson Eddy, Dick Purcell.

NORTHWEST PASSAGE—Spencer Tracy, Robert Young, Walter Brennan, Laraine Day—(Technicolor).

READ CAREFULLY

Pictures are here listed under producers' names, Miscellaneous, and Foreign. Listed are the name of the production, the type, principal players, estimate as carried in Six-Point Reviews, latest available running time, and issue in which the complete review was published. All pictures are considered of family appeal, except where (A) [for Adult] is added at the completion of the reference. Read the complete review in the Six-Point Reviews. This Feature Check-Up is your guide to all major productions released nationally since June 16, 1939.

AD—Action Drama	MU—With Music
C—Comedy	MY—Mystery Drama
D—Drama	O—Operetta
MD—Melodrama	W—Western

SHOP AROUND THE CORNER, THE—Margaret Sullavan, James Stewart, Frank Morgan.
STRANGE CARGO—Clark Gable, Joan Crawford, Ian Hunter, Peter Lorre.
YOUNG THOMAS EDISON—Mickey Rooney, Virginia Weidler, Fay Bainter.

MONOGRAM

(1938-1939 releases from 3801 up; 1939-1940 releases from 3901 up.)

CRASHING THROUGH—AD — James Newill, Warren Hull, Jean Carmen, Milburn Stone—Saturday matinee filler—55m.—see Oct. 4 issue—(3936).
DANGER FLIGHT—MD—John Trent, Marjorie Reynolds, Tommie Baker—Nice action show for the family trade—61m.—see Nov. 15 issue—(3816).
FIGHT FOR PEACE—Documentary—Story by Hendrik Willem Van Loon, narration by David Ross—Highly saleable topical picture—65m.—see 1st May, 1938, issue, under Miscellaneous—(3831)—(A).
FIGHTING MAD—AD—Jimmy Newill, Sally Blane—The kids should like it—55m.—see Nov. 15 issue—(3937).
FLAMING LEAD—W—Ken Maynard, Eleanor Stewart—Okay inde oatie—57m.—see July 12 issue, under Miscellaneous.
FOUR JUST MEN, THE—MY—Hugh Sinclair, Griffith Jones, Francis L. Sullivan—High-rating English melodrama—79m.—see Dec. 13 issue—(English-made).
GENTLEMAN FROM ARIZONA, THE—WMU—J. Farrell MacDonald, Joan Barclay, John King—Pleasing dual supporting fare; color should help—71m.—see Dec. 27 issue—(Cinecolor).
GIRL FROM RIO—MD—Movita, Warren Hull — Fair nabe dualler—62m.—see Aug. 9 issue—(3825).
HEROES IN BLUE—MD—Dick Purcell, Bernadene Hayes—Cops-and-robbers for the family—58m.—see Nov. 15 issue—(8919).
IRISH LUCK—AD—Frankie Darro, Dick Purcell—Fast moving Darro—58m.—see Sept. 6 issue—(3826).
MAN FROM TEXAS—W—Tex Ritter, Ruth Rogers—Fast western, plenty of action—59½m.—see Aug. 9 issue—(3865).
MR. WONG IN CHINATOWN—MY—Boris Karloff, Marjorie Reynolds—Best of the Wongs—70m.—see July 26 issue—(3807).
MUTINY IN THE BIG HOUSE—MD—Charles Bickford, Barton MacLane—One of Monogram's best—83m.—see Oct. 18 issue—(3803).
OKLAHOMA TERROR—W—Jack Randall, Al Saint John—Good Randall — 50m. — see Sept. 6 issue—(3856).
OVERLAND MAIL, THE—W—Jack Randall, Claire Rochelle—Just about tops for Randall and Monogram—52m.—see Nov. 15 issue—(3857).
PHANTOM STRIKES, THE—MY—Wilfrid Lawson, Sonnie Hale, Louise Henry—Okay English mystery program—58m.—see Nov. 29 issue—(3923).
RIDERS OF THE FRONTIER—W—Tex Ritter, Jack Rutherford—Typical Ritter—58m.—see Aug. 23 issue—(3866).
ROLL WAGONS ROLL—W—Tex Ritter, Nelson McDowell, Muriel Evans—Standard Ritter — 54m. — see Dec. 13 issue—(3951).
SKY PATROL—MD—John Trent, Marjorie Reynolds—Well continues a good series—61m.—see Sept. 20 issue—(3815).
SONGS AND SADDLES—W—Gene Austin, Lynne Berkeley—Exploitable—65m.—see Dec. 28, 1938, issue, under Miscellaneous.
STUNT PILOT—MD—John Trent, Marjorie Reynolds—Okay for dual support—61m.—see July 12 issue—(3814).
YUKON FLIGHT—MD—James Newill, Louise Stanley, Dave O'Brien—Standard bottom dualler—57m.—see Dec. 13 issue—(3938).

TO BE REVIEWED OR IN PRODUCTION

HIS FATHER'S SON—Martin Spellman, John Carroll.
MR. WONG AT HEADQUARTERS—Boris Karloff, Marjorie Reynolds Grant Withers—(3808).
MONEY TO BURN—(Cast not available).
PIONEER DAYS—Jack Randall—(3858)
WESTBOUND STAGE—Tex Ritter, Muriel Evans, Reed Howes.

PARAMOUNT

(1938-1939 releases from 3801 up; 1939-1940 releases from 3901 up)

ALL WOMEN HAVE SECRETS—CD—Virginia Dale, Joseph Allen, Jr., Jean Cagney—Lower-half dualler—67m.—see Dec. 13 issue—(3914)—(A).
BEAU GESTE—MD—Gary Cooper, Susan Hayward, Ray Milland, Robert Preston, Brian Donlevy—High-rating production, can be sold for the money—114m.—see July 26 issue—(3902).
BULLDOG DRUMMOND'S BRIDE—CD—John Howard, Heather Angel—Bottom-half dualler — 57m. — see July 12 issue—(8844).
CAT AND THE CANARY, THE—CMY—Bob Hope, Paulette Goddard, John Beal—Okay programmer for the kids and mystery fans—74m.—see Oct. 18 issue—(3909).
DEATH OF A CHAMPION—CMY—Lynne Overman, Robert Paige, Virginia Dale—Just a dualler—67m.—see Sept. 6 issue—(3901).
DISPUTED PASSAGE—D—Dorothy Lamour, Akim Tamiroff, John Howard—Can do big biz, if sold properly—91m.—see Oct. 4 issue—(3908).
EAGLE AND THE HAWK, THE—MD—Fredric March, Cary Grant, Carole Lombard, Jack Oakie—Sell the men to the women—75m.—see Mar. 22 issue—(3866)—(re-issue).
EMERGENCY SQUAD — AD — William Henry, Louise Campbell, Richard Denning—Lower nabe dualler—57½m.—see Dec. 27 issue.
GERONIMO!—MD—Preston Foster, Ralph Morgan, Andy Devine, Ellen Drew—Highly exploitable—90m.—see Nov. 29 issue—(3918).
GRAND JURY SECRETS—MD—John Howard, Gail Patrick—Pleasing dualler with a novel twist—68m.—see May 17 issue—(3842).
GREAT VICTOR HERBERT, THE—DMU—Walter Connolly, Allan Jones, Mary Martin—Can be sold big—91m.—see Dec. 13 issue—(3916).
HERITAGE OF THE DESERT—W—Donald Woods, Evelyn Venable—Top-notch western—74m.—see Apr. 5 issue—(3848).
HONEYMOON IN BALI—CD—Fred MacMurray, Madeleine Carroll, Akim Tamiroff—Profit-making laugh carnival—96m.—see Sept. 20 issue—(3904).
ISLAND OF LOST MEN—MD—Anna May Wong, J. Carrol Naish—Just a mellar dualler—64m.—see Aug. 9 issue—(3848).
JAMAICA INN—COD—Charles Laughton, Leslie Banks, Maureen O'Hara—Deserving of best selling facilities—99m.—see Oct. 4 issue—(English-made)—(3906)—(A).
LAW OF THE PAMPAS—W — William Boyd, Russell Hayden, Sidney Toler—Top-notch western—74m.—see Nov. 1 issue—(3955).
LIGHT THAT FAILED, THE — MD—Ronald Colman, Walter Huston, Muriel Angelus—Sell Colman, Kipling names—99m.—see Dec. 27 issue.
LLANO KID, THE—MD—Tito Guizar, Gale Sondergaard—Highly saleable western—70m.—see Nov. 15 issue—(3913).
MAGNIFICENT FRAUD, THE — Lloyd Nolan, Akim Tamiroff, Patricia Morison—Nice dual program—78m.—see July 12 issue—(3847).
MAN ABOUT TOWN—CMU—Jack Benny, Dorothy Lamour, Edward Arnold, Binnie Barnes, Eddie (Rochester) Anderson—Jack Benny at his best; can be sold to mass and class as a top-notch attraction—85m.—see June 28 issue—(3845)
MILLION DOLLAR LEGS—Betty Grable, Jackie Coogan, Donald O'Connor—For lower-half of twin bills—65m.—see July 12 issue—(3846)
NIGHT OF NIGHTS, THE—MD—Pat O'Brien, Olympe Bradna, Roland Young—Good cast helps make this pleasing dualler — 86m. — see Dec. 13 issue—(3912).
NIGHT WORK—CD—Charles Ruggles, Mary Boland—Minor nabe dual fare—62m.—see Aug. 9 issue—(3849)
$1,000 A TOUCHDOWN—C — Joe E. Brown, Martha Raye, Susan Hayward—Bottom-half dualler—73m.—see Oct. 4 issue—(3903).
OUR LEADING CITIZEN—MD—Bob Burns, Susan Hayward—Below par for Burns—89m.—see Aug. 9 issue—(3850)
OUR NEIGHBORS, THE CARTERS—CD—Fay Bainter, Frank Craven, Edmund Lowe—High-rating fare for small town and nabe houses—84m.—see Nov. 1 issue—(3911).
RANGE WAR—W—William Boyd, Russell Hayden—Standard Hopalong—66m.—see Aug. 22 issue—(3954)
RENEGADE TRAIL—W—William Boyd, Charlotte Wynters—Good nabe western reaction—58m.—see Apr. 15 issue—(3859)
RULERS OF THE SEA—D—Douglas Fairbanks, Jr., Will Fyffe, Margaret Lockwood—Can be sold for the money: get behind it—97m.—see Sept. 20 issue—(3910).
SEVENTEEN — C — Jackie Cooper, Betty Field, Otto Kruger — Pleasing program—78 m. — see Nov. 1 issue.
STAR MAKER, THE—MU—Bing Crosby, Ned Sparks, Linda Ware, Louise Campbell — Musical bonanza with smart exploitation—94m.—see Aug. 23 issue—(3851)
TELEVISION SPY—MD—William Henry, Judith Barrett, William Collier Sr.—Exploitable lower-half dualler—59m.—see Oct. 18 issue—(3907).
THIS MAN IS NEWS—MYD—Barry K. Barnes, Valerie Hobson—Pleasing English picture, with a slow start, a smash finish—75m.—see July 26 issue—(3865)
WHAT A LIFE!—CD—Jackie Cooper, Betty Field—Juvenile program; can be sold—79m.—see Sept. 20 issue—(3905).

TO BE REVIEWED OR IN PRODUCTION

ADVENTURE IN DIAMONDS—George Brent, Isa Miranda, John Loder—76m.
AT GOOD OLD SIWASH—William Holden, Bonita Granville, Judith Barrett, Vaughan Glaser.
BISCUIT EATER, THE—Billy Lee, Cordell Hickman, Richard Lane.
BUCK BENNY RIDES AGAIN—Jack Benny, Eddie Anderson, Ellen Drew, Phil Harris, Andy Devine.
DR. CYCLOPS—Albert Dekker, Janice Logan, Victor Killian, Tom Coley—(Technicolor).
FARMER'S DAUGHTER, THE—Martha Raye, Charles Ruggles, William Frawley.
FRENCH WITHOUT TEARS—Ray Milland, Ellen Drew—(English-made).
GOLDEN GLOVES—Jean Cagney, Robert Ryan.
GULLIVER'S TRAVELS—Full-length cartoon, produced by Max Fleischer—77m.—(Technicolor)—(3915).
KNIGHTS OF THE RANGE—Russell Hayden, Jean Parker, J. Farrell MacDonald.
LIGHT OF WESTERN STARS—Victory Jory, Jo Ann Sayres, Russell Hayden, Noah Beery, Jr.
MAN FROM BAR 20—William Boyd, Russell Hayden.
OPENED BY MISTAKE—Charles Ruggles, Janice Logan.
PAROLE FIXER—William Henry, Robert Paige, Virginia Dale—59m.
REMEMBER THE NIGHT — Fred MacMurray, Barbara Stanwyck, Beulah Bondi—99m.
ROAD TO SINGAPORE, THE — Bing Crosby, Dorothy Lamour, Bob Hope, Judith Barrett.
SAFARI—Madeleine Carroll, Douglas Fairbanks, Jr., Tullio Carminati.
SANTA FE MARSHAL—William Boyd, Russell Hayden, Bernadene Hayes—68m.—(3956).
SHOWDOWN—William Boyd, Russell Hayden, June Clayton, Britt Wood.
SIDEWALKS OF LONDON, THE — Charles Laughton, Vivien Leigh—(English-made).
TYPHOON — Dorothy Lamour, Robert Preston, Lynne Overman—(Technicolor).
UNTAMED—Ray Milland, Patricia Morison, Akim Tamiroff—(Technicolor)—83m.
WAY OF ALL FLESH, THE—Akim Tamiroff, William Henry, Gladys George.
WOMEN WITHOUT NAMES—Ellen Drew, Judith Barrett, Robert Paige, Louise Beavers.

PRODUCERS DIST. CORP.

(Distributed through independent exchanges)

BEASTS OF BERLIN—see Goose Step.
BURIED ALIVE—MD—Beverly Roberts, Robert Wilcox—Exploitable prison dualler—71m.—see Dec. 13 issue.
GOOSE STEP (Hitler—Beast of Berlin; Beasts of Berlin)—MD—Roland Drew, Steffi Duna—Exploitable, topical meller, with obvious selling angles—85m.—see Nov. 1 issue.
HITLER—BEAST OF BERLIN—see Goose Step.
TORTURE SHIP—MD—Lyle Talbot, Jacqueline Wells, Irving Pichel—Entertaining inde programmer—62m. see Nov. 1 issue.

TO BE REVIEWED OR IN PRODUCTION

INVISIBLE KILLER, THE—Roland Drew, Grace Bradley, Alex Callam.
MERCY PLANE—James Dunn, Frances Gifford.
SAGE BRUSH FAMILY TRAILS WEST, THE—Bobby Clark, Earle Hodgins, Nina Guilbert.

RKO-RADIO

(1938-1939 releases from 901 up; 1939-1940 releases from 001 up.)

ALLEGHENY UPRISING — MD — Claire Trevor, John Wayne, George Sanders—Exploitable frontier drama—81m.—see Nov. 1 issue—(006).
BACHELOR MOTHER—CD—Ginger Rogers, David Niven, Charles Coburn—Big money comedy riot—82m.—see July 12 issue—(932).
BAD LANDS—W—Robert Barrat, Douglas Walton—A new type of western—70m.—see Aug. 9 issue—(933).
CAREER—MD—Ann Shirley, Edward Ellis — Best for small town—79m.—see July 12 issue—(930).
CONSPIRACY—AD—Allan Lane, Linda Hayes—Strong dual support—59m.—see Aug. 23 issue—(935).
DAY THE BOOKIES WEPT, THE—C—Joe Penner, Betty Grable—Okay for the Penner fans—64m.—see Sept. 6 issue—(002).
ESCAPE TO PARADISE—CDMU—Bobby Breen, Kent Taylor, Marla Shelton — Mild offering for lower brackets—60m.—see Dec. 13 issue—(945).
EVERYTHING'S ON ICE—CD—Irene Dare, Edgar Kennedy, Roscoe Karns—Pleasant programmer, ballyhoo Irene Dare—67m.—see Sept. 20 issue—(946).
FIFTH AVENUE GIRL—C—Ginger Rogers, Walter Connolly, James Ellison—Sell Rogers—83m.—see Aug. 23 issue—(934).
FIGHTING GRINGO, THE—W—George O'Brien, Lupita Tovar—Satisfactory O'Brien action-western—59m.—see Sept. 6 issue—(986).
FIVE CAME BACK—D—Chester Morris, Wendy Barrie, Aubrey Smith, Patric Knowles—High-rating top dualler; should build on word-of-mouth—75m.—see June 14 issue—(927).
FLYING DEUCES, THE—C—Stan Laurel, Oliver Hardy, Jean Parker—Lower-bracket attraction; will satisfy confirmed Laurel and Hardy fans—69m.—see Oct. 18 issue—(010).
FULL CONFESSION—D—Victor McLaglen, Joseph Calleia—Just a programmer; top dualler in spots—73m.—see Aug. 23 issue—(003).
HUNCHBACK OF NOTRE DAME, THE — D — Charles Laughton, Sir Cedric Hardwicke, Thomas Mitchell—Immense production, worthy of elaborate exploitation—115m.—see Dec. 27 issue—(015)—(A).
IN NAME ONLY—MD—Carole Lombard, Cary Grant, Kay Francis—Headed for the high grosses—94m.—see Aug. 9 issue—(936).
LEGION OF THE LAWLESS—W—George O'Brien, Virginia Vale—Okay for O'Brien fans—59m.—see Nov. 29 issue—(082).

LOST SQUADRON, THE—MD—Richard Dix, Mary Astor—Looks like Radio has a clicker—79m.—see 2nd February, 1932, issue—(994)—(re-issue).
MARRIED AND IN LOVE—MD—Alan Marshall, Barbara Read, Patric Knowles—Program; dualler, chiefly for women—58m.—see Dec. 27 issue—(014).
MARSHAL OF MESA CITY, THE—W—George O'Brien, Virginia Vale—Top-notch O'Brien—62m.—see Oct. 18 issue—(081).
MEET DR. CHRISTIAN—D—Jean Hersholt, Dorothy Lovett—Good family and nabe entertainment; radio following should help at box office—70m.—see Nov. 1 issue—(005).
MEXICAN SPITFIRE—C—Lupe Velez, Leon Errol, Donald Woods—Good slapstick comedy—67m.—see Dec. 27 issue—(016).
NURSE EDITH CAVELL—D—Anna Neagle, George Sanders, Edna Mae Oliver—Very timely; can be sold for the money if properly handled—97m.—see Sept. 6 issue—(001).
OF HUMAN BONDAGE—D—Bette Davis, Leslie Howard—Fine—83m.—see 1st July, 1934, issue—(993)—(re-issue).
QUEEN OF DESTINY (Sixty Glorious Years)—D—Anna Neagle, Anton Walbrook, C. Aubrey Smith—Box-office importation, if exploited—95m.—see Nov. 30 issue—(Technicolor)—(English-made)—(061).
RENO—D—Richard Dix, Gail Patrick—Nice program; okay top dualler—73m.—see Nov. 15 issue—(008).
SAINT IN LONDON, THE—MY—George Sanders, Sally Gray—Average "Saint" entry—72m.—see July 12 issue—(English-made)—(929).
SIXTY GLORIOUS YEARS—see Queen of Destiny.
SPELLBINDER, THE—MD—Lee Tracy, Barbara Reed—Nabe dualler—69m.—see July 26 issue—(931).
SUED FOR LIBEL—MY—Kent Taylor, Linda Hayes—Exploitable dualler—66m.—see Oct. 18 issue—(012).
THAT'S RIGHT, YOU'RE WRONG—CMU—Kay Kyser & Orchestra, Adolphe Menjou, Lucille Ball—Money musical—95m.—see Nov. 29 issue—(011).
TIMBER STAMPEDE—W—George O'Brien, Marjorie Reynolds—Satisfactory O'Brien—59m.—see June 28 issue—(985).
THREE SONS—D—Edward Ellis, William Gargan, Kent Taylor—Dueller—72m.—see Oct. 4 issue—(004).
TWO THOROUGHBREDS—D—Jimmy Lydon, Joan Brodel, Arthur Hohl—Very nice family dualler; a sleeper which might surprise—62m.—see Dec. 13 issue—(013).
WAY DOWN SOUTH—MD—Bobby Breen, Steffi Duna—For Breen fans; nabe duals—63m.—see July 26 issue—(947).

TO BE REVIEWED OR IN PRODUCTION

ABE LINCOLN IN ILLINOIS—Raymond Massey, Ruth Gordon, Mary Howard—(009).
AND SO GOODBYE—Jean Parker, Richard Carlson, Charles Winninger.
BILL OF DIVORCEMENT, A—Maureen O'Hara, Adolphe Menjou, Fay Bainter, Dame May Whitty.
BULLET CODE—George O'Brien, Virginia Vale, Robert Stanton.
HEART OF DARKNESS—Orson Welles, Edgar Barrier, Everett Sloan, Ray Collins.
IRENE—Anna Neagle, Alan Marshall, Ray Milland, Billie Burke.
ISLE OF DESTINY—Wallace Ford, June Lang, William Gargan, Katherine DeMille—(Cosmocolor).
LITTLE ORVIE—John Sheffield, Ernest Truex, Ann Todd, Kathleen Howard.
MARINES FLY HIGH, THE—Richard Dix, Chester Morris, Lucille Ball, Steffi Duna.
MILLIONAIRE PLAYBOY—Joe Penner, Linda Hayes, Dick Lane, Frank Faylen.
MY FAVORITE WIFE—Irene Dunne, Cary Grant, Randolph Scott, Gail Patrick.
PASSPORT TO LIFE—Cary Grant.
PINOCCHIO—Full-length cartoon, produced by Walt Disney—(Technicolor).
PRIMROSE PATH, THE—Ginger Rogers, Joel McCrea, Marjorie Rambeau.
SAINT'S DOUBLE TROUBLE, THE—George Sanders, Helene Whitney, Bela Lugosi.
SWISS FAMILY ROBINSON, THE—Thomas Mitchell, Edna Best, Freddie Bartholomew, Terry Kilburn, Tim Holt—(019).
VIGIL IN THE NIGHT—Carole Lombard, Brian Ahearn, Anne Shirley—(007).

REPUBLIC

(1938-1939 releases from 801 up; 1939-1940 releases from 901 up.)

ARIZONA KID, THE—W—Roy Rogers, George Hayes, Sally March—Okay Rogers western—61m.—see Oct. 18 issue—(951).
CALLING ALL MARINES—MD—Donald Barry, Helen Mack—Just a dualler—66m.—see Sept. 20 issue—(912).
COLORADO SUNSET—W—Gene Autry, Smiley Burnette—High-rating Autry—64m.—see Aug. 9 issue—(846).
COVERED TRAILER, THE, THE HIGGINS FAMILY IN—CD—James, Lucile, Russell Gleason, Tommy Ryan—Entertaining Higgins entry—66m.—see Nov. 29 issue—(915).
COWBOYS FROM TEXAS—W—Robert Livingston, Raymond Hatton, Duncan Renaldo, Carole Landis—How are the great fallen!—57m.—see Dec. 13 issue—(962).
FLIGHT AT MIDNIGHT—MD—Phil Regan, Jean Parker—Good top dualler—66m.—see Sept. 6 issue—(911).
IN OLD CALIENTE—W—Rog Rogers, Mary Hart—Okay Rogers western—57m.—see July 12 issue—(856).
IN OLD MONTEREY—W—Gene Autry, June Storey—Best of the Autrys—73m.—see Aug. 9 issue—(847).
JEEPERS CREEPERS—C—Weaver Brothers & Elviry, Roy Rogers, Maris Wrixton—Strictly for the provinces—69m.—see Nov. 15 issue—(914).
KANSAS TERRORS, THE—W—Robert Livingston, Raymond Hatton, Duncan Renaldo—Okay western—57m.—see Nov. 1 issue—(961).
MAIN STREET LAWYER—D—Edward Ellis, Anita Louise, Robert Baldwin—Pleasing family program—72m.—see Nov. 15 issue—(905).
MICKEY, THE KID—MD—Bruce Cabot, Ralph Byrd, Tommy Ryan, ZaSu Pitts—Bottom dualler—65m.—see July 12 issue—(814).
MOUNTAIN RHYTHM—W—Gene Autry, June Storey—Autry clicks again—59m.—see July 12 issue—(845).
NEW FRONTIER—W—John Wayne, Ray Corrigan—Mesquiteers fall down—57m.—see Aug. 23 issue—(868).
ROVIN' TUMBLEWEEDS—W—Gene Autry, Smiley Burnette, Mary Carlisle—Weak Autry—64m.—see Nov. 29 issue—(848).
SABOTAGE—MD—Arleen Whelan, Gordon Oliver, Charles Grapewin—Lower-half dualler; plug timeliness—69m.—see Oct. 18 issue—(913).
SAGA OF DEATH VALLEY—W—Roy Rogers, George Hayes, Doris Day—One of Rogers' best—58m.—see Nov. 29 issue—(952).
SHE MARRIED A COP—C—Phil Regan, Jean Parker—Nice comedy for the nabes—65m.—see July 12 issue—(815).
SHOULD HUSBANDS WORK?—C—James, Lucille, Russell Gleason—Good supporting fare—65m.—see July 26 issue—(816).
SMUGGLED CARGO—MD—Barry Mackay, George Barbier, Rochelle Hudson—Fast-moving Inde meller—62m.—see Sept. 6 issue—(825).
SOUTH OF THE BORDER—W—Gene Autry, Smiley Burnette, June Storey—Auspicious entry for the new series—71m.—see Dec. 13 issue—(941).
THOU SHALT NOT KILL—D—Charles Bickford, Owen Davis, Jr., Doris Day—Dualler—64m.—see Dec. 27 issue.
WALL STREET COWBOY—W—Rog Rogers, George Hayes—So-so Rogers—66m.—see Sept. 20 issue—(857).
WYOMING OUTLAW—W—Three Mesquiteers, Adele Pearce—Okay for western, Mesquiteer fans—56m.—see July 26 issue—(867).

TO BE REVIEWED OR IN PRODUCTION

DARK COMMAND, THE—John Wayne, Claire Trevor, Walter Pidgeon, Roy Rogers.
DAYS OF JESSE JAMES—Roy Rogers, Pauline Moore, George Hayes—(953).
HEROES OF THE SADDLE—Robert Livingston, Raymond Hatton, Duncan Renaldo, Patsy Lee Parsons.
MONEY TO BURN, THE HIGGINS FAMILY IN—James, Lucile, Russell Gleason, Harry Davenport, Tommy Ryan, Lois Ranson.
VILLAGE BARN DANCE—Lulubelle & Scotty, Robert Baldwin, Richard Cromwell, Doris Day.
WOLF OF NEW YORK, THE—Edmund Lowe, Rose Hobart, James Stephenson.

20th CENTURY-FOX

(1938-1939 releases from 901 up; 1939-1940 releases from 001 up.)

ADVENTURES OF SHERLOCK HOLMES, THE—MY—Basil Rathbone, Ida Lupino, Nigel Bruce—High-rating mystery programmer—82m.—see Sept. 6 issue—(005).
BARRICADE—MD—Alice Faye, Warner Baxter—Just a programmer—71m.—see Nov. 29 issue—(026).
CHARLIE CHAN AT TREASURE ISLAND—MY—Sidney Toler, Cesar Romero—Standout Chan—74m.—see Aug. 23 issue—(006).
CHARLIE CHAN IN CITY IN DARKNESS—MD—Sidney Toler, Lynn Bari, Harold Huber—Run-of-the-mill Chan dualler—74m.—see Nov. 1 issue—(021).
CHICKEN WAGON FAMILY—CD—Jane Withers, Leo Carrillo—Okay for the Withers fans—64m.—see Aug. 9 issue—(002).
CISCO KID AND THE LADY, THE—W—Cesar Romero, Cris-Pin Martin, Virginia Fields—Pleasing outdoor drama—73m.—see Nov. 13 issue—(012).
DAY-TIME WIFE—C—Tyrone Power, Linda Darnell—Sell the names—72m.—see Nov. 29 issue—(020).
DRUMS ALONG THE MOHAWK—MD—Claudette Colbert, Edna May Oliver, Henry Fonda—High rating—103m.—see Nov. 1 issue—(Technicolor)—(015).
ELSA MAXWELL'S HOTEL FOR WOMEN—MD—Ann Sothern, Linda Darnell, Elsa Maxwell, James Ellison—Highly exploitable programmer—83m.—see Aug. 9 issue—(Cosmopolitan)—(001).
ESCAPE, THE—D—Kane Richmond, Amanda Duff, Edward Norris—Well-knit, tear-jerking dualler—58m.—see Sept. 6 issue—(010).
EVERYTHING HAPPENS AT NIGHT—CD—Sonja Henie, Ray Milland, Robert Cummings—Can be sold—77m.—see Dec. 27 issue—(029).
FIRST WORLD WAR, THE—Compilation—Edited by Laurence Stallings, narration by Pedro de Cordoba—Depends on selling—78m.—see Oct. 18 issue—(re-issue)—(062)—(A).
FRONTIER MARSHAL—W—Randolph Scott, Binnie Barnes, Cesar Romero—Dualler; can be featured—71m.—see Aug. 9 issue—(951).
HEAVEN WITH A BARBED-WIRE FENCE—D—Jean Rogers, Raymond Walburn—Just a filler—62m.—see Oct. 18 issue—(019).
HERE I AM, A STRANGER—MD—Richard Greene, Richard Dix, Brenda Joyce—Strong program—83m.—see Oct. 4 issue—(009).
HIGH SCHOOL—CD—Jane Withers, Joe Brown, Jr., Lloyd Corrigan—Swell for the 'teen-agers—74m.—see Dec. 13 issue—(028).
HOLLYWOOD CAVALCADE—D—Don Ameche, Alice Faye, J. Edward Bromberg—Highly exploitable everywhere—96m.—see Oct. 18 issue—(Technicolor)—(007).
HONEYMOON'S OVER, THE—CD—Stuart Erwin, Marjorie Weaver—Okay dual program—70m.—see Nov. 15 issue—(024).
INSPECTOR HORNLEIGH ON HOLIDAY—CMY—Gordon Harker, Alastair Sim, Linden Travers—Pleasant English murder mystery—77m.—see Dec. 13 issue—(English-made)—(022).
IT COULD HAPPEN TO YOU—CD—Stuart Erwin, Gloria Stuart, Raymond Walburn, Douglas Fowley, June Gale, Clarence Kolb, Mary Forbes—Pleasing dual entertainment—72m.—see June 14 issue—(950).
MR. MOTO TAKES A VACATION—MYD—Peter Lorre, Joseph Schildkraut, Lionel Atwill, Virginia Field—One of the better Motos; dualler—63m.—see Nov. 30 issue—(952).
NEWS IS MADE AT NIGHT—CD—Preston Foster, Lynn Bari—Good news-murder comedy yarn for the nabes—72m.—see July 12 issue—(953).
PACK UP YOUR TROUBLES—C—Ritz Brothers, Jane Withers—Good comedy offering, with timely angle—75m.—see Sept. 20 issue—(014).
PIGSKIN PARADE—CMU—Judy Garland, Stuart Erwin, Patsy Kelly, Yacht Club Boys—Okay laugh show—93m.—see 1st Nov., 1936, issue—(713).
QUICK MILLIONS, THE JONES FAMILY IN—CD—Jed Prouty, Spring Byington—Above par for the Joneses—61m.—see Aug. 9 issue—(004).
RAINS CAME, THE—D—George Brent, Tyrone Power, Myrna Loy—Money in the bank—103m.—see Sept. 20 issue—(011).
ROAD TO GLORY, THE—MD—Fredric March, Lionel Barrymore, Warner Baxter, June Lang—Big production throughout—101m.—(re-issue)—(061).
SECOND FIDDLE—DMU—Sonja Henie, Rudy Vallee, Tyrone Power—Not the best Henie, but saleable—86m.—see July 12 issue—(949).
SHIPYARD SALLY—CMU—Gracie Fields, Sydney Howard—Just a nabe dualler—79m.—see Oct. 18 issue—(English-made)—(018).
STANLEY AND LIVINGSTONE—D—Spencer Tracy, Sir Cedric Hardwicke, Richard Greene, Charles Coburn, Walter Brennan, Nancy Kelly—The kind of show which can be exploited for big returns—101m.—see July 26 issue—(003).
STOP, LOOK AND LOVE—C—Jean Rogers, William Frawley—Pleasant dual entertainment—57m.—see Sept. 6 issue—(008).
SUSANNAH OF THE MOUNTIES—MD—Shirley Temple, Randolph Scott, Margaret Lockwood, J. Farrell MacDonald, Maurice Moscovich, Victor Jory, Moroni Olsen—Depends on Temple draw—78m.—see June 28 issue—(954).
TOO BUSY TO WORK, THE JONES FAMILY IN—CD—Jed Prouty, Spring Byington, Ken Howell—Joneses get more life—65m.—see Oct. 18 issue—(016).
20,000 MEN A YEAR—MD—Randolph Scott, Margaret Lindsay, Preston Foster—Exploitable air dualler—84m.—see Nov. 1 issue—(Cosmopolitan)—(013).
WARE CASE, THE—MD—Olive Brook, Jane Baxter, Barry Barnes—Well-made English meller, for the houses that can play the British product—72m.—see May 31 issue, under Gaumont British—(8013).

TO BE REVIEWED OR IN PRODUCTION

BLUE BIRD, THE—Shirley Temple, Sybil Jason, Gale Sondergaard, Nigel Bruce—(Technicolor)—(025).
CHARLIE CHAN IN PANAMA—Sidney Toler, Jean Rogers, Kane Richmond.
CITY OF CHANCE, THE—Lynn Bari, Donald Woods, C. Aubrey Smith—(027).
DANCE WITH THE DEVIL—Tyrone Power, Dorothy Lamour, Edward Arnold, Lloyd Nolan, Lionel Atwill, Charles Grapewin.
GIRL MUST LIVE, A—Margaret Lockwood, Lilli Palmer, Renee Houston—(English-made).
GRAPES OF WRATH, THE—Henry Fonda, Doris Bowdon, John Carradine.
HE MARRIED HIS WIFE—Joel McCrea, Nancy Kelly, Mary Boland—(023).
I WAS AN ADVENTURESS—Vera Zorina, Richard Greene, Peter Lorre, Eric von Stroheim.
LITTLE OLD NEW YORK—Alice Faye, Richard Greene, Fred MacMurray.
MAN WHO WOULDN'T TALK, THE—Lloyd Nolan, Onslow Stevens, Jean Rogers.
SHOOTING HIGH—Jane Withers, Gene Autry, Marjorie Weaver.
SO THIS IS LONDON—Robertson Hare, Alfred Drayton, George Sanders, Berton Churchill—(English-made).
SWANEE RIVER—Don Ameche, Al Jolson, Andrea Leeds—(Technicolor)—(017).
UNTITLED JOHN STONE PRODUCTION—Lynn Bari, Joan Davis, Joan Valerie, Henry Wilcoxon.
YOUNG AS YOU FEEL, THE JONES FAMILY IN—Jed Prouty, Spring Byington.

UNITED ARTISTS

(Arranged by producers)

SAMUEL GOLDWYN

HURRICANE, THE—MD—Dorothy Lamour, Jon Hall, Mary Astor, C. Aubrey Smith, Thomas Mitchell, Raymond Massey, John Carradine, Jerome Cowan—Box office plus—see 2nd November, 1937, issue—(re-issue).

REAL GLORY, THE—AD—Gary Cooper, Andrea Leeds, David Niven—High-rating action program—96m.—see Sept. 20 issue.

THEY SHALL HAVE MUSIC—DMU—Jascha Heifetz, Joel McCrea, Walter Brennan, Andrea Leeds—A top-notch attraction, can be sold for big returns if properly exploited—101m.—see July 26 issue.

ALEXANDER KORDA

ELEPHANT BOY—D—Sabu, W. E. Holloway, Walter Hudd, Allan Jeayes, Bruce Gordan—Good bally material, excellent technicelly, with wide appeal—82m.—see 1st April, 1937, issue—(re-issue).

FOUR FEATHERS—AD—Ralph Richardson, S. Aubrey Smith, John Clements, June Duprez—Can be sold big—112m.—see June 28 issue—(technicolor)—(English-made).

HAL ROACH

HOUSEKEEPER'S DAUGHTER, THE—C—Joan Bennett, John Hubbard, Adolphe Menjou—Top-bracket comedy—80m.—see Sept. 20 issue.

DAVID O. SELZNICK

INTERMEZZO, A LOVE STORY—D—Leslie Howard, Ingrid Bergman, Edna Best — High-rating dramatic piece for class audiences—70m.—see Oct. 4 issue.

STAR IS BORN, A—CD—Janet Gaynor, Fredric March, Adolphe Menjou, May Robson, Andy Devine, Lionel Stander, Peggy Wood—Box office—111m.—see 1st May, 1937, issue—(re-issue).

EDWARD SMALL

MAN IN THE IRON MASK, THE—MD—Louis Harward, Joan Bennett—A big budget picture with a saleable title; can be exploited—111m.—see July 12 issue.

WALTER WANGER

ETERNALLY YOURS—CD—Loretta Young, David Niven, Hugh Herbert—High-ranking comedy—91m. — see Oct. 18 issue.

WINTER CARNIVAL—MD—Ann Sheridan, Helen Parrish, Richard Carlsou—Can be exploited; has all the angles—91m.—see July 26 issue.

TO BE REVIEWED OR IN PRODUCTION

CHUMP AT OXFORD, A—Stan Laurel, Oliver Hardy—(Roach).

HOUSE ACROSS THE BAY—Joan Bennett, George Raft, Gladys George—(Wanger).

LION HAS WINGS, THE—Merle Oberon, Ralph Richardson—(English-made)—(Korda).

MY SON, MY SON!—Madeleine Carroll, Brian Ahearn, Josephine Hutchinson, Louis Hayward, Henry Hull—(Small).

OF MICE AND MEN—Burgess Meredith, Lon Chaney, Jr., Betty Field—(Roach).

1,000,000 B. C.—John Hubbard, Victor Mature, Carol Landis, Lon Chaney, Jr.—(Roach).

OVER THE MOON—Merle Oberon, Rex Harrison, Zene Dare, Ursula Jeanes — (Technicolor) — (foreign-made)—(Korda).

PRODUCTION No. 6—Charles Chaplin, Paulette Goddard, Reginald Gardner—(Chaplin).

RAFFLES—David Niven, Olivia de Havilland, Dudley Digges, Dame May Whitty—(Goldwyn).

REBECCA—Laurence Olivier, Joan Fontaine, Judith Anderson, George Sanders—(Selzuick).

SEND ANOTHER COFFIN—Pat O'Brien, Ruth Terry, Edward Arnold, Broderick Crawford—(Wanger).

THIEF OF BAGDAD, THE—Sabu, Conrad Veidt, Jean Duprez—(technicolor)—(English-made)—(Korda).

TWO'S COMPANY—Stan Laurel, Oliver Hardy, James Finlayson—(Roach).

WESTENER, THE—Gary Cooper, Walter Brennan, Fred Stone, Doris Davenport—(Goldwyn).

UNIVERSAL

(1938-1939 releases from 3001 up; 1939-1940 releases from 4001 up.)

ALL QUIET ON THE WESTERN FRONT — D — Louis Wolheim, Lew Ayres, John Wray—To be seen—93m.—see Oct. 4 issue—("Uncensored Version")—(4073).

BIG GUY, THE—MD—Victor McLaglen, Jackie Cooper, Edward Brophy—Top dualler, okay for McLaglen following—78m.—see Dec. 13 issue—(4016).

CALL A MESSENGER—CD—Billy Halop, Huntz Hall, Robert Armstrong, Mary Carlisle—Nabe dual filler 65m.—see Oct. 4 issue—(4020).

CHIP OF THE FLYING U—W—Johnny Mack Brown, Bob Baker, Doris Weston—Up to the series' high standard—55m.—see Nov. 15 issue—(4060).

DESPERATE TRAILS—W—Johnny Mack Brown, Bob Baker, Fuzzy Knight, Frances Robinson — Good opener for the series—58m.—see Sept. 6 issue—(4058).

DESTRY RIDES AGAIN—W—James Stewart, Marlene Dietrich, Charles Winninger, Mischa Auer, Brian Donlevy—High-rating, highly exploitable—94m.—see Dec. 13 issue.

FIRST LOVE — CD — Deanna Durbin, Robert Stack, Eugene Pallette—It rings the bell again—84m.—see Nov. 15 issue—(3002).

FORGOTTEN WOMAN, THE—MD—Sigrid Gurie, William Lundigan—Saleable meller; dualler—68m.—see July 12 issue—(3031).

HAWAIIAN NIGHTS—MU—Johnny Downs, Constance Moore—Pleasing musical programmer—65m.—see Aug. 23 issue—(4024).

HERO FOR A DAY—D—Anita Louise, Dick Foran—Just a dualler—66m.—see Sept. 20 issue—(4035).

HOUSE OF FEAR, THE—MY—William Gargan, Irene Hervey—Thrill-packed mystery; excellent dual support—66m.—see May 17 issue—(3038).

I STOLE A MILLION—D—George Raft, Claire Trevor, Dick Foran—Exploitable drama; okay for top billing—80m.—see July 26 issue—(3007)—(A).

LAUGH IT OFF—CD—Constance Moore, Johnny Downs, Marjorie Rambeau—Pleasing dualler — 63m.—see Nov. 15 issue—(4026).

LEGION OF LOST FLIERS—AD—Richard Arlen, Andy Devine, Anne Nagel—Okay action yarn for duels—63m.—see Oct. 4 issue—(4053).

LITTLE ACCIDENT—C—"Baby Sandy," Richard Carlson, Joy Hodges — Family program, lower-half dualler—65m.—see Nov. 1 issue—(4019).

MAN FROM MONTREAL—AD — Richard Arlen, Andy Devine, Anne Gwynne—Nabe dualler—60m.—see Nov. 15 issue—(4054).

MIKADO, THE—Operetta—Kenny Baker, D'Oyly Carte Players—Top-notch production; deserves the best of selling—91m.—see Mar. 22 issue—(Technicolor)—(English-made)—(4044).

MISSING EVIDENCE—MY—Preston Foster, Irene Hervey, Inez Courtney—Nabe dual support—64m.—see Oct. 18 issue—(4028).

MUTINY ON THE BLACKHAWK—MD—Richard Arlen, Andy Devine, Constance Moore—Dualler—66m.—see June 28 issue—(4051).

OKLAHOMA FRONTIER—W—Johnny Mack Brown, Bob Baker, Fuzzy Knight—Good—58m.—see Oct. 18 issue—(4059).

ONE HOUR TO LIVE—MY—Charles Bickford, Doris Nolan—Strong dualler—59m.—see Sept. 20 issue—(4030).

RIO—MD—Basil Rathbone, Sigrid Gurie, Victor McLaglen, Leo Carrillo—Below par; will have to be sold—77m.—see Oct. 4 issue—(4014).

ROAD BACK, THE—MD—John Emery, Spring Byington, Andy Devine, John King—Topical version has selling angle—79m.—see Nov. 15 issue—("Outspoken Version")—(4074)—(A).

TOWER OF LONDON—MD—Basil Rathbone, Boris Karloff, Barbara O'Neill—Exploitable for best returns—92m.—see Nov. 29 issue—(4012).

TROPIC FURY — AD — Richard Arlen, Andy Devine, Beverly Roberts—Strong dualler—62½m.—see Aug. 23 issue—(4052).

TWO BRIGHT BOYS—MD—Jackie Cooper, Freddie Bartholomew, Dorothy Peterson — Pleasing program; top dualler—70¼m.—see Sept. 20 issue—(4017).

UNDER-PUP, THE — CD — Robert Cummings, Gloria Jean, O. Aubrey Smith, Billy Gilbert, Beulah Bondi, Nan Grey—Looks like money on a long pull; good production for a new name—88m.—see Sept. 6 issue—(4010).

UNEXPECTED FATHER — C — Mischa Auer, Dennis O'Keefe, Baby Sandy, Shirley Ross—Pleasing program—78m.—see July 26 issue—(3008).

WEST OF CARSON CITY—W—Johnny Mack Brown, Bob Baker, Fuzzy Knight—High-rating western—55m.—see Nov. 29 issue—(4061).

WHEN TOMORROW COMES—D—Irene Dunne, Charles Boyer—Good program, with strong femme angles—91m.—see Aug. 23 issue—(3003).

WITNESS VANISHES, THE—MY—Edmund Lowe, Wendy Barrie—Okay mystery dualler—66m.—see Oct. 4 issue—(4027).

TO BE REVIEWED OR IN PRODUCTION

CHARLIE McCARTHY, DETECTIVE—Charlie McCarthy, Edgar Bergen, Robert Cummings, Constance Moore.

DANGER ON WHEELS—Richard Arlen, Andy Devine—(4055).

DEVIL IS YELLOW, THE — Wayne Morris, Margaret Lindsay, William Gargan, Roscoe Karns.

DOUBLE ALIBI — Edmund Lowe, Margaret Lindsay, Elizabeth Risdon.

FRAMED—Jerome Cowan, Constance Moore, Robert Armstrong, Frank Albertson, Sidney Blackmer.

GREEN HELL—Douglas Fairbanks, Jr., Joan Bennett, John Howard, George Sanders, Alan Hale.

INVISIBLE MAN RETURNS, THE — Sir Cedric Hardwicke, Vincent Price, Nan Grey, John Sutton.

MY LITTLE CHICKADEE—Mae West, W. C. Fields, Joseph Calleia, Dick Foran, Anne Nagel.

OH JOHNNY, HOW YOU CAN LOVE — Tom Brown, Peggy Moran, Isabel Jewell, Bonnie Baker.

RIDERS OF THE PASCO BASIN—Johnny Mack Brown, Bob Baker, Fuzzy Knight—(4062).

WARNERS-FIRST NATIONAL

(1938-1939 releases from 301 up; 1939-1940 releases from 401 up)

(FN)—First National; (W)—Warners

ANGELS WASH THEIR FACES, THE—MD—Ann Sheridan, Ronald Reagan, Dead End Kids—High-rating action program—85m.—see Aug. 9 issue—(FN)—(367).

CHILD IS BORN, A—Jeffrey Lynn, Gladys George, Geraldine Fitzgerald, Gale Page—Well made; it deserves handling of a special nature — 79m.—see Aug. 9 issue—(W)—(415)—(A).

COWBOY QUARTERBACK, THE—C — Bert Wheeler, Marie Wilson—For lower half of twin bills—56m.—see July 12 issue—(FN)—(356).

DAUGHTERS COURAGEOUS — CD — John Garfield, Claude Rains, the Four Lane Sisters, Jeffrey Lynn, Fay Bainter, Mae Robson, Donald Crisp—Good program—107m.—see June 28 issue—(FN)—(360).

DEAD END KIDS ON DRESS PARADE, THE—MD—Dead End Kids, John Litel, Frankie Thomas—Okay dual program—62m.—see Nov. 15 issue—(W)—(413).

DUST BE MY DESTINY—MD—John Garfield, Priscilla Lane—Top-bracket attraction—88m.—see Aug. 23 issue—(FN)—(461).

EACH DAWN I DIE—MD—James Cagney, George Raft, Jane Bryan, George Bancroft—Plug it for big returns—92m.—see July 26 issue—(FN)—(356).

ESPIONAGE AGENT—MD—Joel McCrea, Brenda Marshall, Jeffrey Lynn, George Bancroft—High-rating exploitable programmer—83m.—see Oct. 4 issue—(FN)—(462).

EVERYBODY'S HOBBY—CD—Irene Rich, Henry O'Neill—Entertaining program; dualler—54m.—see Sept. 20 issue—(FN)—(376).

FOUR WIVES—CD—Claude Rains, May Robson, Jeffrey Lynn, the Lane Sisters—Good domestic fare; should sell big to screen Lane fans—99m.—see Dec. 13 issue—(FN)—(453).

HELL'S KITCHEN—Dead End Kids, Margaret Lindsay, Ronald Reagan, Eddie Foy, Jr., Stanley Fields, Grant Mitchell — Familiar Dead End Kids action meller—81m.—see June 28 issue—(W)—(312).

INDIANAPOLIS SPEEDWAY—AD—Pat O'Brien, John Payne, Gale Page, Frank McHugh, Ann Sheridan—Plug title and players—82m.—see July 26 issue—(W)—(315).

INVISIBLE STRIPES—D — George Raft, Jane Bryan, William Holden—Sell names in cast for good grosses—82m.—see Dec. 27 issue.

JUAREZ AND MAXIMILIAN—see The Mad Empress.

KID FROM KOKOMO, THE—CD—Pat O'Brien, Joan Blondell—Fair programmer—92m.—see May 31 issue—(FN)—(363).

KID NIGHTINGALE—C—John Payne, Jane Wyman, Walter Catlett—Okay for dual support—57m.—see Oct. 4 issue—(W)—(411).

MAD EMPRESS, THE (Juarez and Maximilian)—D—Mede Novara, Conrad Nagel, Lionel Atwill—Dualler—72m.—see May 3 issue, under Miscellaneous, and Nov. 5 issue—(FN)—(481).

NANCY DREW AND THE HIDDEN STAIRCASE—MY—Bonita Granville, John Litel—Another good entrant in the Drew series—60m.—see Aug. 23 issue—(W)—(419).

NAUGHTY BUT NICE—CMU—Dick Powell, Gail Page, Ann Sheridan, Allen Jenkins, Jerry Colonna, ZaSu Pitts, Maxie Rosenbloom—Surprisingly funny, don't sell it short—90m.—see June 14 issue—(W)—(311).

NO PLACE TO GO—MD—Dennie Morgan, Gloria Dickson, Fred Stone—Just another dualler—57m.—see Sept. 6 issue—(FN)—(469).

OLD MAID, THE — MD — Bette Davis, George Brent, Miriam Hopkins—Another acting triumph for Bette Davis; must be sold—95m.—see Aug. 9 issue—(FN)—(452)—(A).

ON YOUR TOES—CMU—Vera Zorina, Eddie Albert, Alan Hale—Good entertainment—94m.—see Oct. 18 issue—(FN)—(463).

PRIDE OF THE BLUE GRASS—MD—Edith Fellows, James McCallion — Good entertainment for the family trade—65m.—see Oct. 4 issue — (W) — (418).

PRIVATE DETECTIVE—MY—Jane Wyman, Dick Foran—Okay for dual support—55m.—see Nov. 29 issue—(471).

PRIVATE LIVES OF ELIZABETH AND ESSEX, THE—COD—Bette Davis, Errol Flynn, Olivia de Havilland—Celluloid masterpiece; get behind it—106m.—see Oct. 4 issue—(Technicolor)—(W)—(402).

RETURN OF DOCTOR X, THE—MD—Wayne Morris, Humphrey Bogart, Rosemary Lane—Enjoyable action-packed melodrama—62m.—see Nov. 29 issue—(FN)—(464).

ROARING TWENTIES, THE—MD—James Cagney, Priscilla Lane, Humphrey Bogart—Top-notch meller, headed for big returns—104m.—see Nov. 1 issue—(W)—(403).

SMASHING THE MONEY RING—MD—Ronald Reagan, Margot Stevenson—Good action dualler—57m.—see Nov. 1 issue—(FN)—(470).

TORCHY PLAYS WITH DYNAMITE—MD—Jane Wyman, Allen Jenkins—Neat, swift Torchy yarn—59m.—see Aug. 9 issue—(W)—(326).

WATERFRONT—MD—Dennis Morgan, Gloria Dickson—Lower half of duallers—59m.—see July 12 issue—(W)—(395).

WE ARE NOT ALONE—D—Paul Muni, Jane Bryan, Flora Robson—Excellent drama for discriminating audiences—112m.—see Nov. 15 issue — (FN)—(458).

TO BE REVIEWED OR IN PRODUCTION

BAD BOY — John Garfield, Brenda Marshall, Donald Crisp.

BRITISH INTELLIGENCE—Boris Karloff, Margaret Lindsay—(W).

BROTHER RAT AND THE BABY—Wayne Morris, Priscilla Lane, Eddie Albert, Ronald Reagan—(W).

CALLING PHILO VANCE—James Stephenson, Margot Stevenson.
ENEMY WITHIN, THE—Ronald Reagan, Lya Lys, Eddie Foy, Jr., John Litel.
FIGHTING 69th, THE—James Cagney, Pat O'Brien, George Brent, Jeffrey Lynn—(FN).
FUGITIVE FROM JUSTICE — Morgan Conway, Roger Pryor, Sheila Bromley.
GAMBLING ON THE HIGH SEAS—Wayne Morris, Jane Wyman.
GRANNY GET YOUR GUN—May Robson, Margot Stevenson, Harry Davenport.
IT ALL CAME TRUE — Ann Sheridan, Jeffrey Lynn, Humphrey Bogart.
KING OF THE LUMBERJACKS — John Payne, Gloria Dickson, Stanley Fields.
LIFE OF DR. EHRLICH, THE—Edward G. Robinson, Ruth Gordon, Otto Kruger, John Litel.
PHILO VANCE COMES BACK—James Stephenson, Henry O'Neill.
TEAR GAS SQUAD—Dennis Morgan, John Payne, Gloria Dickson.
THREE CHEERS FOR THE IRISH — Priscilla Lane, Rosemary Lane, Thomas Mitchell, Dennis Morgan.
VIRGINIA CITY—Errol Flynn, Miriam Hopkins, Randolph Scott, Humphrey Bogart.
WE SHALL MEET AGAIN—Merle Oberon, George Brent, Pat O'Brien, Binnie Barnes.
YEARS WITHOUT DAYS—John Garfield, Ann Sheridan, Pat O'Brien, Burgess Meredith.

MISCELLANEOUS

Listed here are only those independently produced pictures, not handled by companies of nation-wide scope.

BEYOND BENGAL—Travel—Produced by Harry Schenck—Maybe yes, and maybe no—70m.—see July 26 issue—(Showmen's Pictures).
BLACK LIMELIGHT — MY — Raymond Massey, Joan Marion—Routine murder mystery for houses that can play English product—63m.—see July 12 issue—(English-made)—(Alliance).
BURNING QUESTION, THE (Tell Your Children)—MD—Lilian Miles, Dave O'Brien, Thelma White—Exploitable anti-marijuana film—62m.—see Dec. 13 issue—(G. & H. Productions).
CHAMPIONS OF THE GRIDIRON—Sports Commercial—Players, coaches, executives of the National Professional Football League—Excellent sports film—50m. (also a 10m. abridgment)—see Apr. 19 issue—(Industrial Pictures).
CITY, THE—Documentary—From an original by Pare Lorentz, with narration by Morris Carnovsky—Excellent; can be exploited—44m.—see May 31 issue—(Civic Films).
CODE OF THE CACTUS — W — Tim McCoy, Dorothy Short, Ben Corbett—Top-rating McCoy western—57m.—see May 17 issue—(Victory).
DAUGHTER OF THE TONG—AD—Evelyn Brent, Grant Withers—Minor nabs dualler support—56m.—see Aug. 24 issue—(Metropolitan).
DEATH GOES NORTH—AD—Edgar Edwards, Sheila Bromley, Dorothy Bradshaw, Jameson Thomas—Better-than-average independent action drama—61m.—see May 31 issue—(Warwick).
DUKE IS TOPS, THE—MU—Ralph Cooper, Lena Horne—High-rating all-Negro musical—72m.—see June 28 issue—(Million Dollar Productions).
FIGHTING RENEGADE—W—Tim McCoy, Joyce Bryant—High in horse-opera scale—54m.—see Sept. 20 issue—(Victory).
FLAMING LEAD—W—Ken Maynard, Eleanor Stewart—Okay indo cattle—57m.—see July 12 issue—(Nat Saland).
FLIRTING WITH DEATH (Let's Pretend We're Sweethearts)—CD—Lola Lane, Chic Chandler, George Macker—Better than average independant—68m.—see May 31 issue—(Imperial).
GANG SMASHERS—MD—Nina Mae McKinney, Mantan Moreland, Laurence Criner—Nice all-Negro melter for colored theatres—56m.—see June 14 issue—
HITLER'S REIGN OF TERROR — Documentary—Narrated by Edwin C. Hill, photographed by Cornelius Vanderbilt, Jr.—Exploitation offering—56m.—see Nov. 29 issue—(Samuel Cummins).
KEEP PUNCHING — MDMU — Henry Armstrong, Mae Johnson, Willie Bryant—Should gross okay in Negro nabes—81m.—see Dec. 13 issue—(M-C Pictures).
LAND OF LIBERTY—Documentary—Compiled by and for the industry and the MPPDA—Fine motion picture achievement—138m.—see July 12 issue—(MPPDA).
LET'S PRETEND WE'RE SWEETHEARTS—see Flirting With Death.
LOST ON THE WESTERN FRONT—D—Paul Cavanaugh, Marcelle Chantel—Exploitable dualler—63m.—see Nov. 1 issue—(Standard).
MAD YOUTH—MD — Mary Ainslee, Betty Compson—Saleable sexer—60m.—see Oct. 18 issue—(Willis Kent)—(A).
MARIJUANA MADNESS (The Pace That Kills)—MD—Lois January, Noel Madison—Only for sensational type exploitation—65m.—see Aug. 9 issue—(Kent)—(A).
MESQUITE BUCKAROO—W—Bob Steele, Carolyn Curtis—Low grade western—59m.—see Aug. 23 issue—(Metropolitan).
MIDDLETON FAMILY AT THE WORLD'S FAIR, THE—MD—Marjorie Ford, James Lydon—Might be tried as filler with high-bracket feature—59m.—see Oct. 4 issue—(Technicolor)—(Modern Talking Picture Service).
MOON OVER HARLEM—MD—Bud Harris, Cora Green—Weak, avoid for all-Negro audiences—67m.—see July 26 issue—(Meteor).
MYSTIC CIRCLE MURDER—MY—Betty Compson, Robert Fiske—Weak dualler—69m.—see Oct. 18 issue—(Fanchon Royer).
ONE DARK NIGHT—DMU — Mantan Moreland, Betty Treadville, Josephine Pearson—Tops for Negro audiences—81m.—see Dec. 13 issue—(Million Dollar Productions).
PACE THAT KILLS, THE—see Marijuana Madness.
POCOMANIA—MD—Nina Mae McKinney, Jack Carter, Ida James—Top Negro entry—65m.—see Dec. 13 issue—(Lenwal).
PORT OF HATE—MD—Polly Ann Young, Kenneth Harlan—Weak inde for bottom of nabe duals—57m.—see Aug. 23 issue—Metropolitan).
REFORM SCHOOL—MD—Louise Beavers, Harlem's Tuff Kids, Monte Hawley—Top product for Negro houses—76m.—see June 28 issue—(Million Dollar Productions).
RIDERS OF THE SAGE—W—Bob Steele, Claire Rochelle—Run of the mill—56m.—see Oct. 18 issue—(Metropolitan).
RIDIN' FOOL, THE—W—Bob Steele, Francis Moore—Low grade western—58m.—see Oct. 18 issue—(Metropolitan).
SHE GOES TO WAR—MD—Eleanor Boardman, John Holland—War from the women's angle—55m.—see Nov. 15 issue—(Mitchell Leichter).
SMOKY TRAILS—W—Bob Steele, Jean Carmen—Okay Steele—56m.—see Apr. 19 issue—(Metropolitan).
SPECIAL INSPECTOR—MD—Charles Quigley, Rita Hayworth—Pleasing action programmer—52m. — see Apr. 5 issue—(Warwick).
STRAIGHT SHOOTER—W—Tim McCoy, Julie Sheldon, Ben Corbett, Ted Adams—All McCoy and an hour long!—60m.—see Nov. 15 issue—(Victory).
TELL YOUR CHILDREN—see The Burning Question.
TEN NIGHTS IN A BARROOM—MD—Hal Skelly, Zita Johann—Those nights are here again!—61m.—see Nov. 15 issue—(B&M Pictures).
TEXAS WILDCATS—W—Tim McCoy, Joan Barclay, Ben Corbett, Ted Adams—Top-rating McCoy—56m.—see June 28 issue—(Victory).
TRIGGER FINGERS—W—Tim McCoy, Ben Corbett—Okay western—53m.—see Sept. 6 issue—(Victory).
TWO GUN TROUBADOUR—W—Fred Scott, Claire Rochelle—Speedy inde oatle entry—58m.—see July 26 issue—(Spectrum).
TUMBLEWEEDS—W—William S. Hart, Barbara Bedford—Revival which can get results if exploited—88m.—see May 17 issue—(Astor).
TYPHOON TREASURE—MD—Campbell Copelin, Gwen Munro—Adventure yarn for lower half on duals—68m.—see July 12 issue — (Australian-made)—(Commonwealth).
WHY THIS WAR?—Documentary—No credits—Exploitable documentary—81m.—see Nov. 1 issue—(Samuel Cumins).

FOREIGN

Listed here are imported productions and all foreign-language pictures of whatever origin, when such pictures are not a part of the regular release schedule of an independently listed producer-distributor.

ADVENTURE OF GIACOMO CASSANOVA—see Avventura di Giacomo Cassanova.
AFFAIR LAFONT, THE (Conflict)—D—Corinne Luchaire, Annie Dueaux—For the arty—84m.—see Oct. 18 issue—(Trans-Atlantic Films)—(A).
ALEXANDER NEVSKY—SP—Nicolai, N. P. Okhlopkov—Box office for foreign, art houses—94m.—see Apr. 5 issue—(Amkino).
ALLERGI MASNADIERI (The Make-Believe Pirates)—CMU—Assia Noris, C. Pilotto—Very good Italian comedy—72m.—see Oct. 18 issue—(Americo Pullini).
ALPINE PASSION (Amore sulle Alpi)—MD—Gustave Diesel, Simona Bourday—Esperia has done better—74m.—see Nov. 15 issue—(Esperia)—(A).
AMANGELDY—D—Elubai Umurzakov, Shara Dzhandarbekova—Inferior Russian film—79m.—see June 28 issue—(Amkino).
AMORE SULLE ALPI—see Alpine Passion.
ARIA DEL CONTINENTE, L'—see The Coutinental Way.
AVVENTURA DI GIACOMO CASANOVA (Adventure of Giacomo Casanova) — CD—Nerio Bernardi, Leda Gloria—Best for Italian houses, audiences—70m.—see June 14 issue—(Amerital).
BATTELLER DE LA VOLGA, LE—see The Volga Boatman.
BATTLES IN THE SHADOW (Lotta nell' Ombra)—MD—Antonio Centa, Renato Cialente—Pleasing Italian thriller—86m.—see June 28 issue—(Esperia).
BETRAYAL—D—Annie Vernay, Suzy Prim, Pierre-Richrad Willm—French box-office success—80m.—see Oct. 4 issue—(World).—(A).
BIG FELLA—MDMU—Paul Robeson, Elisabeth Welsh—Pleasing programmer, but watch out for the racial problem — 70m. — see Feb. 22 issue — (Retlaw Films).
BIZARRE BIZARRE—F—Louis Jouvet, Francoise Rosay—Rib-tickler for French fans—see Apr. 5 issue—(Lenguer).
BLACK PIRATE, THE—see Il Corsaro Nero.
BOMBS OVER LONDON—AD—Charles Farrell, Fritz Kortner—Plug timeliness and Farrell for best results—78m.—see Sept. 20 issue—(Film Alliance).
BOUQUETS FROM NICHOLAS—MD—Noel-Noel, Jacques Varennes, Janine Noel-Noel—Can play the right nabes; swell for the arty, French—75m.—see Mar. 22 issue—(Walch Films).
BOYS' SCHOOL (Les Disparus de Saint Agil)—MY—Eric von Stroheim, Michael Simon, Armand Bernard, Serge Grave—Outstanding Gallic show—91m.—see June 14 issue, under Columbia—(Columbia).
BRIVELE DER MAMEN, A (A Letter to Your Mother)—D—Lucy Gehrman, Alexander Stein—Yiddish cinematic triumph—104m.—see October 4 issue—(Sphinx).
CHALLENGE, THE—D—Robert Douglas, Joan Gardner—High-rating importation—77m.—see May 17 issue—(Film Alliance).
CHANGED MAN, THE—see Elcserelt Ember.
CONFLICT—see The Affair Lafont.
CONCENTRATION CAMP—D—O. Jakov, S. Shirokova—Too much Communist propaganda for the average house—66m.—see Apr. 5 issue—(Amkino).
CONQUESTS OF PETER THE GREAT, THE—D—Nikolai Simonov, Alla Tarasova—For Soviet houses only—96m.—see Sept. 20 issue—(Amkino).
CONTINENTAL WAY, THE (L'Aria del Continente)—CD—Angelo Museo, Leda Gloria—Excellent Italian comedy—82m.—see Nov. 29 issue—(Esperia).
CORSARO NERO, IL (The Black Pirate)—MD—Ciro Verrati, Silvana Jachino — For foreign-language, particularly Italian, houses—96m.—see Dec. 27 issue—(Esperia).
CRISIS—Documentary—Produced, directed by Herbert Kline, narrated by Leif Erickson—For liberal, intelligent; an exploitation challenge to average exhibitor—86m.—see Mar. 22 issue—(Mayar-Burstyn).
CURTAIN RISES, THE (Entree des Artistes)—MD—Louis Javet, Janine Darcey—Pleasing French import—85m.—see May 8 issue—(Kassler).
DEAD MEN TELL NO TALES—MD—Emlyn Williams, High Williams, Marius Goring—Tops for murder—70m.—see May 31 issue—(Alliance).
DEMON BARBER OF FLEET STREET, THE—MD—Tod Slaughter, Eve Lister—British entrant, strictly for the "horror" trade—67m.—see Sept. 6 issue—(Select Attractions)—(A).
DENARO E D'AMORE (Money and Love)—CD—Elsa Merlini, Tina Lattanzi—Pleasing Italian comedy-drama—86m.—see July 12 issue—(Amerital).
DEVIL IS AN EMPRESS, THE (Le Jouer d'Echees)—D—Conrad Veidt, Francoise Rosay, Micheline Francey—Among the better French films—75m.—see Dec. 13 issue—(Columbia).
DISPARUS DE SAINT AGIL, LES—see Boys' School.
DOCTOR ANTONIO (Il Dottor Antonio)—D — Ennio Cerlesi, Maria Gambarelli, Lamberto Picasso—Box-office success for Italian nabes—103m.—see Dec. 27 issue—(Itala Films).
DOTTER ANTONIO, IL—see Doctor Antonio.
DOUBLE CRIME ON THE MAGINOT LINE—D—Victor Francen, Vera Korene—Excellent for art, French houses; exploitation — 83m.—see May 3 issue—(Tower Pictures).
ELCSERELT EMBER (The Changed Man)—MD—Ferenc Kiss, Margit Dakya, Gero Maly — Just for Hungarians—84m.—see Mar. 8 issue—(Hungaria).
END OF THE DAY, THE (Fin du Jour)—D—Victor Francen, Louis Jouvet—Superb Gallic production—95m.—see Sept. 20 issue—(Juno Films).
ENTREE DES ARTISTES—see The Curtain Rises.
ERAVAMO SETTE SORELLO—see We Were Seven Sisters.
ESCAPE FROM YESTERDAY—D—Jean Gabin, Annabella—Infinitely superior French product—95m.—see May 17 issue—(Hoffberg)—(A).
FAMILLE LEFRANCOIS, LE—see Heroes of the Marne.
FIRST FILM CONCERT, THE—MU — No production credits available—Extremely attractive fare for the arty—52m.—see Nov. 15 issue—(World).
FOR MEN ONLY (Per Uomini Soli)—CD—Carlo Buti, Paola Barbara—Great show for Italian nabes—78m.—see May 17 issue—(Esperia).
FIN DU JOUR—see The End of the Day.
GANG'S ALL HERE, THE—CD—Jack Buchanan, Google Winters—Just fair comedy; nabs lower-half dualler—75m.—see Apr. 19 issue—(Associated British).
GREAT COMMANDMENT, THE—D—John Beal, Maurice Muscovich, Albert Dekker—Worth watching; has universal appeal—85m.—see Oct. 18 issue—(Cathedral Films).
HARVEST (Regain)—MD—Gabriel Gabrio, Edouard Delmont—For the art customers—80m.—see Aug. 9 issue—(French Cinema Center)—(A).
HEARTBEAT—MD—Orane Domazia, Fernandel — Fair Gallic product—88m.—see Sept. 20 issue—(French Motion Picture Corporation)—(A).
HEROES OF THE MARNE (Le Famille Lefrancois)—Rainiu, Germaine Dermoz—Chiefly for foreign, art houses—88m.—see May 8 issue—(Spectrun)—(A).
HO PERDUTO MIO MARITO—see My Husband Is Lost.
HOMME ET SA FEMME, UN—see A Man and His Wife.
HOUSEMASTER—CD—Otto Kruger, Diana Churchill—Fair support for duals; plug American names—85m. see Apr. 19 issue—(Associated British).
I MET A MURDERER—D—James Mason, Sylvia Coleridge—Artistic success; can be exploitad—78m.—see Oct. 18 issue—(York).
IN SOVIET RUSSIA TODAY—Documentary—No credits—Propaganda for radical audiences—100m. — see Oct. 4 issue—(Amkino).
INDISCRETIONS—CD—Sascha Cuitry, Betty Daussmond—For art, French houses, exclusively—80m.—see May 17 issue, under Foreign—(Tri-National)—(A).

THE SHORTS CHECK-UP

COLUMBIA

Two Reel

COMEDIES (26)

Mooching Through Georgia (F)
A. Clyde .....Aug. 11 18m.

Rattling Romeo (F)
C. Chase .....July 14 17m.

Saved by the Belle (G)
3 Stooges .....June 30 17m.

Trouble Finds Andy Clyde (F)
A. Clyde .....July 28 18m.

'39-'40 (26)

All American Blondes (G)
A. Clyde .....Oct. 20 17m.

Andy Clyde Gets Spring Chicken
A. Clyde .....Dec. 15 —m.

Awful Goof, The
C. Chase .....Dec. 22 —m.

Calling All Curs (F)
3 Stooges .....Aug. 25 17½m.

Glove Slingers
B. Keaton .....Nov. 24 —m.

Oily to Bed, Oily to Rise (G)
3 Stooges .....Oct. 6 18½m.

Rocking the Rockies
3 Stooges ..... —m.

Skinny the Moocher (F)
C. Chase .....Sept. 8 16½m.

Static in the Attic (F)
W. Catlett .....Sept. 22 19m.

Teacher's Pest (G)
C. Chase .....Nov. 3 16½m.

Three Sappy People (E)
3 Stooges .....Dec. 1 18½m.

SERIALS (4)

Overland with Kit Carson (G)
B. Elliot, I. Meredith.July 21
(15 episodes)

'39-'40 (4)

Deadwood Dick .....
Green Archer, The.....
Terry and the Pirates...
Shadow, The
V. Jory, V. Borg....Jan. 5
(13 episodes)

One Reel

CINESCOPES

'39-'40 (6)

World of 1960 (Futurama) .....Nov. 24 —m.

COLOR RHAPSODIES (12)

Hollywood Sweepstakes (F) .....July 28 8m.
Nell's Yells (F) .....June 30 7m.

'39-'40 (16)

Boy, a Gun and Birds, A.Jan. 12 —m.
Crop Chasers (G) .....Sept. 22 8m.
Dreams on Ice (F).....Oct. 20 6½m.
Jitterbug Knights (F) .Aug. 11 7m.
Mother Goose in Swing-time (G) .....Dec. 8 7m.
Mountain Ears (G) ....Nov. 3 7m.

COMMUNITY SING

'39-'40 (10)

No. 1 — Bing Crosby Songs (G) .....Aug. 4 9m.
No. 2 — Old-Time Songs (F) ..... Sept. 8 9½m.
No. 3—College Songs (G).Oct. 13 10m.
No. 4—Stephen Foster Songs (E) .....Nov. 17 10½m.
No. 5 .....Dec. 22 —m.

FABLES

'39-'40 (6)

Little Lost Sheep (F)...Oct. 6 7m.
Park Your Baby .....Dec. 22 —m.

FOOLS WHO MADE HISTORY

'39-'40 (6)

Goodyear, Charles, The Story of (G).....Oct. 6 10½m.
Howe, Elias, The Story of (G) .....Sept. 1 11m.

READ CAREFULLY

THE SHORTS CHECK-UP gives title, cast information, release date, running time of shorts released since June 16, 1939.

INDEXES to short subjects will be found in THE BLUE SECTION, on pages 128 and 129, 179, 229, 325 and 326, 374, and 427—a complete record since September, 1937.

REVIEWS of all short subjects are printed in THE SHORTS PARADE, appearing fortnightly in THE BLUE SECTION.

THE RUNNING TIME IN THE SHORTS CHECK-UP IS THE LATEST AVAILABLE.

IRELAND'S BORDER LINE—CD—Jimmy O'Dea, Myrette Morven—Top Irish product—64½m.—see Nov. 1 issue—(William Alexander).

JOUER D'ECHECS, LE—see The Devil Is an Empress.

JUBILEE—Documentary—Edited by the Rev. James H. Griffiths, narrated by the Rev. Vincent Genova—For Catholics; exploit its timeliness—60m. — see Feb. 22 issue—(King Cole).

JUST LIKE A WOMAN—CD—Gertrude Michael, John Lodge—Fair English production—73m.—see Nov. 1 issue—(Alliance).

KATIA—D—Danielle Darrieux, John Loder—Superb Gallic production; exploitable—80m. — see Dec. 13 issue—(Mayer-Burstyn)—(A).

KLIATSHE, DI—see Light Ahead.

KOL NIDRE—MD—Lili Liliana, Leon Leibgold—Well-titled show for Yiddish audiences—90m.—see Sept. 20 issue—(Joseph Seiden).

LETTER TO YOUR MOTHER, A—see A Brivele der Mamen.

LENIN IN 1918—D—B. V. Shchukin, M. G. Gelovani—Outstanding Soviet motion picture — 130m. — see July 12 issue—(Amkino).

LIGHT AHEAD (DI Kliatshe)—D—Izidore Casher, Helen Beverly—Superb Yiddish photoplay—103m. — see Oct. 4 issue—(Carmel).

LOST ATLANTIS, THE—MD—No cast credits—Just film —70m.—see June 14 issue—(Road Show Attractions).

LOTTA NELL' OMBRA—see Battles in the Shadow.

MADEMOISELLE MA MERE—F—Danielle Darrieux, Marcel Simon—Breezy Gallic affair; Darrieux tops-exploitation possibilities—80m.—see Oct. 4 issue —(Hoffberg)—(A).

MAKE-BELIEVE PIRATES, THE — see Allergi Masnadieri.

MAN AND HIS WIFE, A (Un Homme et Sa Femme)—MD—Harry Baur, Suzy Vernon—Fair for French, arty; lower-half duallar for nabes—77m.—see Apr. 5 issue—(French Film Exchange)—(A).

MARSEILLAISE — D — Pierre Renoir, Lise Delamare—Fair French cinema—80m.—see Nov. 15 issue—(World Pictures).

MILL ON THE FLOSS, THE—D—Geraldine Fitzgerald, Frank Lawton — Outstanding British attraction—78m.—see Nov. 15 issue—(Standard).

MIO DESTINO, IL (My Destiny)—D—Emma Gramatica, Luigi Cimari — For Italian and foreign-language houses—76m.—see July 26 issue—(Roma Film).

MIRELE EFROS—MD—Berta Gersten, Michael Rosenberg—Should pull tears and cash—87m.—see Nov. 1 issue—(Credo Pictures).

MR. MAX (Il Signor Max)—C—Vittoria DeSico, Assia Noris—Outstanding Italian comedy—86m.—see Oct. 18 issue—(Esperia).

MONEY AND LOVE—see Denaro e d'Amore.

MUSICA IN PIAZZA—CD—Milly, Enrico Viarisio—For Italian audiences only—66m.—see July 12 issue—(Amerital).

MUTINY ON THE ELSINORE—MD—Paul Lukas, Kathleen Kelly, Lyn Harding, Michael Martin-Harvey—High-rating sea thriller—72m.—see Feb. 22 issue—(Krellberg).

MY DESTINY—see Il Mio Destino.

MY HUSBAND IS LOST (Ho Perduto Mio Marito)—CD—Nino Besozzi, Paola Borboni—Okay Italian comedy—87m.—see Nov. 1 issue—(Esperia)—(A).

MY SON—DMU—Gustav Berger, Fannia Rubina—Higrater for Yiddish consumption—91m.—see May 31 issue—(Jewish Talking Picture).

NEW HORIZONS—D—Boris Chirkov, Vera Kibardina—For radical houses only—92m.—see May 31 issue—(Amkino)

NORTH SEA PATROL—MD—Geoffrey Toone, Judy Kelly—Pleasing, timely programmer that can be sold—69m.—see Nov. 15 issue—(Alliance Films).

ON HIS OWN—D—V. O. Massalitinova, M. Troyanovsky—Okay for left-wingers—100m.—see Sept. 20 issue—(Amkino).

OPPENHEIM FAMILY, THE—D—V. P. Balashov, I. M. Tolchanov, A. I. Voitsik—Exploitable U. S. S. R. product; deserves playing time—97m.—see June 14 issue—(Amkino).

OUR FIGHTING NAVY—see Torpedoed.

QUAI DES BRUMES, LE—see Port of Shadows.

PEOPLE, ETERNAL, A—D—Conrad Veidt, Marie Ney—Weak Yiddish offering—65m.—see Nov. 15 issue—(Henry Lynn).

PER UOMINI SOLI—see For Men Only.

PORT OF SHADOWS (Le Quai des Brumes)—MD—Jean Gabin, Michel Simon—Beautiful, well worth seeing; a 7-award film—90m.—see Oct. 18 issue—(Film Alliance of U. S.).

PRISONER OF CORBAL, THE—COD—Nils Asther, Noah Beery—Nabe dual filler—73m.—see Sept. 6 issue—(English-made)—(Syndicate).

PURITAN, THE—D—Jean-Louis Barrault, Alla Donell—Can be exploited for fair money—85m.—see Mar. 22 issue—(Lenauer)—(A).

RANGLE RIVER—"W"—Victor Jory, Margaret Dare—Pleasing Australian import with a "western" flavor —72m.—see May 17 issue—(Hoffberg).

RASPUTIN—D—Harry Baur, Marcelle Chantal—Superb Gallic production—93m.—see Nov. 1 issue—(Concord Films)—(A).

REGAIN—see Harvest.

RETURN OF THE FROG, THE—MY—Gordon Harker, Una O'Connor—Okay British mystery programmer—71m.—see Sept. 6 issue—(Select Attractions).

ROYAL DIVORCE — D — Ruth Chatterton, Pierre Blanchar—Worthwhile duallar—82½m.—see Oct. 4 issue—(Imperial).

SCIPIO AFRICANUS MAJOR—see Scipione l'Africano.

SCIPIONE L'AFRICANO (Scipio Africanus Major)—D—Annibale Ninchi, Camillo Pilotti, Isa Miranda, Frances Francesca—Bonanza for Italian customers—115m.—see Oct. 4 issue—(Esperia).

SECOND BUREAU—D—Marta LaBarr, Charles Oliver—Okay spy drama—66m.—see Nov. 1 issue—(Film Alliance of U. S.).

SHORS—D—E. Samoilov, I. Skuratov — For left-wing audiences—92m.—see Nov. 29 issue—(Amkino).

SIGNOR MAX, IL—see Mr. Max.

SONG OF THE STREET—D—Vladimir Sokoloff, Madeleine Ozeray—Weak oreign offering — 77m. — see Sept. 6 issue—(Mayer-Burstyn).

SONG OF YOUTH—Documentary—Produced in U. S. S. R. by Soyuz Film Chronica—Superior Russian documentary—53m.—see June 28 issue — (Amkino).

SORPRESE DE UN MATRIMONION, LE—see The Surprises of Matrimony.

SOTTO LA CROCE DEL SUD—see Under the Southern Cross.

SOVIET BORDER—MD—E. Piapkina, E. Fedorova, N. Kriuchkov, S. Krilov, N. Vinogradov—Propaganda film for the radical—94m.—see Mar. 8 issue—(Amkino).

SPAIN FIGHTS ON—see The Will of a People.

SPY OF NAPOLEON—MD—Richard Barthelmess, Dolly Haas—For class spots, nabe with limitations—77m. —see May 17 issue—(Standard).

SURPRISES OF MATRIMONY, THE (Le Sorprese de un Matrimonion)—CD—Vittorio DeSica, Elisa Gegani —For Italians only—118m.—see Nov. 1 issue—(Columba)—(A).

SQUADRONE BIANCO, LO (The White Squadron)—D—Fosco Giachetti, Antonio Centa, Fulvia Lanzi—Good drama for the art-foreign, Italian houses—98m.—see Nov. 29 issue—(Esperia).

THAT THEY MAY LIVE—D—Victor Francen, Line Noro, Marie Lou, Jean-Max—Spectacular French anti-war piece—73m.—see Nov. 1 issue—(Mayer-Burstyn) —(A).

THREE WALTZES—Operetta—Yvonne Printempa, Pierre Fresnay—Natural for art, foreign-policy theatres—92m.—see May 3 issue—(Vedis Films).

THUNDER OVER PARIS—D—Erich von Stroheim, Mareille Balin—Plug timeliness and Von Stroheim—82m.—see Nov. 29 issue—(Transatlantic)—(A).

TORPEDOED (Our Fighting Navy)—AD—H. B. Warner, Richard Cromwell, Noah Beery—Must ride on its timeliness; plug Americans—66m.—see Sept. 20 issue—(Film Alliance of U. S.).

TREACHERY ON THE HIGH SEAS—MY—Bebe Daniels, Ben Lyon, Charles Farrell—Okay Britisher for nabe dual support—68m.—see Oct. 4 issue—(Times).

UNDER THE SOUTHERN CROSS (Sotto la Croce del Sud)—D—Doris Duranti, Antonio Centa—Tops for Italian houses — 81m.—see June 28 issue—(Esperia).

U. S. S. R. ON THE SCREEN, 1939—Documentary—No credits given—Left wing attraction—94m.—see Aug. 23 issue—(Amkino).

VOLGA BOATMAN, THE (Le Batelier de la Volga)—D—Pierre Blanchar, Vera Korene—Best for foreign, art houses—78m.—see Apr. 5 issue—(Hoffberg).

WALLY, LA—DMU—Germana Paolieri, Carlo Minchi—For Italian audiences only—83m.—see July 26 issue—(Amerital).

WE WERE SEVEN SISTERS (Eravamo Sette Sorello)—CD—Nino Besozzi, Antonio Gandusio, Sergio Tofano —Excellent for Italian audiences—87m.—see June 28 issue—(Esperia)—(A).

WILL OF A PEOPLE, THE (Spain Fights On)—Documentary—No cast or production credits—For liberal houses—55m.—see Feb. 22 issue—(L. Frank).

WINGS OVER AFRICA—MD—Joan Gardner, Ian Colin—Weak duallar; may be exploited—62m.—see Aug. 9 issue—(Merit).

WHITE SQUADRON, THE—see Lo Squadrone Bianco.

WITHOUT A HOME—D—Alexander Marten, Viera Gran —For strictly Yiddish-policy houses — 90m.—see Apr. 19 issue—(Foreign Cinema Arts).

WORLD IS OURS, THE—CD—Voskovec, Werich—Excellent foreign product—96m.—see Aug. 23 issue —(Kassler).

YOUTH IN REVOLT—MD—Jean-Louis Barrault, Fabien Loris, Charles Daurot—Fair art entry—91m.—see May 31 issue, under Columbia.

HAPPY HOUR
(Special)
'39-'40
Building of Boys (E) .. Oct. 12 11m.
Book of Books, The (E) .Oct. 6 10m.

MUSIC HALL VANITIES (4)
Montmartre Madness (F) .June 30 10½m.

NEWS WORLD OF SPORTS (10)
Big Fish (F) .....Aug. 18 10m.
Technique of Tennis, The (G) .....June 30 8½m.
There Goes Rusty (G) .July 15 10½m.
'39-'40 (12)
Bows and Arrows (E) ..Oct. 6 9m.
Jai Alai (G) .....Nov. 17 9m.
Untitled .....Dec. 22 —m.

PHANTASIES
'39-'40 (10)
Charm Bracelet, The (F) .Sept. 1 6½m.
Millionaire Hobo (B) ...Nov. 24 6½m.
Mouse Exterminator, The .Jan. 26 —m.

SCREEN SNAPSHOTS (12)
No. 11—Hawaiian Eateries (G) .....June 29 10m.
No. 12 — Stars of the Past (Anniversary Reel) (E) .....July 28 10m.
'39-'40 (12)
No. 1—Art of Make-Up (E) .....Sept. 22 10m.
No. 2 — Animal Actors and Trainers (E) ...Nov. 10 11m.
No. 3—Outdoor Parties (G) .....Dec. 1 10m.
No. 4 .....Jan. 5 —m.

TOURS (6)
In Morocco (F) .. ...Aug. 11 10½m.
Sojourn In India (F) ..July 7 9½m.
'39-'40 (8)
Beautiful Switzerland ..Nov. 17 —m.
Historic Cities of India (G) .....Oct. 27 10m.
Holland and the Zuyder Zee (B) .....Sept. 15 10m.
New Hampshire .....Dec. 22 —m.

WASHINGTON PARADE (4)
No. 4 — Library of Congress (E) .....Aug. 4 10m.
'39-'40 (6)
No. 1—Smithsonian Institution (G) .....Nov. 10 10m.
No. 2 .....Dec. 8 —m.

METRO

Two Reel
CRIME DOESN'T PAY (6)
Drunk Driving (E).....Oct. 14 21m.
Think First (E) .....Sept. 21 21m.

One Reel
CARTOONS (13)
(Technicolor)
Blue Danube, The.....Oct. 28 —m.
Bookworm, The (E)....Aug. 26 9m.
Goldilocks and the Three Bears (F) .....July 15 11m.
One Mother's Family (E) Sept. 30 9m.
'39-'40 (13)
Peace on Earth (E).... 8m.

FITZPATRICK TRAVELTALKS
(Technicolor)
'39-'40 (12)
Day on Treasure Island, A (G) ..... Sept. 2 11m.
Land of Alaska Nellie (F) .....Dec. 23 9m.
Natural Wonders of Washington State (E).....Oct. 7 9m.
Quaint Saint Augustine (E) .....Nov. 4 10m.
Valient Venezuela (G) .Nov. 25 9m.

MINIATURES
'39-'40 (9)
Ash Can Fleet, The (E) Sept. 9 11m.
Failure At Fifty, A (E) .Oct. 10 10m.
Mendelssohn's Wedding March (G) .....Nov. 4 10m.
(Technicolor)
Rhumba Rhythm (G) G. Murphy .....Sept. 2 10m.

OUR GANG COMEDIES (12)
Auto Antics (F) .....July 22 10m.
Dog Daze (F) .....July 1 11m.
Joy Scouts (F) .....June 24 10m.
'39-'40 (8)
Captain Spanky's Showboat (F) .....Sept. 9 11m.
Dad for a Day (G)....Oct. 21 11m.
Time Out for Lessons (G) .....Dec. 2 11m.

PASSING PARADE (10)
Giant of Norway, The (E) .....June 24 11m.
One Against the World (E) ..... Aug. 19 11m.
Story That Couldn't Be Printed (E) .....July 22 11m.
Unseen Guardians (G) ..Aug. 26 11m.
Yankee Doodle Goes to Town (E) .....June 17 11m.
'39-'40 (10)
Forgotten Victory .....Dec. 9 9m.

PETE SMITH SPECIALTIES (15)
Culinary Carving (E) .. July 1 9m.
Football Thrills of 1938 Sept. 16 10m.
Poetry of Nature (E) ..June 17 8m.
Romance of the Potato (G) .....Dec. 9 9m.
Set 'Em Up (E)..... 10m.
Take a Cue (E).....Aug. 12 9m.
'39-'40 (13)
Let's Talk Turkey (G) ..Oct. 28 10m.
Ski Birds .....Nov. 18 8m.

ROBERT BENCHLEYS
'39-'40 (4)
Day of Rest, The (F) ...Sept. 16 9m.
See Your Doctor (G) ...Dec. 15 8m.
That Inferior Feeling... 9m.

PARAMOUNT

One Reel
BETTY BOOP (12)
Rhythm on the Reservation (F) .....July 7 6m.
Scared Crows, The (F) .June 9 6m.
Yip, Yip, Yippy (F) ...Aug. 11 6m.

COLOR CLASSICS (6)
(Technicolor)
Barnyard Brat (F).....June 30 7m.
'39-'40 (6)
Fresh Vegetable Mystery, The (G) .....Sept. 29 7m.

COLOR CRUISES (7)
(Cinecolor)
Colombia (F) .....July 21 10m.
'39-'40 (7)
Chile (B) .....Nov. 10 10m.
Cuba .....Dec. 8 —m.
Ecuador (F) .....Sept. 1 10m.
Peru (F) .....Oct. 6 9m.

HEADLINERS (15)
Sweet Moments (G) R. Morgan and Orchestra .....Aug. 18 11m.
'39-'40 (10)
Artie Shaw's Class In Swing (E) A. Shaw & Orchestra .Sept. 8 10m.
Flo Rito, Ted, and Orchestra (G) .....Oct. 6 11m.
Here's Hal (E) H. Kemp & Orchestra .Nov. 24 10m.
Moments of Charm of 1940 (E) P. Spitalny & All-Girl Orchestra .....Oct. 27 11m.
(Technicolor)
Paramount Presents Frankie Masters F. Masters & Orchestra ..... —m.

PARAGRAPHICS (13)
Breaking the News (G) .Aug. 25 10m.
Farewell, Vienna (G) ..June 23 10m.
'39-'40 (10)
Busy Little Bears (F) ..Oct. 20 10m.
Public Hobby Number One (G) ..... Sept. 22 11m.
Bits of Life (G).....Nov. 17 11m.

PICTORIALS (12)
No. 12 — Storks — Alaska—Monkeys (F) .July 14 10m.

POPEYE (12)
Ghosks Is the Bunk (F) .June 16 7m.
Hello How Am I (F) ..July 14 6m.
It's the Natural Thing to Do (F) .....July 28 7m.
'39-'40 (12)
Never Sock a Baby (G) .Nov. 3 6m.

POPULAR SCIENCE (6)
(Cinecolor)
No. 6 (G) .....Aug. 4 11m.
'39-'40 (6)
No. 1 (G) .....Sept. 15 11m.
No. 2 (E) .....Nov. 3 11m.
No. 3 .....Dec. 8 —m.

SPORTLIGHTS (12)
Watch Your Step (F) ..July 7 10m.
'39-'40 (13)
Aqua-Rhythm (G) ....Nov. 24 10m.
Catching Whoppers (F) .Oct. 13 10m.
Desert Adventure, A (G) .Sept. 22 10m.
Dog Is Born, A (G)....Nov. 3 10m.
Hydro-Maniacs (G) ...Sept. 1 10m.
Judo Experts (G)..... 10m.

SYMPHONIC SERIES
'39-'40 (3)
Blue Danube, The (E) ..Sept. 29 10m.
Merry Wives of Windsor (E) .....Oct. 27 9m.
William Tell (E).....Nov. 24 11m.

UNUSUAL OCCUPATIONS
(Cinecolor)
'39-'40 (6)
No. 1 (G).....Oct. 13 11m.
No. 2 (E) .....Nov. 17 10m.

RKO-RADIO

Two Reel
EDGAR KENNEDY (6)
Feathered Pests (F) ...July 14 16m.
'39-'40 (6)
Act Your Age (G).....Oct. 6 18m.
Kennedy the Great (G) .Dec. 1 19m.
Slightly at Sea (F)....Feb. 9 16m.

HEADLINER COMEDIES (4)
Sales Slip (F) E. Truex .....July 21 17m.

LEON ERROLS (6)
Ring Madness (G).....June 30 19m.
'39-'40 (6)
Truth Aches (G).....Nov. 3 19m.
Wrong Room (G) .....Sept. 22 19m.
Scrappily Married (F) ..Mar. 1 20m.

THE MARCH OF TIME (13)
No. 12 — The Movies March on (E) .....July 7 22m.
No. 13—Metropolis, 1939 (E) .....Aug. 4 18m.
'39-'40 (13)
No. 1 — Soldiers With Wings (E) .....Sept. 1 19m.
No. 2—The Battle Fleets of England (E) .....Sept. 29 19m.
No. 3 — Uncle Sam, the Farmer (G) .....Oct. 27 18m.
No. 4 — Newsfronts of War, 1940 (E).....Nov. 24 19m.

RADIO FLASH (4)
Marriage Go Round (F) .July 28 18m.
'39-'40 (8)
Blamed for a Blonde (F) R. Atwill .....Oct. 20 16m.
Chicken Feed (B) B. Gilbert .....Jan. 19 18m.
Coat Tales (G) J. Prouty .....Nov. 17 18m.
Twinruplets (G) ..... 20m.

SPECIAL
Five Times Five (E) Dionne Quintuplets ..July 21 19m.

WESTERN MUSICAL
'39-'40 (4)
Bandits and Ballads (F) .Dec. 29 17m.
Cupid Rides the Range (G) .....Sept. 8 18m.

One Reel
INFORMATION PLEASE
'39-'40 (13)
No. 1 (E) .....Sept. 8 11m.
No. 2 (E) .....Oct. 6 11m.
No. 3 (G) .....Nov. 3 10m.
No. 4 (E) ..... 10m.

REELISMS (13)
Pack Trip (G) .. .Aug. 18 9m.
World of Tomorrow (G) .June 23 9m.
Zoo (G) .....July 21 9m.
'39-'40 (13)
Acres of Plenty (F)....Oct. 13 9m.
Amerilan Royal (G)....Nov. 10 9m.
Nevada Unlimited (G) ..Sept. 15 8m.
West Wall, The (E) ..Dec. 8 12m.

SPORTSCOPES (13)
Devil Drivers (G).....June 16 9m.
Kennel Kings (G).....Aug. 11 9m.
Riding the Crest (G) ..July 14 9m.
'39-'40 (13)
Gun Play (F) .....Sept. 1 9m.
Hunting Hounds (G)...Sept. 29 9m.
Ice Cutters (F) .....Oct. 27 9m.
Winter Playground (E) .Nov. 24 9m.

WALT DISNEY'S CARTOONS (18)
Autograph Hound, The (E) .....Sept. 1 8m.
Donald's Penguin (E) ..Aug. 11 8m.
Pointer, The (E).....July 21 8m.
Sea Scouts (E) .....June 30 8m.
'39-'40 (18)
Officer Duck (E).....Sept. 22 8m.

REPUBLIC

SERIALS (4)
Dick Tracy's G-Men (G) R. Byrd, P. Isley....Sept. 2 (15 episodes)
Zorro's Fighting Legion R. Hadley, S. Darcy..Dec. 16 (12 episodes)

20th CENTURY-FOX

One Reel
ADVENTURES OF A NEWSREEL CAMERAMAN
'39-'40 (4)
Conquering the Colorado (E) .....Aug. 18 11m.
Filming the Fleet (E) ..Oct. 27 11m.
Sky Fighters .....Dec. 8 —m.

DRIBBLEPUSS PARADE
'39-'40 (6)
"Monkies Is the Cwazlest People" (G) .....Sept. 29 10m.
Silly Season, The (F) ..Jan. 5 10m.

FASHION FORECAST (4)
(Technicolor)
No. 4 — Summer Styles (E) .....July 7 10m.
'39-'40 (4)
No. 5—Fall Fashions (G) .....Sept. 15 10m.
No. 6—Winter Fashions .Dec. 22 —m.

MAGIC CARPET OF MOVIETONE

'39-'40 (6)

Aghileen Pinnacles, The (G) ..... Nov. 10 11m.
Birthplace of Icebergs (E) ..... Aug. 4 11m.
Evergreen Empire, The (G) ..... Oct. 13 11m.
Valley of Ten Thousand Smokes (E) ..... Feb. 16 10m.
Kangaroo Country, The Feb. 2 —m.

SPORTS REVIEWS (6)

Sports Immortals (G) .. June 23 10m.
Youth in the Saddle (G) July 21 10m.

'39-'40 (6)

Big Game Fishing (F) Sept. 1 10m.
Clocking the Jockies (G) Nov. 24 11m.
Topnotch Tennis ..... Jan. 19 —m.

TERRYTOONS (26)

Africa Squawks (B) ... June 30 6m.
Bernyerd Baseball (B) .. July 14 6m.
(Technicolor)
Old Fire Horse, The (G) July 28 7m.

'39-'40 (26)

Black and White

Edgar Runs Again .... Jan. 26 —m.
Dog in a Mansion, A ... Jan. 12 —m.
Golden West, The (B) .. Aug. 25 7m.
Hitch-Hiker, The ..... Dec. 1 7m.
Ice Pond, The (F) ..... Dec. 15 7m.
One Mouse in a Million (F) ..... Nov. 3 7m.
Sheep in the Meadow (G) ..... Sept. 22 7m.
Watchdog, The (F) ... Oct. 20 7m.

Technicolor

First Robin, The ..... Dec. 29 —m.
Harvest Time ..... Feb. 9 —m.
Hook, Line and Sinker (F) ..... Sept. 8 7m.
Orphan Duck, The (G) .. Oct. 6 7m.
Two Headed Giant (F) Aug. 11 7m.
Wicky-Wacky Romance (F) ..... Nov. 17 8m.

UNITED ARTISTS

One Reel

WORLD WINDOWS (12)

(Technicolor)

Arabian Bazaar (G) .... Sept. 1 10m.
Eternal Fire (G) ..... 10m.
Fox Hunting in the Roman Campagna (E) 10m.
Jerusalem (E) ..... 10m.
Petra the Lost City (E) Aug. 1 10m.
Rome Symphony (E) ... 10m.
Ruins of Palmyra .... Oct. 1 —m.
Wanderers of the Desert (G) ..... July 1 10m.

UNIVERSAL

Two Reel

MUSICALS (13)

Gals and Gallons (G) East and Dumke ..... July 12 17½m.
With Best Dishes (F) L. Roth, G. Kemper .. Aug. 9 17m.

'39-'40 (13)

Boy Meets Joy (F) P. Tomlin, J. Hodges. Sept. 6 17m.
Rhumba Land (G) W. Shaw ..... Nov. 18 18m.
Session in Rhythm J. Starr ..... Jan. 17 —m.
Snow Follies L. Roth, King Sisters. Dec. 13 18m.
Swing Hotel (G) D. Daly and Orchestra. Oct. 18 18m.

SERIALS

'39-'40 (4)

Flash Gordon Conquers the Universe L. Crabbe ..... Apr. 9
(12 episodes)
Green Hornet, The (G) G. Jones, A. Negel .. Jan. 9
(13 episodes)
Oregon Trail, The (G) J. Brown, L. Stanley July 4
(15 episodes)
Phantom Creeps, The (G) B. Lugosi, D. Arnold. Oct. 17
(12 episodes)

SPECIAL

'39-'40 (1)

March of Freedom, The (E) ..... Sept. 6 20m.
(Pre-released June 7)

One Reel

GOING PLACES (13)

No. 64 (F) ..... June 26 9m.
No. 65 (F) ..... July 17 9m.

'39-'40 (15)

No. 66 (G) ..... Sept. 25 9m.
No. 67 (F) ..... Oct. 16 9m.
No. 68 (G) ..... Nov. 13 9m.
No. 69 ..... Dec. 11 8m.
No. 70 ..... Dec. 25 8m.
No. 71 ..... Jan. 15 9m.

STRANGER THAN FICTION (15)

No. 64 (G) ..... July 3 10m.
No. 65 (G) ..... Aug. 7 9m.

'39-40 (15)

No. 66 (G) ..... Sept. 18 8½m.
No. 67 (G) ..... Oct. 9 9m.
No. 68 (F) ..... Nov. 6 9m.
No. 69 ..... Dec. 4 9m.
No. 70 ..... Dec. 18 9m.
No. 71 ..... Jan. 8 9m.

WALTER LANTZ CARTUNES (26)

Arabs With Dirty Fezzes (G) ..... July 31 7m.
Bird on Nelly's Hat (F) June 19 7m.
Silly Superstition (F) ... Aug. 28 7m.
Slaphappy Valley (G) .. Aug. 21 7m.
Snuffy's Party (F) .... Aug. 7 7m.
Stubborn Mule (F) .... July 3 7m.

'39-'40 (13)

(Technicolor)

A-Haunting We Will Go (G) ..... Sept. 4 7m.
Life Begins for Andy Panda (G) ..... Oct. 9 8½m.
Scrambled Eggs (G) ... Nov. 20 9m.
Sleeping Princess, The (G) ..... Dec. 4 9m.

VITAPHONE

Two Reel

BROADWAY BREVITIES (22)

Seeing Red (G) R. Skelton ..... Aug. 26 20m.
Swing Opera, A (F) .... July 22 18m.
Wardrobe Girl (E) G. Menners, L. Allen. June 17 20m.

'39-'40 (10)

Double or Nothing (E). 19m.
Ice Frolics (G) E. Gardner, Merry Macs ..... Oct. 28 17m.
Remember When? (E) Eton Boys, R. Ragland 20m.
Slapsie Maxie's (E) M. Rosenbloom ..... Sept. 16 17m.
World's Fair, Jr. Kiddie Revue ..... Dec. 9 —m.

TECHNICOLOR PRODUCTIONS (8)

Bill of Rights, The (G) Aug. 12 22m.
Quiet, Please (G) F. Feld, C. Foy. July 22 18m.
Ride, Cowboy, Ride (E) D. Morgan ..... Sept. 9 22m.

'39-'40 (8)

Monroe Doctrine (E) ... Oct. 14 22m.
Old Hickory ..... Jan. 8 —m.
Royal Rodeo (E) J. Payne ..... Nov. 25 15m.

One Reel

COLOR PARADE (13)

Mechanix Illustrated No. 6—(F) ..... Aug. 5 9m.
Modern Methods (F) ... July 15 10m.

'39-'40 (10)

American Saddle Horses (E) ..... Nov. 11 10m.
Mechanix Illustrated No. 1—(G) ..... Sept. 30 10m.
No. 2 ..... Dec. 2 —m.
Untitled ..... Oct. 21 —m.
Untitled ..... Nov. 11 —m.

FLOYD GIBBONS (13)

Lives in Peril (F) ... July 1 12m.
Three-Minute Fuse (G) . July 29 11m.
Verge of Disaster (G) .. Aug. 26 9m.

LOONEY TUNES (16)

Porky's Picnic (G) .... July 15 7m.
Scalp Trouble (G) ..... June 24 7m.
Wise Quacks (F) .... Aug. 5 7m.

'39-'40 (16)

Film Fan, The (F) ..... Dec. 16 7m.
Jeepers Creepers (G) ... Sept. 23 7m.
Naughty Neighbors (F) Oct. 7 7m.
Pied Piper Porky (G) .. Nov. 4 7m.
Porky's Hotel (G) Sept. 2 7m.
Porky the Giant Killer (F) ..... Nov. 18 7m.

MELODY MASTERS (18)

DeLange, Eddie, and Orchestra (F) ..... Aug. 12 9m.
Osborne, Will, and Orchestra (G) ..... July 22 10m.
Rio, Rita, & All-Girl Orchestra (F) ..... July 1 10m.
Shaw, Artie, and Orchestra (G) ..... July 22 10m.
Stevens, Leith, & Orchestra (F) ..... June 10 10m.

'39-'40 (10)

Lopez, Vincent, and Orchestra (G) ..... Sept. 30 10m.
Organ Novelty, An (G) The Crawfords .. 9m.
Rubinoff and His Orchestra (G) ..... Nov. 11 8m.
Shaw, Artie, and Orchestra in "Symphony of Swing" (E) ..... Dec. 30 10m.
Swing Styles (G) ..... Sept. 2 10m.

MERRIE MELODIES (26)

(Technicolor)

Dangerous Dan McFoo (G) July 15 7m.
Detouring America (G) . Aug. 26 7m.
Hare-um Scare-um (F) Aug. 12 7m.
Hobo Gadget Band (G) . June 17 7m.
Little Brother Rat (F) . Sept. 2 7m.
Old Glory (E) ..... July 1 10m.
Show Man's Land (G) .. July 29 7m.

'39-'40 (26)

Curious Puppy ..... Dec. 30 —m.
Fresh Fish (E) ..... Nov. 4 7m.
Good Egg (F) ..... Oct. 21 7m.
Fagin's Freshman (G) .. Nov. 18 7m.
Land of the Midnight Fun (E) ..... Sept. 23 7m.
Little Lion Hunter (G) Oct. 7 7m.
Screwball Football (F) Dec. 16 7m.
Sioux Me (G) ..... Sept. 9 7m.
Sniffles and the Bookworm (G) ..... Dec. 2 7m.

TECHNICOLOR SPECIALS (4)

Romance in Color (G) . Aug. 19 10m.

VARIETIES (12)

One Day Stand (E) .... Aug. 19 10m.
Right Way, The (G) I. Rich, H. O'Neill ... July 1 9m.
Witness Trouble (G) .. Grouch Club ..... July 29 10m.

'39-'40 (6)

Sword Fishing (E) ..... Oct. 21 10m.
Vote Trouble (G) ..... Sept. 9 10m.

COMMERCIAL

All in One (G) ..... 10m.
Behind the Mike (E) ... 9m.
Circus Daze (G) ..... 9m.
Current Flashes (G) .... 10m.
Hitting the Roof (G) 10m.
Holiday Greeting Shorts (E) ..... 1½, ¾m.
Life Is What You Make It (F) ..... 10m.
Miami Miracle (G) ... 10m.
Modeled for Distinction (G) ..... 10m.
More Power to You (E) 10m.
New England Yesterday and Today (E) ..... 20m.
(Also a 10-minute version)
Radio Blockade (E) ... 9m.
Sea Food (G) ..... 12m.
Ski Trails of New France (G) 11m.
'Twas the Night Before Xmas ..... 4m.
Vacuum Control (E) 10m.

MISCELLANEOUS

Adventures in the Jungle (G) ..... 26m.
Afternoon at a Bull Fight (F) ..... 10m.
Anti-Mutuel Talk ..... 3m.
Aquabatics (G) ..... 9m.
Ave Maria, Our Lady of Chartres (G) ..... 10m.
(Also a 2-reel version)
Behind Spanish Lines (F) 19m.
Birth of the Movies (E) 18m.
Broken Earth (G) ..... 8m.
California Today (F) .. 10m.
Calling on Cairo (G) ... 8m.
China Fights On (F) ... 18m.
Chinook's Children (E). 10m.
Dagestan (F) ..... 10m.
Diamond Minds (F) .... 10m.
Flying Frogs, The (G). 10m.
Footsteps of Saint Patrick (F) ..... 24½m.
Fountain of Bakhchisarai, The (G) ..... 10m.
Four Seasons (E) ..... 3m.
For Auld Lang Syne (G) 10m.
Frost Frolics (G) ..... 10m.
Future Admirals (—) .. 11m.
Gems of the Orient (—) 10m.
Getting Your Money's Worth (G) ..... 11m.
Great Train Robbery, The (—) ..... 10m.
Happy Landing, A (F). 8m.
Highlights of London (G) 10m.
Homes of Today (E) .. 11m.
Honoring a People's Poet (B) ..... 5m.
In Old Morocco (G) ... 8½m.
Irish Isle, The (F) .... 10m.
Island of Love (F) ..... 10m.
Journey to Normandy, A (G) ..... 10m.
Kilmainham Jail (G) ... 28m.
Let My People Live (G) 19m.
Mekassar (G) ..... 10m.
Mat Maulers (E) ..... 10m.
Memory Lingers On, The (G) ..... 10½m.
Miracles of Modernization (F) ..... 9m.
Monsters of the Deep (F) 26m.
Montmartre (F) ..... 15m.
Mother, The (G) ..... 10m.
Musical Moments (F) .. 20m.
North Sea (G) ..... 24m.
Ocean, Thou Mighty Monster (G) ..... 11m.
One Night Before Christmas (G) ..... 13m.
Peasant's Wedding, The (F) ..... 35m.
Plant Power (G) ..... 10m.
Pope Pius XI, Pope of Peace (G) ..... 10m.
Raiders Over England (F) 18m.
Rembrandt (E) ..... 10m.
(Also a 2-reel version)
Seabiscuit (G) ..... 19m.
Service in Submarines (E) ..... 10m.
School of Talent (G) 10m.
She Shall Have Music (F) 35m.
Southern Beauties (F) .. 10m.
Spy Menace, The (F) ... 11m.
Starlight Night (G) ... 27m.
Story of Our Flag, The (F) ..... 11m.
Swing's the Thing (G). 18m.
Technicolor Test Reel (E) ..... 9m.
Terzo Annuale dell' Impero col Discorso del Duce (G) ..... 10m.
Touchdown (G) ..... 9m.
Warning, The (G) .... 36m.
Wild Innocence (—) .. 34m.
(Also a 44-minute version: see review of feature, Blue Section, page 50)
Winners of the International Violin Contest (G) ..... 10m.
With These Weapons (E) 11m.
Zoo in Manhattan (G). 10m.

THE EXHIBITOR'S NATIONAL RELEASE DATE GUIDE

AN EXCLUSIVE SERVICE OF THE JAY EMANUEL PUBLICATIONS

Pictures listed are in the order of their release by the several companies, placed as closely as possible to the correct date. This Guide is subject to changes in dates, titles, and casts, as made by the companies' home offices. For convenience, westerns are designated by a W following the title, which should not be confused with (W) in the Warner-First National column, where the letter designates a Warner picture.

	COLUMBIA	METRO	MONOGRAM	PARAMOUNT	RADIO	REPUBLIC	20th-FOX	UNITED ARTISTS	UNIVERSAL	WARNERS FIRST NAT.
NOV 24	The Amazing Mr. Williams J. Blondell, M. Douglass	The Secret of Dr. Kildare L. Ayres, L. Barrymore, L. Day	Roll, Wagons, Roll, W T. Ritter, M. Evans	Our Neighbors, The Carters F. Bainter, F. Craven Geronimo! P. Foster, E. Drew (Pre-release)	That's Right, You're Wrong K. Kyser and Orchestra, L. Ball A. Menjou	Saga of Death Valley, W R. Rogers, G. Hays, D. Barry	Day-Time Wife T. Power, L. Darnell, B. Barnes		The Big Guy V. McLaglen, J. Cooper Chip of the Flying U, W J. Brown, B. Baker	We Are Not Alone (FN) P. Muni, J. Bryan, M. Robson
DEC 1	Cafe Hostess P. Foster, A. Dvorak	Joe and Ethel Turp Call on the President L. Stone, A. Sothern, W. Gargan	Yukon Flight J. Newill, L. Stanley	The Night of Nights P. O'Brien, O. Bradna, R. Young	Reno R. Dix G. Patrick, A. Louise	Cowboys From Texas, W 3 Mesquiteers	Charlie Chan in City in Darkness S. Toler, S. Bari Inspector Hornleigh on Holiday G. Harker, A. Sim, (English-made)		Laugh It Off J. Downs, C. Moore	The Return of Doctor X (FN) W. Morris, R. Lane, H. Bogart
8	Fugitive at Large J. Holt, P. Ellis, S. Fields	Henry Goes Arizona F. Morgan, V. Weidler, G. Kibbee	West of the Divide, W Lucky Texan, W Wayne Re-issues	The Llano Kid T. Guizar, E. Dunn, A. Mowbray, G. Sondergaard	Two Thoroughbreds J. Brodell, J. Lydon, J. Kerrigan		Barricade W. Baxter, A. Faye, C. Winninger		The Man From Montreal R. Arlen, A. Devine	Private Detective (FN) J. Wyman, D. Foran
15	Taming of the West, W B. Elliott, I. Meredith	Nick Carter, Master Detective W. Pidgeon, R. Johnson, H. Hull	The Gentleman From Arizona C. Reynolds, (Cinecolor) West-Bound Stage, W T. Ritter	All Women Have Secrets J. Allen, Jr., Jean Cagney, V. Dale		South of the Border, W G. Autry, S. Burnette, J. Storey	The Honeymoon's Over S. Irwin, M. Weaver, J. Gale		Missing Evidence P. Foster, I. Hervey	The Mad Empress (FN) M. Novara, L. Atwill
22		Judge Hardy and Son The Hardy Family	The Secret Four H. Sinclair, F. Lawton (English-made)	Gulliver's Travels Full-length cartoon, by M. Fleischer (Technicolor)	Escape to Paradise B. Breen, M. Shelton, K. Taylor	Days of Jesse James, W R. Rogers, G. Hayes, P. Moore	Everything Happens at Night S. Henie, R. Milland, R. Cummings	Send Another Coffin P. O'Brien, R. Terry, E. Arnold (Wanger)	Charlie McCarthy, Detective C. McCarthy, C. Moore, E. Bergen	Four Wives (FN) Lane Sisters, G. Page, C. Rains, J. Lynn, M. Robson
29	My Son Is Guilty B. Cabot, J. Wells, H. Carey	Balalaika N. Eddy, I. Massey, C. Ruggles		The Great Victor Herbert W. Connolly, M. Martin, A. Jones	The Hunchback of Notre Dame C. Laughton, M. O'Hara	Thou Shalt Not Kill C. Bickford, O. Davis, D. Day	The Cisco Kid and the Lady C. Romero, M. Weaver	Raffles D. Niven, O. de Havilland, D. Digges (Goldwyn)	Destry Rides Again J. Stewart, M. Dietrich, M. Auer	Invisible Stripes (W) G. Raft, J. Bryan, H. Bogart
JAN 5	Two-Fisted Rangers, W C. Starrett, I. Meredith, D. Curtis	The Earl of Chicago R. Montgomery, E. Arnold, R. Owen		Emergency Squad W. Henry, L. Campbell, R. Denning	Legion of the Lawless, W G. O'Brien	The Higgins Family in "Money to Burn" The Higgins Family	Swanee River D. Ameche, A. Leeds, A. Jolson		Oh, Johnny, Oh T. Brown, P. Moran, J. Quigley	A Child Is Born (W) J. Lynn, G. George G. Fitzgerald
12	Music in My Heart T. Martin, A. Kostalanetz, R. Hayworth	Congo Maisie A. Sothern, J. Carroll, R. Johnson	Danger Ahead J. Newill	Geronimo! P. Foster, E. Drew (Regular Release)	Mexican Spitfire L. Velez, D. Woods, L. Hayes	Heroes of the Saddle 3 Mesquiteers, P. Parsons	City of Chance L. Bari, C. Smith, D. Woods		The Invisible Man Returns C. Hardwicke, V. Price, N. Grey	Brother Rat and the Baby (W) W. Morris, P. Lane, E. Albert
19	His Girl Friday C. Grant, R. Russell I Married Adventure O. Johnson (Special)	The Shop Around the Corner M. Sullavan, J. Stewart, F. Morgan		Remember the Night F. MacMurray, B. Stanwyck, B. Bondi	Married and in Love B. Read, A. Marshall, P. Knowles		He Married His Wife J. McCrea, N. Kelly, M. Boland	Rebecca L. Olivier, J. Fontaine, J. Anderson, R. Denny (Selznick)	West of Carson City, W J. Brown, B. Baker, F. Knight	British Intelligence (W) B. Karloff, M. Lindsay
26	The Lone Wolf Strikes W. William, J. Perry, A. Baxter	Broadway Melody of 1940 F. Astaire, E. Powell, G. Murphy		Santa Fe Marshal, W W. Boyd, R. Hayden, B. Hayes	Swiss Family Robinson T. Mitchell, E. Best, F. Bartholomew		High School J. Withers, J. Brown, Jr., L. Corrigan		Green Hell D. Fairbanks, Jr., J. Bennett, J. Howard	The Fighting 69th (FN) J. Cagney, P. O'Brien, G. Brent, J. Lynn
FEB 2	Daughters of Today R. Hudson, F. Inescort, J. Lang, L. Lane			The Light That Failed R. Colman, W. Huston, I. Lupino	The Marines Fly High R. Dix, C. Morris, L. Ball					

PRODUCERS DISTRIBUTING CORPORATION

October 15: Hitler—Beast of Berlin—R. Drew, S. Duna; November 1: Torture Ship—L. Talbot, J. Wells; November 15: Buried Alive—B. Roberts, R. Wilcox; November 25: Gold Star Mothers (no cast available); December 1: Invisible Killer—R. Drew, G. Bradley.

Hot From The Air Waves...
And Sensational Magazine Stories..

THE FAMOUS CRIME-SMASHING HERO
A RECORD-SMASHING CHAPTER PLAY

Crashing your screen with a ready-made audience of millions... and a cast and production to bring all ages of both sexes storming your doors!

"THE SHADOW"

featuring

VICTOR JORY

Veda Ann Borg · Roger Moore · Robert Fiske

Based upon the stories published in "THE SHADOW" Magazine
Screen play by Joseph Poland, Ned Dandy, Joseph O'Donnell
Directed by James W. Horne

A COLUMBIA CHAPTER PLAY

RELEASED JANUARY 5, 1940

VICTOR JORY
in his first role in a Chapter Play

THE EXHIBITOR

"GONE WITH THE WIND" DUAL BOW BIG HIGHLIGHT

VALUABLE HINTS ON NEWSPAPER ADVERTISING

SERVISECTION: 56 FEATURES, SHORTS REVIEWED

EDITORIAL:

"TWO QUESTIONS ARE ASKED ABOUT 'GWTW'"

NEW YORK STATE EDITION

ENTERED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST OFFICE AT PHILADELPHIA, PA., UNDER THE ACT OF MARCH 3, 1879

DECEMBER 27, 1939
VOL. 23 No. 7 PRICE 10 CENTS

"From our family to yours, happy holiday, good cheer all year!"

FRIENDLY 1940!

JUDGE HARDY AND SON Lewis Stone, Mickey Rooney. BALALAIKA Nelson Eddy, Ilona Massey. THE EARL OF CHICAGO Robert Montgomery, Edward Arnold. CONGO MAISIE Ann Sothern, John Carroll. THE SHOP AROUND THE CORNER Margaret Sullavan, James Stewart. BROADWAY MELODY OF 1940 Fred Astaire, Eleanor Powell. NORTHWEST PASSAGE in Technicolor, Spencer Tracy. AROUSE AND BEWARE Wallace Beery, Dolores Del Rio, John Howard. STRANGE CARGO Clark Gable, Joan Crawford, Peter Lorre. I TAKE THIS WOMAN Spencer Tracy, Hedy Lamarr. NEW MOON Jeanette MacDonald, Nelson Eddy. YOUNG TOM EDISON Mickey Rooney, Fay Bainter, Virginia Weidler. FORTY LITTLE MOTHERS Eddie Cantor. SUSAN AND GOD Fredric March, Greer Garson . . . NEW HARDY PICTURE . . . NEW KILDARE PICTURE . . . GO WEST The Marx Brothers. I LOVE YOU AGAIN William Powell, Myrna Loy. WATERLOO BRIDGE Vivien Leigh . . . THE YEARLING . . . GOOD NEWS Mickey Rooney, Judy Garland, June Preisser, Douglas McPhail. TWENTY MULE TEAM Wallace Beery. NEW TARZAN Johnny Weissmuller, Maureen O'Sullivan. BOOM TOWN Clark Gable. NEW THIN MAN William Powell, Myrna Loy. TONIGHT AT 8:30 Norma Shearer. SMILIN' THROUGH Jeanette MacDonald. HELL CATS Robert Taylor. ZIEGFELD GIRL Margaret Sullavan, Hedy Lamarr, Lana Turner . . . ESCAPE . . . I MARRIED AN ANGEL Jeanette MacDonald, Nelson Eddy. **THE FRIENDLY COMPANY!**

E D I T O R I A L

THE
EXHIBITOR

Vol. 23, No. 7 December 27, 1939

MEMBER AUDIT BUREAU OF CIRCULATIONS

A Jay Emanuel Publication. Covering the film territories in the Metropolitan East. Published weekly by Jay Emanuel Publications, Incorporated. Publishing office: 1225 Vine Street, Philadelphia, Pennsylvania. New York City office, 1600 Broadway. West Coast office, 1119 Poinsettia Drive, Hollywood, California. Representatives in Washington, D. C.; Albany, Buffalo, Boston, New Haven. Jay Emanuel, publisher; Paul J. Greenhalgh, business manager; Herbert M. Miller, managing editor. Subscription rates: $2 for one year; $5 for three years. Address all communications to 1225 Vine Street, Philadelphia, Pennsylvania.

Just In Passing

THE LEGAL FEAST BEGINS

Industryites who want to follow the progress of the government suit against the majors had best take their vacations before May 1, as that is the date selected for the trial to begin. May 1, 1940 will go down in legal history as the day on which began an action which undoubtedly will prove the most profitable in American jurisprudence for the lawyers. From what we hear, whatever fees have been paid lawyers in the past for big cases won't begin to compare with what the picture companies will pay to the front line brains. And, you may ask, where is the money coming from? You know the answer, the exhibitors. Think that over when you wonder why the prices asked for 1940-1941 pictures will be the highest in history. Legal fees can not be paid off in release dates, but in cold cash.

DOUG WILL BE MISSED

We feel sorry for the tiny tots and unborn children who will never know the thrill that came to most of us when we saw Douglas Fairbanks on the screen. True, there will be other athletic heroes in the years to come, but there will never be another Doug. And, for that matter, there will never be another Marie Dressler, Wallace Reid, Lon Chaney, Rudolph Valentino, or Will Rogers. To future generations these will be names that the old codgers will talk about, nothing more. The screen moves on but some can never be replaced. Critics who complain about the "huge salaries" perhaps can figure the reason.

TWO QUESTIONS ARE ASKED ABOUT "GWTW"

By the time this is read, all of the questions regarding "Gone With the Wind" will have been answered—except two.

We know that it is the longest picture ever made, and one of the most costly. It has been launched on the greatest wave of publicity ever given a single attraction. It has resulted in the biggest attention from the press ever accorded any feature. It has been given, without exception, praise rarely ever accorded any other production.

So much for what we know. Now what of the two questions.

1. Will "Gone With the Wind" gross bigger than any picture ever made?

2. What will be the effect on the industry's selling practices if the terms asked by Metro are accepted by the exhibitors?

Let us analyze the first. Metro, at the present time, is experimenting with the picture in its own theatres. It has two kinds of exhibition policies, one which calls for a two-a-day, the other for a grind policy, both at increased admission. It is playing the picture in the largest city in the country, New York City; in small towns, such as Reading and Harrisburg, Pennsylvania, and in other situations. By the time the test is ended and other engagements begin, in the middle of next month, the company (and the industry) will know more about its grossing possibilities. Frankly, we believe it will go down into history as one of the biggest of them all. Having seen the picture at a press and trade preview, it seemed to be the consensus of those present that "Gone With the Wind" *has* to set new records. The picture is everything they say it is, a new yardstick for entertainment in the motion picture industry. It has everything and we believe it will be seen again and again. Everyone who has had anything to do with it will have reason to be proud. It stamps David O. Selznick as a master producer, and it will create new records.

This, then brings us to the second question—what will be the effect on the industry's selling practices if the terms asked by Metro are accepted by the exhibitors? To put it bluntly—suppose Metro gets its reported 70 percent, with a 10 percent guarantee of profit, as indicated by sales chief William F. Rodgers?

Metro started the present percentage idea, and sold it to the trade because it made good when pictures flopped. Other companies copied it,—but sometimes failed to come through when their big shows proved to be duds.

Let it be said for the record. It is up to the theatreman to determine just how much he can pay for a picture. If he figures he wants to pay 70 percent—that's his business—but we must contribute just one little whisper. Precedent is big in this industry. Remember Metro will make good any deal it promises—but there is only one "Gone With the Wind."

If any exhibitor thinks that the other companies intend to let "Gone" go by without aiming to follow the selling idea, that theatreman is slightly batty. If, 10 years ago, someone had predicted that the day would come when a company would ask 70 percent and expect to get it, he would have been consigned to the booby hatch. Now, it causes little comment, which shows that time does strange things.

Let the exhibitor, then, decide for himself. Our purpose here is to present a picture of not one company and one account but of an industry and many accounts. The proposition can be considered only in that light.

Jay Emanuel

QUAD.

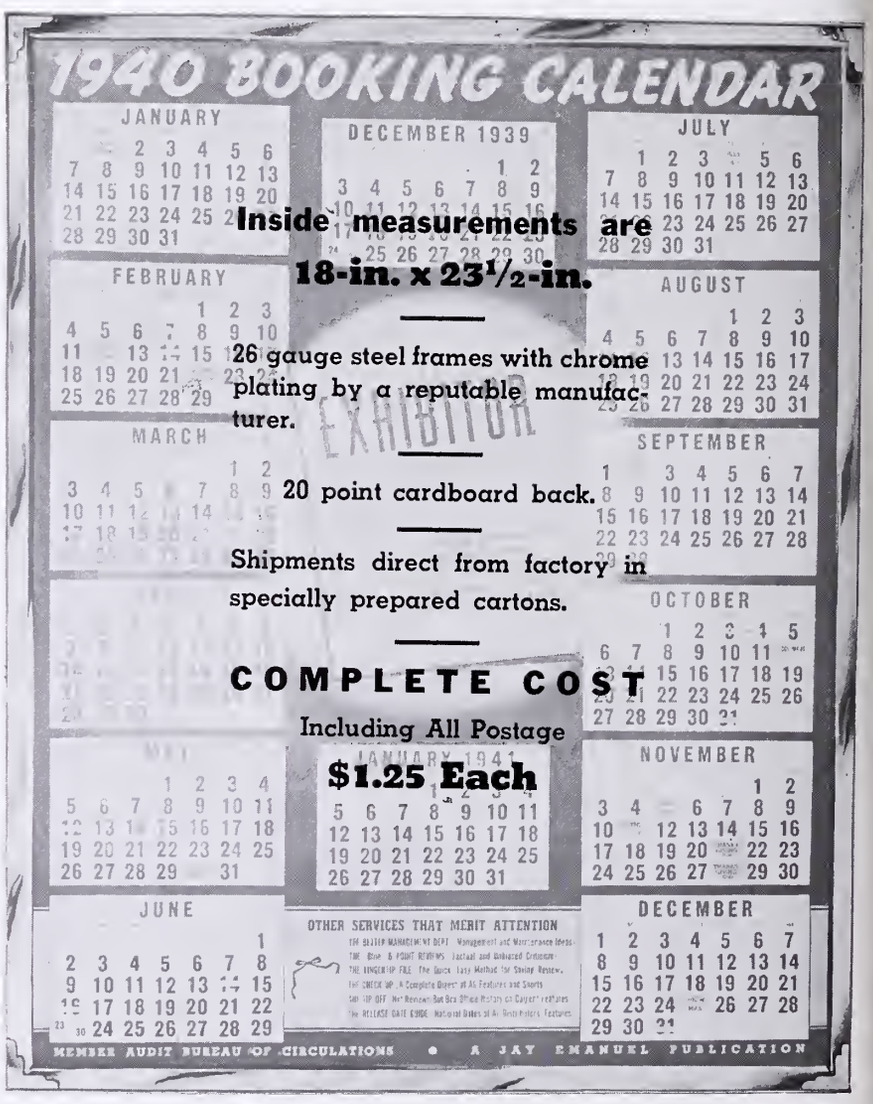
A NEAT CHROMIUM FRAME

for your 1940 Booking Calendar:-

At the suggestion of scores of Subscribers we have designed a special frame to accommodate—and keep in good order throughout the year—our ANNUAL BOOKING CALENDAR. Of sturdy construction and plated in chromium it promises to give good service on your office wall for many years to come.

On our part, we promise to keep our ANNUAL BOOKING CALENDAR to its new size, inaugurated with that of 1940, of 18 x 23½ inches—and in future years you will find it very easy to change from the old to the new calendar. And neatly too!

Manufactured and shipped to you by the DE-FI MANUFACTURING CO. of Chicago, which is one of the leading companies specializing in chrome frames for theatrical use—we will act only as the clearing house for our subscribers' orders. We will not receive a commission or profit of any kind. The frames will be sent direct to you—



Inside measurements are 18-in. x 23½-in.

26 gauge steel frames with chrome plating by a reputable manufacturer.

20 point cardboard back.

Shipments direct from factory in specially prepared cartons.

COMPLETE COST
Including All Postage
$1.25 Each

at actual Manufacturer's Price in quantities!

ANOTHER SPECIAL SERVICE FROM THE TRADE PAPER THAT ORIGINATES MOST OF THEM . . . AND SERVES YOU BEST!

CLIP AND MAIL THIS COUPON

THE EXHIBITOR
1225 Vine Street
Philadelphia, Pa.

Please place my order for **DE-FI MANUFACTURING CO. All Metal Chrome Frames** to fit my **Annual Booking Calendar** as shown in your recent issue. I understand that shipment will be made to me direct from the manufacturer via PARCEL POST C.O.D. at the complete cost per frame, including postage, of **$1.25** each.

I heartily approve of this added service.

NAME .....

ADDRESS .....

TERRITORIAL HIGHLIGHTS

"Wind's" Bow Big News As Advance Sales Surges

Subsequents Won't Get It For Some Time

NEW YORK CITY—With advance sales reported near the $100,000 mark, showings of Metro's "Gone With the Wind" at the local Astor (two-a-day) and the Capitol (three-a-day) continued to make history this week.

The premieres (press, trade, etc., December 18 and general public December 19) at both houses were recorded as front page news, and the critics' ovations set new highs for use of adjectives.

Reports that "Wind" might get into the Loew de luxe neighborhoods within the next six weeks couldn't be confirmed, but it was expected that the future of the picture would be directly affected by the grosses at both box-offices.

In the trade, bouquets were handed out to Howard Dietz, Metro ad and publicity chief, and his aides for the best job of selling that had been seen in many a moon.

Rochester Operators Elect

ROCHESTER—Calvin Bornkessel was last fortnight elected president of Local 253, projectionists, with the other officers as follows:

Vice-president, Lawn Clark; business representative, Fred Boekhout; financial secretary, Leon Burton; recording secretary, Floyd Spencer; sergeant-at-arms, Abe Ordan; executive board, William Holmes, Louis Townsend, Louis Levine, Frank Britt; trustees, Louis Goler, Charles Mason, Carl Fredfern; Central Trades delegates, Harmon Smith, Joe Vaccio.

Lottery Charge Dismissed

NEW YORK CITY—Lottery charge against Morris Traub, manager, Tivoli, was dismissed last week in Special Sessions Court, Brooklyn, on the ground that it was not necessary to buy an admission to play "Screeno."

Atorneys for the defendants believe this will have its effect upon several similar actions now pending.

Local Pix Opens

NEW YORK CITY—Brandt circuit will operate the Pix, 42nd Street, which opened last weekend with a foreign picture, "Citadel of Silence." House will also play domestic product.

Extended Runs Plugged At Upstate Warner Meets

District Head Silver Says "Scarcity Grows Acute"

ALBANY—Pushing of extended runs was the highlight of meetings held last week by Warner theatres zone manager M. A. Silver with circuit managers and executives, one in Albany, with Albany, Troy and Utica managers present, and another in Jamestown, with managers of western district attending.

Holiday attractions and policies were discussed, together with plans for the coming year.

Silver laid great stress upon the growing necessity for extending the runs of deserving pictures. "With the scarcity of product growing ever more acute," said Silver, "it becomes more and more important for us to give all the playing time possible to pictures of box-office value, and we must plan to build up greater public interest in hold-over attractions through greater showmanship."

Attending the Albany meeting were managers Andy Roy, Strand; Bob Rosenthal, Ritz; Al LaFlamme, Madison; Eddie Sellette, Albany, Albany; Troy managers Leo Rosen, Troy; Jack Swartout, American; Sidney Sommer, Lincoln; Utica managers Bill Haynes, Stanley; Arnold Stoltz, Avon; Jack Breslin, Utica; as well as local office executives C. A. Smakwitz, Max Friedman, Jim Faughman, Joe Weinstein and Jules Curley. Silver was accompanied by Max Friedman travelling to Buffalo for the following day's meeting with managers of Ralph Crabill's district.

"Northwest" Bows in Albany

ALBANY—The world premiere of Metro's "Northwest Passage" will be held in Albany, according to branch manager Ralph Pielow, who last week announced February 22, Washington's Birthday, as the date of the picture's first showing, at the Fabian circuit's Palace.

Silents Return

NEW YORK CITY—The silent film made a slight comeback last week at the local Miami, with "The Americano," starring the late Douglas Fairbanks. J. N. Goerin, manager, said that other silents would also be used to satisfy "demands of old-timers."

Harry Brandt Honored By All-Industry Dinner

Inde Exhib Leader Feted December 21

NEW YORK CITY—Harry Brandt, ITOA leader who has just returned from a tour of the country on a drive against the Neely Bill, was guest of honor at an all-industry dinner-dance December 2, at the Hotel Astor in honor of his 25th year as an exhibitor.

Chairman of the function was David Weinstock; treasurer, Milton C. Weisman. Howard Dietz was chairman of the publicity committee. Those named as serving on the committee were Barney Balaban, Nate Blumberg, Laurence Bolognino, Harry Buxbaum, Max A. Cohen, Nat Cohn, George Dembow, Herman Eisenstadt, Si Fabian, Louis Frisch, W. French Githens, Harry Gold, Edward Golden, James J. Grainger, General Will H. Hays, Hal Horne, W. Ray Johnston, Morris Lane, A. Montague, Charles C. Moskowitz, B. S. Moss, Louis Nizer, Charles Pettijohn, Hyman Rachmil, Walter Reade, Samuel Rinzler, Herman Robbins, William F. Rogers, Rudolph Sanders, George Schaeffer, Bernard Sholtz, Fred Schwartz, William F. Scully, Joseph Seider, Murray Silverstone, George Skouras, Samuel S. Strausberg, Major L. E. Thompson, J. J. Unger, W. G. Van Schmus, Nat Wachsberger, Herman Wobber, Jack Alicoate, John Flynn, Chick Lewis, Don Mersereau, Terry Ramsaye, Ben Sclyen.

Seek Port Jervis Reduction

PORT JERVIS—S. M. Cuddeback, representing the two Fabian theatres, last fortnight asked the City Council for reduction in the Sunday license fee. This is $20 each for every Sunday, amounting to $2,080 a year. In addition, there is a regular annual license fee of $75.

Middletown, with twice Port Jervis' population, charges only $250 a year, and Newburgh, with three times the population, charges $100 to $150. Theatre property taxes in Port Jervis are $3,650.

Councilmen referred the matter to a committee.

Suit Application Denied

NEW YORK CITY—State Supreme Court Justice Philip J. McCook last week denied an application of J. T. P. Sullivan to dismiss a suit for an accounting filed by Walter Reade. Latter claims breach of contract under which he was allegedly to have received one-half the profits over and above $12,000 annually from City Theatres Company.

Starr Heads Bookers

NEW YORK CITY—Myron Starr was last week elected temporary chairman of the new Motion Picture Bookers Club. Ed Susse is treasurer, with J. Metzer secretary. Elections will take place after constitution and by-laws are set.

A membership campaign is planned.

IN THE SPOTLIGHT

STAG PARTY. In honor of his approaching marriage, New York's theatredom turned out to salute Wally Goldstein, Randforce circuit. Among those present were (top row) father-in-law-to-be Julius Lazarus and groom-to-be Wally Goldstein; Goldstein and Loew's district manager Seymour Mayer; (second row) Kinema's Mac Alster, Lefferts' Julie Pincus, Parthenon's Pete Sokolow, Loew's Mayer; Ben Smallberg and Brooklyn Rivoli's Ben Schreiber; Sidney Falk presents Goldstein a check (others seen are Louis Fishlein and Harry Grafman); Sol Stainton and Charles Hodes; (third row) Interboro's Sam Handler, and Randforce's Ruben Abraham; Maspeth's Sol Serkin, a guest, Empress' Charles Decker, Culver's Joseph Rinzler; Randforce supervisors Sidney P. Levine, Harry Davey, Irving Berman, booker Jack Birnbaum; (bottom row) Birnbaum, Irving Kaplan, Rinzler, Manny Rrisch, general manager Irwin Gold; Loew's Al Weiss and guests; Embassy's Joe Herman, Duffield's Joe Hornrasch, Kinema's Alster.

"BALALAIKA." At a party given by W. G. Van Schmus, managing director, Radio City Music Hall, are seen Ilona Massey, star of the Metro production; mine host: Martin Star, WMCA; and Eileen Creelman, motion-picture editor, New York Sun. The party was given in honor of Miss Massey and the picture's opening.

"DRUMS ALONG THE MOHAWK." These Onondaga Indians in costume were used by manager Harry Unterfort, RKO-Schine's Keith's, Syracuse.

LATE NEWS HIGHLIGHTS

New York Inde Circuits Watch State Labor Ruling

Believe Endicott Case Will Be Precedent

NEW YORK CITY — A precedent believed important in labor disputes was established last week end when the New York State Labor Relations Board handed down a decision that employees in two classifications in 11 Endicott houses in Brooklyn should hold an election within 20 days to determine whether they want the TMAT, motion picture division, as a bargaining agent. Operators were not included.

First unit consists of managers, assistants; second has ushers, cashiers, doormen, licensed matrons.

Houses affected are the Vanity, Coliseum, Metro, Endicott, Sun, Fortway, Hollywood, Berkshire, Ritz, Park, Sunset.

Originally, the case included 12 houses, but one, the Howard, was sold. Nelson and Renner control four corporations which own four of the houses, with Interboro operating the others. The original TMAT strike was called in August.

The important factor in the case is that the SLRB designated the entire circuit as one unit, regardless of individual corporate ownership.

Admission Taxes Up

WASHINGTON—November Federal admission tax collections reached the highest figure recorded since December, 1937, $2,117,644, it was announced last week by the Internal Revenue Bureau. Total was $390,000 better than that for October.

Deadlock Broke RKO Vote

NEW YORK CITY—It was revealed in the minutes filed in Federal Court last weekend that at the meeting of RKO directors December 12, a deadlock on approval of the proposed Atlas underwriting agreement was broken by Chairman Richard C. Patterson's approval. Raymond Bell, T. T. Durell, Fred L. Ehrman and N. P. Rathvon voted for it, while General James C. Harbord, John E. Parsons, W. G. Van Schmus and L. P. Vandell voted against it. George L. Schaefer, Ned E. Depinet and L. L. Green did not vote.

Games Regulation Seen As Purely Local Matter

So Says Pennsylvania Justice Department

HARRISBURG—The Justice Department said last week that action on "Bank Nights," "Bingo" games and other inducements for attendance at commercial, charitable or other functions now and in the future will be up to local authorities.

Russell Shockley, Chief Deputy Attorney General, said there was no specific legislation on Pennsylvania statute books covering such subjects and that none was enacted by the last legislature.

"The question hinges on whether local authorities think such enterprises violates the state's general gambling laws," Shockley said.

Rumors have been widespread in some sections that after January 1 "Bank Nights" held by motion-picture theatres, "Bingo" and similar functions will be outlawed by State law through interpretation of gambling laws by state authorities.

Pennsylvania motor police are charged with enforcement of gambling laws only where suspected violations seem to be too broad for local authorities to cope with and in purely rural areas.

Actor Decision Reversed

NEW YORK CITY—Justices Hammer, Sheintag, and McCook, appellate term, Supreme Court, reversed a decision of a lower court last week by granting an order to dismiss a complaint in which Harry Goldberg is suing performer Betty Bruce. Attorneys Louis Nizer and Sidney Friedberg represented Miss Bruce, who instigated suit for the collection of commissions allegedly due her. Nizer and Freiberg argued that Bruce was under age when she signed the contract and that Goldberg was not a licensed agent.

Harry Brandt Honored

NEW YORK CITY—More than 600 film folk paid their respects December 21 to Harry Brandt, ITOA leader, on the occasion of his 25th anniversary dinner at the Hotel Astor. On the dais were leading state, city and industry lights.

David Thompson Passes

NEW YORK CITY—David Thompson, RKO home office cashier, passed away at his home in Jackson Heights December 22. He was a veteran with the company.

"Wind", "Gulliver" Tops In B'way Holiday Grosses

Near Capacity for Dual Metro Showings

NEW YORK CITY—Smashing through with a capacity business, the Astor's engagement of "Gone With the Wind" topped holiday takes, with $21,000 on the week, with near-capacity at the Capitol and Paramount—with the three-a-day "Gone With the Wind" and "Gulliver's Travels"—taking second best, with, respectively, $85,000 and $60,000.

The complete report to THE EXHIBITOR from reliable sources follows:

"BALALAIKA" (Metro) — At the Radio City Music Hall, opened December 14, with "Peace on Earth," the traditional RCMH Christmas pageant ensemble, did $70,600 on the first five days of the second week, good.

"THE CISCO KID AND THE LADY" (20th Century-Fox)—At the Globe, opened December 23, did $2 500 on Saturday, Sunday, fair.

"EVERYTHING HAPPENS AT NIGHT" (20th Century-Fox)—At the Roxy, opened December 15, with stage show, did $19,505 on the first four days of the second week, fair.

"FOUR WIVES" (Warners) — At the Strand, opened December 22, with Abe Lyman & His Orchestra headlining the stage show, did $33,500 on Saturday, Sunday, Monday, very good.

"GONE WITH THE WIND" (Metro)—At the Astor (two-a-day), opened December 19, did $21,000 on the week, excellent.

"GONE WITH THE WIND" (Metro)—At the Capitol ("continuous"), opened December 19, did $85 000 on the week, very big.

"GULLIVER'S TRAVELS" (Paramount) — At the Paramount, opened December 20, with Glen Gray & His Casa Loma Band, is estimated to do $60,000 on the week, excellent.

"THE LIGHT THAT FAILED" (Paramount)—At the Rivoli, opened December 23, is estimated to do $42,000 on the week, very good.

Roosevelt Forms Company

HOLLYWOOD—James Roosevelt, son of the President, and two other Los Angeles men last week filed articles of incorporation for Globe Productions, Inc.

Corporation was organized to "own, lease or otherwise acquire theatres and broadcasting stations," and to "manufacture, buy and hire all kinds of still and motion pictures." The papers stated the company was authorized to issue two classes of shares of stock with an aggregate par value of $1,000,000.

Other incorporators are J. F. T. O'Connor, former Federal Comptroller of the Currency, and F. M. Hole.

Levy-RKO Deal Set

NEW YORK CITY—Deal which makes former RKO sales manager Jules Levy a producer for Universal release was completed last week, with the first picture "The Boys From Syracuse."

"Wind" Causes Tiff

NEW YORK CITY—Howard Rushmore, motion picture reviewer for The Daily Worker, Communist sheet, revealed last week that he had lost that job because he would not review "Gone With the Wind" along lines advocated by the publication.

He said he had been ordered to "blister" the film, attack it, and call upon the paper's readers to boycott it.

So he refused to do it and lost his job.

Plenty Christmas Spirit

NEW YORK CITY—Plenty of Christmas spirit was evidenced in the home offices last weekend.

Highlights were:

The Loew luncheon at the Astor; Paramount Pep Club's party; informal parties; early shut downs in practically all home offices; George Skouras luncheon for executives and staff members at the St. Moritz.

"Light" Tie-up Announced

NEW YORK CITY—Tapping a new field for motion picture exploitation Paramount last week completed arrangements with Mrs. Alice E. Field, head, Hays office community service department, for the distribution 1,000,000 book marks plugging "The Light That Failed."

Each marker carries a list of the books used by Producer-Director Wellman and his writer, Robert Carson, in research for the picture.

De Sousa RCA Treasurer

NEW YORK CITY—George S. De Sousa, treasurer, last week end was elected vice-president and treasurer of RCA, and David Sarnoff, president, at a meeting of the board.

De Sousa has been treasurer of RCA since its formation in 1919, and prior thereto was an officer of the Marconi Wireless Telegraph Company of America.

Warners Eliminate "B's"

HOLLYWOOD—Complete elimination of "B" pictures in favor of an annual program of 48 "A" feature films was announced last week by Jack L. Warner, vice-president in charge of production of Warner Brothers Pictures, Inc. At the same time, Warner announced the promotion of Bryan Foy to the position of assistant to Hal B. Wallis, executive producer. Warner said that the promotion of Foy was predicated upon his splendid record over a number of years.

Raives Allied Contact

NEW YORK CITY—Veteran exhibitor Sol Raives was last fortnight appointed exhibitor contact man for upper New York State for the state Allied organization, headquartering in Buffalo.

Asher Joins Metro

NEW YORK CITY—Irving Asher, until recently head of his own independent British production company, last week signed as a producer for Metro and joins the executive staff at Culver City immediately.

RKO Capitalization Upped

WILMINGTON, DELAWARE—RKO Corporation, through Prentice-Hall, Inc., has filed a certificate of increase in capitalization to $21,000,000 with the State Corporation Department in Dover.

Van Praag Moves Up

NEW YORK CITY—Morton Van Praag was last week appointed National Screen Service's Chicago district manager. He was formerly local sales chief.

National Board Lists "Nazi Spy" as Ace Film

Critical Body Selects Warner Show

NEW YORK CITY—National Board of Review announced last week end its selection of "Confessions of a Nazi Spy" as the best film of 1939.

Other choices, in order, were "Wuthering Heights," "Stagecoach," Nin-otchka," "Young Mr. Lincoln," "Crisis," "Goodbye, Mr. Chips," "Mr. Smith Goes to Washington," "The Roaring Twenties" and "U-Boat 29."

Foreign language films in order of preference were "Harvest," "Alexander Nevsky," "The End of a Day" and "Robert Koch."

Golden Supports Mayor's Plan

NEW YORK SITY—John Golden, theatrical producer, last week end conferred with Mayor La Guardia on the mayor's plan to induce motion picture producers to share some of their production business at Hollywood with New York. Golden later said he told the mayor it would be difficult to bring any of the Hollywood business to this city because of the huge investments of the producing companies in Hollywood and because the motion picture actors have large investments in their California homes.

Said Golden:

"The only way to start out to get some of that business would be to begin with the playwrights, who create the ideas and are therefore the most important fellows, and the actors and actresses.

"Building studio buildings here won't bring the business. There are plenty of them here now. You don't need money. You don't need a theatre. Theatres are liabilities without good plays to fill them with audiences. Get the ideas first and bankers will be glad to finance them."

THE EXHIBITOR

VOLUME 23, NUMBER 7 DECEMBER 27, 1939

Advance Shots 14
Better Management 16
Editorial Page 3
Hints on Newspaper Advertising ... 17, 19
In the Spotlight 6
Late News Highlights 7, 8
National Mirror 9, 10
National Mirror Picture Pages 11, 15
National Release Date Guide ..... Inside Back Cover
News of the Territory ..... 19, et seq.
Production Happenings 12, 14
Reviews (THE EXHIBITOR Servisection) ..... Blue Section
Territorial Highlights 5
Warren Stokes Hollywood Newsreel ... 12
"Why I'm Optimistic," an Interview with David O. Selznick 13

Material contained on this and the preceding page often represents new developments in stories to be found on other pages of this issue. If the reader will bear this in mind, it will avoid possible confusion. This section of THE EXHIBITOR goes to press last, with latest developments within the industry, where available.

Execs Study "Wind"

PHILADELPHIA — Reports from Harrisburg and Reading last week-end indicated that executives of other circuits, besides Loew's, were studying local reactions to "Gone With the Wind" engagements in those towns. Picture got big openings in both spots, and the engagements are being looked upon as tests.

MPPDA Considers Budgets

NEW YORK CITY—Before adjourning its meeting until January 3, the board of directors of the MPPDA (Hays organization) set up budgets for the new year and also discussed the foreign market situation with foreign sales chiefs present.

Attending were Will H. Hays, Major Fred Herron, Murray Silverstone, Nicholas M. Schenck, W. C. Michel, Jack Cohn, Nate Blumberg, E. W. Hammons, Barney Balaban, George Schaefer, Joseph Hazen, with the foreign department delegation including John W. Hicks, Arthur Loew, Phil Reisman, Joseph McConville, Arthur Kelly, Joseph Seidelman, Walter Hutchinson, Karl McDonald, David Bernstein, Loew's, was also present.

More Christmas Bonuses

NEW YORK CITY—In addition to Christmas bonuses already known, these also became evident last week.

Paramount paid a bonus of one week's salary to all home office employees earning $40 weekly or less; Warners distributed one week's salary to those earning $25 weekly or less, and $25 to those earning $25 to $100 weekly.

Arthur M. Loew, Metro foreign exec, gave a personal bonus of one week's salary, plus $25, to his employees, regardless of salary. This was in addition to the company's bonus.

Sol Lesser gave a week's salary to all employees, while Samuel Goldwyn, Inc., and Samuel Goldwyn Studio Corporation gave a half week's salary to all employees getting less than $100 weekly as a bonus.

Norfolk Managers Meet

NORFOLK, VIRGINIA—Christmas happiness—$1,417.22 worth—was contributed by the Norfolk Theatre Managers Association to the Christmas Joy Fund, a united Norfolk effort to spread cheer to the underprivileged at each Christmastime last week. Two jamborees, one for white and one for colored, were given. Colored show was given at Lichtman's Booker T., J. Kelly supervisor. The white show was at the Norva, Pierre Boulogne, manager.

Loew's Acquisitions in Air

STAMFORD, CONNECTICUT—Whether Loew's, Inc., would also take over two local Peskay houses in addition to its reported acquisition of the Pickwick, Greenwich, remained a question last week end.

Washington reports had the Department of Justice refusing to give approval to the Greenwich deal

THE NATIONAL MIRROR

Nate Blumberg Lists Forthcoming U Product

Company Head Announces Big Shows to Come

NEW YORK CITY—Pointing to forthcoming attractions as the best evidence of what Universal has in store, President Nate Blumberg last week listed the following pictures complete or awaiting release dates:

"Charlie McCarthy, Detective," starring Edgar Bergen and Charlie McCarthy; "Green Hell," starring Douglas Fairbanks, Jr., and Joan Bennett; "The Invisible Man Returns" with Sir Cedric Hardwicke, Vincent Price, Nan Grey and John Sutton; "Oh, Johnny, Oh," with Tom Brown, Alan Jenkins, Peggy Moran.

In the last stages of production is the Mae West-W. C. Fields production, "My Little Chickadee."

Blumberg announced the following top-bracket pictures to come:

Deanna Durbin in two pictures, the first, "It Happened in Kaloa," partially cast with Kay Francis, Cissie Loftus, Samuel S. Hinds and Lewis Howard. Second Durbin picture for the year is the Straus operetta, "Spring Parade," to be directed by Henry Koster and produced by Joe Pasternak.

Bing Crosby and Gloria Jean will be together in "If I Had My Way," to be directed by David Butler. A hitherto unannounced production ready for early summer release is the Tay Garnett production, "World Cruise," starring Loretta Young. Irene Dunne is set for one more. Another new acquisition is the stage show "The Boys From Syracuse," starring the Ritz Brothers and Mischa Auer. Bob Burns is set to star in "Alias the Deacon." "House of Seven Gables" will be made. "Sandy Is a Lady" was announced as the next picture starring Baby Sandy, will be supported by the two Katzenjammer kids in "The Under-Pup."

"Wrath" Bows January 24

NEW YORK CITY—World premiere of Darryl F. Zanuck's film version of John Steinbeck's novel, "The Grapes of Wrath," will be held at the Rivoli January 24, it was announced last week by 20th Century-Fox. Picture will be shown at popular prices for an extended run. Zanuck and a party of studio executives will come from Hollywood to attend the premiere.

Jack Cohn Optimistic

NEW YORK CITY—Jack Cohn returned from Hollywood last week most enthusiastic about Columbia's present production activity.

Two of Columbia's major productions, "His Girl Friday" and "Music In My Heart," also arrived from Hollywood.

Judge Signs Order; RKO Plan Is Confirmed

Atlas Corporation to Sell 300,000 Shares

NEW YORK CITY—Atlas Corporation will underwrite an issue of 500,000 common shares of stock in RKO at a price of $3 a share, under an order signed last week by Federal Judge William Bondy.

At the same time, Judge Bondy, who is supervising the reorganization of RKO, directed that the plan of reorganization be put into effect immediately.

The stock issue is intended to provide working capital of $1,500,000 for the reorganized firm. The approval of Atlas Corporation's underwriting orders was delayed for several months, largely because of the damage done to foreign markets for pictures by the European wars.

Atlas Corporation agreed to waive any rights to take its share of common stock as a creditor at a price less than $3.

An accompanying order of Judge Bondy authorized RKO and Irving Trust Company to proceed with the reorganization plan's consummation.

TMAT Restrained

NEW YORK CITY—The Theatrical Managers, Agents, Treasures Union was last week temporarily restrained by Justice Philip J. McCook in Supreme Court from summarily denying membership to the box-office men because they joined the treasurers division of the IATSE.

The court held that the TMAT did not comply with its own regulations in ousting Jerome Flynn, a treasurer and company manager, without a hearing.

Thalberg Estate Pays Plenty

HOLLYWOOD—Uncle Sam has taken nearly half of the $4,470,913 estate of Irving G. Thalberg, motion picture producer it developed this week.

Court records show inheritance taxes of approximately $2,000,000 have been paid the Government. California is due to get $90,000.

Academy Dinner Set

HOLLYWOOD—The 12th annual banquet of the Academy of Motion Picture Arts and Sciences will be held February 29, it was announced last week. Foreign films will be eligible for awards, with a special award for color photography added.

Goldwyn Announces End of UA Relations

Attorney Max Steuer Makes Statement

NEW YORK CITY—The end of Samuel Goldwyn's contract with United Artists, providing for release and distribution of the producer's films through the organization, was announced here December 18 by Max D. Steuer, counsel for Goldwyn. The statement said:

"Samuel Goldwyn, Inc., has today notified the United Artists Corporation of the termination of its contract of distribution. This termination is effective tomorrow and applies to all future pictures that may be produced by Mr. Boldwyn or the company. However, pictures previously produced by Mr. Goldwyn or Samuel Goldwyn, Inc., and delivered to the United Artists Corporation will continue to be distributed by them.

"'Raffles,' Mr. Goldwyn's latest picture, which is yet to be released, will be the last Goldwyn production to be distributed by United Artists."

Announcement was signed by Steuer.

Murray Silverstone, chairman of the executive committee of United Artists, said "the matter will be dealt with by us if and when we receive such notification."

Steuer's announcement was regarded in industry circles as another step in Goldwyn's battle with United Artists.

The move to terminate his contract will be "resisted in every legal way" by that organization, according to a statement made later by Murray Silverstone, executive chairman of the United Artists Distributing Corporation.

Mr. Silverstone's statement said:

"We have received this morning a letter from Samuel Goldwyn, Inc., in which it attempts to terminate its exclusive contract with us. We have not breached our contract, it is in full force and effect, and we again reiterate that we shall resist in every legal way any attempt on the part of Samuel Goldwyn, Inc., or Samuel Goldwyn to distribute pictures through any distributor other than United Artists or to terminate any of their other legal obligations to us, prior to September 2, 1946, the expiration date of our present exclusive contract. We will continue to carry out our obligations in the future as we have in the past. The matter has been referred to counsel."

Seek Bomb Suspect

NEW YORK CITY—Lewis J. Valentine, Police Commissioner, last week sent out a circular for Charles Orlando Smith, wanted in connection with bomb explosions.

The circular read:

DESCRIPTION—Age. 40 years; height, 5 feet, 9 inches; weight, 150 pounds; brown eyes; black hair; slim build; dark complexion; clean shaven. Neat dresser. Born in United States, Paulding County, Ohio. Occupation, motion picture operator. Residence, 605 East Lewis Street, Fort Wayne, Indiana.

Kindly check on motion picture theatres, in your city, as Charles O. Smith, may be employed as a motion picture operator under an assumed name. We hold an indictment warrant charging Charles O. Smith with damaging building by explosion and endangering life by maliciously placing explosives in a building. Will extradite.

Goetz Back with Metro

NEW YORK CITY—Ben Goetz last week rejoined the Metro ranks as chief of Great Britain production.

Copyright Abuses Up, Annual Report Shows

Bootlegging and Bicycling Leading List

New York City—"Bicycling" type of violations led "hold-over" type almost two to one, according to the Annual Report of the Copyright Protection Bureau for the year 1939 issued last week.

According to Jack H. Levin, director of the bureau, violations were found in 28.08 per cent of the theatres investigated during the current year, as compared with 16.75 percent of the theatres investigated during the previous year. The activities of the bureau centered in 35 states during this current period. The report states:

"This increase in the percentage of the theatres investigated in which violations were found is probably attributable to the fact that investigations have been instituted as the result of more creditable complaints based upon a closed surveillance of theatre operations and bookings by the distributors' branch representatives, a tightening of the license limitations in the forms of exhibition license contracts used, as well as the very considerable number of new and inexperienced exhibitors who have entered the business during recent years."

The report also discusses, in addition to the report of the unauthorized exhibitions, the results of a survey of the 1,505 CCC Camps in the United States, made in 1939. That survey revealed that of the 1,327 CCC Camps on which information was secured, only 171 camps (about 13 percent) exhibited 35 mm. pictures; 799 (about 60 percent exhibited 16 mm. pictures; 357 (about 27 percent) exhibited no pictures at all.

The annual report states that during the current year the bureau experimentally established and put into operation a new department to handle investigations of duped, bootlegged, lost and stolen prints. This type of activity on the part of the Bureau is a departure from its former work which had been primarily confined to problems arising from the unauthorized exhibition of motion pictures lawfully made by and belonging to the distributors, and circulating in the regular channels of distribution pursuant to the customary exhibition contracts.

In connection with this new activity, a comprehensive investigation of the illicit distribution of prints by individuals or independent companies in various parts of the United States was instituted. The investigation brought some rather startling conditions to light, startling in that the extent of this illicit distribution had never before been appreciated.

Although these activities of the bureau were primarily in the nature of an exploration to ascertain the means and methods of handling this new type of investigation, concrete results of a very considerable nature have already been achieved. Not only was the operator of a motion picture laboratory convicted in the Federal Court under the criminal provisions of the Copyright Law, for illegal duping of prints, upon evidence turned over by the Bureau to the Federal Bureau of Investigation of the United States Department of Justice, but the Federal Bureau was made thoroughly familiar with the nature and effect of these activities and its full co-operation was secured. In addition, certain independent dealers, trafficking for many years in illicit prints, are now out of business, and the bureau has recovered for the major distributors a considerable number of prints of their pictures illegally in circulation.

The bureau's report cites many instances of illicit trafficking in the pictures belonging to the various distributors. There were instances discovered of duped portions of motion pictures belonging to major distributors being incorporated into independently produced subjects without the knowledge of the distributors of such duping.

The report of Gabriel L. Hess, counsel for the distributors in these matters, discusses a number of important decisions handed down by the Federal Court.

Decorative Lighting • Glass and Metal Work
Exit and Direction Signs • Ornamental Plaster
Drinking Fountains • Air Distribution Plaques
36 Years in Business Is Your Assurance of Our Reliability.
VISIT OUR SHOWROOMS OR WRITE US
VOIGT Designers-Engineers-Manufacturers 1745 N. 12th Street, Phila.

Monogram Schedules Six

Hollywood—With two productions already shooting, it was last week announced at Monogram that six features have been scheduled for January production.

Included in the January lineup is "Rip Van Winkle," to be made in natural color. "Son of the Navy," starring young Martin Spellman. A Marcia Mae Jones-Jackie Moran production and a Tex Ritter musical western are also listed on the January schedule. Completing the group is a Jack Randall western and a "Renfrew of the Royal Mounted."

"Chasing Trouble" with Frankie Darro is now in production with Howard Bretherton directing.

In the cutting room are two features—the current Boris Karloff drama "Fatal Hour" and "Front Page Lady."

Louis Frappier Passes

New York City—Louis Frappier, vice-president in charge of manufacturing, International Projector Corporation, died suddenly last week.

When the International Projector Croporation was formed some years ago, the merger of the Nicholas Power Company and the Precision Machine Company, Frappier was superintendent of the Simplex factory, and since has occupied a position at 90 Gold Street.

Set Sherwood Trial Date

New York City—Trial of Robert E. Sherwood and the Playwrights Producing Company against 20th Century-Fox was listed last week for January 2 before Supreme Court Justice Schmuck. Plaintiffs seek an injunction against the defendant for alleged unfair competition to "Abe Lincoln in Illinois," Sherwood's play, by "Young Mr. Lincoln," 20th Century-Fox film.

Loew's Announces Profit

New York City—Loew's, Inc., announced last week that the year ended August 31, 1939 showed a net profit of $9,841,530.61 equivalent to $71.98 per share on outstanding preferred stock, and $5.48 per share on average common stock outstanding during the year, after deducting preferred dividend.

Corresponding profits for the prior year on the same basis were $72.59 per share on the preferred and $5.65 per share on the common.

"Blue Bird" Road Show

New York City—Twentieth Century-Fox last week leased the Hollywood for the first road show presentation of Darryl F. Zanuck's Technicolor production of Maurice Maeterlinck's "The Blue Bird." Picture will be shown twice daily at advanced prices and the date for the premiere has been set for January 19.

In deciding upon a road show policy for the showing of "The Blue Bird," 20th Century-Fox officials followed a precedent already set in the theatre for Maurice Maeterlinck's famous play.

Companies Give Bonuses

New York City—A bonus, not to exceed $50, was given last week to Loew's, Inc., employees. This is, in most cases, to be two weeks' salary, with employees earning less than $40 weekly affected.

RKO Service Corporation awarded one week's salary as bonus to those receiving up to $25, with $25 for those receiving between $25 and $40.

Walter Wanger announced a week's pay as bonus to each employe earning $100 weekly or less.

New Troy Radio Station

Troy, New York—Permit for a new radio station, WTRY, fought for four years by stations WOKO of Albany and WABY of Albany and Troy, both operated by Harold E. Smith, was approved by the courts last week. A decision of the Federal Communications Commission granting a license to the new station had been appealed to the Federal Court of Appeals for the District of Columbia, which upheld the Commission's action. License was granted in the public interest.

UA Has First Call on Stock

New York City—It was indicated by Murray Silverstone, UA exec, last week that United Artists has first option to buy the stock of the late Douglas Fairbanks in the company, according to the by-laws. If the company does not do this, an individual can buy it.

RKO Points to 26

New York City—RKO Radio last week pointed to its production being farthest advanced than at any other period in its history, with a total of 26 films to be released by May 10.

Vallee to Produce

Hollywood—Announcement last week was that Republic had signed Rudy Vallee for a producing job and would begin work this week.

GALA OPENINGS FOR "GONE WITH THE WIND" IN NEW YORK CITY AND ATLANTA

IN NEW YORK CITY (Above). When, December 19, David O. Selznick's production of Margaret Mitchell's "Gone With the Wind" opened at both the Astor and the Capitol, New York City, the whole industry turned out. In these pictures are seen a few of the celebrities. Top row shows Thomas J. Connors, Jr., and Ann Rutherford; Ned E. Depinet; Jules Levy; John Hay Whitney; Arthur Mayer; Joseph R. Vogel and Howard Dietz. Second row has Mr. and Mrs. Nicholas M. Schenck; Mr. and Mrs. Will H. Hays; Louella Parsons; Mr. and Mrs. William F. Rodgers; Olivia de Havilland and James Stewart. Third row reveals Charles C. Pettijohn and party; Charles C. Moskowitz; William A. Scully; E. J. Saunders Bottom shows sign on the Capitol; Walter Winchell and Walda Winchell; sign at the Astor.

IN ATLANTA (Below). With a galaxy of stars, "Gone With the Wind" opened in the citadel of the Old South. Here are some highlights. Top left shows, just off the plane, Olivia de Havilland, David O. Selznick, Vivien Leigh, Mrs. Selznick, Mayor Hartsfield. Bottom left shows Clark Gable, Carole Lombard, Mayor Hartsfield, William R. Ferguson, Howard Strickling. Center shows Mayor Hartsfield greeting Mr. and Mrs. Howard Dietz. Upper right shows Ferguson, Mr. and Mrs. John R. Marsh (Margaret Mitchell), Dietz, Selznick. Bottom right shows William F. Rodgers and Thomas J. Connors being greeted by Ann Rutherford.

Warren Stokes' HOLLYWOOD NEWSREEL

• A HAPPY AND PROSPEROUS NEW YEAR is now the familiar salutation within industry circles. Hollywood, in its customary manner, is heralding a more prosperous and progressive season with every major lot laying emphasis on its forthcoming gigantics and colossals. Twentieth Century-Fox promises a Happy New Year with "Grapes of Wrath," and the new Shirley Temple vehicle "The Blue Bird," announcing a definite season of prosperity for exhibitors signing to follow this company's banner. RKO-Radio sees brighter prospects with "The Hunchback of Notre Dame," "Swiss Family Robinson," and Walt Disney's "Pinocchio;" while Paramount pins its faith to "Gulliver's Travels," "The Great Victor Herbert," "Dr Cyclops," and "Buck Benny Rides Again." Edward Small proudly presents "My Son, My Son!" under the United Artists label, while from the same company, Sol Lesser heralds "Our Town;" Walter Wanger presents "House Across the Bay," Hal Roach "1,000,000 B. C." and David O. Selznick "Rebecca."

Metro Has "Wind"

• METRO IS LEADING the new season's parade with "Gone With the Wind," paving the way for numerous road shows. Practically every major studio is contemplating a road show epic on a percentage basis, lured by the 70 percent. With one or two possible exceptions, however, the books or stories on which these future hoped-to-be road shows are based, have not the national and even world-wide interest which backed the Margaret Mitchell novel. "Grapes of Wrath" is the only one which does not fall into this category, with governmental activities to better conditions of the dust-bowlers and others of their ilk figuring as the elevator which carry this picture to the box office roof garden.

At Universal

• THE NEW UNIVERSAL, deviating from this road show complex, with Cliff Work and his theatre-trained production group, is concentrating on consistent money-making pictures rather than "Turkey today and hash tomorrow." Executives of this company believe that they have a natural in the new Mae West-W. C. Fields opus, "My Little Chickadee," a winner in "Charlie McCarthy," the one outstanding figure in the American amusement field for the past five years, and the usual Deanna Durbin successes in the offing.

B-less Warners

• WARNER BROTHERS herald the new season with optimistic foresight, with elimination of the straight "B" units and the completion of Hollywood's largest sound stage capable of housing a boat the size of the Queen Mary, a fair indication that we can expect some sagas of the sea from this company. Elimination of "B" pictures steps Bryan Foy up in the ranks of production officials to that group working with this studio's capable production official, executive producer Hal B. Wallis. Important features on the 1940-41 program include "The Sea Hawk," starring Errol Flynn; "City of Conquest" starring James Cagney; "Three Cheers For the Irish," with Priscilla Lane, Rosemary Lane, Thomas Mitchell, Dennis Morgan and Alan Hale. with the current production "Fighting 69th" hailed as a sure contender for box office honors.

From Independents

•THE INDEPENDENT PRODUCER plays a prominent part in the outlook for the new season. Undoubtedly encouraged by the fine box office showing of Harry Sherman's top quality westerns, and the consistent returns from Larry Darmour's Jack Holt perenial series, more and more producers are welcoming the product of the better independents as an integral part of their bid for increased attendance. For example, the Hecht-McArthur series for RKO; the Doctor Christian group for the same studio; also Fine Arts and Boris Morros productions. With the entrance of Frank Capra into the independent field, this group assumes an importance not seen in some years. Exhibitors will undoubtedly watch with interest Columbia's steps to replace the invaluable Frank Capra with Howard Hawkes and Wesley Ruggles; plus concentration on well-known authors.

Republic Presents

• REPUBLIC STUDIOS, which elevated its position with "Man of Conquest," is following through with "The Dark Command" and its regular program of proven box office dependables. The same can be said of Monogram, whose only marked addition to its noticeable progress is the Golden West's series of westerns, filmed outdoors in Arizona in natural color, which foreshadows the coming of color to the western screen. Definitely extending a hand to independent producers of religious subjects, 20th Century-Fox has purchased "The Great Commandment" from Cathedral Films, and, contributing to the religious trend, Cecil B. De Mille's second-away picture is "Queen of Queens," a dramatization of the life of the Virgin.

The Exhibitor's Part

• SHOWMANSHIP, EXPLOITATION AND DELIVERY will determine how profitable the new season is to be. Delivery is purely the liability of the producer. Only as he delivers quality product can the exhibitor hope to sell it. Showmanship falls equally heavily on the exhibitor's shoulders. The finest picture, improperly presented, means less box-office returns than such a picture merits. Exploitation is the common field where both can devote their sanest, clearest and most forceful efforts to a mutual advantage. These three can make a reality of what is today brilliantly predicted prospects. *Salute, nuevo ano, Amigos.*

Brief Glances At PRODUCTION HAPPENINGS

West Coast News Items

HOLLYWOOD—So that its readers may keep abreast of the times, be in the know on the major developments and interesting sidelights, THE EXHIBITOR offers the following items from the various lots

Columbia

Wesley Ruggles has started cameras on his first Columbia picture, "Too Many Husbands." Stellar constellation includes Jean Arthur, Fred MacMurray, and Melvyn Douglas. As the first of many prominent players to support the three stars, Harry Davenport has been engaged to play Miss Arthur's father.

Ellwood Ullman and Harry Edwards are preparing the script for the next Charlie Chase two-reel comedy. . . . Ed Piel, Sr., Frank LaRue, and Roger Moore go into "The Shadow." . . . Spencer Charters has been planted in "Five Little Peppers at Home." . . . Iris Meredith, June Gittleson, and Linda Winters have been added to "Convicted Women." . . . Montagu Love, Harlan Tucker, and Roy Gordon join the cast of "The Lone Wolf Strikes." . . . Irene Dunne will have the lead in "The First Woman Doctor" . . . Production on "Too Many Husbands," with Jean Arthur, Melvyn Douglas, and Fred MacMurray, started. . . . Herbert Rawlinson goes into "Five Little Peppers at Home." . . . Claire Rochelle, Dorothy Fay, and Marion Pope were added to "Convicted Women."

Metro-Goldwyn-Mayer

"Making Movies," new Our Gang short, is now in production with Edward Cahn directing. . . . James A. Fitzpatrick's latest Traveltalk, "Old Natchez," is slated for national release December 30. . . . The Musical miniature, "Where Turf Meets Surf," is set for release January 6. . . . Starting date for "Edison, the Man," has been set for January 3. . . . Pete Smith is wise to the fact that 1940 is leap year. His next Specialty will be titled "Woman Proposes."

Bruce Carruthers, a member of the Royal Canadian Mounted Police, was detailed as technical adviser on the Pete Smith Specialty. . . . Hugh Harman will do a cartoon on "Romeo and Juliet" . . . Frank Whitbeck will make a picture of Thomas Alva Edison's Michigan curios. . . . Douglas McPhail goes into "Broadway Melody of 1940." . . . Bonita Granville, Rita Johnson, and Martha Driscoll are set for "Forty Little Mothers" . . . A writer-director contract has been awarded Robert Sinclair. . . . A short will be produced on Life's "Everybody's Pixillated."

Charles Coburn will lecture at Northwestern University in the spring. . . . Pete Smith's "Third Dimensional Murder" is under way. . . . Ernst Matray, European dance creator, is in charge of a "Florian" sequence. . . . James A. FitzPatrick is making a second traveltalk on the State of Washington.

Why I'm OPTIMISTIC

DAVID O. SELZNICK
Producer

(EDITOR'S NOTE: *Quite apparent to followers of this series must be the reason for the optimism evidenced by David O. Selznick, producer of "Gone With the Wind." In this interview, the trade does not have to read far to discover just why the man who produced the No. 1 picture of this and many other seasons is just bubbling over.*)

The gentleman who had sunk five million of Uncle Sam's greenbacks into the production of "Gone With the Wind," puffed lazily upon a cigarette as he expounded to the boys of the press his views (extremely prejudiced) on GWTW and on the film industry in general. David O. Selznick appeared to be a cherubic youth on a vacation as he parried the questions tossed at him last week in his Sherry-Netherlands tower apartment.

Seeing as how the cost of GWTW had been quoted at everything, we asked Selznick for his figures—he should know—and learned that the negative cost hit $3,920,000. Five hundred prints will be readied for domestic distribution and an equal amount is to be set for the foreign market. At $1000 a print, that adds $1,000,000, a lot of cash from any angle.

Up to the time of the Atlanta premiere, 37-year-old David Selznick had his share of worry. He knew, and his friends knew, GWTW was tops in picture-making. But the public? Atlanta was the answer. From advance sales in the keys and from the orchids tossed by the press, Selznick stated that he'd be a disappointed man if the domestic gross doesn't hit above $10,000,000.

A new trend? Selznick believes there aren't enough stories like "Gone With the Wind" to make long productions the general rule, but he does believe "that it may be the solution to the double-feature evil."

What happens, we asked, when the picture gets to the subsequent run houses? Will it be cut? Will regular admissions prevail? The forthcoming answer was that Metro's Bill Rodgers will take care of the selling policy, but that Selznick "will fight every attempt to cut GWTW below its present time (three hours and forty-eight minutes)." Because of the slower trade turnover resulting from the film's length, Selznick opined that raised admissions would be necessary right down the line.

Someone queried as to whether the youthful chief of Selznick International intended becoming a United Artists partner. "No," came the ready answer, "I have enough worries making pictures. Why take on distribution headaches. As a matter of fact, I was offered some UA shares as a gift, but I don't want any part of a distributing company. I am very satisfied with the manner in which UA has handled my previous efforts—they have done a wonderful job." Besides "Rebecca," which is being edited at present, Selznick has two unnamed pictures to deliver at UA before his contract expires. He expects to renew the contract and to continue his connection with John Hay Whitney, despite reports to the contrary.

Although his investment makes it almost imposible for him to move his plant east, Selznick thinks LaGuardia's eastern production plans would be a right spot for making fairly inexpensive films from local stage shows.

Accompanying D. O. S. were his wife and mother.

A scribe from the Associated Press remarked, sotto voce, "The great son of a great father." D. O. must have heard because he remarked "it's a shame Lewis J. couldn't be here now."

Letters to the Editor

(EDITOR'S NOTE: *Of late there seems to be an increase in the amount of unsigned correspondence. For the benefit of those who have written but haven't seen their letters in this department, let it be said that unsigned communications cannot be printed. If a letter writer so desires, his name will not be used but the communications to this publication must be signed as an evidence of good faith.*)

READER DISAGREES

December 15, 1939

Dear Mr. Emanuel:

We do quite agree with you that "fair clearance is as vital to this business as good pictures." But when you list "Some factors (that) can be applied to all cases," you define without defining. You do not delve to the root, but rather merely tell us what we already know—that there is a root. Your factors are listed in capital type:

1. THE TYPE OF EXHIBITOR. Be explicit! what type of exhibitor?

2. LENGTH OF SERVICE BY THE DISTRIBUTOR TO THAT EXHIBITOR. Are there not many exhibitors who having had contracts with certain exchanges ceased doing business with them because of clearance, rentals, etc.? And because of poor box-office returns from the playing of the pictures in question?

3. THE RETURNS RECEIVED BY THE DISTRIBUTOR WHILE SERVING THE ACCOUNT. Are not the distributors' returns prefigured on the run of pictures at particular theatres?

4. NATURE OF ACCOUNT, WHETHER IT IS GOOD OR WHETHER THERE HAS BEEN TROUBLE SERVING IT. What constitutes trouble? You said in a recent editorial that you do not blame theatres for taking their problems to court because of vacillating government investigation. There is less trouble for producers (exchanges) in serving their accounts than there is in any other business we know about.

5. HONESTY OF THE ACCOUNT. Certainly you must know that this is a false factor. Film is paid for in advance. The film that is paid for in advance is not that actually received by the exhibitor.

6. TYPE OF OPERATION, INCLUDING ADMISSION SCALE, GIVE-AWAYS, TWIN BILLS, ETC. Loew and RKO have twin bills, give-aways, etc., and they have first run, too. Do you mean they have to start from scratch, too? Isn't the type of operation determined by run and location?

7. GEOGRAPHICAL LOCATION. This factor is meaningless. Just what do you mean by it?

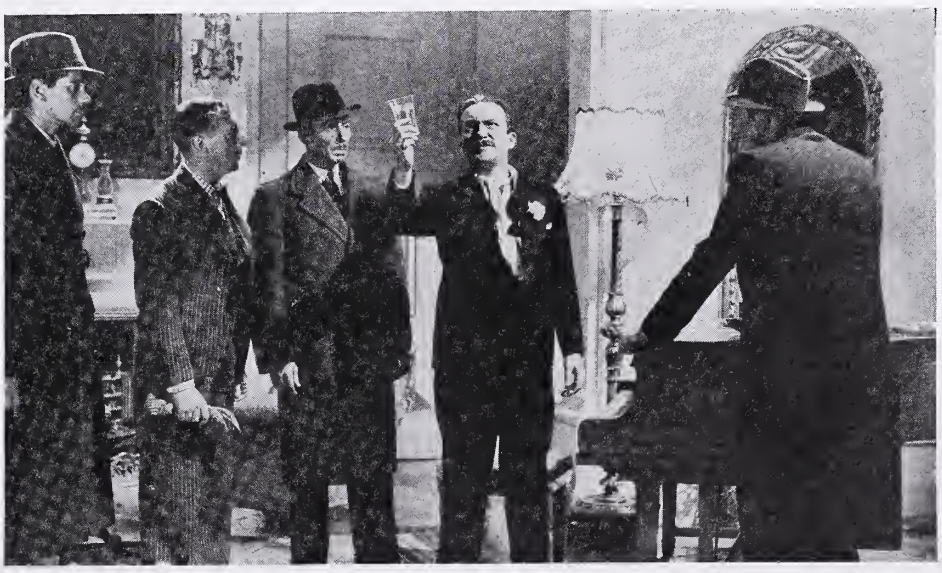
8. WHETHER THE THEATRE HAS BEEN KEPT UP-TO-DATE. A last run theatre, forced into a low scale of admittance prices by opposition, can not very well be kept up-to-date without the debt factor rearing its ugly shadow. The box office should keep the theatre up-to-date.

We firmly believe that in advancing your factors you are retreating into a carefully conceived smug shell. When you state that there can be no standard clearance formula, you imply that you do not know that one exists today. But surely you know *one* does exist, and that's the *one* we want changed. That's why so many independent theatres are taking their problems to court.

We agree with you, however, that exhibitors are not angels. They have to fight like the devil to get even a scrap of sustenance. Wake up, Mr. Emanuel!

Yours truly,

R. I. ROSENBERG,
Jerome Theatre,
Richmond Hill, New York.



THE PHANTOM STRIKES. Monogram releases the English production which is an Edgar Wallace thriller.

THE EASTERN THEATRE MAN *speaks*

Number 63 of a Series:-

P. A. MAGAZZU

Operator of 6 Pennsylvania Theatres

"Life-long readers of THE EXHIBITOR know of its value and indicate their confidence in this trade organ by continued renewals; which renewals, of course, are taken for granted.

"New subscribers, after experiencing the help of its various departments and reading with interest the editorials and other highlights, await THE EXHIBITOR'S arrival just as eagerly as they do the morning's mail.

"THE EXHIBITOR is essentially a showman's "tool" and may be likened to the radio-man's magnetic screw-driver; one can get along without it, but it's a lot easier doing the job if you use it."

***Nearly every Exhibitor reads* THE EXHIBITOR!**

AN INVITATION

Throughout 1939, expressions of praise, comment, criticism or suggestion from our many Exhibitor Friends will be carried in similar form in every issue. We welcome the expression of *every* reader and will use them in the order in which they are received.

Advance Shots On COMING REVIEWS

New Pictures Tersely Told

PHILADELPHIA—Received too late at THE EXHIBITOR'S office here to be included in this week's Blue Section were reviews of the following pictures. These Advance Shots are given pending the publication of the next issue of the Six-Point Reviews (Blue) Section.

Features

THE CITY OF CHANCE (20th Century-Fox)—Lynn Bari, C. Aubrey Smith, Amanda Duff, June Gale. 57m. A lot of things happen during the one evening spent in a gambling house while this action meller spend a little less than hour unfolding. It is minor stuff, but there will not be any dissatisfied customers as long as they can see it as the second part of a dual.

THE GOLDEN KEY (Amkino)—Puppets and voices operated by A. Shagin, S. Martinson, G. Uvarov. 70m. Forgetting for the nonce the propagandistic qualities of the usual Russian film, the Soviets have sent us this immensely pleasing 70-minute puppet show, featuring the USSR counterpart of Pinocchio.

SWANEE RIVER (20th Century-Fox)—Don Ameche, Al Jolson, Andrea Leeds, Russell Hicks, George Reed, Hall Johnson Choir. 84m. Here is a high-rating blending of song and story, woven about the life of Stephen Collins Foster, from his days as a youthful lover, struggling to gain recognition as a composer with his first composition, "O! Susannah," introduced by the old minstrelman, E. P. Christie, played by Al Jolson. The picture has been directed and produced in a creditable manner and should appeal especially to lovers of the Foster music. Technicolor adds much to the scenic beauty.

Shorts

FASHION FORECAST, No. 6 (For Play Hours and For Evening). (20th Century-Fox). 10m. Excellent.

GLOVE SLINGERS (Columbia—Comedy). 18m. Good.
ANDY CLYDE GETS SPRING CHICKEN (Columbia—Comedy). 19m. Fair.
BEAUTIFUL SWITZERLAND (Columbia—Tour). 10m. Good.
WORLD OF 1960 (Columbia — Cinescope). 10m. Excellent.
A BOY, A GUN, AND BIRDS (Columbia—Color Rhapsody). 7m. Fair.
FRANCES CARROLL AND THE COQUETTES (Vitaphone—Melody Master). 10m. Fair.
NEW HORIZONS (Vitagraph — Color Parade). 10m. Fair.
ONE FOR THE BOOK (Vitaphone—Broadway Brevity). 20m. Fair.

Paramount

Brian Donlevy has been raised to stardom. . . . Brien Sturgis becomes a writer-director. . . . Tim Whelan, writer and director, has been signed to direct "Destiny."

RKO-Radio

"My Favorite Wife" is now before the cameras at this studio with Irene Dunne and Gary Cooper co-starring and Randolph Scott and Gail Patrick in leading roles. This is a Leo McCarey production being directed by Garson Kanin. . . . Kent Taylor, who clicked in "Five Came Back," has been signed to an exclusive term contract.

Orson Welles will make two features this winter. Immediate production is planned for "The Smiler with the Knife," preceding "Heart of Darkness." . . . Boris Morros has returned to Hollywood

Republic

"The Dark Command" Republic's epic for the new season, is now in the making under the direction of Raoul Walsh. . . . Money went up in smoke on the back lot when a replica of the town of Lawrence, Kansas, went down in flames and gun-fire when raided by William Cantrell's guerrillas. . . . Roster includes John Wayne, Claire Trevor, Walter Pidgeon, Roy Rogers, George "Gabby" Hayes, Porter Hall, Raymond Walburn, Marjorie Main, and Joseph Sawyer.

20th Century-Fox

Alice Faye and Henry Fonda will co-star in this company's production of "Lillian Russell."

Nine pictures—two to start in December, four in January, and three in February—will complete the 1939-1940 program. . . . Don Ameche returned to take part in press preview of "Swanee River."

United Artists—Lesser

Sol Lesser and Director Sam Wood are back in Hollywood after a four week's business trip in New York to complete preparations for the filming of "Our Town." . . . William Cameron Menzies has been signed as production designer for "Our Town."

Universal

Margaret Lindsay, after completing the feminine lead in "Honeymoon Deferred" opposite Edmund Lowe, will go before the Universal cameras as the feminine lead in "The Devil is Yellow," based on the popular novel by Frederick P. Davis. William Gargan, Roscoe Karns, and James Burke have been assigned principal supporting roles. . . . Comeback trail must be interesting to Marlene Dietrich. Since her successful appearance in this company's "Destry Rides Again," she has been paged by every major studio in Hollywood.

Warners

Anatole Litvak, instead of Raoul Walsh, will direct "City of Conquest," James Cagney's next starring picture under this company's banner. . . . Errol Flynn will have the star spot in "Out of Gas" a picture with a Tahiti background . . . Charles Halton, John Ridgely and Reed Howes have been added to the cast of "Virginia City," which co-stars Errol Flynn and Miriam Hopkins.

Elsa Maxwell has been signed for a series of shorts. . . . Errol Flynn will be starred in "Out of Gas," by Charles Nordhoff and James Norman Hall. . . . Mary Anderson and Marilyn Merrick make their debuts in "We Shall Meet Again."

UNIVERSAL EXECUTIVES MEET; GULLIVER IN MIAMI; OTHER ITEMS OF NOTE

FROM ALTEC TO CONRAC. A. A. Ward, formerly in charge of the Altec Service Corporation's special development work, is named chief engineer for Conrac, Inc., ticket register manufacturers.

"MEET DR. CHRISTIAN." That is just what vice-president Ned E. Depinet (left) did when Jean Hersholt, star of the RKO-Radio picture, visited the home office.

"GULLIVER" IN MIAMI. At the Miami premiere of "Gulliver's Travels" is seen (upper left) Max Fleischer, whose first feature-length, Technicolor cartoon is this Paramount release. Upper right shows director Dave Fleischer with the rubber models of Gulliver and Popeye. Bottom shows Dave Ballard, Paramount's eight-foot "Gulliver", and Leslie Harris at the picture's recent opening at the Sheridan, Miami.

UNIVERSAL EXECUTIVES MEET. Leading a product discussion last week of home-office and field executives, President Nate J. Blumberg and general sales manager William A. Scully (right photograph) faced (left picture, left to right in front) Chicago's E. T. Gomersall, West Coast's Al O'Keefe, New York's A. J. Herman, Pittsburgh's Dave Miller, Kansas City's Pete Dana, New York's Dave Levy, (back row) Atlanta's Harry Graham, eastern sales manager Frank J. A. McCarthy, home-office's James Jordan, Andrew Sharick, Morris Alin, eastern sales manager William J. Heineman and told them about future product.

BETTER MANAGEMENT

Selling Features

"Housekeeper's Daughter"

BALTIMORE—Selling the News Post the idea of running a contest in conjunction with the engagement of "The Houskeeper's Daughter" was the outstanding highlight of a well-planned campaign conceived by William Saxton, Loew's Century.

The contest aroused interest and continued for five days during which time the contestants were invited to finish the contest-sentence—She was only a housekeeper's daughter, but—for the cash prize of $25 and ten pairs of guest tickets for the runners-up.

A most effective tie-up with one of the prominent camera shops in the city produced gratifying results. This tie-up with the Ritz Camera Shop permitted candid camera fans to take pictures of the comedy scenes directly from the screen and invited them to submit their pictures for prizes.

The theatre voluntarily picketed itself by placing several attractive young girls outside the house with sign reading: "Unfair to debutantes, 'The Housekeeper's Daughter,' gets our men, by doing things she hadn't oughter."

Outdoor exploitation campaign was considerably augmented by an eye-arresting banner across Baltimore Street.

The Remington Rand Corporation set up a very impressive window in one of its main branches.

"Gone With the Wind"

HARRISBURG, PENNSYLVANIA — Emphasizing the Harrisburg premiere simultaneously with New York and Los Angeles, Sam Gilman, manager, Loew's, and Jim Ashcraft, Metro exploitation man, conducted an extensive advance campaign for the screen version of Margaret Mitchell's famous story. Two weeks in advance, newspaper advertising was started and 28 24-sheets were posted on paid locations, 200 window cards distributed by union billposters, 20,000 heralds distributed 10 days in advance by Western Union messengers. Scarlett O'Hara cocktail was originated by largest hotel in city, cards to introduce the drink being placed on tables in all four drinking rooms of the hotel. Laundry placed 20,000 announcements in bundles which referred to the fragrance of magnolia blossoms and the charm of Southern hospitality. Daily radio announcements on WHP each morning and five-minute interview on Sunday.

Two large exclusive women's stores devoted window space and advertising in newspapers to the style angle. Other stores displayed 20 by 30 hand-colored enlargements of scenes, tying up with replicas of the gowns. Loew's Christmas Gift Certificates, entitling holder to $1 ticket, were sold to business firms for distribution as Christmas gifts to employees. Engraved greeting cards from Scarlett O'Hara mailed from Atlanta to select mailing list and book-shaped boxes of Scarlett O'Hara chocolates sent to families of newspaper critics.

Night letter sent by the mayor of Atlanta to the mayor of Harrisburg folowing world's premiere. Flag, 20 by 9 feet, was suspended over theatre marquee two weeks in advance. Lobby display included 40 by 70 enlargements of Clark Gable, Vivien Leigh, Leslie Howard and Olivia de Havilland. Story in Screen Guide was announced with 200 11 by 14 cards displayed at newsstands and other places where magazine is sold, distributor bannered sides of trucks for this tie-up.

READING, PENNSYLVANIA—As a prelude to the Pennsylvania premiere, in Loew's, this city, of "Gone With the Wind" manager George Peters tied up with the Reading Times for front page publicity, three-column head, on a contest for the selection of authentic costumes of the Civil War period. As a result, scores of women and girls have started rummaging in the attics of elderly relatives for old books and old garments worn by women of the Civil War period, covered by the Mitchell book.

The five girls or women whose dresses, originals or copies, are adjudged by a committee of Reading women to be the most authentic and meeting best the contest requirements were the guests of Loew's and the Times at a dinner on the day of opening of the picture at Loew's, and at the presentation of the film for the first time here.

"That's Right, You're Wrong"

SYRACUSE, NEW YORK — Manager Sid Holland, RKO-Schine-Eckel, discovered a young man who had a repertoire of over 1,000 songs, which he played from memory on accordian.

Dressing up another youth in cap and gown to represent Kay Kyser and putting both into a new roadster, he turned them loose on the city streets to start a "Kyser College of Musical Knowledge." Stopping wherever there was a parking place, they started their speil from the bannered car and immediately drew a crowd. Musician played a few bars from a song and if the student in the crowd could identify same, he was presented a guest ticket to see the show.

"Return of Frog" and "The Demon Barber"

HARRISBURG, PENNSYLVANIA—Played as a double feature at the Rio, manager, Jerry Wollaston, these two horror pictures were exploited with 5000 chewing gum novelties, distributed by a drug company, which warned persons not to chew "your fingernails" in fright but to see the pictures. Also, 3000 faint checks entitling holder to a free show in case "you pass out" were distributed by theatre.

Skeletons were placed in entrance doors, 100 window cards displayed, silk banner suspended above marquee, 5000 heralds distributed at schools, barber shops, door-to-door, etc.

"The Flying Deuces"

WILMINGTON, DELAWARE — Dick Kirsh, manager, Aldine, Warner theatre, ballyhooing "The Flying Deuces," got up 3,000 small envelopes on which the word "Nuts" in large black type appeared. Inside he had two salted peanuts pasted on a card which started out: "If you think we're nuts, wait until you see . . . , etc." Envelopes prepared back stage by members of the staff were distributed among downtown Christmas shoppers.

"Judge Hardy and Son"

SYRACUSE, NEW YORK—Manager Frank Murphy, Loew's State, induced the Post-Standard to use special Mickey Rooney mats giving the number of shopping days left until Christmas. Two windows in a large department store were devoted to merchandise tieup and using theatre cards and stills from the picture.

"Disputed Passage"

SYRACUSE, NEW YORK — Manager Pat McGee, RKO-Schine-Paramount, used the names of physicians registered in his call system to mail each a post card reminding them of their registered number and also inviting them to see the current production. Bulletins were posted at the Nurses Registry and on the nurses bulletin boards in hospitals.

"Babes in Arms"

SYRACUSE, NEW YORK—Sid Grossman had 20x24 special photos made up on "Babes in Arms," using them in windows and in soda bars. Five thousand special heralds were used in neighborhood homes.

Special Selling

"Hunchback of Notre Dame"

NEW YORK CITY—Thirty-one thousand copies of a letter devoted to "The Hunchback of Notre Dame" and bearing the signature of Ned E. Depinet of RKO Radio pictures have gone forward to schools and clubs. Key people in every public high school in the United States, presidents of colleges and universities, teachers of photoplay appreciation, librarians and heads of better film councils will receive the descriptive literature devoted to the spectacle drama starring Charles Laughton.

LOS ANGELES

ALBANY, NEW YORK

SYRACUSE, NEW YORK

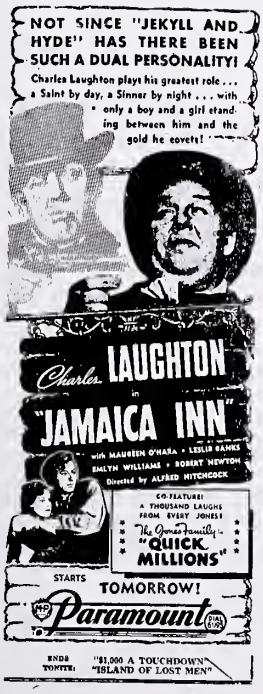
INDIANAPOLIS

CHARLES (What-a-man) LAUGHTON clipped the heads off six wives in "HENRY 8TH" for whispering the wrong name in the dark . . . In "THE BEACHCOMBER" he didn't clip their necks; he did the whispering—light or dark. Then there was Capt. Bligh in "MUTINY ON THE BOUNTY"—as tough a customer as ever tred a deck. And he did an unforgettable GETTYSBURG ADDRESS in "RUGGLES OF RED GAP." Now a great and versatile actor presents DAPHNE DU MAURIER'S best seller, "JAMAICA INN."

INDIANAPOLIS

MINNEAPOLIS

NEW HAVEN



DETROIT

CHICAGO

NEW YORK CITY

HINTS ON NEWSPAPER ADVERTISING

No. 101—"Jamaica Inn" (Paramount)

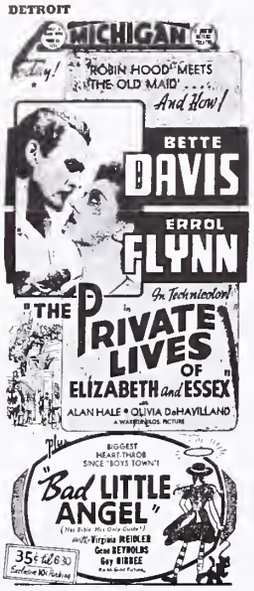
It is not often that in 10 layouts from various cities, the inclusion of the same line cut might be noted, but this is what happened here, which speaks well for the pressbook.

Please read Chicago's copy for the houses which can sell along those lines; "scuttling ships was his business, snaring lovely women, his pleasure; plundering life with his fiendish mob of cutthroats, a vampire who crushes warm loves, defiant souls, and beauty in his insatiable madness."

Indianapolis' copy is also worth reading.

The show, as is generally apparent, is all-Laughton, with the characterization the standout. For houses yet to play the picture, Maureen O'Hara might be boosted, as she appears to advantage in "The Hunchback of Notre Dame."

DETROIT



JERSEY CITY

INDIANAPOLIS

SAN FRANCISCO

DES MOINES

MINNEAPOLIS

HARTFORD, CONNECTICUT

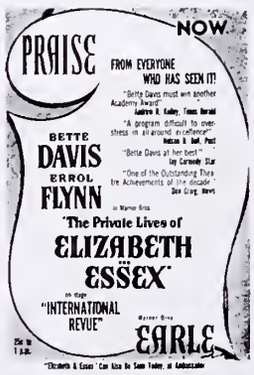
SPRINGFIELD, MASSACHUSETTS

OMAHA

JERSEY CITY

NEW YORK CITY

WASHINGTON



CINCINNATI

HINTS ON NEWSPAPER ADVERTISING

No. 102—"The Private Lives of Elizabeth and Essex" (Warners)

Particularly interesting about this page of layouts, mostly originals, is the fact that in some of them the boys are going modern, indicating that they want to duck the costume angle. We point to the Des Moines contribution, and that from New York City, where the heads of the stars are used without the period costume so noticeable in the others.

Another striking bit is the copy, such as in Detroit, where "Robin Hood" meets "The Old Maid." Such lines as "Secret Love of a Virgin Queen" and "I Am Yours, Body, Soul and Throne," "Secretly She Came to Him, Not as a Queen, But a Woman" indicates that the boys were selling the sex in "Elizabeth and EsSEX."

It is also interesting to note that Olivia De Havilland's head appears in some and not in others.

This is a picture that calls for new ideas, especially as in some areas costume shows are difficult to handle, but it must be said that the show has been more than holding its own generally.

NEWS OF THE TERRITORY

NEW YORK CITY

Crosstown

"Entente Cordiale," the new French film on "Edward VII and His Times," by Andre Maurois, had its gala American invitation premiere at the Hotel Pierre December 20 under the auspices of the New York Infirmary for Women and Children. The film is the first full length one to be based on the life of Edward VII.

Joe Heppner and Lefty Leftoff, Metropolitan Photos, have again sent out those artistic calenders which make the more mid-Victorian secretaries blush. . . Louis Nizer and the missus are cruising on the Nieuw Amsterdam. . . . Waldorf gave itself over to marionettes during Christmas week. The Suzari Marionettes are performing Pinocchio, with radio's Uncle Don as an added attraction. . . . Casino, formerly the Willis, re-opened. . . . Myron Starr informs us that Moscato is booking for Ann and Helen Stern's recently renovated Art, Newark. House was formerly known as the Ronsen.

After Transatlantic took over the Belmont for the presentation of their French films, it started something new in premieres when it held one for "Last Desire" starting at 11.30 P. M. with champagne on the side. . . . Ann Victor, Phillips and Nizer, is Florida vacationing. . . . Ditto for Florence Abramson, New York Film Board of Trade. . . . Julius Steger, former director general of Fox, moved in to a new Park Avenue suite. . . Music Hall's W. G. van Schmus hosted the press at a cocktail party tendered Charles Laughton in the Van Schmus studio apartment last week. . . . Dudley Digges was guest of honor at a cocktail party tossed by managing director John Wright at his Rivoli. . . . Cy Seymour's father died last week. Our condolences are extended.

Rialto held a birthday party December 22, with Arthur Mayer as host

Cinema Lodge, B'Nai Brith, held another meeting at the Hotel Edison, with A. W. Schwalberg, president, presiding. Ralph Steinberg was the speaker.

Al Rosen is back at the helm of Loew's State after a lengthy illness. . . . Max Cohen, Allied head, was one of those at the Atlanta "Gone With the Wind" doings.

Local 644, Cameramen's Union, signed new two-year contracts with the newsreels, a 10 percent increase being included. Increase is retroactive to October 2. Other concessions were also made. . . . Merlin Aylesworth, formerly RKO head, resigned from the Scripps-Howard newspaper, where he had been publisher of the World-Telegram.

44th Street

RKO: Bob Wolff, branch head, and Mrs. Wolff hopped to Philly to attend a party at the home of Nat Levy, RKO district chief.

Staten Island

George Trilling's girl basketball team, Ritz White Caps, won its first game on the Ritz stage defeating the Harlem Ron Ricors in a hotly contested game. . . . Girls' basketball games on Ritz stage are catching on and received considerable newspaper publicity and comment. . . . Elihu Glass, manager, Fabian Liberty, promoted a refrigerator as part of his pre-Christmas activity. . . . John Firnkoess' weekly personnel training classes for ushers at the Paramount are paying dividends. . . . George Evans' Indian street bally on "Drums Along the Mohawk," at the Saint George had goggled-eyed open-mouthed youngsters following the Indian about. . . . Roy Sherkey, manager, Fabian Stadium, has been selected as toastmaster for Fabian's First Annual Dinner-Dance January 6. . . . Mike Gazetta, working with Edgar Goth, director of publicity, is lining up many co-op ads for the special newspaper section to appear on the approaching opening of the new Fabian now being completed in New Dorp. . . . Harry Black, general manager, Fabian Staten Island theatres, was presented with an engraved scroll by the members of the Mariners Harbor P. A. L. band in appreciation for his co-operation.

Bill Keeley, recently transferred to Fabian's Liberty, is back again in his old post as assistant manager at Fabian Paramount. . . . Edgar Goth, director of publicity, arranged in co-operation with the Chamber of Commerce to have receptacles for canned goods placed in lobbies of all Fabian theatres.

CIRCUITS

Consolidated

Willis was renovated, with the Forum closing. Manager of the dark house will handle the Casino, new name for the Willis.

Walter Reade

Mr. and Mrs. Walter Reade announce the engagement of their daughter, Suzanne Reade, to Edwin Gage, son of Mr. and Mrs. Joseph Gage. Miss Reade graduated from fashionable Dalton School and attended the Finch Junior College. . . . Gage attended the Lawrenceville School and the University of Pennsylvania and at present is associated with the F. R. Tripler Company.

HOME OFFICES

Altec

Representative Stanley Hand has returned to New York after a trip through the south and middle west.

Metro

Irving Asher has joined the company on the coast as an executive producer.

National Screen

Irving Berkowitz, cashier, was married to Miss May Fisher.

Paramount

Opening of "The Light That Failed" at the Rivoli was preceded by a party for the press.

RKO-Radio

Mike Poller and Harry Michaelson and wives attended Nat Levy's party in Philly recently.

Vincent Liguori, bowling league, established a new three-game record over a period of eight years. Liguori, in the RKO theatre publicity department, hit 239, 212, 218, for an average of 223.

Republic

H. J. Yates returned from the Coast.

Hal Roach

Rian James, Hollywood scenario writer whose most recent film assignment was the screen play of "The Housekeeper's Daughter," arrived from Hollywood. He will take a West Indies cruise before returning to the Coast.

20th Century-Fox

President Sidney R. Kent and ad chief Charles McCarthy returned from the Coast. . . . Sales chief Herman Wobber spent the holidays in San Francisco.

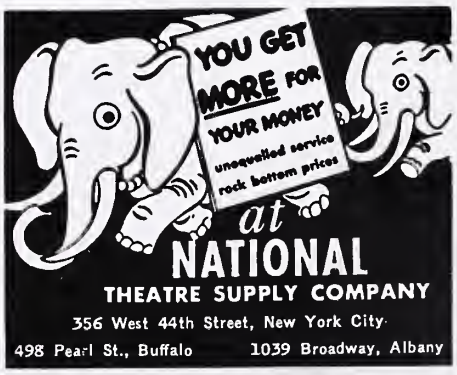
NEW JERSEY

Asbury Park

Through the co-operation of manager Malcolm H. Marshall, Reade's Saint James, the Miles Individual Scoring Trophy was presented to Anthony "Duke" Falco, Asbury Park Football squad, on the stage for scoring the most points during the current football season. Ward Wilson, the popular radio comedian commended the team and in his capacity as M.C. introduced State Senator Hadyn Proctor, who presented the award.

Bergen County

Grant-Lee, Palisade, was the scene of a Christmas party for needy children of Cliffside Park. . . . Mel Ackerman, manager, Bergen, Tenafly, reports new sound equipment installed in theatre. . . . Manager George D'jimos, Plaza, Englewood,



LUCKY AND DUCKY
The ONLY GUARANTEED Theatre Games!
DENNIS GAMES, Inc.
N. E. Cor. 13th and Race Streets, Philadelphia
RUS COHEN, 353 W. 44th Street, N. Y. C.
"Pioneer of Theatre Games"

co-operated in sale of Christmas seals by opening theatre for benefit stage and screen show for Bergen County Tuberculosis and Health Association. . . . As pre-Christmas feature, Park Lane, Palisades Park, presented concert on stage by Palisades Park Community Chorus. . . . Ridgefield Park High School's undefeated football team was feted by manager Bernard J. Bergton, Queen Anne, Bogota. . . . Theatre management inserted attractive advertisements in paper under act of vaudeville show at theatre and expressing thanks for patronage of first vaudeville show. . . . Guest tickets to Oritani, Hackensack, were given by Hackensack newspaper to persons writing letter of less than 100 words why articles listed in paper's gift guide would make a desirable Christmas gift. . . . The Scriptures say the first shall be last and the last shall be first and manager D'Jimos, Plaza, Englewood, has made the saying come true. When a drive started in September in the New Jersey division of Skouras Brothers, the Englewood manager finished in the cellar position in the first week, but then started to climb with miraculous speed and finished near the top. Another drive started last week and D'Jimos and his theatre are first on the list.

—P. C.

Jersey City

Orient gave away turkeys. . . . As pre-Christmas treat, Bergen at matinees played host to hundreds of orphans and underprivileged children. . . . Al Unger, Capitol, is on diet because of illness. . . . State was the scene of a show of Fisk Post, Veterans of Foreign Wars, proceeds of which went to Lyons Veterans Hospital. Theatre also had Potterton Choral Group on stage. . . . Arthur Egberts, publicity agent, Loew's Jersey City, moved back to this city with his family. . . Bert Hoffman is the new manager, Fulton, coming to Jersey City from Grand, Astoria, Long Island. . . . Capitol presented Madrigal Singers of radio fame on stage in Christmas carol singing. . . . City theatres were elaborately decorated for Christmas. . . . Mrs. Herman Starr, he's the Skouras executive, recently was ill.

—P. C.

Long Branch

Thomas A. Phelan, manager, Reade's Paramount, in exploiting "Ninotchka," placed placards in corner of the lobby depicting scenes from the picture. Under them was written "Your Christmas Treat." He also promoted shadow boxing in the lobby and gave from the stage, Christmas Eve, an Elgin wrist watch through the co-operation of a jewelry store. Gift was labeled "Garbo's Christmas present." Manager Phelan had following teaser lines in the local daily newspapers.

Bulging eight-foot pile of Christmas joy rose high in the lobby of the Paramount recently at manager Thomas A. Phelan's annual toy matinee staged in conjunction with the local Exchange Club. Toys were admission tickets and there was not an empty seat in the house.

New Brunswick

Thomas Wright, RKO Albany manager, and J. Beverly Anderson, RKO Rivoli manager, celebrated their birthdays on December 14, 17. . . . RKO Rivoli conducted "toy" party to aid local charitable group and two truckloads of toys were contributed by children. . . . Strand, New Brunswick, and Capitol, South River, operated by Dave Snaper, invited underprivileged children to free show on December 23. . . . Rumors have it that Europa here may be sold to Jersey theatrical syndicate. . . . Louis Vasarhelyn, manager, Europa, is non-committal. . . . RKO employees of the State, Rivoli and Albany received extra week's pay as Christmas bonus. . . . All showplaces here were gaily decorated in Christmas greens. Dave Levin, RKO State manager, may make a trip to Florida early in '40. . . . Morris Hatoff, manager, Brook, Bound Brook, vigorously denied reports vaudeville was to be yanked as a week-end policy. "We have enough acts to carry us through for a year," Hatoff declares. . . . Dave Snaper is keeping an eye on television developments—just in case, he says.

JOE JOEL SAYS:

Among Other Things . . .

I was very sorry to hear that the wife of Jack Cohn, State Poster Company, has been sick for the past 14 months. Here's hoping that the New Year may restore her back to good health and all her troubles disappear. . . . Sam Farber, one of the old-time salesmen in the motion-picture industry, also Irving Grossman, another old-timer, are representing the Premium Promotion Syndicate. Farber covers New England and Grossman covers Upstate and New Jersey. . . . I was sorry to hear that Ben Block, assistant to Dave Newman in the shipping department, Warners, had the misfortune to lose his only child. I extend to Dave my sincere sympathy. . . . Sherman Sign Company, Inc., Irvington, New Jersey, installed a marquee at the Avon, the Garfield, and the 16th Street, Brooklyn. Total cost amounted to over $12,000. . . . I paid a visit to the Stoddard, 90th Street and Broadway, and I was more than surprised at the marvelous holiday decorations. There is nothing to equal it on Broadway. Manager Bartholdi, deserves great credit for his work. . . . Summer, Brooklyn, has the most novel display I have ever seen in a theatre. In the lobby, there was a beautiful chair and a sign on it said, "A Holiday Gift to Our Patron." I learned that it was a sample of the chairs being installed in the theatre. It was an Ideal chair and was installed by Joe Hornstein, who was installing chairs in the State, Kismet, and Trylon. Manager Davidson and district manager Handler are to be congratulated.

William Meinhardt, Takme Films Service, left for Miami with the missus December 27. He expects to remain there the entire winter. . . . E. R. Behrend, Behrend Supply Company, left for Chicago December 19 to visit his folks. His wife and her mother will meet him there, and then proceed to Madison, Wisconsin, where they will spend the holidays. Mrs. Behrend's mother is quite an active old lady and she expects to stay in Madison the entire winter. . . . The two most active young old-men in the film industry are Lew and Harry, Progressive Poster Supply Company. Harry is the father of twins, and Lew has a grown-up daughter. They both look today like they did 25 years ago, a couple of school boys. . . . A familiar face around the Film Center is that of Jeff Dolan, one of the very old-timers in the film industry. Jeff is out of employment and if any one has use for a good man, just give him a chance. . . . I am glad to see my old friend, Charles Eimer, around again, after being in the hospital, where he had undergone an operation. He informed me that the only reading matter he had while in the hospital was THE EXHIBITOR.

The Friday night affair that Metro had at the New Yorker must have been a honey. It stretched over to Saturday afternoon, and the boys and girls haven't stopped talking about it yet. Eddie Susse rates a bow for running "the best party yet." Al Arnswalker, Oliver Hull, Bert Bluhm, and Eddie Richter were terrific in a travesty on "The Wizard of Oz," written, produced, and directed by Edward Susse and Arnwalder. Alex played Dorothy; Hull, the scarecrow; Richter, the Tin Man; Bluhm, the Lion; "?", the Wizard, and Susse, the commentator. Sub-titled "The Booker's Revenge," it was distinctly stated that "Any mention of, or similarity to, persons present is purely intentional." (Also, "Approximate running time: Too long.") Ted O'Shea (the big boss) surprised everybody with his hoofing and singing in the title role. Eddie Aaron represented Tom Connors and Bill Rodgers, home-office executives, who were in Atlanta for the "Gone With the Wind" opening. Bill Scully and Dave Levy were the only outsiders present.

Passaic

Howard Rosenberg, Butler, has become engaged to marry Martha Wechsler, daughter of a Passaic department store owner.

Bill Weiss, Capitol, is helping vaudeville make a come-back with a four-act show every Wednesday night. . . . Harry Shein, Strand, handed out live turkeys and ducks to boost Christmas holiday trade.

Paterson

All theatres decorated for the holidays. . . . Jo Baker, head doorman, Regent, has had his teeth removed. . . . State gave toy matinees. . . . Frank Hall, Rivoli, has been suffering from a cold. Frank Capra, Warner, Ridgewood, has also been under the weather. . . . Annual Good Cheer Day was observed December 23.

Union City

Week before Christmas was designated as Christmas Carnival Week at Rialto, West New York, which awarded turkeys and other gifts. . . . RKO Capitol, Union City, held Donald Duck cartoon party for children. . . . Alvin, Guttenberg, gave away dinnerware and all kinds of prizes and awards. . . . Loew's Embassy, North Bergen, scene of Christmas party for benefit of needy children of township under auspices of five Democratic clubs. . . . Mayfair, West New York, gave numerous awards at special matinee for children. . . . Nearly 1,700 children from orphanages in Bergen and Hudson Counties were guests at Christmas party of Union City Lodge of Elks at Lincoln, Union City. Film show was donated by manager Jules Fields and Santa Claus distributed candy and fruit.

—P. C.

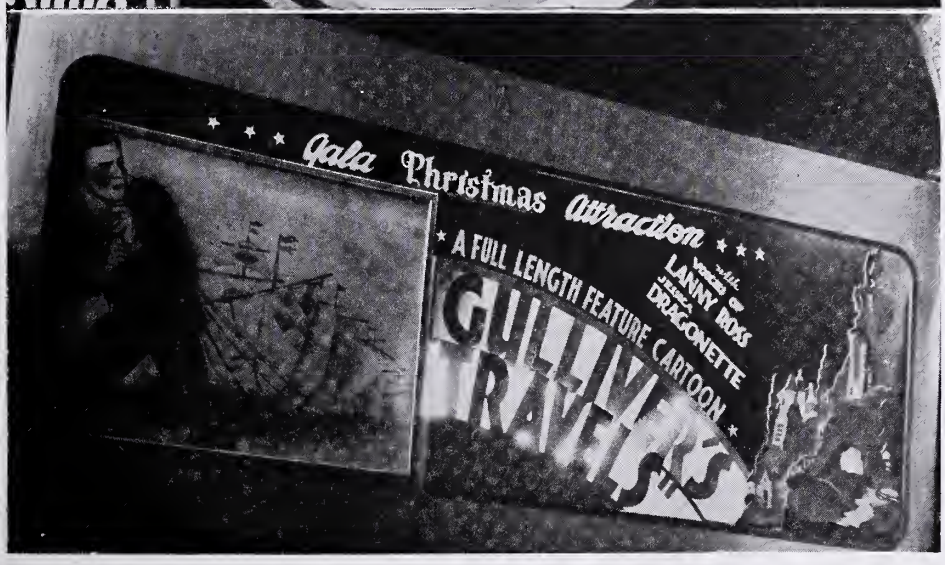
NEW YORK STATE

Albany

Nat Beier, United Artists, was a visitor. . . . Ralph Pielow and the Mrs. traveled to New York City to take in the Broadway premiere of "Gone With the Wind." . . . Joe Dealey, former operator, Liberty, Liberty, has left for Florida for a rest. . . . Bernie Kranze has quite a display in the RKO office on "Pinocchio." . . .

VITAPHONE'S PARTY; LAMPE'S DISPLAYS; AND UNIVERSAL'S TAKE

"TOWER OF LONDON." Arthur Mayer, operator, New York City's Rialto, hands a film-rental check on the biggest week's gross ($14,000) in the history of the 600-seat theatre, taken on this Universal picture, to Universal's Nate J. Blumberg, president, and W. A. Scully, general sales manager.



"GULLIVER'S TRAVELS." For the coming of Max Fleischer's feature-length Technicolor cartoon, released by Paramount, manager Gus Lampe, Keith's, Syracuse, devised these two eye-catching, illuminated displays for use in the lobby.

VITAPHONE TOSSES A PARTY. Here are some scenes of the annual Christmas party at the Vitaphone studios, Brooklyn.

Bernie's exchange, incidentally, is in second place in the current sales drive. His forces are already getting ready for January 27, when the new Ned Depinet Drive is scheduled to start. . . . Allan Sirrine, Port Henry, was the recipient of good news from his physician, who advised him an expected return trip to the hospital wouldn't be necessary. . . . There's a newcomer, a boy, at the home of Bill Carr of Albany's Hamilton News Company. . . . Sidney Samson, 20th Century-Fox's Buffalo branch manager, was in for a visit to Warner zone manager M. A. Silver. . . . There was almost a parade of Buffaloites in town, others being Ralph Maw, Metro; Columbia's Phil Fox. . . . Salesmen are finding the going a bit rough due to icy roads. . . . Jack Kaplan, South Fallsburg, expects to leave for Florida. . . . George Tucker, RKO salesman, is vacationing at Hot Springs, Arkansas. . . . His fellow contract-signer, Leon Herman, expected to head for New Rochelle after Christmas for a week's visit with his brother.

It was a gay time Joe Miller and his exchange's Columbia Club had at their annual Christmas party, held at the Kenmore Hotel. . . . Ralph Pielow insists there'll be no trade showing or even private screening of "Gone With the Wind." . . . F. K. O'Kelley, manager Schine's Rialto, Amsterdam, gave away glass tubes of pills to exploit "The Secret of Dr. Kildare." . . . Mr. and Mrs. Harry Hellman are taking things easy on the sands of Miami Beach. . . . Bill Smalley, Smalley circuit, was in town doing his Christmas shopping. . . . Harvey English, Hancock, is a proud papa again; it's a boy, Harvey, Junior. . . . Cohen and Kutcher, new operators, Liberty, Liberty, have installed new booth equipment. . . . Ralph Pielow advises that 26 prints of "Judge Hardy and Son" were working in the territory Christmas week. . . Many dates for Pielow Anniversary Month in January are piling in with the velocity of an avalanche, eloquent testimony to the number of good friends R. P. has . . . Metro salesmen scattered to the four points of the compass on their respective vacations. . . . Bill Williams heading for Indianapolis to visit relatives, while Arthur Horne stopped off in New York enroute to Florida, and Gene Vogel announced Cleveland as his destination. . . . Saul Kraft, in town representing "Gift-A-Fur Night," made flying trips to Boston, Utica and Gloversville.

Ernie Dodds, Lake Placid, spent two days in Albany, conferring with RKO branch manager Bernie Kranze on personal appearance of Kay Kyser Christmas week in connection with showing "That's Right, You're Wrong," and crowning of Kyser as "King of Winter" by Chamber of Commerce. . . . Moe Grassgreen, 20th Century-Fox; Bernie Kranze and Leon Herman, RKO; Joen Weinstein, Jules Curley, Warners, have all taken up handball. . . . Bill Kennedy, Champlain and Rouse's Point, has been leaving many film matters to his son, Bill, Junior, of late, his health permitting him to be in the theatres only in the mornings. . . . Andy Roy had a float carrying two 24-sheets on the street plugging "Gulliver's Travels," Christmas week attraction at the Strand.

A new giveaway has made its appearance in the area—"Gift-A-Fur Night"—introduced locally by Saul Kraft. A flashy, expensive looking coat is given away through a tie-up with the manufacturer, the Great Northern Fur Company. Among theatres going for the tie-up are the Hellman circuit, the Paramount and Royal, Albany, and the Palace, Troy.

—C.

Buffalo

December 18 saw the Warner Club hold open house at its club rooms. Rooms were beautifully decorated and every one of the 250 guests present voted it one of the gayest parties. Nearly every exhibitor and distributor attended. Turkeys, salads and hors-d'oeuvres prepared by the Warner girls were a revelation. Gene Murphy, president; Richard Pfeiffer, vice-president; Ruth Gilchrist, chairman, entertainment committee, assisted by Gladys Brink, Leona Ehrne and Teddy Hammer, deserve a vote of thanks. . . . Stanley Kozanowski had a midnight show at his Rivoli of Julian Bryan's actual scenes of the bombing of Warsaw and did he pack them in. . . . A new and novel invitation was sent out by A. C. Hayman, Lafayette, for his "Believe It or Not Party" December 20 at the Hotel Fillmore. Catch lines were "No—40 percent attractions, preferred playing time, score charges, reversions, checking, short subjects. C. O. D.'s, Oklahoma transfers, punching for checks." . . . Exhibitors noticed booking were Norman Perlman, Cameo, Binghamton; Sam Sunness, Grand, Jarvis, Binghamton; Murray Briskin, Homer; Clyde Lathrop, Dunkirk; Ray Pashley, Interlaken; Martinis, Martini circuit.

Jake and Lena Lavene, Academy, entertained the film folk at a party at their home Christmas Eve. . . . Bud Stewart, former assistant ad sales manager, has been promoted to assistant booker at Paramount. . . . Tom Bischoff, husband of Winnie, cashier, Lafayette, is confined to his home. . . . Matt (salesman, United Artists) and Rene Sullivan flew down to New York December 23 to spend the holidays with their family.

Annual Children's Christmas party, sponsored by the Variety Club, was a huge success. There were about 50 children present and each child was given a gift and candy by Santa Claus. Rita Scribner sang; Carol Ann Sanowsky, only three, did a piano solo that brought the house down; Shirley Lux played the violin while her "Aunt," little Dorothy Lux sang; Beverly Rich did a piano solo; Marvin Jasper played the piano accordian while his friend Harry rendered some beautiful selections on the violin; Harold Stromberg sang; Natalie Astrakan did a piano solo; Roger Schwartz recited, and so did Norma Molitch. Milton Siegel wound the entertainment up with a clever tap dance. . . . George Roberts, district manager, 20th Century-Fox, was a recent visitor. . . . Columbia's salesmen George Ferguson, Jack Bullwinkle and Nat Marcus have started on their annual two weeks' vacation, Jack and his wife spending their time in New York, Nat using his to move his family back to Syracuse, and George threatening to take a trip to New York. . . . Henry Fruecht, Shea auditor, lost two weeks bowling on the office team due to an eye injury. . . . Sydney Samson, branch manager, 20th Century-Fox, returned from a trip to Gloversville. Ask him to tell you about being snowbound. . . . Mrs. Joe Friedman, wife of National Screen's representative, was a lucky winner at the Variety Club. . . . Bernie Zeeman, assistant manager, branch operations, Columbia, spent a few days at the local exchange. My, but he is good looking. . . . Dorothy Ray, 20th Century-Fox, visited her folks in Franklin, Pennsylvania. . . . Lois Gieger is the new biller at RKO, taking Venita Baker's place.

We reported in this column a month or so ago that Bernie and Mina (Feinsinger) Lewis, (Mina is secretary to Ralph Maw, branch manager, Metro), would be a threesome in January and it is with sincere regret that we learned that their baby was born dead December 18. Our deepest sympathy is extended to this young couple. . . . Twentieth Century-Fox salesman Bill Rowell, Marvin Kempner and Emerson Dickman started on their two weeks' vacation. . . . Harry Berman, salesman, Republic, and his charming wife spent all the Christmas holidays visiting relatives in New York. . . . The Ralph Maws, branch manager, Metro, have moved into their lovely new home in Deerhurst Park. . . . We heard that A. C. Hayman, Lafayette, guessed wrong on the 18 selections at the Golden Glove tournament, much to the advantage of Sydney Samson. . . . Shea theatres and the Buffalo Evening News gave their annual Christmas party for orphan children. . . . Christmas party at Columbia was held December 16. A turkey dinner was served, there was dancing and a gay time. Gifts were exchanged, each employee receiving a useful one and a joker. Branch manager Phil Fox was presented with a water thermos to match his furnishings. . . . Mrs. McBride, mother of Marge, secretary to the manager at 20th Century-Fox, has been very ill for the past two weeks. . . . Doreen Carmody, cashier, Lafayette, received a diamond engagement ring from Bob Gregg for Christmas. . . . Jack Bellman, branch manager, Republic, reports that Gene Autry's new picture, "South of the Border," is going great guns. . . . Employees in Shea's Buffalo office held their Christmas party December 22.

Al Myles, auditor, who has been at the local Universal exchange for the past few weeks, left for New York. . . . George (manager, Lafayette) and Vera Mackenna celebrated their seventh wedding anniversary December 14. . . . Sophie (Massalski) Jurewicz, who has been at Universal for many years, is resigning December 30 to take up the duties of a housewife. . . . Bill Allbach, booker, Republic, tells us that all hands are pleased with exhibitors fine response to their playdate drive. . . . Emerson Dickman, Jr., that ace baseball player, son of Emmy Dickman, 20th Century-Fox salesman, is around on crutches these days, having sprained his ankle playing volley ball at the Buffalo Athletic Club. . . . Dick Walsh, publicity manager, Lafayette, didn't do so good the other day in Pfeifer's restaurant on the punching game. . . . Employees of RKO celebrated the holiday season with a dinner at the 31 Club and then back to their exchange for the distribution of gifts. . . . Bob Hayman, son of A. C. Hayman (Lafayette), is home from Harvard for the Christmas holidays. . . . Jane Nebrich, 20th Century-Fox, is on the sick list. . . . Gorgeous Christmas tree at Paramount lent plenty of atmosphere for their party December 18. There was a buffet supper and sundry refreshments, but we are still trying to find out about the white jackets the men wore.

Anita Samson, lovely daughter of Sydney Samson, branch manager, 20th Century-Fox, is home from the University of Michigan to spend the holidays. . . . There was much merriment at the Christmas party given by the employees of Metro December 22. A buffet supper was served and there were gifts. . . . Helen Rowell, wife of Bill, 20th Century-Fox Rochester salesman, is ill. . . . Sydney Samson, branch manager, 20th Century-Fox, must be going in for pipes these

days because the employees of the local exchange presented him with a fine one at their Christmas party December 21. All of the employees went to Lorenzo's for dinner, then back to the exchange for the celebration. . . . This is really a party week among exhibitors and distributors in this territory. Too bad the employees of the Lafayette did not have an audience when they had theirs on the stage after midnight December 19. There was a master of ceremonies announcing the different "artists" and each employee had to do his bit toward the entertainment. George Sneller, operator, was really good playing his violin and Mickey Gerviss' imitations were not bad, but the community sings were very loud, if nothing else. Gwen McDonald and Rita Brand did a good job in the food department and the committee, Leonard Sperling, Florian Miller and Charles Finch, deserve a big vote of thanks for a perfect evening. . . . Another gay party was the one held by United Artists' employees at their exchange December 21. . . . Rita Brand, cashier, Lafayette, and hubby, Norm, have moved into a new apartment on Delaware Avenue.

—M. G.

Beacon

Some person hiding under the seats following a final night show in the Beacon, Benjamin Ginsberg, manager, invaded the office but found nothing of value.

Canandaigua

William J. MacFarlane, manager, Playhouse, played host to 600 at special charity show under auspices of American Legion Auxiliary.

Cornwall

Storm King presented benefit show for the Lions Club. . . . Manager Thorp, Storm King, is to be congratulated on his novel lobby decorations. A Christmas tree was decorated with toys and miniatures representing names of over 100 feature pictures and shorts.

Ellenville

Ed Sholemson and Morris Popkin are building an 800-seat house to be called the Norbury. It is scheduled to open this coming February.

Gloversville

Schine Home Office News

Mr. and Mrs. J. Myer Schine and Mr. and Mrs. Louis W. Schine entertained the members of the Schiners Club and employees at a gala Christmas party in the home offices December 22. Nearly 50 guests, including THE EXHIBITOR correspondent, enjoyed the affair, featured by a buffet luncheon, refreshments and dancing. Elena Ardizzone and Frances Barter headed committees which assisted in preparations for the annual event. . . . At its regular December monthly meeting, the Schiners Club voted to hold a Winter sports program, Stanley Werthman being named chairman of the committee. He announced two skating parties and a sleigh ride will be held in January. After the business session, club members enjoyed cards with prizes being won by Misses Helen Phalen and Helen LaQue, Harold Sliter and Edward Hennelly. Midnight supper was served.

William Kraemer, assistant to George V. Lynch, film buyer, was welcomed back from Washington. . . .Louis Lazar and Bud Silverman, from Bellefontaine, Ohio, were home office visitors. Gus Lampe and Pat McGee were also in. . . . Dave Miller, Universal, was in from Cleveland for conferences with Messrs. Lynch and Sliter. . . . Lee Insley, special home office representative in the District of Columbia and the Eastern Shore territory in from Salisbury, Maryland, on a business trip. . . . Cards from Frank M. Boucher, now settled in Washington, say he's very happy to be back where his Southern accent isn't a novelty. . . . Condolences go out to Mr. and Mrs. Lou S. Hart on the death of Mrs. Hart's mother. . . . Schine's Hippodrome here teamed up with the Salvation Army for a gala canned goods show December 23. Much favorable publicity was obtained by the show, staged by manager Harvey Cocks, assisted by Milton Frye.

Goshen

Sale of the Goshen Theatre property was recorded in the County Clerk's office, indicating conveyance from Carlisle Neithold to the Goshen Realty Corporation, with offices at 527 Fifth Avenue, New York. Neithold stated that the records merely indicated a reorganization of the owner corporation and that he would continue as one of the owners. Documentary stamps fixed to the deed indicated the sum of $22,000 involved, with the property subject to a $40,000 mortgage to the Reconstruction Finance Corporation. . . . Walter and Carlisle Neithold presented a benefit show at the Goshen, admission being a can or package of food to be distributed among the needy.

Hudson

Under certiorari proceedings against the City of Hudson, the Hudson Improvement Company, owner of the Playhouse site and three adjoining stores, has obtained reduction in assessment in the amount of $8,400, making the valuation $13,500.

Middletown

Manager Harry Stowell is congratulated on his lobby decorations consisting of tree, talking Santa and toy display. . . . Charlie Wagner, Paramount projectionist, had his car completely demolished in a recent smash-up. No one was injured.

Monroe

Children from Woodbury, Chester and Washingtonville as well as town of Monroe were guests of manager R. Stravitz, Colonial, at a Christmas show and party, with articles food the price of admission.

Monticello

CKB Amusement Corporation, operating two theatres in Monticello and one each in Liberty, Roscoe and Livingston Manor, has filed articles of incorporation, with capital stock listed at 300 shares, par value $100. Directors include Jennie and Max Cohen, Louis Kutcher and I. Borgner.

Newburgh

In United States District Court in New York, Judge John C. Clancy, last fortnight dismissed with costs, amounting perhaps to $2,000, a suit brought for $225,000 damages under the Sherman anti-trust law in Orange County Theatres, operator of the Academy, against Eugene Levy, operator of three theatres in Newburgh; George Walsh, head of a corporation operating a Hudson River chain, and various producers and distributors.

In the sixth session of the Netco Theatre (Insomnia) League the managers upset the Broadway's record by defeating them, 2-1, dropping them to fourth place. Fred Schaefer, who replaced Clint Lake as anchor man for the managers, had high single 178, and also grabbed high three with 506. Operators were again shut out by the art department. Teams now stand: Park won 14, lost 4; ushers won 13, lost 5; Cameo won 12, lost 6; managers won 12, lost 6; Broadway won 11, lost 7; art department won 11, lost 7; Ritz won 2, lost 16; operators won 1, lost 17. . . . Cameo has had its face lifted and now boasts a new front. . . . Clinton Lake, Jr., and Evelyn Levy are home from Syracuse University for the Christmas holiday. . . . Ritz now boasts a new Adler marquee. . . . Noted on the Academy marquee, "Beasts of Berlin," with Three Stooges and Donald Duck. . . . During the recent snow storm, Jack (Altec) Carroll was observed purchasing skid chains and a snow shovel. . . . Sneaking practice games during the week does not seem to help the Broadway boys in the bowling tournament. . . . Eugene Levy presented benefit show at the Broadway, admission being a can or package of food to be distributed among the needy. . . . Billy Pizarro has fully recuperated and is home from the hospital for the holidays.

Rochester

Louis Mayer, manager, RKO Temple, took Dempsey-Willard fight pictures to

THE GENTLEMAN FROM ARIZONA. Monogram's release of the Cinecolor production finds J. Farrell MacDonald, John King, Carlyle Moore and others in the cast.

Strong Memorial Hospital sickroom of Matt Jackson, sports editor of Times-Union, for private showing. . . . Charles Freeman, manager, Century, and Francis Anderson, Palace, packed in youngsters with "tin can" morning show. . . . Louis Levitch, Schine's city manager, arranged Christmas parties for kids with Santa Claus, special singing and giveaways. . . . Manager Jay Golden, RKO Palace, got special publicity in dailies on March of Time film, "Newfronts of the War—1940." . . . Mrs. Florence Belinson, Little, John and Paul Fenyvessy, picked favorite films of year in D. and C. poll, so did Lester Pollock, Loew's. You guessed it, mostly reels shown in Loew's.

—D. R.

Syracuse

If Gus Lampe gets any more advice on how to drive to Florida he threatens to make it a contest. . . . Wonder if Ruth Bolton is trying to pull a Garbo at Loew's? . . . Frank Murphy returned from a trip to home office. . . . We interrupted Joe Boyle wrapping Christmas packages for his mother. . . . Very poor weather for Harry Unterfort to display the heavy coonskin. . . . Loew's State was trimmed with a Christmas tree surrounded by gay colored boxes representing coming attractions as their Christmas gifts to Syracuse. . . . Boys and gals at Loew's are happy since Santa brought the bonus. . . . Al Gilbert, Lou Byer and Ruben Canter were recent visitors to Buffalo. . . . Sam Slotnick bought a new home.

IF you need a bottle of
"RED INK"
when you total up 1939,
just get in touch with us!
WE DON'T SELL INK BUT WE CAN SHOW YOU HOW OTHERS USE "BLACK" BY PLAYING . . .
BINGO
• 12 WAYS TO WIN!
• 16 WAYS TO WIN!
• 70 WAYS TO WIN!
•
Come in or Write
PREMIUM PRODUCTS
354 West 44th Street, New York
CIrcle 6-4972

Read
BETTER - - - -
MANAGEMENT
An EXHIBITOR Service

Inter-communication has been installed between booth, manager's office, box office and stage at the Empire. . . . Al Gilbert has installed a two-tone walnut box office at the Riviera. . . . Rivoli started added price "Bingo" nights Tuesdays and Thursdays. . . . George Phillips has hung up his fishing rods for the winter and advises Rap Merriman to do the same. . . . Sam Slotnick has started "Thrift Hour" at his Acme every night. . . . Jack Kerly advises Jack Meaney to use chicken wire in his car windows. . . . Phil Rossomando hopes someone will give Harry Burgess, Jr., a book on how to operate Motiograph.

Adolph Den Hasse keeps busy with school day times and working in Empire booth every night. . . . "Flash" Grossman plays the cow boy. . . . Sam Weltman dressed up Al Gilbert's Avon for the season. . . . It looked like an exhibitors' re-union when Sam Slotnick, Rube Canter; Morris Slotnick, Calendonia; Sam Weltman, Abe (Metro) Harris and Lew (Universal) Leiser with their wives stopped for a midnight snack at the Waldorf. . . . New seats have been installed in the Avon balcony. . . . Harry Burgess, Jr., has been transferred from Harvard to Jack Karp's Cameo. . . . Martin Wazhlowski got the 30 and is still at the East. . . . White light shutters have been installed at Leo Dowling's Lyric. . . . George Dumas wonders why "Chief" Jaquin goes to Mexico. . . . Pat McGee will put on stage show at the Paramount New Year's Eve. . . . Fay Woodford is looking for an ice water cooler. . . . Elmo Carpenter passed final tests and is now a full-fledged member of U. S. Navy. (Bill Doss will not enlist). . . . Harry Unterfort built a neat display of toys around an old-fashioned fireplace in the lobby at Keith's. . . . George Smith's office is busy as a bee hive. . . . When reading editorials, Fay Woodford should watch his blood pressure. . . . Cash "Bingo" is being used every night but Sunday at Smith chain's Harvard and Happy Hour.

James (formerly "Jimmie") Constantino has purchased the building housing his Strand, Phoenix. . . . Has Bert Larkin's bowling form fallen off? . . . . Walt League's daughter, Mary Linda, is partial to trucks for toys. . . . Dick Sawyer is now managing James Constantino's Phoenix Strand. . . . Empire is running special combination feature and "Bingo" New Year's Eve with grand prize a 1940 sedan plus 29 free games of "Bingo." . . . Louis Boyd had a hard time driving with bricks in place of a wheel on his speed wagon. . . . Harry Gurnes was an overnight guest at Fulton. . . . Earl Cecile recently projected films for a non-theatrical enterprise. . . . Jack Meaney thanks members of Local 376 for the phone remaining in Regent booth. . . . Usual feed and refreshments were served at the Local 376 meeting. . . . Calvin Bornkessel is requested to make up mind regarding presidency of Local 253. . . . Jack Bartle will handle all 16 mm. film work for J. E. Duncan, Rochester. . . . Lynn Goff, Warren William and Ken Wilcox were tellers at the election. . . . Lawrence Sherman has everything in order in his new home. . . . Lloyd Tracy and Eddie Cummings acted as pall bearers for Thomas Gaffney. . . . Jack Kerly advises Harry Bruley to use his brand of anti-freeze. . . . Carl Henry has been promoted to chief projectionist, Jack Karp's Cameo.

Glenn Humphreys, Utica, supplied the game for William Doss' hunting trip to Redfield. . . . Sidewalk in front of union headquarters is no place to park cars. . . . You should see the smile on George Doss following his election. . . . Contrary to reports, Lynn Goff did not have turkey for Christmas. . . . "Flash" McNulty has joined THE EXHIBITOR reader ranks. . . . Frank Wehrle finds selling vacuum cleaners a dull occupation. . . . Robert Dumas reports he will butcher the pigs in Minetto. . . . James Constantino threatens to replace zippers with buttons. . . . William Van Wagner has turned to photography as a hobby. . . . We had a nice little chat with Jack Karp. . . . Sam Weltman's Poster exchange is managed by capable hands. . . . "Joey," eight-year-old son of Gus Lampe, is always asking dad for press books. Is Gus training managers or raising them?

—J. J. S.

Utica

Colonial was to have closed December for extensive alterations.

Wappingers Falls

A 498-seat house will be constructed by Fiore Morasco on the site of the Academy which burned down last year.

THE GENTLEMAN FROM ARIZONA. Monogram's release of the Cinecolor production finds J. Farrell MacDonald, John King, Carlyle Moore and others in the cast.

SIX-POINT FEATURE REVIEWS

COLUMBIA

Music in My Heart

FAMILY DRAMA WITH MUSIC 70M.

Tony Martin, Rita Hayworth, Edith Fellows, Alan Mowbray, Eric Blore, George Tobias, Joseph Crehan, George Humbert, Joey Ray, Don Brodie, Julieta Novis, Andre Kostelanetz and His Orchestra. Directed by Joseph Santley.

The good looks of Rita Hayworth, the pleasing voice of Tony Martin, the beautiful rhythms of Andre Kostelanetz's orchestra, and several tried comedians can't do much with the flimsy story framework they tackled in this musical effort and all their talents combined can do nothing to take the film out of the program class. It might be top-billed in the smaller nabes, but elsewhere it's for dual support. Tony Martin meets Hayworth when she misses the boat on which she was to marry Alan Mowbray. He misses the boat on which he is to be deported. Eventually, Mowbray makes the great sacrifice, hands the gal over to the singer, and adopts Martin to save him from deportation. The catchiest tune is "Punchinello," but the following are also due for popularity: "No Other Love," "The Samba," "It's a Blue World," "What a Lovely Dream," and the title song. Eric Blore and George Tobias handle the major comedy chores.

ESTIMATE: *Pleasing musical dualler.*

METRO

Balalaika (17)

FAMILY OPERETTA 102M.

Nelson Eddy, Ilona Massey, Charles Ruggles, Frank Morgan, Lionel Atwill, C. Aubrey Smith, Joyce Compton, Dailes Frantz, Walter Wolff King, Phillip Terry, Frederick Worlock, Abner Bieberman, Arthur W. Cernitz, Roland Varno, George Tobias, Paul Sutton, Willy Costello, Paul Irving, Mildred Shay, Alma Kruger. Directed by Reinhold Schunzel.

Lavishly produced and excellently orchestrated, "Balalaika" should serve as good entertainment, as well as the first starring vehicle of the voluptuous Hungarian importation, Ilona Massey. Despite the fact that Nelson Eddy's emotional performance is rather stiff, and although Massey does not match Jeanette MacDonald as a partner for the blonde baritone, the picture is big enough to get over these obstacles, has definite mass appeal, and should be sold for big receipts. Eddy is a captain of Cossacks, Massey the daughter of a Russian revolutionist. He sees her singing in a cabaret, pretends he is a student in order to meet her, and is later accepted as such by her father (Lionel Atwill) and his circle of revolutionaries. Just as she and Eddy realize they are in love, her brother is killed by a troop of Eddy's Cossacks while making an inflammatory speech to a street crowd. Massey learns her lover's true identity but warns him nevertheless not to attend the opera where she is to sing. Disregarding her warning, Eddy comes with his father, the Grand Duke (C. Aubrey Smith), who is severely wounded in an attempted assassination. Massey is arrested with a number of others, but Eddy has her released. They part and he goes to the front when the war breaks out, escapes to Paris during the Red Revolution. He and other aristocrats find work in a cabaret run by his former batman, Charlie Ruggles. As they are celebrating Christmas, dressed in all their old regalia, Massey enters and the lovers are reunited forever. Ruggles and Frank Morgan save the picture from lagging in many spots as only they can, and Eddy and Massey do all right with several Russian songs and one operatic number from "Carmen."

ESTIMATE: *Expensive production; exploit for best box-office returns.*

Gone With the Wind (Technicolor)

ADULT DRAMA 228M.

Clark Gable, Leslie Howard, Olivia de Havilland, Vivien Leigh, George Reeves, Fred Crane, Hattie McDaniels, Everett Brown, Jack Williams, Thomas Mitchell, Oscar Polk, Barbara O'Neil, Victor Jory, Evelyn Keyes, Ann Rutherford, Butterfly McQueen, Howard Hickman, Alicia Rhett, Rand Brooks, Carroll Nye, Marcella Martin, Laura Hope Crews, Harry Davenport, Leona Roberts, Jane Darwell, Albert Morin, Mary Anderson, Terry Shero, William McClain, Eddie Anderson, Jackie Moran, Cliff Edwards, Ona Munson, Ed Chandler, George Hackathorne, Roscoe Ates, John Arledge, Eric Linden, Tom Tyler, William Bakewell, Lee Phelps, Paul Hurst, Ernest Whitman, William Stelling, Louis Jean Heydt, Isabel Jewell, Robert Elliott, George Meeker, Wallis Clark, Irving Bacon, Adrian Morris, J. M. Kerrigan, Olin Howland, Yakima Canutt, Blue Washington, Ward Bond, Cammie King, Mickey Kuhn, Lillian Kemble Cooper. Produced by David O. Selznick and directed by Victor Fleming.

Margaret Mitchell's widely read novel of the old South comes to the screen as one of the greatest celluloid masterpieces in the history of motion pictures. It is an exact replica of the book down to the smallest detail and patrons will not find one disappointing moment in its projection period of 228 minutes. The players, from the top line artists to those depicting the smallest of the bit parts, are finely etched counterparts of the original characters reflecting every human emotion in the scheme of life as it was lived against the sweeping background of the Civil War, the aftermath of its destructive influence and the fading chivalry which was finally "Gone With the Wind." Clark Gable, in the role of Rhett Butler, is an exact counterpart of the cynical man of the world who found the heart of the harlot more understanding than that of his selfish dollar grabbing wife, and he rises to new heights with the greatest performance in his career. Vivien Leigh, in the role of Scarlett O'Hara, won the plaudits of a capacity critical audience composed entirely of members of the press. She painted a portrait of the passionate, cynical Scarlett with histrionic ability that should definitely make her the number one contender for the best performance by an actress on the screen to date. She is box office with a capital "B." Leslie Howard as Ashley, Olivia de Havilland, as Melanie, Hattie MacDaniel, as the old mammy servant, all give memorable performances, and Thomas Mitchell is grand as Gerald O'Hara, the father of Scarlett. Buterfly McQueen is excellent as the young, terrified negro maid, and the long list of players in minor roles are worthy of honorable mention, all necessary and contributing to a perfect whole. Not one line of dialogue is wasted in the most perfect job of casting executed by Hollywood in many a day. To Victor Fleming goes the distinction of a colossal directing chore magnificently executed, and to David O. Selznick must go the final glory of mounting every conceivable obstacle to produce his greatest contribution to the screen—and, without a doubt, the finest production in the annals of celluloid. The color photography is magnificent. camera work and art direction par excellence, the musical score a triumph in mood and tempo. This reviewer does not hesitate to state that there never has been a greater co-ordination of contributing factors so completely harnessed together for the benefit of creating a finished product second to none.

ESTIMATE: *Par excellence.*

Judge Hardy And Son (16)

FAMILY COMEDY DRAMA 90M.

Lewis Stone, Mickey Rooney, Cecilia Parker, Fay Holden, Ann Rutherford, Sara Haden, June Preisser, Maria Ouspenskaya, Henry Hull, Martha O'Driscoll, Leona Maricle, Margaret Early, George Breakston, Egon Brecher, Edna Holland, Marie Blake. Directed by George B. Seitz.

Another good member in the series of Hardy family pictures, this one deviates from the expected path and has a rather heavy dose of drama injected into it. However, the beginning and the end are sufficiently replete with adolescent Andy Hardy's antics to carry this offering out of dramatic dangers into the higher grosses. The serious interlude is occasioned by the mother, Fay Holden, who contracts pneumonia in the fourth reel, causes Stone, Rooney and Cecilia Parker to sob and resort to prayer until doctor Henry Hull pulls her through in the seventh or eighth. Maria Ouspenskaya appears in a short bit in a sub-plot difficulty which Judge Hardy irons out to the satisfaction of all concerned. Ann Rutherford again plays Mickey Rooney's really-truly girl, and this time Mickey's imaginary worries include the awesome responsibilities of marriage which seems to

be creeping up on him. Other youngsters in the cast include June Preisser, the cute blonde dancer who appeared with Rooney in "Babes in Arms," Martha O' Driscoll, and Margaret Early, who sports a southern accent. Mickey's rattletrap jaloppy which keeps disintegrating throughout the picture also furnishes him with good foil for his gags and grimaces.

ESTIMATE: *Top-ranking Hardy.*

Nick Carter, Master Detective (15)

FAMILY MELODRAMA 60M.

Walted Pidgeon, Rita Johnson, Henry Hull, Stanley C. Ridges, Donald Meek, Addison Richards, Henry Victor, Milburn Stone, Martin Kosleck, Frank Faylen, Sterling Holloway, Wally Maher, Edgar Deering. Directed by Jacques Tourneur.

Metro's first picture with the supersleuth known to millions of readers turns out to be a rattling good meller, which should fit nicely on the twin billers, thanks to a good cast, speedy direction, and plenty of action. It's a tale of spies after a military secret, with plenty of fighting, chases, etc., to satisfy the thrill fans. The wind-up is another chase, with Nick Carter apparently defeated but the police come in the nick of time, led by comedian Donald Meek, an amateur detective. All in all, this will please the kiddies and those who go for spy stories. As the first of an apparent series, it fills the bill. Walter Pidgeon is more than adequate as Nick Carter. Rita Johnson is the heroine, Stanley Ridges the heavy.

ESTIMATE: *Fast moving action meller, dualler.*

MONOGRAM

The Gentleman From Arizona

FAMILY WESTERN WITH MUSIC 71M.

(Cinecolor)

J. Farrell MacDonald, Joan Barclay, John King, Craig Reynolds, Ruthie Reece, Johnny Morris, Nora Lane, Doc Pardee, and Rex, Jr., (Horse). Directed by Earl Haley.

Here is a good western, without the formula cattle rustling, leaving the trail at intervals to show some natural color scenes of Phoenix, Arizona, and its swank hostelries. J. Farrell MacDonald is about to lose his ranch with the government threatening to foreclose for failure to pay income taxes. His only chance is to win the big race with his favorite horse. Meanwhile, the heavy enters the picture, tries to fix the race by having the horse doped, and a transient cowboy comes to the rescue with a dark horse from the MacDonald ranch, winning the big race, and the hand of the rancher's daughter. John King is a standout as the wandering cowboy and Ruthie Reece, Arizona youngster making her first screen appearance, is a winsome and talented child worth watching. Racing climax is a real thrill and the picture should prove a welcome relief from the formula black-and-white western.

ESTIMATE: *Pleasing dual supporting fare; color should help.*

PARAMOUNT

Emergency Squad (3917)

FAMILY ACTION DRAMA 57½M.

William Henry, Louise Campbell, Richard Denning, Robert Paige, Anthony Quinn, John Miljan, John Marston, Joseph Crehan. Directed by Edward Dymtryk.

A medicore "B," this is saved by some exciting action, making it suitable fare for the nabe houses and kid audiences. Richard Denning and Robert Paige are buddies on the police emergency squad, joking, quarreling, and trying to beat each other's time with pretty newspaper reporter Louise Campbell. In following up a story, Campbell unwittingly becomes a tool for crooked tunnel engineer John Miljan and racketeer Anthony Quinn. These two sabotage their own tunneling job in order to corner the construction company stock when it drops. William Henry, Denning's brother, is killed in the tunnel. Campbell discovers the plot, is trapped by the crooks in tunnel shaft about to be blown up. The two pals effect her rescue in the nick of time, and everything turns out okay. In addition, a clever police dog adds his bit to the action.

ESTIMATE: *Lower nabe dualler.*

Gulliver's Travels (3915)

FAMILY CARTOON FANTASY 77M.

Producer, Max Fleischer; director. Dave Fleischer. Screen play by Dan Gordon, Cal Howard. Ted Pierce, Izzy Sparber, Edmund Seward. Story adaptation by Edmond Seward. Based on the story by Jonathan Swift. Music and lyrics: Ralph Rainger, Leo Robin. Singing voice of Princess Gloria: Jessica Dragonette. Singing voice of Prince David: Lanny Ross. Photography, Charles Schettler. Atmospheric music by Victor Young. Directors of Animation: Seymore Kneitel, Willard Bowsky, Tom Palmer, Grim Natwick, William Henning, Roland Leffingwell, Frank Kelling, Winfield Hoskins, Orestes Calpini.

The second all-Technicolor feature cartoon must be compared with the first, "Snow White." As such it does not seem to have that certain something which caused the Walt Disney creation to be such a sensation, but, on the other hand, it is a commendable effort in every department. That it will attract the kiddies, and that it is saleable, especially as a holiday picture, is apparent. Paramount's first feature length cartoon unwinds as delightful entertainment. The story follows the original with remarkable fidelity, showing Lemuel Gulliver shipwrecked on the island of Lilliput, in a heavy sleep from his arduous adventures, where he is tied hand and foot by the frightened little people. Breaking his bonds, he discovers he has walked right into the middle of a war between Lilliput and Blefusco, caused by differences over a song to be sung at the wedding of the respective daughter and son of the rival kings. Gulliver settles the dispute by wading into the ocean and seizing the anchor lines of the invading fleet, convincing the rivals that a combination of the songs, "Faithful Forever," will make everybody happy. Star of the piece is "Gabby," the town crier and busybody who drew lots of applause and favorable comment from the preview audience. The animators have done a remarkable job. Scenes of the armies of small people on the march and the attacking fleets are excellently executed. Gulliver's Travels is a distinctive contribution in the field of the feature length cartoon, reflecting artistic genius and delightful entertainment for old and young. Audience reaction was excellent.

ESTIMATE: *Can be exploited for big returns.*

The Light that Failed

FAMILY MELODRAMA 99M.

Ronald Colman, Walter Huston, Muriel Angelus, Ida Lupino, Dudley Digges, Ernest Cossart, Ferike Boros, Pedro De Cordoba, Colin Tapley, Ronald Sinclair, Sarita Wooton, Halliwell Hobbs, Charles Irwin, Francis McDonald, George Regas, Wilfred Roberts. Directed by William Wellman.

Based on the famous Rudyard Kipling tale of the same name, this picture is splendidly executed in every detail and should bring in the more appreciative type of cinema-goer. Its one shortcoming as a mass attraction is its deficiency of love interest. However, a tenderly frustrated romance manages to worm its way in at a few spots. Ronald Colman is a colonial war correspondent with a penchant for drawing pictures while he follows the British army on their imperialistic forays into the Sudan. He receives a wound over an eye, quits correspondence work for painting, becomes a notable success. Vaguely, he proposes to his childhood sweetheart (Muriel Angelus), who is struggling to become a successful painter herself. She admires but does not love him and goes to Paris to avoid hurting him. Colman continues to paint but finds himself going blind from his old wound just as he is about to finish his masterpiece. In order to finish it before his eyes fail, he drives himself and his model (Ida Lupino) at a killing pace. Lupino hates him because he has thwarted her designs on his friend Walter Huston, and when Colman goes blind, she smears his painting beyond repair. Neither Huston nor Angelus have the heart to tell him, but he learns the truth from Lupino herself, leaves for the Sudan dashes into a cavalry charge and is killed. In the authorship of the original story, exhibitors have a wealth of exploitation possibilities, especially with bookstores and libraries.

ESTIMATE: *Sell Colman, Kipling names.*

RKO-RADIO

The Hunchback of Notre Dame (015)

ADULT DRAMA 115M.

Charles Laughton, Sir Cedric Hardwicke, Thomas Mitchell, Maureen O'Hara, Edmond O'Brien, Alan Marshall, Walter Hampden, Henry Davenport, Katherine Alexander, George Zucco, Fritz Lieber, Etienne Girardot, Helene Whitney, Mina Gambell, Arthur Hohl, Curt Bois, George Tobias, Rod La Roque, Spencer Charters, Kathryn Adams. Directed by William Dieterle.

Even more grotesquely awful than when Lon Chaney played the role of the misshapen monster of Notre Dame in the silent days (1923), this famous story of Victor Hugo has been given a tremendous production by RKO-Radio. What the effect of this terrifying subject will be on the average audience is difficult to predict. Charles Laughton's make-up, as Quasimodo, is a horrible phantasmagoria of deformity and ugliness and may be repulsive to many. However, as one of the characters in the picture observes, people are afraid of ugliness, yet crowd to get closer to see it—which may be the key to much of this picture's box-office value. The cast is studded with business-drawing names, including that of Walter Hampden, famous actor of the American stage. The story is the same as the silent version with the exception of the ending, that has been altered to permit the hunchback to live, instead of falling to his death from the cathedral. Sir Cedric Hardwicke is the high judge, who first befriends Quasimodo, later deserts him.

Thomas Mitchell is the king of thieves, to whose band belong poet Edmond O'Brien and persecuted gypsy Maureen O'Hara, whose momentary kindness to the hunchback wins her his slave-like devotion, that later saves her from death. Walter Hampden plays the part of the archbishop of Notre Dame and Henry Davenport does a good job as the king of France. In an exciting climax, thousands of extras storm the cathedral as Quasimodo hurls beams, blocks of stone, and molten lead down upon their heads. He finally repulses their attack and hurls the villainous Hardwicke from the bell tower atop Notre Dame, saving Miss O'Hara from not only death but a fate worse than death.

ESTIMATE: *Immense production, worthy of elaborate exploitation.*

Married and in Love (014)

FAMILY MELODRAMA 58M.

Alan Marshal, Barbara Read, Patric Knowles, Helen Vinson, Hattie Noel, Gerald Oliver-Smith, Frank Faylen, Carol Hughes, Mike Lally. Directed by John Farrow.

Director John Farrow and Producer Robert Sisk, both of whom have recently been upped to "A"-picture schedules, bid adieu to the comparatively low-budget field with this fairly entertaining story of love which was almost thwarted. A dualler for most situations, this can receive top billing in the smaller spots where the customers like their hearts and flowers. Doctor Alan Marshal and wife Barbara Read almost have their idyllic romance shot to bits when ex-college sweetheart Helen Vinson and Marshal get together again. Read utilizes women's wiles to win back her husband and send Vinson willingly back to Patric Knowles' waiting arms. Flashbacks are used to show how Vinson, Read, and Marshal first met.

ESTIMATE: *Program dualler; chiefly for women.*

Mexican Spitfire (016)

FAMILY COMEDY 67M.

Lupe Velez, Leon Errol, Donald Woods, Linda Hayes, Elisabeth Risdon, Cecil Kellaway, Charles Colman. Directed by Leslie Goodwins.

With fast action, snappy dialogue, and plenty of slapstick comedy, this one should garner a lot of laughs from the paying customers. The story concerns Velez, married to Donald Woods, just back from their honeymoon, with Elisabeth Risdon plotting with Linda Hayes to break up the marriage and Leon Errol planning to frustrate the scheme. Donald has a big business deal on the fire, expects Lord Epping (Leon Errol) to sign the contract. Velez comes to the office and she is introduced to the nobleman as Wood's secretary. The nobleman is invited to dinner and, fearing he might be offended if the fraud is discovered, Linda poses as the wife. My Lord fails to show, so Errol dons a wig and moustache to impersonate him. In pops the real Lord and then the fun begins. Velez is disgraced and leaves with Errol, who believes the cops are after him for the impersonation, and they go to Mexico where Velez applies for and gets a divorce. More comedy complications occur, with Errol's finally getting the signed contract for Donald, Lupe's divorce proved illegal. All ends well with plenty of cake flying in all directions. Audience reaction was good.

ESTIMATE: *Good slapstick comedy.*

REPUBLIC

Days of Jesse James (953)

FAMILY WESTERN 63M.

Roy Rogers, George Hayes, Donald Barry, Pauline Moore, Harry Woods, Arthur Loft, Wade Boteler, Ethel Wales, Scotty Beckett, Michael Worth, Glenn Strange, Olin Howland, Monte Blue, Jack Rockwell, Fred Burns. Directed by Joseph Kane.

The latest cinematic version of Jesse James' adventures provides Roy Rogers with his meatiest role to date, and the personable singing buckaroo smashes through with his stand-out performance of a meteroic oatie career. "Days of Jesse James" clicks as one of the best western films of the year, and should get above-average receipts wherever horse operas are the rule of the day. Bank detective Rogers is assigned to track down Jesse James (Donald Barry), suspected of robbing the bank in which George ("Gabby") Hayes had deposited his life savings. Hayes and Rogers team together and become friendly with Barry, discover the outlaw didn't commit the robbery, and finally pin it on bank president Arthur Loft. Barry does a corking job as Jesse James and Pauline Moore is one of the most attractive femme leads we've seen in a horse opera in a long while. Rogers gets off with a couple of songs, catchiest of which is "Echo Mountain."

ESTIMATE: *Rogers' best.*

Thou Shalt Not Kill (916)

FAMILY DRAMA 64M.

Charles Bickford, Owen Davis, Jr., Doris Day, Paul Guilfoyle, Granville Bates, Charles Waldren, Sheila Bromley, George Chandler, Charles Middleton, Emmett Vogan, Leona Roberts, Ethel May Halls, Edmund Elton, Elsie Prescott. Directed by John H. Auer.

Sombre and sordid, this offering moves at a slow pace, with little to recommend it other than some capable performances in the closing reel. Story concerns a small-town Presbyterian minister and his problem of straightening out the town's bad boy. He is about to accomplish this and set the boy right with the townspeople when he is accused of murder. The minister substitutes for a Catholic priest who is unable to attend the confession of the real murderer who thinks he is going to die. It is then within his power to save the innocent boy but he considers the laws of Catholicism which he must uphold and he refrains from breaking the case. Following an attempt on the minister's life, the real murderer comes through with a confession. Charles Bickford handles the role of the minister with exceptional finesse. Owen Davis, Jr., is fine as the bad boy, and Emmett Vogan a good district attorney. Audience reaction was fair.

ESTIMATE: *Dualler.*

20th CENTURY-FOX

Everything Happens At Night (029)

FAMILY COMEDY DRAMA 77M.

Sonja Henie, Ray Milland, Robert Cummings, Maurice Moscovich, Leonid Kinsky, Alan Dinehart, Fritz Feld, Judy Gilbert. Directed by Irving Cummings.

The Cummings boys—director Irving and actor Robert—provide the extra little something that saves Sonja Henie's latest starrer from being just another can of celluloid. Although billed below Henie and Ray Milland, actor Cummings is the center of all the comic goings-on and is good enough in that spot to make "Everything Happens At Night" one of the more pleasing offerings of the season. Cummings and Milland are rival newspaper reporters who travel to Switzerland to track down hunches that a famous pacifist is alive despite reports of his death. Both fall for Henie, the daughter of the pacifist, Maurice Moscovich. Cummings scoops Milland on the story, and the latter unscrupulously swipes it from him. As soon as the yarn breaks, the Gestapo comes along to take pot shots at Moscovich, but the two reporters help Henie and her pop escape to America (with Cummings in tow). Henie gets one opportunity to skate and she makes the most of it in a beautifully impressive setting.

ESTIMATE: *Can be sold.*

The Man Who Wouldn't Talk

FAMILY MELODRAMA 74M.

Lloyd Nolan, Jean Rogers, Richard Clarke, Mae Marsh, Joan Valerie, Douglas Wood, Onslow Stevens, Eric Blore, Irving Bacon, Paul Stanton. Directed by David Burton.

Once made (by Fox in 1929) as "The Valiant," with Paul Muni, this new version emerges as a gripping, interest-holding melodrama which will fit nicely into the duallers. It is devoid of names to sell, but filled with dramatic situations and a mystery element that can't help but satisfy. Lloyd Nolan is the man arrested for a murder. He refuses to tell who he is, but when faced by the girl who believes he is her long-lost brother, he inadvertently lets drop a clue which, followed up, leads to the solution of the mystery. The story gets back to the 1918 war period, through flashbacks, with the murdered man revealed as a German spy, a sergeant in the U. S. Army, who placed the blame on Nolan. The latter escapes, and, after 20 years, comes back to kill. Wind-up finds the murderer declared innocent. He is re-united with his sister and invalid mother. Slight is the contribution by Jean Rogers, as his sister, and by Richard Clarke, the young attorney who fights for Lloyd Nolan's life.

ESTIMATE: *Well-made dramatic dualler.*

UNIVERSAL

Charlie McCarthy, Detective

FAMILY COMEDY-MELODRAMA 78M.

Edgar Bergen, Charlie McCarthy, Mortimer Snerd, Robert Cummings, Constance Moore, John Sutton, Louis Calhern, Edgar Kennedy, Samuel S. Hinds, Harold Huber, Warren Hymer, Ray Turner. Directed by Frank Tuttle.

A fast-moving mystery thriller loaded with hokum and comedy situations this should please the Charlie McCarthy-Edgar Bergen fans. Louis Calhern, magazine publisher, who pays off a killer to get rid of his antagonists, is himself bumped off, providing the premise for the murder mystery. Reporter John Sutton, fiance of Constance Moore, is one of the suspects, and it looks like curtains for him until Bergen and his mouthpiece prove him innocent, finally pinning the crime on Robert Cummings another reporter. In the interim, there are plenty of gags mingled with melodrama resulting in plenty of belly laughs. Mortimer Snerd gets a bigger part than heretofore

and runs Charlie a close second for comedy honors. Charlie also sings for the first time on the screen and clicks with a specially written number, "I'm Charlie McCarthy, Detective." Sanity of plot is thrown to the winds with every situation being milked dry for maximum hokum and slapstick delivery. The film has been made strictly for laughs and in that category it more than fills the bill. Audience reaction was good.

ESTIMATE: *Okay for the Bergen-McCarthy fans.*

Riders of Pasco Basin (4062)

FAMILY WESTERN 56½M.

Johnny Mack Brown, Bob Baker, Fuzzy Knight, Frances Robinson, Ted Adams, Arthur Loft, Ed Cassidy, Rudy Sooter and his Californians. Directed by Ray Taylor.

Fourth of the Brown-Baker series, this holds to the high mark set by the others. How hero Johnny outwits the bad element who seek to hoodwink the ranchers with a phony dam proposition is told in a fast-moving manner, punctuated by plenty of fighting, shooting, hard riding, and a last minute cleanup on the part of the vigilantes. Neither his pal's doubts or his gal's losing faith in him deters our Johnny from his goal. Three songs help things along.

ESTIMATE: *High-rating member of the series.*

WARNERS-FN

Invisible Stripes (408)

FAMILY DRAMA 82M.

George Raft, Jane Bryan, William Holden, Humphrey Bogart, Flora Robson, Paul Kelly, Lee Patrick, Henry O'Neill, Frankie Thomas, Moroni Olsen, Margot Stevenson, Marc Lawrence, Joseph Downing, Leo Gorcey, William Haade, Tully Marshall. Directed by Lloyd Bacon.

A good cast, which includes a number of box-office names, pulls this picture away from the pitfalls inherent in its somewhat time-worn plot. Jane Bryan hasn't much to do, but does it well, and Flora Robson is splendid as the mother of Raft and Holden. The story opens as Raft is released from prison on parole. He is determined to keep to the straight and narrow, even more determined that his younger brother will not wander from it. However, he soon learns that an "ex-con" cannot escape his past. When he finally works himself up to a decent position, a mistaken accusation by the police causes him to lose it, and, when he sees his brother getting more and more discouraged, he decides to tie up with bank robbers Bogart and Kelly. Raft soon makes enough money to set his brother up in a garage, and later makes it possible for the boy to marry his long-patient sweetheart, Jane Bryan. Raft then quits the gang, but when brother Holden is involved by Bogart during a get-away, Raft has the boy clear himself by identifying members of the gang for the police. The gang gets after Raft, and in a climatic gun battle Raft, Bogart, and Kelly are killed. Leo Gorcey, one of the Dead End Kids has a small part.

ESTIMATE: *Sell names in cast for good grosses.*

MISCELLANEOUS

The Adventures of The Masked Phantom

(Equity)

FAMILY WESTERN 55M.

Monte Rawlins, Larry Mason, Betty Burgess, Dot Karroll, Sonny Lamont, George Douglas, Matty Kemp, Boots, the dog. Directed by Charles Abbott.

In the low western sphere, introducing another western name, Monte Rawlins, this may not find complaints where they aren't particular about their open-air fare. Rawlins proves that a western star needs more than a horse and a saddle, and even the presence of an alert dog doesn't help. The background is concerned with the elicit smelting of stolen gold, with resale to the government, the arrival of the masked phantom, as in days gone by when the bad 'uns ruled the area, and the eventually routing of the villainous element. There are three songs.

ESTIMATE: *Low-grade western.*

Bad Boy

(Atlas)

ADULT DRAMA 65M.

Johnny Downs, Rosalind Keith, Helen MacKellar, Spencer Williams, Jr., James Robbins, Holmes Herbert, Dick Cramer, Harry Lang. Directed by Herbert Meyer.

How Johnny Downs and Rosalind Keith got themselves mixed up with this poorly executed affair is beyond our understanding. However, to get down to the business of the day, this gangster yarn can find a market in spots which haven't access to product or as the lower half of a dualler in a backwoods situation. Downs is a talented draftsman who was destined for success in the engineering field. James Robbins leads him astray when he starts him gambling, and Rosalind Keith completes his degeneration by marrying him. In the meantime, mother Helen Mac Kellar emotes all over the screen. Keith, Downs, and Robbins try terribly hard to make something of this, but it's no go. (Not to be confused with Warners' John Garfield-Brenda Marshall picture now in production.)

ESTIMATE: *Very weak inde, sell Downs.*

FOREIGN

Il Corsaro Nero

(The Black Pirate)
(Esperia)

FAMILY MELODRAMA 96M.

Ciro Verratti, Silvana Jachino, Ada Biagini, Nerio Bernardi, Cesco Baseggio, Checco Durante, Gino Cellano. Directed by Amleto Salgari.

Based on a story by Emelio Salgari (not to be confused with "The Black Pirate" released by the United Artists in 1926, with Douglas Fairbanks, pere, starred), "Il Corsaro Nero" is good fare for foreign language houses, and particularly to those catering to Italians. With interest in other aspects than pure narrative, the picture, even to one not comprehending the language, has its action quota of sword play, running street fights, and naval encounters, with the main narrative pegs being the springing of Ada Biagini, one of the Black Pirate's (Ciro Verratti) band, captured by the authorities, and a naval encounter when the Black Pirate meets Silvana Jachino.

ESTIMATE: *For foreign-language, particularly Italian, houses.*

Doctor Antonio

(Il Dottor Antonio)
(Itala Films)

FAMILY DRAMA 103M.

Ennio Cerlesi, Maria Gambarelli, Lamberto Picasso, Tina Zucchi, Mino Doro, Margherita Bagni, Augusto de Giovanni, Romolo Costa, Luigi Pavesi, Vinicio Sofia, Claudio Ermelli. Directed by Enrico Gauzzoni.

The Italian studios, having recently sent us a rousing spectacle like "Scipione L'-Africano," follow through with another excellent high budget tale; this time built around the framework of Ruffini's account of the revolution against Ferdinand II,, King of Naples. Ennio Cerlesi, in the title role, finds his love for English Maria Gambarelli conflicting with his duty as leader of the revolution. Director Enrico Gauzzoni tops an okay job with swell megaphoning on a DeMille-like battle scene. The lack of English titles limits this for exhibition, except in Italian audience houses where it should do a land office business.

ESTIMATE: *Box-office success for Italian nabes.*

Ideal Marriage

(Matrimonio Ideale)
(Esperia)

FAMILY COMEDY DRAMA 84M.

Assia Noris, Umberto Melnati, Gino Cervi, Clara Padoa, Marisa Vernati Norma Nova, Pina De Angelis, Enzo Biliotti, Aristide Barhetti, Guglielmo Barnabo, Bianca Stagno Bellincioni. Directed by Camillo Mastrocinque.

Another of Italy's ever-improving cinema products, "Ideal Marriage" is a swiftly-paced tale which should show to good box-office advantage in spots which can use film without benefit of English titles. Assia Noris, the daughter of an aristocratic but poor family is courted by Umberto Melnati, the son of wealthy commoners. The courtship was by arrangement of the parents, but Melnati and Noris use all sorts of ruses to find out if the other's love was true. Noris, one of Italy's most popular and beautiful actresses, does a grand job. Ditto for Melnati, Gino Cervi, and Clara Padoa.

ESTIMATE: *Very good Italian import.*

Soldier's Bride

(Jaakarin Morsian)
(Werner F. Savela)

FAMILY MELODRAMA 83M.

Tuulikki Paananen, Ritva Aro. Tuli Arjo, Kullervo Kalske, Tauno Palo, Ossi Elstela, Urho Somersali, Erkki Uotila, Sasu Kaapanen.

Seeing as how the sympathy of the world is leaning heavily in favor of Finland, this Finnish war meller has loads of timeliness as a selling point, but, besides that quality, there is nothing outstanding enough to warrant selling to to other than Finnish patrons. It deals with World War conflict between the Russian Cossacks and a German regiment manned by Finns. Soldier-student Tauno Palo falls in love with Russian dancer Tuulikki Paananen. Through his love for her, he comes across the spying activities of Erkki Uotila. A smash melodramatic climax okays the show for okay Finnish returns.

ESTIMATE: *Should make dough for Finnish houses.*

Two's Company

(B. and D.)

FAMILY COMEDY 64M.

Ned Sparks, Mary Brian, Patric Knowles, Harry Holman, Gibb McLaughlin, Gordon Harker, Morton Selten. Directed by Tim Whelan.

The comedy which dominates this English importation may suffice for the other side of the pond but it falls flat for domestic audiences, thus relegating "Two's Company' to the bottom of duals where it can be played. The yarn has Mary Brian, daughter of wealthy American Harry Holman, taken to England where suitor Ned Sparks thinks he can convince her she ought to wed him, but romance, in the person of the Viscount's son, Patric Knowles, soon conquers all.

ESTIMATE: *Bottom dualler for houses which can play English product.*

(Continued on page 445)

Feature Production Number Listing, with National Release Dates

COLUMBIA

1939-1940

1007	The Amazing Mr. Williams	Nov. 23
1010	U-Boat 29	Oct. 7
1011	Beware Spooks!	Oct. 24
1013	Blondie Brings Up Baby	Nov. 9
1015	Those High Grey Walls	Sept. 21
1025	Hidden Power	Sept. 7
1026	Fugitive at Large	Dec. 7
1030	Cafe Hostess	Nov. 30
1031	Scandal Sheet	Oct. 16
1032	Miracle on Main Street	Oct. 29
1071	Lost Horizon (re-issue)	June 2
1072	The Awful Truth (re-issue)	June 16
1101	Mr. Smith Goes to Washington	Oct. 19
1201	Outpost of the Mounties	Sept. 14
1202	The Stranger From Texas	Nov. 2
1203	Blazing Six-Shooters	Jan. 4
1204	Bullets for Rustlers	
1211	Taming of the West	Dec. 7
1212	Pioneers of the Frontier	
	I Married Adventure	Jan. 22
	His Girl Friday	Jan. 18
	My Son Is Guilty	Dec. 28
	Music in My Heart	Jan. 10
	The Lone Wolf Strikes	Jan. 26
	Convicted Women	Jan. 31

METRO-GOLDWYN-MAYER

1939-1940

1	The Women	Sept. 1
2	Henry Goes Arizona	Dec. 8
3	Dancing Co-Ed	Sept. 29
4	Thunder Afloat	Sept. 15
5	Blackmail	Sept. 8
6	Fast and Furious	Oct. 6
7	Ninotchka	Nov. 3
8	Marx Bros. "At the Circus"	Oct. 20
9	Babes In Arms	Oct. 13
10	Bad Little Angel	Oct. 27
11	Remember?	Nov. 10
12	The Secret of Dr. Kildare	Nov. 24
13	Another Thin Man	Nov. 17
14	Joe and Ethel Turp Call on the President	Dec. 1
15	Nick Carter, Master Detective	Dec. 15
16	Judge Hardy and Son	Dec. 22
17	Balalaika	Dec. 29
	The Earl of Chicago	Jan. 5
	Congo Maisie	Jan. 12
	The Shop Around the Corner	Jan. 19
	Broadway Melody of 1940	Jan. 26

MONOGRAM

1938-1939

3803	Mutiny In the Big House	Oct. 25
3808	Mr. Wong at Headquarters	Sept. 25
3815	Sky Patrol	Sept. 9
3816	Danger Flight	Nov. 1
3830	Raiders Over England (two reels)	Nov. 15
3831	Fight for Peace	Sept. 30
3856	Oklahoma Terror	Oct. 25
3857	Overland Mail	Oct. 31

1939-1940

3901	Rip Van Winkle	
3919	Heroes in Blue	Nov. 7
3923	The Phantom Strikes	Nov. 15
3936	Crashing Through	Oct. 1
3937	Fighting Mad	Nov. 5
3938	Yukon Flight	Dec. 5
3939	Danger Ahead	Jan. 10
3951	Roll, Wagons, Roll	Nov. 25
3952	West-Bound Stage	Dec. 15
3959	The Pioneers	
3960	The Prairie	
3961	Pioneer Days	Jan. 25
	Riders of Destiny (re-issue)	Oct. 20
	Sagebrush Trail (re-issue)	Oct. 20
	West of the Divide (re-issue)	Dec. 10
	Lucky Texan (re-issue)	Dec. 10
	The Secret Four (Four Just Men)	Dec. 25
	The Gentleman From Arizona	Dec. 15

PARAMOUNT

1939-1940

3901	Death of a Champion	Sept. 1
3902	Beau Geste	Sept. 15
3903	$1,000 a Touchdown	Sept. 22
3904	Honeymoon In Bali	Sept. 29
3905	What a Life!	Oct. 6
3906	Jamaica Inn	Oct. 13
3907	Television Spy	Oct. 20
3908	Disputed Passage	Oct. 27
3909	The Cat and the Canary	Nov. 10
3910	Rulers of the Sea	Nov. 17
3911	Our Neighbors, the Carters	Nov. 24
3912	The Night of Nights	Dec. 1
3913	The Llano Kid	Dec. 8
3914	All Women Have Secrets	Dec. 15
3915	Gulliver's Travels	Dec. 22
3916	The Great Victor Herbert	Dec. 29
3917	Emergency Squad	Jan. 5
3918	Geronimo!	Jan. 12
3919	Remember the Night	Jan. 19
3954	Range War	Sept. 8
3955	Law of the Pampas	Nov. 3
3956	Santa Fe Marshal	Jan. 26
	The Light That Failed	Feb. 2
	Typhoon	Feb. 9
	Parole Fixer	Feb. 16
	The Sidewalks of London	Feb. 23
	Seventeen	Mar. 1
	Adventure in Diamonds	Mar. 8
	Women Without Names	Mar. 15
	The Road to Singapore	Mar. 22
	Knights of the Range	Mar. 29
	The Farmer's Daughter	Apr. 5
	Dr. Cyclops	Apr. 12
	French Without Tears	Apr. 19
	Opened By Mistake	Apr. 26
	Buck Benny Rides Again	May 3

PRODUCERS DISTRIBUTORS

	Hitler—Beast of Berlin	Oct. 15
	Torture Ship	Nov. 1
	Buried Alive	Nov. 15
	Gold Star Mothers	Nov. 25
	Invisible Killer	Dec. 1

RKO-RADIO

1938-1939

934	Fifth Avenue Girl	Sept. 22
935	Conspiracy	Sept. 1
945	Escape to Paradise	Dec. 22
946	Everything's on Ice	Oct. 6
986	The Fighting Gringo	Sept. 8

1939-1940

001	Nurse Edith Cavell	Sept. 29
002	The Day the Bookies Wept	Sept. 15
003	Full Confession	Sept. 8
004	Three Sons	Oct. 13
005	Meet Dr. Christian	Nov. 17
006	Allegheny Uprising	Nov. 10
007	Vigil in the Night	
008	Reno	Dec. 1
009	Abe Lincoln in Illinois	
010	The Flying Deuces	Nov. 3
011	That's Right, You're Wrong	Nov. 24
012	Sued for Libel	Oct. 27
013	Two Thoroughbreds	Dec. 8
014	Married and in Love	Jan. 19
015	The Hunchback of Notre Dame	Dec. 29
016	Mexican Spitfire	Jan. 12
019	Swiss Family Robinson	Jan. 26
061	Queen of Destiny	
081	Marshal of Mesa City	Nov. 3
082	Legion of the Lawless	Jan. 5

REPUBLIC

1938-1939

848	Rovin' Tumbleweeds	Nov. 16
857	Wall Street Cowboy	Sept. 6

1939-1940

905	Main Street Lawyer	Nov. 3
911	Flight at Midnight	Aug. 28
912	Calling All Marines	Sept. 21
913	Sabotage	Oct. 13
914	Jeepers Creepers	Oct. 27
915	The Covered Trailer	Nov. 10
917	Money to Burn	Jan. 4
916	Thou Shalt Not Kill	Dec. 27
941	South of the Border	Dec. 15
951	The Arizona Kid	Sept. 29
952	Saga of Death Valley	Nov. 22
953	Days of Jesse James	Dec. 22
961	The Kansas Terrors	Oct. 6
962	Cowboys From Texas	Nov. 29
963	Heroes of the Saddle	Jan. 12

20th CENTURY-FOX

1939-1940

001	Elsa Maxwell's Hotel for Women	Aug. 4
002	Chicken Wagon Family	Aug. 11
003	Stanley and Livingstone	Aug. 18
004	The Jones Family in Quick Millions	Aug. 25
004	Quick Millions	Aug. 25
005	The Adventures of Sherlock Holmes	Sept. 1
006	Charlie Chan at Treasure Island	Sept. 8
007	Hollywood Cavalcade	Oct. 13
008	Stop, Look and Love	Sept. 22
009	Here I Am, a Stranger	Sept. 29
010	The Escape	Oct. 6
011	The Rains Came	Sept. 15
012	The Cisco Kid and the Lady	Dec. 29
013	20,000 Men a Year	Oct. 27
014	Pack Up Your Troubles	Oct. 20
015	Drums Along the Mohawk	Nov. 10
016	Too Busy to Work	Nov. 17
017	Swanee River	Jan. 5
018	Shipyard Sally	Oct. 20
019	Heaven With a Barbed Wire Fence	Nov. 3
020	Day-Time Wife	Nov. 24
021	Charlie Chan in City In Darkness	Dec. 1
022	Inspector Hornleigh on Holiday	Dec. 1
023	He Married His Wife	Jan. 19
024	The Honeymoon's Over	Dec. 15
025	The Bluebird	
026	Barricade	Dec. 8
027	The City of Chance	Jan. 12
028	High School	Jan. 26
029	Everything Happens at Night	Dec. 22
061	The Road to Glory (re-issue)	Oct. 13
062	The First World War (re-issue)	Oct. 27

UNITED ARTISTS

1939-1940

CHAPLIN

	Production No. 6	

GOLDWYN

	They Shall Have Music	Aug. 18
	The Real Glory	Sept. 29
	Raffles	Dec. 29

KORDA

	The Four Feathers	Aug. 4
	The Lion Has Wings	
	The Thief of Bagdad	
	Over the Moon	

ROACH

	The Housekeeper's Daughter	Oct. 26
	1,000,000 B. C.	
	A Chump at Oxford	
	Of Mice and Men	
	Two's Company	

SELZNICK

	Intermezzo, a Love Story	Sept. 22
	Rebecca	Jan. 19

SMALL

	The Man in the Iron Mask	Aug. 11

WANGER

	Winter Carnival	July 28
	Eternally Yours	Oct. 12
	Slightly Honorable	Dec. 22
	House Across the Bay	

UNIVERSAL

1938-1939

3002	First Love	Nov. 10

1939-1940

4010	The Under-Pup	Sept. 1
4012	Tower of London	Nov. 17
4014	Rio	Sept. 29
4016	The Big Guy	Nov. 24
4017	Two Bright Boys	Sept. 15
4019	Little Accident	Oct. 27
4020	Call a Messenger	Nov. 3
4024	Hawaiian Nights	Sept. 8
4026	Laugh It Off	Dec. 1
4027	The Witness Vanishes	Sept. 22
4028	Missing Evidence	Dec. 15
4030	One Hour to Live	Nov. 10
4035	Hero for a Day	Oct. 6
4044	The Mikado	Sept. 8
4051	Mutiny on the Blackhawk	Sept. 1
4052	Tropic Fury	Oct. 13
4053	Legion of Lost Fliers	Nov. 3
4054	Man From Montreal	Dec. 8
4058	Desperate Trails	Sept. 8
4059	Oklahoma Frontier	Oct. 20
4060	Chip of the Flying U	Nov. 24
4061	West of Carson City	Jan. 19
4062	Riders of Pasco Basin	Apr. 5
4071	My Man Godfrey (re-issue)	June 2
4072	The Old Dark House (re-issue)	June 2
4073	All Quiet on the Western Front (re-issue)	Sept. 29
4074	The Road Back (re-issue)	Nov. 3
	Destry Rides Again	Dec. 29
	The Invisible Man Returns	Jan. 12
	Green Hell	Jan. 26
	Charlie McCarthy, Detective	Dec. 22
	Framed	
	Oh, Johnny, Oh!	Jan. 5

WARNERS-FIRST NATIONAL

1939-1940

WARNERS

402	The Private Lives of Elizabeth and Essex	Nov. 11
403	The Roaring Twenties	Oct. 28
408	Invisible Stripes	Dec. 30
411	Kid Nightingale	Nov. 4
413	The Dead End Kids on Dress Parade	Nov. 18
415	A Child Is Born	Jan. 6
416	British Intelligence	Jan. 20
418	Pride of the Blue Grass	Oct. 7
419	Nancy Drew and the Hidden Staircase	Sept. 9

FIRST NATIONAL

451	The Fighting 69th	Jan. 27
452	The Old Maid	Sept. 2
453	Four Wives	Dec. 25
458	We Are Not Alone	Nov. 25
461	Dust Be My Destiny	Sept. 16
462	Espionage Agent	Sept. 30
463	On Your Toes	Oct. 14
464	The Return of Dr. X	Dec. 2
469	No Place to Go	Sept. 23
470	Smashing the Money Ring	Oct. 21
471	Private Detective	Dec. 9
481	The Mad Empress	Dec. 16
	John Wayne Re-Issues	
491	Ride 'Em Cowboy	
492	The Big Stampede	
493	The Telegraph Trail	
494	Haunted Gold	
495	Somewhere in Sonora	
496	The Man From Monterey	
	Brother Rat and the Baby	Jan. 13

THE SHORTS PARADE

TWO-REEL

Comedy

OOH LA LA. Universal—Comedy Reissue. 19m. Old 1918 A.E.F. shenanigans evidently are considered worthy of reissuing today by Universal. This is one of an old series featuring lugubrious Slim Summerville and apoplectic Harry Gribbon as bugler and top sergeant, respectively, of a U. S. regiment in France. Many spots are still funny, but because censor requirements are stricter today than when this series first appeared, much of the gag material is lost. The story follows the familiar theme of the bugler-sergeant feud with Slim stealing Sargie's girl. FAIR. (6567). D. O.

THREE SAPPY PEOPLE. Columbia—Comedy. 18½. In just about the wackiest of the Three Stooges efforts for Columbia, Moe, Larry, and Curly resort to the old-fashioned pie-tossing (cream puffs substitute for pies) slapstick technique and emerge with their best laugh-provoking job to date. The Stooges masquerade as three psychiatrists an draise havoc when they visit the home of a wealthy man to attempt a cure on his light-witted wife. Comes the dinner and come the cream puffs. EXCELLENT. (1403). L. S. M.

WE WE MARIE. Universal—Comedy Re-issue. 20m. This is the other short taken from the Slim Summerville war comedy series which Universal has released for a war conscious public. With Slim Summerville and Harry Gribbon is Pauline Garon as the French lass who causes all the trouble between the two soldiers. Here again though, the necessity of meeting present-day censor resuirements has forced the deletion of some of the better gags, including the tag line. Many of the situations are still amusing however. FAIR. (6887). D. O.

Color Dramatic

OLD HICKORY. Vitaphone—Technicolor Production. 17m. After seeing several of Warners' Technicolor historical two-reelers, one finds himself running mighty short of superlatives. It's easy enough to wax eloquent over these subjects, but it gets downright repetitious. Suffice to say, then, that "Old Hickory" is as good as its predecessors, and that places it smack on the top of the shorts pile. It's a hunk of celluloid that can be sold as big as the accompanying full-length picture. Hugh Sothern portrays the homespun Andrew Jackson, and Victor Kilian does well as the president's backwoods buddy. The story here deals with the problem facing Jackson when North Carolina, his home state, threatened secession from the Union, and how "Old Hickory" solved it. Lewis Seiler's fine directional touch is felt throughout. Others in the cast include Nana Bryant, Frank Wilcox, and Irving Pichel. EXCELLENT. (5003). L. S. M.

Dramatic

CRISIS IN THE PACIFIC. RKO-Radio—The March of Time, No. 5. 17m. Falling short of the usual MOT peak standard, "Crisis in the Pacific" is, nevertheless, an interesting study of an important phase in international affairs which has been pushed to the background because of the European conflict. After showing the progress of Japan's expensive conquest of China, the film moves on to the United States' naval base in Guam. Victor Jurgens' camera peeks into every corner of the Navy-ruled American possession while the commentator points out the strategic value of the island. The first part of the subject is tops, but it slowly boils down to what amounts to a travelogue. Its timeliness is unquestioned. GOOD. (03105). L. S. M.

Musical

SNOW FOLLIES. Universal. 18m. The Franchonettes, Lillian Roth, Bruce Holden, and several specialty acts are featured in this pot pourri of vaudeville numbers. Roth sings "Sing You Sinners," an old number, and does a creditable job of it, but the other acts fall into the medicore class. Morrell Sisters and Billy, a skating act; the King Sisters, rhythm singers; and Lola Jensen, dancer, are among the other specialties offered. FAIR. (4224). D. O.

ONE-REEL

Color Cartoon

THE BLUE DANUBE. Metro—Cartoon. 7m. Again a superb number, this uses the famous "Blue Danube" as a musical background for some artistic shots of the river, showing how it gets its blue, amidst a general collection of cherubs, fairies, animals, etc. In the artistic vein throughout, it is a worthy addition to any program. EXCELLENT. (W-891). H. M.

SCREWBALL FOOTBALL. Vitaphone-Merrie Melody. 7m. Screwball football, or how not to play the game, demonstrated in a not-up-to-the-standard Schlesinger entry. Some gags will get laughs, but generally this burlesque of some standard bits of any football classic doesn't always ring the bell. FAIR. (5308). H. M.

THE FIRST ROBIN. 20th Century-Fox—Terry Toon. 7m. Despite the efforts of the cat to trick the three little robins, they are too smart for him and, with the aid of their parents, manage to outwit him every time. The Technicolor is pretty to see, but the gags none too good. FAIR. (0555). H. M.

Cartoon

THE FILM FAN. Vitaphone-Looney Tune. 7m. Porky attends the screening of a new picture, and the burlesque of the newsreel, trailers, etc., provides some humorous moments. FAIR. (5606). H. M.

THE ICE POND. 20th Century-Fox-Terry Toon. 7m. The wolf almost gets the five little bunnies skating on the ice, but the fat pig, who wasn't good at skating, comes to the rescue. This is all done in this series' uninspired manner. FAIR. (0506). H. M.

MILLIONAIRE HOBO. Columbia—Phantasy 6½m. A lazy hobo imagines all the things he would do if he had a million dollars. Along comes a messenger with a telegram saying he has inherited a million cats. Hobo doesn't notice word "cat," proceeds to spend non-existent money. Execution is poor. BAD. (1702). D. O.

Dramatic

FORGOTTEN VICTORY. Metro—Passing Parade. 9m. This tells the story of Mark Carlton, a man who helped save the farmers of America by introducing banka wheat to the industry, how, when the manufacturers refused to put in new machinery to mill it, he became a failure, but when the banka wheat proved to be able to ward off a blight, his idea was proved a success. By that time, however, he had gone elsewhere and died an unknown. EXCELLENT. (K-121). H. M.

SERUM TO WINDHAM. Public Health Education Division, New York State Department of Health, Albany. 9m. Working on the premise that every case of pneumonia is an emergency, the New York State Department of Health sponsored and produced this dramatic enactment of the various public agencies that combined to save the life of a youth stricken with a rare type pneumonia. Police teletype systems are used to request the proper serum from a Manhattan laboratory; New York City police rush the serum to the railroad; state police take it to the isolated mountain home of the ailing person; and the country doctor does the rest. Here is something worthwhile showing as a public service. It's interesting throughout although the production isn't up to the highest Hollywood short-subjects standards. GOOD. L. S. M.

Musical

"HERE'S HAL," HAL KEMP AND HIS ORCHESTRA IN. Paramount—Headliner. 10m. Having topped the field last year, Hal Kemp puts in a serious bid for a repeat with this definitely superior 10 minutes of soothing rhythms. Bob Allen vocalizes "Vagabond Dreams," the opening tune; the band follows with a catchy version of "In an Eighteenth Century Drawing Room"; the Smoothies give out a swingy jamboree on "In the Shade of the Old Apple Tree"; and the orchestra writes finis to a corking short with "Swampfire." Credit for making this a top-notcher must also go to the cameraman who played all the angles. EXCELLENT. (A9-4). L. S. M.

Color Novelty

MECHANIX ILLUSTRATED, No. 20. Vitaphone—Color Parade. 9m. Seen in darn good Technicolor are the following varied and interesting subjects, which when put together, make a good short: manufacturing chocolate-covered ice cream pops (Good Humors); the modern

Highlight Shorts

TWO REEL

DRAMATIC

Newsfronts of War-1940 — March of Time, No. 4-RKO.

COLOR MUSICAL

The Royal Rodeo—Vitaphone.

SERIAL

Zorro's Fighting Legion—Republic.

ONE REEL

COLOR CARTOON

Peace on Earth—Metro.

MISCELLANEOUS

Home of Today—FHA.
With These Weapons—ASHA.

COLOR MUSICAL

Moments of Charm of 1940—Paramount.

MUSICAL

Artie Shaw and Orchestra—Vitaphone.
Stephen Foster Songs-Community Sing No. 4—Columbia.
William Tell—Paramount.

NOVELTY

Information Please, No. 4—RKO
Valley of 10,000 Smokes—20th Century-Fox.
Sky Fighters—20th Century-Fox.
The West Wall—RKO.

SPORT

American Saddle Horses—RKO.
Ski Birds—Metro.
Winter Playground—RKO.

COLOR TRAVEL

Quaint Saint Augustine—Metro.

method of gold mining; the shining apparatus of the Manhattan fireboats; and the mixing of oil paints. John Deering does an okay job with the commentary. GOOD. (5403). L. S. M.

UNUSUAL OCCUPATIONS, No. 2. Paramount. 10m. In one of the better Cinecolor jobs to date, this short shows a traveling Minnesota dentist; a man and wife who paint by using the colored sands of the desert; a dairy farm in the heart of London; the members of the Amish sect living near Lancaster, Pennsylvania; and Charley Ruggles' dog kennels. It's a subject well worth playing time. GOOD. (L9-2). L. S. M.

Novelty

OUTDOOR PARTIES. Columbia—Screen Snapshots, No. 3. 10m. Harriet Parsons attends a number of outdoor parties given by Leo Carrillo, Smiley Burnette, Osa Johnson, and Pat Ellis respectively. Many currently popular stars put in a brief appearance, including Robert Young, Roy Rogers, Allan Jones, and Hugh Herbert. Movie fans will like it. GOOD. (1853). D. O.

STRANGER THAN FICTION, No. 69. Universal. 9m. A seven-foot military student in South Carolina; an odd hermit in Voorheesville, New York; a new kind of rubber film in Akron, Ohio; pumpkin in molds in Ohio; a rooster which eats in a different way, in North Carolina, are described. GOOD. (4374), H. M.

STRANGER THAN FICTION, No. 70. Universal. 9m. A Philadelphia pants presser, who built a miniature bridge; raising alligators as pets; the largest tree in Louisiana; a champion bubble blower in California; a novel tomato picker down South, are among the topics offered. GOOD. (4375). H. M.

STRANGER THAN FICTION, No. 71. Universal. 9m. A Cleveland man shows how boats are placed in bottles; a Montreal man collects watches; cutting grass in Texas waters; painting pictures on spider's webs in Alabama; a dog who helps change tires in Culver City are described. GOOD. (4376). H. M.

Sport

BIRTH OF A CHAMPION. Fistic Films. 14m. This is the hitherto unreleased camera record of the championship fight at Toledo in 1919, in which Dempsey floored towering Jess Willard seven times in the first round and won the crown when Willard was unable to continue the battle at the beginning of the fourth. Narration is by Ford Bond. Following account of main fight, subject contains brief highlights from Dempsey's later ring engagements. Fight fans will find it good. GOOD. G. D. B.

JUDO EXPERTS. Paramount—Sportlight. 10m. Very interesting, with Ted Husing narrating, as Perigard, an expert, explains various tricks, by slow motion, of jiu jitsu. It makes a novel and instructive reel. GOOD. (R 9-6).

SKY GAME. RKO-Radio—Sportscope. 10m. One of the most unusual reels dealing with a pretty much overworked subject matter, "Sky Birds" tackles the filming of wild duck hunting from a new agle, the result being a one-reel honey. The camera first studies the care given migratory birds during the winter months at Avery Island in Southern Louisiana. The art of bagging the bird is portrayed perfectly by two champion marksmen and two champion retrieving dogs. EXCELLENT. (04305). L. S. M.

Trailer

'TWAS THE NIGHT BEFORE XMAS. Metro. 4m. The annual Christmas trailer, furnished free to theatres, with the Hardy family, the ending is particularly clever in that the Hardy family credits the audience for its being on the screen. This winds up with the usual good wishes of Metro, employees, stars and the management of the theatre. EXCELLENT. J.

Color Travel

CHILE. Paramount—Color Cruise. 10m. A typical travelogue of a South American country, this is handicapped by a few sequences with poor Cinecolor and a running commentary that was indistinguishable most of the time. BAD. (K9-3). L. S. M.

Travel

GOING PLACES, No. 69. Universal. 8m. Saint Thomas, most attractive of the Virgin Islands, is put through its paces and comes through as an interesting travel piece. The island used to belong to Denmark and many marks of old Scandinavian origin are still left, including a couple of cute blondes. GOOD. (4354). D. O.

GOING PLACES, No. 70. Universal. 8m. Split into two chips, this issue of Going Places wanders off the beaten travelogue track and provides grand entertainment despite the fact that it just misses receiving top classification. The first part is devoted to an exciting study of the methods used to restock our coastal waters with terrapin. The Island of Saint John, in the Virgin Islands, provides the setting for the second portion of the subject. GOOD. (4355). L. S. M.

GOING PLACES, No. 71. Universal. 9m. A visit to a tropical jungle brings forth anteaters, sloths, and many other kinds of animals which one does not usually see in our section of the country. This is especially good for educational tie-ups. GOOD. (4356).

LAST MINUTE UNITED ARTISTS

Raffles

(Goldwyn) — FAMILY COMEDY-DRAMA 71M.

David Niven, Olivia de Havilland, Dame May Whitty, Dudley Digges, Douglas Walton, Lionel Pape, E. E. Clive, Peter Godfrey, Margaret Seddon, Gilbert Emery, Hilda Plowright, Vesey O'Davoren, George Cathrey, Keith Hitchcock. Directed by Sam Wood.

This, the same old Raffles story with new faces in the principal roles, is a carbon copy of the story which starred Ronald Colman in 1930. David Niven comes to the fore with his best screen characterization and Olivia de Davilland adds something new to the heart interest. Niven's ability as a star cricketer places him high in society, beyond suspicion. He decides to reform after meeting Olivia. When the brother of his new love gets into trouble and needs money, Niven lifts the family necklace from another sneak thief, finally returning it for the reward for the brother's financial aid. The girl realizes that David did it to save her brother from disgrace and she helps him escape from the law. Audience reaction was fair.

ESTIMATE: *Light meller.*

Foreign

(*Continued from page 442*)

White Savage

(Uncivilized) — ADULT DRAMA 72M.

(Box-Office Attractions)

Dennis Hoey, Margot Rhys, Ashton Jarry, Marcel Marnay, Kenneth Brampton, Victor Fitzherbert, E. Gilburt Howell, Aboriginals from the Cape York Peninsula in Northern Australia. Directed by Charles Chauvel.

With five minutes deleted, "Uncivilized" (see 1st December, 1937, issue: Blue Section, page 50) returns under a new title, "White Savage," but the same yarn: aboriginals and their uncivilized ways, and a white girl the object of their savage love.

ESTIMATE: *Dualler but can be exploited to advantage.*

Alphabetical Guide

(*Continued from page 446*)

RIDERS OF BLACK RIVER—54m.—Columbia....385
RIDERS OF PASCO BASIN—56½m.—Universal....442
RIDERS OF THE SAGE—56m.—Metropolitan....402
RIDIN' FOOL, THE—58m.—Metropolitan....402
RIO—77m.—Universal....393
ROAD BACK, THE—79m.—Universal ("The Outspoken Version")....417
ROAD TO GLORY, THE—101m.—20th Century-Fox (re-issue)....401
ROARING TWENTIES, THE—106m.—Warners....409
ROLL WAGON ROLL—54m.—Monogram....431
ROVIN' TUMBLEWEEDS—64m.—Republic....424
ROYAL DIVORCE—82½m.—Imperial....394
RULERS OF THE SEA—97m.—Paramount....385

S

SABOTAGE—69m.—Republic....400
SAGA OF DEATH VALLEY—58m.—Republic....424
SCANDAL SHEET—67m.—Columbia....407
SCIPIO AFRICANUS MAJOR—see Scipione l'Africano
SCIPIONE L'AFRICANO (Scipio Africanus Major)—115m.—Esperia....394
SECOND BUREAU—66m.—Film Alliance of U. S. 410
SECRET FOUR, THE (The Four Just Men)—79m.—Monogram....431
SECRET OF DR. KILDARE, THE—82m.—Metro....423
SEVENTEEN—78m.—Paramount....408
SHE GOES TO WAR—55m.—Mitchell Leichter....417
SHIPYARD SALLY—79m.—20th Century-Fox....401
SHORS—92m.—Amkino....425
SIGNOR MAX, IL—see Mr. Max.
SIXTY GLORIOUS YEARS—see Queen of Destiny.
SKY PATROL—61m.—Monogram....385
SMASHING THE MONEY RING—57m.—Warners....409
SMUGGLED CARGO—62m.—Republic....380
SOLDIER'S BRIDE (Jaakarin Morsian)—83m.—Werner F. Savela....442
SONGS AND SADDLES—65m.—Monogram....235
SONG OF THE STREET—77m.—Mayer-Burstyn....381
SORPRESE DI UN MATRIMONION, LE—see The Surprises of Matrimony.
SOUTH OF THE BORDER—71m.—Republic....432
SQUADRON BIANCO, LO (The White Squadron)—98m.—Esperia....425
STANLEY AND LIVINGSTONE—101m.—20th Century-Fox....354
STOP, LOOK AND LOVE—57m.—20th Century-Fox 380
STRAIGHT SHOOTER—60m.—Victory....418
STRANGER FROM TEXAS, THE—54m.—Columbia 431
SUED FOR LIBEL—66m.—RKO-Radio....400
SURPRISES OF MATRIMONY, THE (Le Sorprese di un Matrimonion)—118m.—Columba....410

T

TAMING OF THE WEST—54m.—Columbia....399
TELEVISION SPY—59m.—Paramount....400
TELL YOUR CHILDREN—see The Burning Question
TEN NIGHTS IN A BARROOM—61m.—B&M Pictures....418
THAT'S RIGHT, YOU'RE WRONG—95m.—RKO-Radio....424
THAT THEY MAY LIVE—73m.—Mayer-Burstyn....410
THESE GLAMOUR GIRLS—78m.—Metro....379
tures....418
THEY SHALL HAVE MUSIC—101m.—United Artists 354
THEY WENT TO WAR (Let's Pretend We're Sweethearts; Flirting With Death)—68m.—Imperial..321
THOSE HIGH GREY WALLS—82m.—Columbia....391
THOU SHALT NOT KILL—64m.—Republic....441
THREE SONS—72m.—RKO-Radio....392
THUNDER AFLOAT—94m.—Metro....391
THUNDER OVER PARIS—82m.—Transatlantic....425
TORPEDOED (Our Fighting Navy)—75m.—Film Alliance of U. S....387
TORTURE SHIP—62m.—Producers Pictures....409
TOWER OF LONDON—92m.—Universal....424
TREACHERY ON THE HIGH SEAS—68m.—Times 394
TRIGGER FINGERS—53m.—Victory....381
TROPIC FURY—62½m.—Universal....370
20,000 MEN A YEAR—83m.—20th Century-Fox..409
TWO BRIGHT BOYS—70¼m.—Universal....387
TWO'S COMPANY—64m.—B. & D....442
TWO THOROUGHBREDS—62m.—RKO-Radio....432

U

U-BOAT 29—79m.—Columbia....391
UNCIVILIZED—see White Savage
UNDER-PUP, THE—88m.—Universal....380

W

WALL STREET COWBOY—66m.—Republic....386
WE ARE NOT ALONE—112m.—Warners....417
WEST OF CARSON CITY—55m.—Universal....424
WHAT A LIFE!—79m.—Paramount....385
WHITE SAVAGE (Uncivilized)—72m.—Box-Office Attractions....445
WHITE SQUADRON, THE—see Lo Squadrone Bianco
WHY THIS WAR?—81m.—Samuel Cummings....409
WINTER CARNIVAL—91m.—United Artists....354
WITNESS VANISHES, THE—66m.—Universal....393
WOMEN, THE—134m.—Metro....379

Y

YUKON FLIGHT—57m.—Monogram....431

ALPHABETICAL GUIDE TO 243 FEATURES

Reviewed since August 1, 1939

A

ADVENTURES OF THE MASKED PHANTOM, THE—55m.—Equity ... 442
ADVENTURES OF SHERLOCK HOLMES, THE—82m.—20th Century-Fox ... 380
AFFAIR LAFONT, THE (Conflict)—84m.—Trans-Atlantic Films ... 402
ALL QUIET ON THE WESTERN FRONT—93m.—Universal (revised and re-issued) ... 392
ALL WOMEN HAVE SECRETS—67m.—Paramount ... 437
ALLEGHENY UPRISING—78m.—RKO-Radio ... 408
ALLERGI MASNADIERI (The Make-Believe Pirates)—72m.—Americo Pullini ... 402
ALPINE PASSION (Amore sulle Alpi) — 74m. — Esperia ... 418
AMAZING MR. WILLIAMS, THE—84m.—Columbia 423
AMORE SULLE ALPI—see Alpine Passion.
ANOTHER THIN MAN—102m.—Metro ... 423
ARIA DEL CONTINENTE, L'—see The Continental Way
ARIZONA KID, THE—61m.—Republic ... 400
AWFUL TRUTH, THE—92m.—Columbia (re-issue) 29

B

BABES IN ARMS—94m.—Metro ... 391
BAD BOY—65m.—Atlas ... 442
BAD LITTLE ANGEL—72m.—Metro ... 407
BALALAIKA—102m.—Metro ... 439
BARRICADE—71m.—20th Century-Fox ... 429
BEASTS OF BERLIN—see Goose Step
BEAU GESTE—114m.—Paramount ... 353
BETRAYAL—80m.—World ... 393
BEWARE SPOOKS—68m.—Columbia ... 407
BIG GUY, THE—78m.—Universal ... 433
BLACKMAIL—81m.—Metro ... 385
BLACK PIRATE, THE—see Il Corsaro Nero
BLONDIE BRINGS UP BABY—69m.—Columbia ... 415
BOMBS OVER LONDON—78m.—Film Alliance ... 387
BRIVELE DER MAMEN, A (A Letter to Your Mother)—104m.—Sphinx ... 393
BURIED ALIVE—71m.—Producers ... 432
BURNING QUESTION, THE (Tell Your Children)—62m.—G. & H. Productions ... 433

C

CAFE HOSTESS—62m.—Columbia ... 431
CALL A MESSENGER—65m.—Universal ... 392
CALLING ALL MARINES—66m.—Republic ... 386
CAT AND THE CANARY, THE—74m.—Paramount 399
CHARLIE CHAN IN (AT or WITH)—20th Century-Fox—
CITY IN DARKNESS—74m. ... 408
TREASURE ISLAND—74m. ... 370
CHARLIE McCARTHY, DETECTIVE — 78m.—Universal ... 441
CHICKEN WAGON FAMILY—64m.—20th Century-Fox ... 362
CHILD IS BORN, A—79m.—Warners ... 363
CHILDREN OF THE WILD—57m.—Grand National 266
CHIP OF THE FLYING U—55m.—Universal ... 416
CISCO KID AND THE LADY, THE—73m.—20th Century-Fox ... 432
CONFLICT—see The Affair Lafont.
CONQUESTS OF PETER THE GREAT, THE—96m.—Amkino ... 387
CONTINENTAL WAY, THE (L'Aria del Continente)—82m.—Esperia ... 425
CORSARO NERO, IL (The Black Pirate)—96m.—Esperia ... 442
COWBOYS FROM TEXAS—57m.—Republic ... 432
CRASHING THROUGH—55m.—Monogram ... 391

D

DANCING CO-ED—84m.—Metro ... 391
DANGER FLIGHT—61m.—Monogram ... 415
DAYS OF JESSE JAMES—63m.—Republic ... 441
DAY THE BOOKIES WEPT, THE—64m.—RKO ... 381
DAY-TIME WIFE—72m.—20th Century-Fox ... 424
DEAD END KIDS ON DRESS PARADE, THE—62m.—Warners ... 417
DEATH OF A CHAMPION—67m.—Paramount ... 379
DEMON BARBER OF FLEET STREET, THE—67m.—Select Attractions ... 381
DESPERATE TRAILS—58m.—Universal ... 380
DESTRY RIDES AGAIN—94m.—Universal ... 433
DEVIL IS AN EMPRESS, THE (Le Jouer d'Echees)—75m.—Columbia ... 434
DISPUTED PASSAGE—91m.—Paramount ... 391
DOCTOR ANTONIO (Il Dottor Antonio)—103m.—Itala Films ... 442
DOTTER ANTONIO, IL—see Doctor Antonio
DRUMS ALONG THE MOHAWK—103m.—20th Century-Fox ... 408
DUST BE MY DESTINY—88m.—Warners ... 370

E

ELSA MAXWELL'S HOTEL FOR WOMEN—83m.—20th Century-Fox ... 362
EMERGENCY SQUAD—57½m.—Paramount ... 440
END OF THE DAY, THE (Fin du Jour)—95m.—Juno Films ... 387
ESCAPE, THE—58m.—20th Century-Fox ... 380
ESCAPE TO PARADISE—60m.—RKO-Radio ... 432
ESPIONAGE AGENT—83m.—Warners ... 393
ETERNALLY YOURS—91m.—United Artists ... 401
EVERYBODY'S HOBBY—54m.—Warners ... 387
EVERYTHING HAPPENS AT NIGHT—77m.—20th Century-Fox ... 441
EVERYTHING'S ON ICE—66m.—RKO-Radio ... 386

F

FAST AND FURIOUS—73m.—Metro ... 399
FIFTH AVENUE GIRL (My Fifth Avenue Girl)—88m.—RKO-Radio ... 370
FIGHT FOR PEACE—65m. — Monogram (formerly Warwick) ... 125
FIGHTING GRINGO, THE—59m.—RKO-Radio ... 380
FIGHTING MAD—55m.—Monogram ... 415
FIN DU JOUR—see The End of the Day.
FIRST FILM CONCERT, THE—52m.—World ... 418
FIRST LOVE—84m.—Universal ... 417
FIRST WORLD WAR, THE—78m.—20th Century-Fox (re-issue) ... 400
FIVE LITTLE PEPPERS AND HOW THEY GREW—60m.—Columbia ... 381
FIGHTING RENEGADE—54m.—Victory ... 387
FLAMING HEAD—57m.—Monogram ... 347
FLIGHT AT MIDNIGHT—66m.—Republic ... 380
FLIRTING WITH DEATH—see They Went to War
FLYING DEUCES, THE—68m.—RKO-Radio ... 400
FOUR FEATHERS, THE—112m.—United Artists ... 337
FOUR JUST MEN, THE—see The Secret Four
FOUR WIVES—99m.—Warners ... 433
FUGITIVE AT LARGE—63m.—Columbia ... 361
FULL CONFESSION—73m.—RKO-Radio ... 370

G

GENTLEMAN FROM ARIZONA, THE—71m.—Monogram ... 440
GERONIMO!—90m.—Paramount ... 423
GOLDEN BOY—101m.—Columbia ... 379
GONE WITH THE WIND—228m.—Metro ... 439
GOOSE STEP (Hitler—Beast of Berlin; Beasts of Berlin)—85m.—Producers ... 409
GREAT COMMANDMENT, THE—85m. — Cathedral Films ... 402
GREAT VICTOR HERBERT, THE—91m. — Paramount ... 432
GULLIVER'S TRAVELS—77m.—Paramount ... 440

H

HAWAIIAN NIGHTS—65m.—Universal ... 370
HEARTBEAT—88m.—French Motion Picture Corporation ... 388
HEAVEN WITH A BARBED-WIRE FENCE—62m.—20th Century-Fox ... 400
HENRY GOES ARIZONA—67m.—Metro ... 431
HERE I AM A STRANGER—83m.—20th Century-Fox ... 392
HERO FOR A DAY—65m.—Universal ... 387
HEROES IN BLUE—58m.—Monogram ... 415
HIDDEN POWER—60m.—Columbia ... 319
HIGGINS FAMILY, THE, IN—Republic—COVERED TRAILER, THE—66m. ... 424
HIGH SCHOOL—74m.—20th Century-Fox ... 433
HITLER—BEAST OF BERLIN—see Goose Step
HITLER'S REIGN OF TERROR—56m.—Samuel Cummins ... 425
HOLLYWOOD CAVALCADE—96m.—20th Century-Fox ... 400
HONEYMOON IN BALI—96m.—Paramount ... 385
HONEYMOON'S OVER, THE—70m.—20th Century-Fox ... 416
HO PERDUTO MIO MARITO!—see My Husband Is Lost.
HOUSEKEEPER'S DAUGHTER, THE—80m.—United Artists ... 386
HUNCHBACK OF NOTRE DAME, THE—115m.—RKO-Radio ... 440

I

I MET A MURDERER—78m.—York Pictures ... 402
IDEAL MARRIAGE (Un Matrimonio Ideale)—84m.—Esperia ... 442
IN SOVIET RUSSIA TODAY—100m.—Amkino ... 393
INSPECTOR HORNLEIGH ON HOLIDAY—77m.—20th Century-Fox ... 433
INTERMEZZO, A LOVE STORY — 70m. — United Artists ... 396
INVISIBLE STRIPES—82m.—Warners ... 442
IRELAND'S BORDER LINE—64½m.—William Alexander ... 409
IRISH LUCK—58m.—Monogram ... 379

J

JAAKARIN MORSIAN—see Soldier's Bride
JAMAICA INN—99m.—Paramount ... 392
JEEPERS CREEPERS—69m.—Republic ... 416
JOE AND ETHEL TURP CALL ON THE PRESIDENT—70m.—Metro ... 431
JONES FAMILY, THE (20th Century-Fox) IN (AT or WITH)—
QUICK MILLIONS—61m. ... 363
TOO BUSY TO WORK—65m. ... 401
JOUER D'ECHEES, LE—see The Devil Is an Empress
JUAREZ AND MAXIMILIAN—see The Mad Empress
JUDGE HARDY AND SON—90m.—Metro ... 439
JUST LIKE A WOMAN—73m.—Alliance ... 410

K

KANSAS TERRORS, THE—57m.—Republic ... 408
KATIA—80m.—Mayer-Burstyn ... 425
KEEP PUNCHING—81m.—M-C Pictures ... 433
KID NIGHTINGALE—57m.—Warners ... 393
KLIATSHE, DI—see Light Ahead
KOL NIDRE—90m.—Joseph Seiden ... 388
KONGA, THE WILD STALLION—61m.—Columbia 385

L

LAMBETH WALK—80m.—Metro ... 371
LAND OF LIBERTY—138m.—MPPDA ... 347
LAW OF THE PAMPAS—74m.—Paramount ... 407
LAUGH IT OFF—63m.—Universal ... 417
LEGION OF LOST FLIERS—63m.—Universal ... 392
LEGION OF THE LAWLESS—59m.—RKO-Radio ... 423
LET'S PRETEND WE'RE SWEETHEARTS—see They Went to War
LETTER TO YOUR MOTHER, A—see A Brivele der Mamen
LIGHT AHEAD (Di Kliatshe)—103m.—Carmel ... 393
LIGHT THAT FAILED, THE—99m.—Paramount ... 440
LITTLE ACCIDENT—65m.—Universal ... 409
LLANO KID, THE—70m.—Paramount ... 416
LOST HORIZON—118m.—Columbia (re-issue) ... 1
LOST ON THE WESTERN FRONT—63m.—Standard 410

M

MAD YOUTH—73m.—Willis Kent ... 402
MADEMOISELLE MA MERE—80m.—Hoffberg ... 394
MAD EMPRESS, THE (Juarez and Maximilian)—72m.—Warners ... 305, 425
MAIN STREET LAWYER—72m.—Republic ... 416
MAKE-BELIEVE PIRATES, THE—see Allergi Masnadieri.
MAN FROM MONTREAL—60m.—Universal ... 417
MAN IN THE IRON MASK, THE—111m.—United Artists ... 347
MAN WHO WOULDN'T TALK, THE—74m.—20th Century-Fox ... 441
MARRIED AND IN LOVE—58m.—RKO-Radio ... 441
MARSEILLAISE—80m.—World Pictures ... 418
MARSHAL OF MESA CITY, THE — 62m. — RKO-Radio ... 400
MARX BROS. "AT THE CIRCUS"—87m.—Metro ... 407
MATRIMONIO IDEALE, UN—see Ideal Marriage
MEET DR. CHRISTIAN—70m.—RKO-Radio ... 408
MEXICAN SPITFIRE—67m.—RKO-Radio ... 441
MIDDLETON FAMILY AT THE WORLD'S FAIR, THE—50m. ... 396
MIKADO, THE—91m.—Universal ... 281
MILL ON THE FLOSS, THE—78m.—Standard ... 418
MIRACLE ON MAIN STREET—78m.—Columbia ... 415
MIRELE EFROS—87m.—Credo Pictures ... 410
MISSING EVIDENCE—64m.—Universal ... 401
MR. MAX (Il Signor Max)—86m.—Esperia ... 402
MR. SMITH GOES TO WASHINGTON—130m.—Columbia ... 399
MUSIC IN MY HEART—70m.—Columbia ... 439
MUTINY IN THE BIG HOUSE—83m.—Monogram ... 399
MUTINY ON THE BLACKHAWK—66m.—Universal 337
MY FIFTH AVENUE GIRL—see Fifth Avenue Girl
MY HUSBAND IS LOST (Ho Perduto Mio Marito!)—87m.—Esperia ... 410
MY MAN GODFREY—93m.—Universal (re-issue) ... 321
MYSTIC CIRCLE MURDER—69m.—Fanchon Royer 402

N

NANCY DREW AND THE HIDDEN STAIRCASE—60m.—Warners ... 371
NICK CARTER, DETECTIVE—60m.—Metro ... 440
NIGHT OF NIGHTS, THE—86m.—Paramount ... 432
NINOTCHKA—110m.—Metro ... 399
NO PLACE TO GO—56m.—Warners ... 381
NORTH SEA PATROL—69m.—Alliance Films ... 418
NURSE EDITH CAVELL—98m.—RKO-Radio ... 380

O

OKLAHOMA FRONTIER—58m.—Universal ... 401
OKLAHOMA TERROR—50m.—Monogram ... 379
OLD DARK HOUSE, THE—74m. — Universal (re-issue) ... 321
OLD MAID, THE—95m.—Warners ... 363
ONE DARK NIGHT—81m.—Million Dollar Productions ... 434
ONE HOUR TO LIVE—59½m.—Universal ... 387
ON HIS OWN—100m.—Amkino ... 388
ON YOUR TOES—94m.—Warners ... 402
$1,000 A TOUCHDOWN—73m.—Paramount ... 392
OUR FIGHTING NAVY—see Torpedoed
OUR NEIGHBORS, THE CARTERS — 84m.—Paramount ... 408
OUTPOST OF THE MOUNTIES—63m.—Columbia ... 407
OVERLAND MAIL, THE—52m.—Monogram ... 416

P

PACK UP YOUR TROUBLES—75m. — 20th Century-Fox ... 386
PEOPLE ETERNAL, A—65m.—Henry Lynn ... 418
PHANTOM STRIKES, THE—58m.—Monogram ... 423
POCOMANIA—65m.—Lenwal ... 434
PORT OF SHADOWS (Le Quai des Brumes)—90m.—Film Alliance of U. S. ... 403
PRIDE OF THE BLUE GRASS—65m.—Warners ... 393
PRIVATE DETECTIVE—55m.—Warners ... 425
PRIVATE LIVES OF ELIZABETH AND ESSEX, THE—106m.—Warners ... 396
PRISONER OF CORBAL, THE—73m.—Syndicate ... 381

Q

QUAI DES BRUMES, LE—see Port of Shadows.
QUEEN OF DESTINY (Sixty Glorious Years)—95m.—RKO-Radio ... 220

R

RAFFLES—71m.—United Artists ... 445
RAINS CAME, THE—103m.—20th Century-Fox ... 386
RANGE WAR—66m.—Paramount ... 369
RASPUTIN—93m.—Concord Films ... 410
REAL GLORY, THE—96m.—United Artists ... 386
REMEMBER?—83m.—Metro ... 415
RENO—73m.—RKO-Radio ... 416
RETURN OF DOCTOR X, THE—62m.—Warners ... 425
RETURN OF THE FROG, THE—71m.—Select Attractions ... 381

(Continued on page 445)

READ CAREFULLY

ALL FEATURE PICTURES carried in the Six-Point review pages (Blue Section) are listed alphabetically by title, with the latest available running time, the distributor, and the number of the page on which the review appears.

SHORT SUBJECTS INDEXES will be found on pages 128 and 129, 179, 229, 325 and 326, and 376.

For further information, consult the Production Number Analysis (also in the Blue Section) and The Feature Check-Up (the Yellow Section).

THE EXHIBITOR'S NATIONAL RELEASE DATE GUIDE

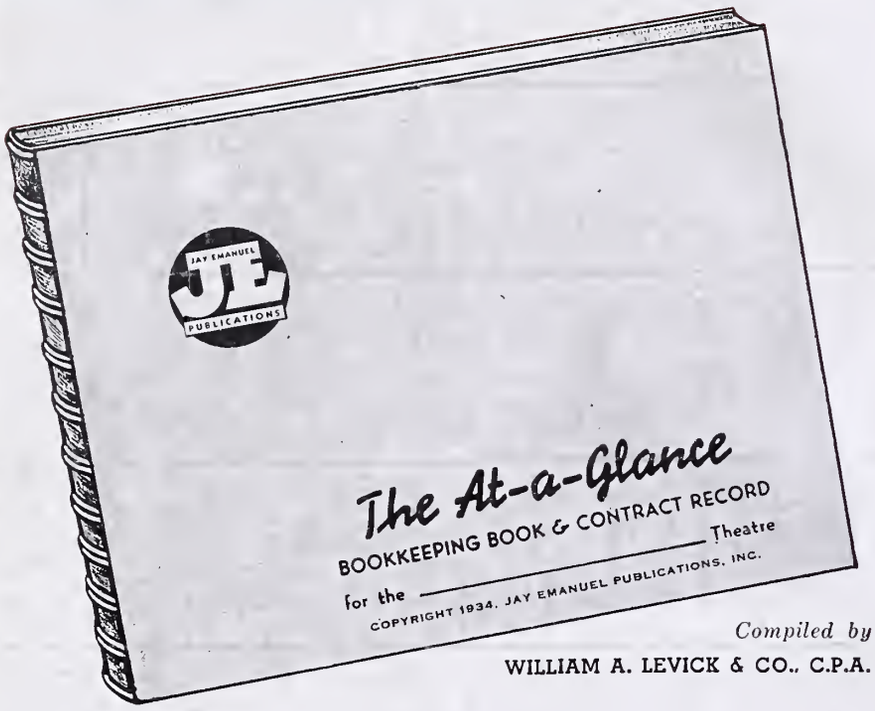
AN EXCLUSIVE SERVICE OF THE JAY EMANUEL PUBLICATIONS

Pictures listed are in the order of their release by the several companies, placed as closely as possible to the correct date. This Guide is subject to changes in dates, titles, and casts, as made by the companies' home offices. For convenience, westerns are designated by a W following the title, which should not be confused with (W) in the Warner-First National column, where the letter designates a Warner picture.

	COLUMBIA	METRO	MONOGRAM	PARAMOUNT	RADIO	REPUBLIC	20th-FOX	UNITED ARTISTS	UNIVERSAL	WARNERS FIRST NAT.
DEC 1	Cafe Hostess P. Foster, A. Dvorak	Joe and Ethel Turp Call on the President L. Stone, A. Sothern, W. Gargan	Yukon Flight J. Newill, L. Stanley	The Night of Nights P. O'Brien, O. Bradna, R. Young	Reno R. Dix G. Patrick, A. Louise	Cowboys From Texas, W 3 Mesquiteers	Charlie Chan in City in Darkness S. Toler, S. Bari Inspector Hornleigh on Holiday G. Harker, A. Sim, (English-made)		Laugh It Off J. Downs, C. Moore	The Return of Doctor X (FN) W. Morris, R. Lane, H. Bogart
8	Fugitive at Large J. Holt, P. Ellis, S. Fields	Henry Goes Arizona F. Morgan, V. Weidler, G. Kibbee	West of the Divide, W Lucky Texan, W Wayne Re-issues	The Llano Kid T. Guizar, E. Dunn, A. Mowbray, G. Sondergaard	Two Thoroughbreds J. Brodell, J. Lydon, J. Kerrigan		Barricade W. Baxter, A. Faye, C. Winninger		The Man From Montreal R. Arlen, A. Devine	Private Detective (FN) J. Wyman, D. Foran
15	Taming of the West, W B. Elliott, I. Meredith	Nick Carter, Master Detective W. Pidgeon, R. Johnson, H. Hull	West-Bound Stage, W T. Ritter	All Women Have Secrets J. Allen, Jr., Jean Cagney, V. Dale		South of the Border, W G. Autry, S. Burnette, J. Storey	The Honeymoon's Over S. Irwin, M. Weaver, J. Gale		Missing Evidence P. Foster, I. Hervey	The Mad Empress (FN) M. Novara, L. Atwill
22		Judge Hardy and Son The Hardy Family	The Gentleman From Arizona C. Reynolds, (Cinecolor)	Gulliver's Travels Full-length cartoon, produced by M. Fleischer (Technicolor)	Escape to Paradise B. Breen, M. Shelton, K. Taylor	Days of Jesse James, W R. Rogers, G. Hayes, P. Moore	Everything Happens at Night S. Henie, R. Milland, R. Cummings	Slightly Honorable P. O'Brien, R. Terry, E. Arnold (Wanger)	Charlie McCarthy, Detective C. McCarthy, C. Moore, E. Bergen	Four Wives (FN) Lane Sisters, G. Page, C. Rains, J. Lynn, M. Robson
29	My Son Is Guilty B. Cabot, J. Wells, H. Carey	Balalaika N. Eddy, I. Massey, C. Ruggles		The Great Victor Herbert W. Connolly, M. Martin, A. Jones	The Hunchback of Notre Dame C. Laughton, M. O'Hara	Thou Shalt Not Kill C. Bickford, O. Davis, D. Day	The Cisco Kid and the Lady C. Romero, M. Weaver	Raffles D. Niven, O. de Havilland. D. Digges (Goldwyn)	Destry Rides Again J. Stewart, M. Dietrich, M. Auer	Invisible Stripes (W) G. Raft, J. Bryan, H. Bogart
JAN 5	Blazing Six Shooters, W C. Starrett, I. Meredith, D. Curtis	The Earl of Chicago R. Montgomery, E. Arnold, R. Owen	Danger Ahead J. Newill	Emergency Squad W. Henry, L. Campbell, R. Denning	Legion of the Lawless, W G. O'Brien	The Higgins Family in "Money to Burn" The Higgins Family	Swanee River D. Ameche, A. Leeds, A. Jolson (Technicolor)		Oh, Johnny, Oh T. Brown, P. Moran, J. Quigley	A Child Is Born (W) J. Lynn, G. George G. Fitzgerald
12	Music in My Heart T. Martin, A. Kostalanetz, R. Hayworth	Congo Maisie A. Sothern, J. Carroll, R. Johnson	The Secret Four H. Sinclair, F. Lawton (English-made) The Fatal Hour B. Karloff	Geronimo! P. Foster, E. Drew (Regular Release)	Mexican Spitfire L. Velez, D. Woods, L. Hayes	Heroes of the Saddle 3 Mesquiteers, P. Parsons	The City of Chance L. Bari, C. Smith, D. Woods		The Invisible Man Returns C. Hardwicke, V. Price, N. Grey	Brother Rat and the Baby (W) W. Morris, P. Lane, E. Albert
19	His Girl Friday C. Grant, R. Russell I Married Adventure O. Johnson (Special)	The Shop Around the Corner M. Sullavan, J. Stewart, F. Morgan	Williams, No. 2	Remember the Night F. MacMurray, B. Stanwyck, B. Bondi	Married and in Love B. Read, A. Marshall, P. Knowles		He Married His Wife J. McCrea, N. Kelly, M. Boland	Rebecca L. Olivier, J. Fontaine, J. Anderson, R. Denny (Selznick)	West of Carson City, W J. Brown, B. Baker, F. Knight	British Intelligence (W) B. Karloff, M. Lindsay
26	The Lone Wolf Strikes W. William, J. Perry, A. Baxter	Broadway Melody of 1940 F. Astaire, E. Powell, G. Murphy	Pioneer Days, W J. Randall	Santa Fe Marshal, W W. Boyd, R. Hayden, B. Hayes	Swiss Family Robinson T. Mitchell, E. Best, F. Bartholomew		High School J. Withers, J. Brown, Jr., L. Corrigan		Green Hell D. Fairbanks, Jr., J. Bennett, J. Howard	The Fighting 69th (FN) J. Cagney, P. O'Brien, G. Brent, J. Lynn
FEB 2	Daughters of Today R. Hudson, F. Inescort, J. Lang, L. Lane		Chasing Trouble F. Darro, M. Stone, L. Elliott	The Light That Failed R. Colman, W. Huston, I. Lupino	The Marines Fly High R. Dix, C. Morris, L. Ball					
9			Renfrew, No. 5 J. Newill	Typhoon D. Lamour, R. Preston, L. Overman (Technicolor)	Isle of Destiny W. Gargan, W. Ford, J. Lang					

PRODUCERS DISTRIBUTING CORPORATION

Another Exhibitor Service . . .
Originated By Your "Home Town Trade Paper"



THE AT-A-GLANCE Bookkeeping Book and Contract Record is a most complete and simplified method of theatre bookkeeping.

REALIZING THE NEED IN THE THEATRE FOR A SIMPLIFIED METHOD OF BOOKKEEPING AND AN ACCURATE SYSTEM FOR THE RECORDING OF CONTRACTS, THE EXHIBITOR RETAINED WILLIAM A. LEVICK & CO., CERTIFIED PUBLIC ACCOUNTANTS, WHO NUMBER AMONG THEIR CLIENTS MANY INDEPENDENT THEATRES, TO COMPILE SUCH A SYSTEM.

AFTER SIX YEARS OF PRACTICAL USE BY THOUSANDS OF EASTERN SHOWMEN, AND REVISED, RE-EDITED TO FIT UP-TO-DATE NEEDS, IT IS THE BEST SYSTEM FOR KEEPING AN ACCURATE RECORD OF FINANCIAL AND OTHER DETAILS.

Book is 9½" x 12½" in size, printed on a special ledger stock that is particularly easy on the eyes. Covers are sturdy, with genuine "wire-o" binding, holding ledger sheets firmly and keeping them absolutely flat. Designed so that a flip of the sheet gives the exact page wanted.

Individual sections include: 1—Amortization of fixed overhead, 2—Weekly Profit and Loss Statements, 3—Daily Ticket Record, 4—Weekly Operating Facts, 5—Record of Weather, Opposition and Daily Gross, 6—Daily Tax Record, 7—Loose-leaf Social Security Card System, 8—Perpetual Clearance Calendar, 9—Contract Record, by Companies of Terms, Clearance, Availability, Number Offered, Number Bought,etc.

'HE EXHIBITOR, 1225 VINE STREET, PHILADELPHIA

How do I get a copy at actual cost?

Name _____

ddress _____

ity and State _____

CLIP AND MAIL COUPON ← TODAY

E D I T O R I A L

THE
EXHIBITOR

VOLUME 23, No. 8 JANUARY 3, 1940

MEMBER AUDIT BUREAU OF CIRCULATIONS

A Jay Emanuel Publication. Covering the film territories in the Metropolitan East. Published weekly by Jay Emanuel Publications, Incorporated. Publishing office: 1225 Vine Street, Philadelphia, Pennsylvania. New York City office, 1600 Broadway. West Coast office, 1119 Poinsettia Drive, Hollywood, California Representatives in Washington, D. C.; Albany, Buffalo, Boston, New Haven. Jay Emanuel, publisher; Paul J. Greenhalgh, business manager; Herbert M Miller, managing editor. Subscription rates: $2 for one year; $5 for three years. Address all communications to 1225 Vine Street, Philadelphia, Pennsylvania.

Just In Passing

RKO FINALLY PULLS OUT

One of the real bits of news during the past fortnight was the indication that RKO is definitely coming out of its receivership. It doesn't seem possible that the company's financial difficulties date back to 1933, but the record shows it. As far as the trade is concerned, this battle of financial plans, court hearings and the like is something for the lawyers and financiers to worry about. Although we are pleased to note that the receivership tangle is ending, exhibitors will be more interested to hear that the first openings of "The Hunchback of Notre Dame" were decidedly on the money side. Regardless of who sells or buys RKO stock, the future of the company rests with what is seen on the screen.

THE LEGISLATURES FUNCTION

In many states January brings further legislative activity. Therefore, in line with the usual policy of this department, exhibitors are advised to keep their ears close to the ground. As usual, there will be a need for greater revenues and, as usual, the motion picture industry is expected to be the target. Keep your eyes open, boys.

The staff of this publication in the state capitals as well as in Washington will keep us informed on the goings-on, and, as has been our policy in the past, the columns will be open to all industryites so that everyone may be fully informed on legislative activities.

TELL YOUR CONGRESSMAN

Within a few days all eyes will turn to Washington where the fate of the Neely bill will be decided. We suggest, if you haven't already done so, that you contact your Congressman and let him know where you stand on the bill.

A NEW YEAR MAKES ITS BOW

SOME THINGS WE'D LIKE TO SEE HAPPEN IN 1940:

That distributors realize that it is less expensive in the long run, and better for exhibitor-distribution relations, to settle some of these current suits and prevent others from being started.

That the era of name-calling in the business be ended, at least in the public prints. No one ever won that kind of an argument and the result is fun for the boys on the sidelines, which makes the whole thing nonsensical.

That the studios stop sending out publicity that no more "B's" or "C's" will be produced, and call a halt on designations via the alphabetical route. The pictures will classify themselves as soon as they are seen, without anyone telling us.

That each exhibitor consider seriously the idea of casting his lot with his fellow theatremen.

That each organization take a tip from the operators and other unionists and build up their war chests. There is nothing so comforting as a fat treasury.

That some method of arbitration be effected within the industry, regardless of whether or not we have a code.

That Metro continue to make at least three Hardy Family pictures a year, and also a few Kildares.

That the companies which are producing unimportant "series" productions drop them.

That "Gone With the Wind" be edited down a bit (it can) and sold to exhibitors at terms which won't start controversies throughout the country.

That the Hollywood execs pay more attention to their productions and less to their polo ponies and horse racing endeavors.

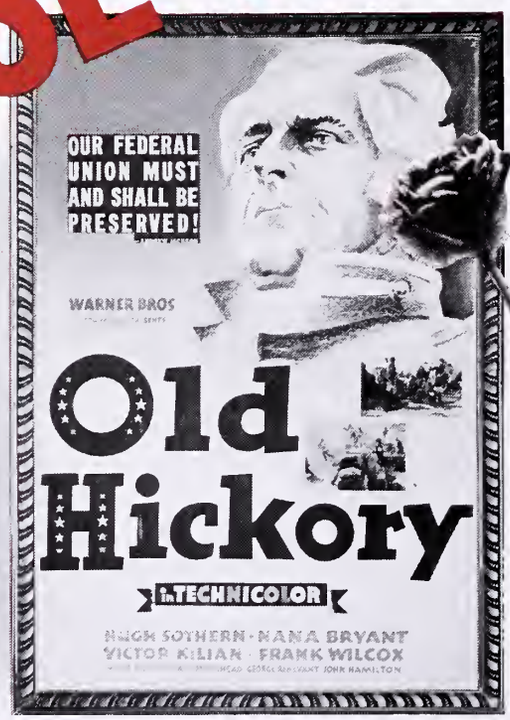
That bigger and better hinterland openings of pictures be arranged for every part of the country.

That some of the Hollywood commentators who are giving out so much "free advice" on how to run the business attend to their own knitting and not bother with others.

That both the Neely Bill and government suit be disposed of so we can all go back to work.

Jay Emanuel

Important Hint to 'A'-HOUSE KEEPERS!



GOOD HOUSEKEEPING MAGAZINE *(over 6 million readers!)* **JUST SELECTED AS THE OUTSTANDING CURRENT SHORT WARNER BROS.'**

"OLD HICKORY"

IN TECHNICOLOR

It's a feature in two reels!
Play it now and play it up!

TERRITORIAL HIGHLIGHTS

Broadway Business Big During the Holidays

Extra Police Needed to Handle Crowds

New York City—With 60 additional policemen assigned to special duty in the Times Square-Broadway sector, business at movie houses in the area was the biggest in years, it was reported last week.

All the first-run houses, and especially the Capitol, Music Hall, Paramount, and Strand, did big holiday business.

"Gulliver's Travels," at the Paramount, turned in some new attendance records, with a heavy kid play, while "Gone With the Wind" also set some new highs at the Astor and Capitol. Radio City Music Hall also had long lines of standees during the holiday period.

Wall Cave-In Injures 12

New York City—Explosion in an overheated oil stove in a pool room adjoining the Lido, Brooklyn, caused a brick wall between the two buildings to collapse December 26, causing injuries to 11 patrons and a fireman. More than 300 were in the house, mostly children. Manager Ben Sergi ordered the lights turned up when he smelled smoke, and his request for those present to leave was being obeyed when the explosion occurred.

Lew Nathan Mourned

New York City—Passing of Lew Nathan, 46, head of the photograph department at the Paramount home office, was mourned by the trade. He passed away Christmas Day following an internal hemorrhage.

His widow and three children survive. Funeral services were held December 27.

Music Hall Changes Policy

New York City—That there is something new in show business was demonstrated last week when Radio City Music Hall departed from its usual Thursday opening custom to bring in "The Hunchback of Notre Dame" on Saturday.

Vaude Back in Syracuse

Syracuse—RKO-Schine Strand adds RKO vaudeville January 5, using five acts and a feature picture Friday, Saturday and Sundays, at popular prices.

House will use duals balance of the week.

Basson Re-Elected by Local 306 Projectionists

Sam Kaplan Returns On Executive Board

New York City—With President Joseph D. Basson re-elected over Mike Berkowitz, 1073-816, Local 306 last week also approved a comeback by Sam Kaplan, once head of the body until 1932, when he went out of office.

Kaplan was elected a member of the executive board with 815 votes, highest total for any of the 63 candidates for the 10 positions in the board. His running mates on the "independent" ticket opposing Basson secured three other places on the executive board as well as four out of eight elective offices.

The other three were Eddie Stewart, Frank J. Inciardi, and Harry E. Storin. Charles Bechman is financial secretary and James Ambrosio treasurer. Bert Popkin is Manhattan business agent, Jack Tietler in Brooklyn.

Morris Kravitz, a Kaplan adherent, defeated Frank J. Ruddock, incubent vice president, with Herman Gelber, also opposed to Basson, getting the top vote, 1351, for recording secretary. Kravitz was business agent under Kaplan seven years ago.

Before the election, a report was released by President Basson, revealing that the union had obtained increases for members totalling $226,502.12, affecting about half the body. This does not include concessions of the major circuits, with whom the union is still negotiating.

Operating costs were also cut, the report stated.

Basson also said that there was no hope for further negotiations with Empire Union. He stated 39 houses have been added to the 306 list.

The 306 head also declared that the union was working on a plan for complete organization of all New York theatres and that unemployment among operators is being cut down by the city in that co-operation was forthcoming in the matter of limiting new licenses.

Of 509 houses in the city 409 use Local 306 men.

Screencraft Chartered

Albany—Screencraft Pictures. Inc., was chartered last fortnight by Jack Berkson, Bernie Mills and Betty Draisin.

First two are independent exchangemen of the Buffalo and Albany area.

Jersey City Houses Involved in Legal Tilt

Steinberg Sues Kasdin Over Bergen

Jersey City, New Jersey—Claiming he owns a half interest in the Bergen, Bergen Avenue, and alleging that Julius Kasdin, New York City, is attempting to divest him of this interest unlawfully and oust him from the business, Nathan Steinberg, South Orange, last week obtained a temporary injunction from Vice-Chancellor James F. Fielder in Jersey City Chancery Court restraining Kasdin from transferring or disposing of any of the theatre corporation stock pending a future hearing.

Steinberg seeks to establish himself as owner of half of the corporation's stock. He alleges in his complaint that Kasdin, a New York pharmacist, sought an investment and agreed to put up the necessary money to purchase a motion picture theatre. Steinberg, it is reported, was an experienced motion picture man and agreed to manage the Bergen after it was purchased. He contends that Kasdin and himself made a verbal agreement whereby each of them would have equal shares in the corporation.

The theatre was purchased early in 1938 for $48,000 and Kasdin put up the necessary $28,000 to consummate the deal. The balance was to be paid from profits of the business. The stock was held in escrow until full payment of the purchase price was made and title to the stock, according to Steinberg, was taken by the Kasdin Realty Company.

Steinberg ran the theatre from May, 1938 until last July and he contends that his management of the theatre was so successful that a large part of the balance of the purchase price was paid off. He charges that Kasdin in July discharged most of the employees and took over control of the theatre, ousting him. He also charges that Kasdin notified film exchanges that he no longer had any interest in the theatre.

While Kasdin now claims full ownership, Steinberg continues, it was always understood they were equal owners. They never could agree on a written contract, Steinberg said.

Holland Gets District

Syracuse—Sid Holland, formerly managing the local RKO-Schine-Eckel, was last week promoted to district manager of the Schine houses in the Mohawk area.

Bill Burke, lately in Philadelphia, is now handling the Eckel, with Max Rubin, formerly assisting at Keith's, taking Burke's place at the Palace.

Brandt Speaks at AMPA

New York City—Harry Brandt, ITOA, who has been putting on a one-man campaign against the Neely Bill, spoke before the local AMPA group last week.

He also appeared at a recent meeting of the Hays organization in similar vein and will preside at the mass-meeting to be held today (January 3).

IN THE SPOTLIGHT

SEEN UNDER DIFFICULTIES. The Times-Union's sports editor, Matt Jackson, looks over a print of Fistic Films' "Birth of a Champ," through the courtesy of manager Louis Mayer, RKO-Temple, Rochester.

"HUNCHBACK OF NOTRE DAME." At a party given for Charles Laughton, star of the RKO-Radio spectacle, are seen Gus Eyssel, Radio City Music Hall executive, and actor Edmund O'Brien.

"GULLIVER'S TRAVELS." This (in Brooklyn) is one of many displays on the Paramount-Fleischer feature arranged by the Paramount, New York City.

"BABES IN ARMS." This double tie-up—with a photographer for children's pictures and a department store to show off the candidates in the lenser-theatre contest—was arranged by manager F. J. O'Kelly, Rialto, Amsterdam. Proud parents identifying their offsprings' pictures received tickets to the Metro show.

"THE HOUSEKEEPER'S DAUGHTER." This window, combining a plug for the United Artists release with season's greetings and an all-electric kitchen, was obtained by manager Lester Pollock, Loew's Rochester, Rochester. The Hal Roach production stars Joan Bennett, John Hubbard, and Adolphe Menjou.

"ANOTHER THIN MAN." This lobby display—devised as a theatre front, replete with box office, and cashier—was arranged for Metro's William Powell-Myrna Loy starrer then coming to Loew's Jersey, Jersey City. The display, built by manager George Dumond, is decorated with neon lights, illuminated stills, and cut-outs

LATE NEWS HIGHLIGHTS

Neely Bill Center As Congress Begins Session

Hearings Will Be Held by House

WASHINGTON—The eyes of the motion-picture industry turn to the Capitol today (January 3) as the new session of Congress begins, for it may be at this session that the fate of the Neely Bill will be decided.

The Neely measure is the big center of attention for film men. Already approved by the Senate, it must now go through the House mill, with the usual hearings, etc., before coming up for a vote.

Chairman Clarence F. Lea, of California, has announced that there will be complete hearings on the measure before it can come up for vote.

Meanwhile, a deluge of letters, wires, etc., is expected to pour in on Congress for and against the bill.

Charles Mintz Passes

BEVERLY HILLS, CALIFORNIA—Charles B. Mintz, pioneer producer of animated cartoons, died of a heart attack last week in his home here, according to word received here. His age was 50 years.

Born in York, Pennsylvania, Mintz attended the public schools there, and was graduated from the Brooklyn Law School. Soon after being admitted to the bar, he turned his attention to films.

He produced "Krazy Kat," "Scrappy" and other comic cartoons. At his death he was associated with Columbia. He had been in the motion-picture business for more than 20 years.

Para. Announces Schedule

NEW YORK CITY—With the start of the new year, Neil Agnew, vice president in charge of distribution for Paramount, this week announced the company's release schedule for the next five months consisting of 22 production.

Of the 22 productions listed many are completed and Paramount is in a most enviable position to get an early start on the 1940-41 season line-up, Agnew pointed out.

Shenandoah House Passes

SHENANDOAH, PENNSYLVANIA—Lyric, operated by William Dabb and Moe Sherman, for many years, last week passed into Comerford hands. Circuit also operates the Strand in the town.

RKO Names Edington An Executive Producer

Will Have Charge of More Important Shows

HOLLYWOOD—Harry Edington was last week named RKO executive producer by George Schaefer, president.

He will have charge of the more important productions on the lot. Lee Marcus continues as executive producer in charge of the rest of the program, with J. J. Nolan continuing as assistant to the president in charge of studio operations.

Edington was formerly an agent and made one picture for Universal, "Green Hell."

Florida Action Dropped

MIAMI—Anti-trust suit brought by Herman Weingarten, Cameo, Surf, against Paramont Enterprises and Wometco Theatres, the majors and others, came to an end last week when the action was dismissed by Federal Judge John Holland at request of the plaintiff without prejudice to the plaintiffs.

Attorney H. K. Gibson, for the plaintiff, said everything had been settled. Surf had been sold to Wometco with the Cameo being sold.

Suit was to have gone to trial later this month.

UA Publicity Men Move Up

NEW YORK CITY—Promotions in the publicity and advertising department of United Artists were announced last week-end by Lynn Farnol.

Tom McCabe, for several years an assistant in the exploitation department of United Artists, and Bob Gildersleeve, still department, have been appointed assistant press book editors. Ned Norworth, clipping clerk, publicity department, has been made a feature story writer.

Anti-Trust Fund Rise Asked

WASHINGTON—More men and an increased budget for anti-trust aetions during 1940 was requested by the Department of Justice, according to a report last week.

Paul Swift Passes

NEW YORK CITY—Paul Swift, well known member of the Vitaphone sales department here, died last week.

Warners To Release Goldwyn's "Westerner"

New Year's Announcement Interests Trade

HOLLYWOOD—Principal New Year's Day development here was the report that Warner Brothers would distribute Samuel Goldwyn's "The Westerner," with Gary Cooper, the first outside picture to be released by the company.

It is said that Warners are reorganizing their distribution division to care for about 20 outside productions each season. Studio will seek the products of ranking producers and directors.

The Warners will have no part in financing or producing the 20 films to be sold by them. Some will be individual deals for completed pictures, while others, such as in the Goldwyn case, will involve the annual output of independent operators.

In November Samuel Goldwyn notified United Artists that he was terminating with that organization the contract under which it released and distributed his films. United Artists Corporation thereafter announced that it would take legal action to prevent the release of Goldwyn films by other distributors.

Last March Goldwyn had appealed to the courts asking for a declaratory judgment releasing him from this same contract. On December 27 the Federal District Court at Wilmington dismissed the suit on the ground that the petition failed to name certain co-defendants.

Henigson With Roosevelt

HOLLYWOOD—Henry Henigson is the new vice-president for Globe Productions, President James Roosevelt announced last week. He will also act as associate producer.

John Leroy Johnston is publicity chief. "The Bat" will be the first production.

Seek Loew Suit Dismissal

NEW YORK CITY—Returnable January 9, an application to dismiss the stockholders suit recently brought against Loew's, Incorporated, ERPI, A. T. and T. and others was filed in New York Supreme Court last week end.

New York Bookers to Elect

NEW YORK CITY—Permanent officers for the ensuing year will be elected by the Motion Picture Bookers Club at their next meeting January 7 at the Hotel Lincoln. A constitution will also be adopted at the meeting.

Sullivan Succeeds Nathan

NEW YORK CITY—Edward Sullivan was last week-end named official home office photographer for Paramount, succeeding the late Lew Nathan. He has been with the company 13 years.

"Gone With the Wind" Sets New High in Grosses

About $2,500,000 Expected In Six Engagements

NEW YORK CITY—Based on figures assembled to date from eight theatres in six cities on "Gone With the Wind," Metro estimates that the film will gross $2,500,000 from these half-dozen first-run situations alone. Cities included in the calculations are New York, Boston, Atlanta, Reading, Harrisburg, and Cincinnati.

In these first runs, "Gone With the Wind" has broken all box-office records.

New Hopalong Cassidy Deal

HOLLYWOOD—Hopalong Cassidy will be perpetuated on the screen for two more years under terms of a deal signed last week by Paramount and Harry Sherman, producer.

Signing of the contract follows the closing of a two year deal between Sherman and William Boyd. It was announced Boyd will receive a substantial increase in salary and will be permitted to make personal appearance between pictures in connection with Hopalong Cassidy pictures.

RKO Drive Journey Begins

NEW YORK CITY—Herb MacIntyre, chief of the Ned Depinet Drive for RKO, left this week on his first tour of the exchanges, which will take him to all the offices throughout the United States and Canada. Harry Gittleson, house organ editor, tours with him, with Walter Branson accompanying them in his mid-western area. They are due back February 5.

Drive begins January 27 and extends to May 10.

Extend RKO Lease Time

NEW YORK CITY—Federal Judge William Bondy last week extended the time of the Irving Trust Company as trustees of RKO to affirm or disaffirm leases and contracts of RKO to July 1, 1940. Order also provides that this extension will not apply if receivership proceedings are terminated before that date.

Goldwyn Suit Shifted

NEW YORK CITY—Action by Samuel Goldwyn, Incorporated, against United Artists Corporation for $54,559 and interest was transferred last week from State Supreme Court to Federal Court. It is for monies allegedly due on producers' contracts under the Silverstone plan.

Blumberg, Scully Hosts

NEW YORK CITY—Nate Blumberg, Universal president, and W. A. Scully, sales chiefs, were hosts at a cocktail party before the New Year, with plenty of invited industry execs, etc., from all branches in attendance.

More "GWTW" Dates Set

NEW YORK CITY — Approximately 80 more towns will open with "Gone With the Wind" at the end of the month, it was announced last week by Metro.

"Bank Night" Legality Seen Resting on Fact

Massachusetts Court So Decides in Heffner Case

BOSTON—A decision was handed down by the Massachusetts Supreme Court December 28, (the Middleboro case) regarding the legality of "Bank Night" in theatres.

The Supreme Court explained it was unable to rule that a theatrical "Bank Night" is or is not a lottery, but it upheld the conviction of Roy E. Heffner, Jr., Middleboro manager, on lottery charges. Justice Stanley E. Qua's decision said there was "no peculiar law applicable to "Bank Night" under which we can make a ruling" that they are or are not lotteries. He said each case must be judged individually on the law and evidence.

The case which had been awaited by the theatre industry was that of Roy E. Heffner, Jr., 22, fined $100 for setting up and promoting a lottery at the Key, Middleboro, December 29, 1938. A prize of $100 was awarded a man who was outside when the number was drawn, and whose name was called from the fire escape by the theatre manager.

Test of whether a "Bank Night" is a lottery is "whether that group who did pay for admission were paying in part for the chance of a prize," the court said.

"We can no more say," the decision read in part, "that it can never be possible to operate "Bank Night" so as to wholly remove the element of price paid for a chance from the admission fee, than we can say that as matter of law the plan is always free from taint. It seems likely that the decision will commonly, though not always, rest in the domain of fact."

George Ryan, attorney for Heffner, stated that it was merely a question of fact to be decided by the jury.

Jack Frere Marries

PHILADELPHIA—Jack Frere, popular exhibitor of this area, with a theatre in Parkesburg, was married last fortnight and is spending his honeymoon in Miami.

THE EXHIBITOR

VOLUME 23, NUMBER 8 JANUARY 3, 1940

Advance Shots 13, 14
The Check-Up (THE EXHIBITOR'S Servi-section) ..... Yellow Section
Editorial Page 3
Hints on Newspaper Advertising 17, 19
In the Spotlight 6
Late News Highlights 7, 8
National Mirror 9, 10
National Mirror Picture Page 20
News of Territory ..... 21 et seq.
Production Happenings 12, 13
Territorial Highlights 5
The Tip-Off 15
Warren Stokes Hollywood Newsreel 12

Material contained on this and the preceding page often represents new developments in stories to be found on other pages of this issue. If the reader will bear this in mind, it will avoid possible confusion. This section of THE EXHIBITOR goes to press last, with latest developments within the industry, where available.

"Swanee River" Big As Holiday Helps Tilt

All Broadway Showplaces Above the Average

NEW YORK CITY—Opening with a record-smashing $25,000 day—and nearly $54,000 on the first four days—"Swanee River" at the Roxy proved to be the big surprise on the year's biggest week end.

All theatres along the Main Stem did land-office businesses, with the two "Gone With the Wind" clicking off capacity takes, "The Hunchback of Notre Dame" heading for a $100,000 week, and "Four Wives" and "Gullivers Travels" hitting the higher reaches during second weeks.

Complete report, compiled from THE EXHIBITOR'S authoritative sources, follows:

"BALALAIKA" (Metro) — At the Radio City Music Hall, opened December 14, with the traditional RCMH Christmas pageant and a second stage presentation, did $135,000 on the last nine days of the run, very good.

"THE BIG GUY" (Universal)—At the Globe, opened December 30, did $6,468 on Saturday, Sunday, Monday, good.

"FOUR WIVES" (Warners) — At the Strand, opened December 22, with Abe Lyman & His Orchestra, did $36,000 on Friday, Saturday, Sunday, Monday of the second week, good. First week, $48,000.

"GONE WITH THE WIND" (Metro)—At the Astor (road-show), opened December 19, did $21,000 on the second week, excellent.

"GONE WITH THE WIND" (Metro)—At the Capitol ("continuous"), opened December 19, did $85,000 on the second week, excellent.

"GULLIVER'S TRAVELS" (Paramount) — At the Paramount, opened December 20, with Glen Gray & His Casa Loma Orchestra, is estimated to do $56,000 on the second week, excellent. First week: $50,000.

"THE HUNCHBACK OF NOTRE DAME" (RKO-Radio)—At the Radio City Music Hall, opened December 30, with stage show, did $50,000 on Saturday, Sunday, Monday, very good.

"THE LIGHT THAT FAILED" (Paramount)—At the Rivoli, opened December 23, is estimated to do $60,000 on the second week, very good.

"MARSHAL OF MESA CITY" (RKO-Radio) and "NORTH SEA PATROL" (Alliance Films)—At the Central, opened December 29, did $3,330 on Friday, Saturday, Sunday, Monday, good.

"SWANEE RIVER" (20th Century-Fox)—At the Roxy, opened December 29, did $53,975 on Friday, Saturday, Sunday, Monday, excellent.

Hays Speaks Again

NEW YORK CITY—Fitting climax to 1939 came from Will H. Hays, MPPDA head, last week, in speaking over the radio, when he said that the year has brought "marked progress in the partnership of motion pictures with education."

Loew's To Elect

NEW YORK CITY—Twelve directors will be re-elected at a meeting of Loew's, Inc., stockholders at the home office January 16. This is the only business of the meeting.

Man Bites Dog

PHILADELPHIA — Something new in the way of distributor drives is going on here this week with the William Friedman Testimonial Drive.

Friedman runs the Vine Street Motion-Picture Projection Service, handling screenings for several distributors. His aides sold the idea to the exchanges to make a banner showing so the distributors co-operated by promising enough screenings to make best business week in the Room's history.

THE NATIONAL MIRROR

"Wuthering Heights" Gets NY Critics Award

Leigh, Stewart, Ford, Others Honored

NEW YORK CITY—The New York Film Critics last week announced their "bests" for 1939.

Samuel Goldwyn's "Wuthering Heights" was selected as the best motion picture; Vivien Leigh was given the award for the best performance of the year in "Gone With the Wind"; James Steward got the men's award for "Mr. Smith Goes to Washington."

Greta Garbo, in "Ninotchka," was runner-up in the women's division, with Robert Donat, in "Goodbye Mr. Chips," and Henry Fonda in "Young Mr. Lincoln," runners-up in the men's group.

John Ford won directorial honors for "Stagecoach" with Ernest Lubtich, who handled "Ninotchka," and Victor Fleming, directing "Gone With the Wind," as runners-up.

"Harvest" was voted the best foreign language film, with "End of the Day" runer-up.

Awards will be handed out at a cocktail reception January 7 in the Rainbow Room of Rockefeller Center, with Mayor Fiorello H. LaGuardia presenting a bronze plaque to Goldwyn. The other laureates will be fittingly honored at the eagerly anticipated annual event.

Those voting were Howard Barnes and R. W. Dana, the New York Herald Tribune; Rose Pelswick, the Journal-American; Bland Johaneson, the Daily Mirror; Kate Cameron, Wanda Hale, Dorothy Masters, the Daily News; Archer Winsten, Irene Thirer, the New York Post; Leo Mishkin, the Morning Telegraph; Frank S. Nugent, B. R. Crisler, Bosley Crowther, the New York Times; William Boehnel, the World-Telegram; David Platt, the Daily Worker; Herbert Cohn, the Brooklyn Eagle; and Edgar Price, the Brooklyn Citizen.

Japan Limits Films to 81

WASHINGTON—It was announced last week that Japan will permit importation of 81 United States pictures during 1940, or 70 percent of the total importations allowed entry.

Neely Mass Meeting Arranged

NEW YORK CITY—The ITOA, local inde organization, has arranged for a mass meeting on the Neely Bill to be held at the Hotel Astor today (January 3).

All Circuit Deals Completed by UA Men

District Sales Drive Begins January 2

NEW YORK CITY—At the year-end meeting of the Eastern Division of the United Artists sales department held last week it was announced that deals with every circuit in the entire territory have been closed.

Announcement was made by Harry L. Gold, vice-president, United Artists, and Eastern general sales manager, who presided at the meeting, also attended by Charles Stern, Eastern district manager; Bert M. Stearn, Central district manager; David Prince, Southern district manager; Haskell M. Masters, Canadian sales manager; Arthur Silverstone, assistant Eastern general sales manager, and Phil Dow.

Gold also announced a number of district sales drives to take place in each of the territories starting January 2, 1940. These drives, each of which is to be held in honor of the United Artists district manager in charge, will then culminate into one complete Eastern division drive, in which each district will compete with the others for the grand prize. With the splendid line-up of pictures, current and coming, the company anticipates little difficulty in making this the best drive yet.

While in New York the visiting United Artists district managers attended screenings of Hal Roach's "Of Mice and Men," Samuel Goldwyn's "Raffles," and Walter Wanger's "Slightly Honorable."

"Port of Shadows" Wins

NEW YORK CITY—Eight citations have been given "Port of Shadows," ("Le Quai des Brumes"), it was announced last week.

Before its first print was shipped across the Atlantic, this film received six European awards. Last week, the National Board of Review, American high tribunal of motion-picture ratings, announced "Port of Shadows" as the best foreign film of the past year.

"Harvest" was judged second best picture.

Motion-picture history was made with the granting to one film of eight separate awards.

(Editor's Note: Announcement last issue that another film had won the NBR award was an error.)

Wilmington Court Orders Goldwyn Suit Dismissed

Judge Grants Motion By United Artists

WILMINGTON, DELAWARE — An opinion handed down in the Federal District Court last week by Judge John P. Nields dismissed the suit of Samuel Goldwyn for a declaratory judgment which would have released him from his contract with United Artists.

Judge Nields granted a motion by United Artists to dismiss the amended complaint on the ground that Goldwyn, who had sued both as Samuel Goldwyn, Inc., and as an individual, failed to name as co-defendants Alexander Korda, the London Films Productions, Ltd., the late Douglas Fairbanks and the Elton Corporation.

Since Goldwyn had based his suit on the charge that United Artists had violated its contract with him by entering into various contracts with those whom the court said should also have been named as defendants, the opinion held that the latter were indispensable parties.

Judge Nields said:

"If to afford the relief prayed for in a declaratory judgemnnt suit, the court must go beyond the contracts which are the subject of the suit and declare breaches of contracts where the parties to such contracts are not before the court, clearly the court, should not assume jurisdiction."

He pointed out that the courts had held that the exercise of judgment under the act was discretionary. Goldwyn's suit cited formation of separate companies by Korda and Fairbanks and contracts by United Artists to release their pictures.

The suit of Goldwyn against United Artists had originally been filed by the film producer in New York Federal Court March 2. It was transferred to Delaware in April. In his complaint, through which he petitioned the court for release from his distributing contract with United Artists, Goldwyn charged breach of contract on the grounds, first, that Alexander Korda and the late Douglas Fairbanks, stockholders in United Artists, along with Mr. Goldwyn, Charles Chaplin and Mary Pickford, had formed separate producing companies without the consent of Goldwyn; that Mr. Korda had not rendered his services exclusively to United Artists, and that Korda had distributed certain of his pictures in Spain through other channels than United Artists.

Extend Stipulations Time

NEW YORK CITY—Stipulation was filed in the Federal Court December 27 extending the time of the government to object to defense interrogatories in the equity suit until January 15. The government must file answers by March 1 to those interrogatories which are upheld either by the court or by agreement. Majors must answer the government questions not later than February 15, with the exception of Columbia, which filed objections to nine interrogatories. Hearings on those objections will be January 19.

Reprinted from Motion Picture Herald of Dec. 9

The Most Vital News Story—and Why!

WHEN exhibitors tell each other which stars pay off best at their boxoffices, this is the most vital industry news that can be printed.

That is why the Motion Picture Herald's annual Money Making Star Poll is so important to all theatre owners

Watch for the results of this year's poll, because

it is recognized that the company having the most stars among the First Ten has the product with the most power at the boxoffice.

20th Century-Fox has more stars in the First Ten than any other company!

TYRONE POWER
(2nd year in the First Ten)

Next in "DANCE WITH THE DEVIL"

SHIRLEY TEMPLE
(6th year in the First Ten)

Next in Maurice Maeterlinck's "THE BLUEBIRD"

ALICE FAYE
(2nd year in the First Ten)

Next in "LITTLE OLD NEW YORK"

SONJA HENIE
(3rd year in the First Ten)

Now in "EVERYTHING HAPPENS AT NIGHT"

New York Allied Raps "Injurious Statements"

Text of Buffalo Resolution Released

NEW YORK CITY—Allied of New York went on record last fortnight as being opposed to industry leaders making statements which might result in adverse criticism of the business.

The resolution, passed at the Buffalo meeting, says:

"Resolved, that the president and counsel of Allied Theatre Owners of New York, Inc., are authorized and directed to issue a statement to the press, to the effect that the members of this organization are opposed to the practice of some leaders and so-called leaders of this industry making extravagant and bombastic statements as to prospective gross receipts, sales policies, play-dates and playing-time and other matters, which statements come to the attention of the public press and are published; this organization is opposed to such practice because such statements tend to lead to legislation, organization, regulation and agitation which are injurious to the industry as a whole, and because such statements tend to subject the industry as a whole to adverse criticism of which the industry is not deserving and to which it should not be subjected."

Boost For Equipment Seen

NEW YORK CITY—Expanded theatre construction programs in Central America and the West Indies point toward increased sales by United States equipment manufacturers in the immediate future, according to H. B. Allinsmith, general manager, Western Electric Company of Cuba, who returned to New York from a month's tour of the company's Caribbean territory last week.

Although the European war has temporarily postponed expansion plans in British dependencies, the increase in American garrisons has boosted business at Puerto Rico and Panama, while the Latin American republics are forging ahead with building plans unprecedented in recent years.

U Drive Honors Scully

NEW YORK CITY—In honor of Universal's general sales manager William A. Scully, who starts his third year with the company January 1, 1940, Universal's district sales managers last week announced a nationwide sales and charges drive to begin December 31 and run through May 4.

Ground work for the testimonial was laid at a recent conclave of the district managers following a home office meeting called for the purpose of hearing President Nate Blumberg's product report for the balance of the current season.

Drive will pit the East against the West, with eastern sales manager F. J. A. McCarthy and western sales manager William J. Heineman heading their respective groups.

Paramount Completes Deal With New Accessories Unit

Company Discontinuing Own Department

NEW YORK CITY—Paramount Pictures and Advertising Accessories, Inc., (a subsidiary of National Screen Service) last week affixed their respective corporate signatures to a five-year contract under the terms of which Advertising Accessories Inc., will produce and distribute the majority of Paramount's advertising accessories, Neil Agnew, vice-president in charge of the film company's sales, announced.

The contract also renews the distributing agreement for Paramount trailers by National Screen Service. Paramount will produce its own trailers, utilizing the company's studio facilities under the supervision of the studio production staff. Two types of trailers—a de-luxe for first run houses and a regular trailer for subsequent runs, wil be produced.

Both deals become effective February 1, 1940. Advertising Accessories Inc., will extend its distributing service immediately to all exchange centers in order to service exhibitors handling Paramount product.

Under the terms of the agreement, Advertising Accessories Inc., will absorb the majority of the personnel of Paramount's ad sales force.

In addition to providing a centralized display ad service, Advertising Accessories Inc., plans to introduce a number of new new ad sales items. Paramount will continue to produce its own newspaper mats and press books.

Reports were current later that other companies were also negotiating with Advertising Accessories, Inc., on similar deals.

Blodgett on Altec Board

NEW YORK CITY—Election of T. H. Blodgett, president, American Chicle Company, to the board of directors of Altec Service Corporation, was announced last week by L. W. Conrow, Altec president. Blodgett takes the place on the Altec board left vacant by the death of B. L. Allen.

U's WILLIAM SCULLY
Honored with a drive

ASCAP Wins Victory In Nebraska Argument

Court Bans Attempt To Outlaw Group

LINCOLN, NEBRASKA — The American Society of Composers, Authors and Publishers, ASCAP, was upheld late week in its attempt to enjoin operation of the Nebraska statute to outlaw that organization.

Opinion of a three-judge Federal Court, written by Circuit Judge Gardner, said:

"Where the connection between the invalid parts and the other parts is such as to warrant the belief that the legislature would not have passed the act without the invalid parts, the whole act must be held inoperative. The provision of the statute which we are here considering is such an essential part of the statute as not to be separable."

The statute became effective May 17, 1937.

The court said:

"The statute cannot be justified as a method of exercising the police power. This power may not be extended to the extent of taking private property for a public use.

"While the power reasonably to restrain unlawful monopolistic trade-restraining combinations from exercising any rights in the state may be conceded, an act which compels the owner of a copyright to offer it for sale in a certain way, and if he fails to do so takes it from him without compensation, violates the due process and equal protection clauses of the Constitution and the Federal Copyright Act."

It is believed that an appeal may be taken to the United States Supreme Court.

D. of J. Clears Air

WASHINGTON — News from the Department of Justice last fortnight was a press release in connection with rumors that the soft pedal might be used on the department's suit against the majors.

The release said:

"Information has reached the Department of Justice that reports are being circulated in the motion picture industry that the equity action of United States vs. Paramount Pictures, Inc., et al, pending in the District Court for the Southern District of New York, will not go to trial.

"These reports are being circulated notwithstanding the fact that it was stipulated by counsel for the government and the defendants that the case will proceed to trial on May 1, 1940. Any such reports as are being circulated to the above effect are utterly without foundation. The department fully expects the case will go to trial on that date. All necessary steps and preparations are being taken.

"Through pre-trial conferences, to be held commencing March 1, 1940, it is hoped that the length of the trial may be materially shortened."

NOTICE TO THE TRADE!

"GONE WITH THE WIND"

will be shown everywhere exactly as it was shown in its World Premiere in Atlanta. There has never been any intention of cutting the picture following Atlanta.

Warren Stokes' HOLLYWOOD NEWSREEL

• THE 1940 HEADLINES from Hollywood are heralding a more prosperous season through definite promises of better grade product. Significant is the statement from Warner Brothers announcing the complete elimination of "B" pictures in favor of a program of 48 "A" features. In line with this program comes the promotion of Bryan Foy, former "King of the B's," to the post of assistant to Hal B. Wallis, executive producer. To make a long story short, Bryan Foy, who turned out some better "B's" than a lot of Hollywood's so-called "A's", will supply some of that "B" technique to improve the quality of the forthcoming "A's."

"B" a Misnomer

• THE TERM "B" PICTURES is a misnomer. In the strict sense of the word, or the letter, "B" refers not to the quality of the production but the smaller budget allotted to that product which must be completed on a smaller amount of coin. Many a "B" picture has come out of Hollywood to clock more paying customers through the theatre turnstiles than the more expensive and widely touted "A's." The "B" producer, one who must be able to finish a picture on schedule, in most cases at less than one-third the cost of the higher ranking producers, is a most valuable individual to this industry. In most cases he is a graduate from the independent field where he has learned to eliminate, through financial necessity, all excessive waste. He has a reputation for putting it on the screen and not on the cutting room floor.

About "Big Ones"

• SOME OF THE COLOSSALS coming out of movieland would have little to show for the money spent in their making if stripped of lavish backgrounds and big mob scenes. Few of them, if subjected to this treatment, would retain enough entertainment to merit a "B" label. The so-called "B" producer has had to depend upon his ingenuity to create entertainment without the use of massive backgrounds. He has been hampered with a small cast; because the script called for a small cast, his story was tabbed mediocre to begin with, and the big surprise came when this so-called little program picture clicked at the box office. It has taken Hollywood a long time to learn that million dollar backgrounds no longer constitute the backbone of genuine entertainment; that superfluous footage is not conductive to entertainment values and that the "B" producer is the conscientious craftsman who, by virtue of his training, gets dollar for dollar on the screen, and can, if given his just rights, solve to a great extent the perplexing problem of production waste within studio gates. Bryan Foy is a striking example. His promotion is well earned. There are others. With proven box-office records and by putting some of these proven low budget producers into the top brackets, Hollywood can eliminate most of the "B" productions and improve "A's" while cutting production costs to a new low, reaching in many cases a new high in entertainment values.

Not Exhib Conscious

• THE COMMERCIAL ANGLE of the picture business has seldom entered into the minds of Hollywood's Cinema Critica. By the same token, folks within the studio gates have not yet become altogether exhibitor conscious. Slowly but surely, however, they are learning that their continued success depends not upon what the local critics have to say but what the company's books have to say regarding the earnings of their pictures at the nation's theatres. A glance at some of the widely touted pictures for the past year; pictures the critics labeled as superfine, and those they labeled not so good, will prove that the Hollywood slant is a very poor barometer.

The Best in 1939

• THE YEAR'S BEST TEN, in all departments, show a lot of surprises. The widely touted performances of male and female stars echoed from Hollywood have failed to show at the box office and the year's biggest surprise is Mickey Rooney, who, incidentally has reached the top in a series of family pictures, in the lower budget classification, proving our contention that good down-to-earth entertainment without the colossal backgrounds pays off at the nation's theatres. Another surprise is the comeback of Marlene Dietrich in "Destry Rides Again," after the wise acres lost no time telling the world that she was washed up. Every producer in Hollywood is now trying to get her name on the dotted line. Marlene's case only proves many others. Hollywood washes all its personalities up through its typing process. Wearing them out in the same roles picture after picture.

A Resolution

• A NEW YEAR'S RESOLUTION by the producers to give their contract personalities an opportunity to display more individuality through different types of roles seems to be in order. This would give them longer life at the box office through greater public interest and, in the long run, prove a more profitable investment for the respective producing companies. 1940 is likely to be a year of many surprises and many changes. The Neely Bill appears to be the big headache of the moment. Everyone is afraid that it is going to pass, but nobody seems to know what effect it will have on the industry. I've got a headache, too. I can't make it any worse than it is so a toast to you and yours. MY SINCERE WISHES FOR A HAPPY AND PROSPEROUS NEW YEAR.

IRWIN SEATING
famous for its
"NECK TO KNEE COMFORT"
AND SNAPPY APPEARANCE
Distributed by National Theatres Supply Co.

Brief Glances At PRODUCTION HAPPENINGS

West Coast News Items

HOLLYWOOD—So that its readers may keep abreast of the times, be in the know on the major developments and interesting sidelights, THE EXHIBITOR offers the following items from the various lots.

Columbia

Rita Hayworth gets a featured role in "Blondie on a Budget," fifth in the series of comedies based on the funny-paper strip. Penny Singleton, Arthur Lake, Larry "Baby Dumpling" Simms and Daisy, the dog, retain their original roles. . . . William Farnum, star of the silent screen, gets a boost on the come-back trail with a featured role in "Convicted Woman."

Alexander Hall will direct "The Doctor Takes a Wife." . . . Bruce Bennett, Sam Ash, and Jack Rice were planted in "Five Little Peppers at Home."

"The First Woman Doctor" will star Irene Dunne. . . . Production has started on "Too Many Husbands." . . . Claire Rochelle, Dorthy Fay, and Marion Pope have been added to "Convicted Women." . . . Herbert Rawlinson goes into "Five Little Peppers at Home." . . . "Texas Express" is the title of the new Charles Starret that recently went into production. . . . Robert Fiske, J. Paul Jones, and Jack Ingram have been added to "The Shadow."

Metro-Goldwyn-Mayer

Victor Fleming has re-signed . . . "Strange Cargo" is the final title for "Not Too Deep, Not Too Narrow." . . . Diana Lewis and Leni Lynn have joined "Forty Little Mothers." . . . "The First Captain of Industry, Eli Whitney," by Ann Morgan, has been purchased. . . . Writers Lenore Coffee, Lynn Root, and Frank Fenton have been re-signed. . . . Verree Teasdale, Kent Taylor, Frances Drake, and Dalies Frantz have joined "I Take This Woman." . . . Dalies Frantz has been re-signed. . . . John Nesbitt's next will be "The Secret Seven." . . . Location scenes for "Florian" were filmed at Winfield Sheehan's ranch.

Ralph Morgan has been cast for an important role in "Forty Little Mothers," starring Eddie Cantor. Busby Berkeley is directing. . . . Pete Smith's latest Specialty, "Woman Proposes," is now before the cameras, with Johnny Hines, former silent star, directing his own leap year story. Sally Payne and Billy Newell have the leading roles in this one-reeler. . . . James A. FitzPatrick's next screen geography lesson will tell about Colombia. Latest of the noted traveller-commentator's Technicolor one-reelers, "Calling on Colombia," presents a pictorial treat of the nation's industry, people, leading cities, traditions, and landmarks.

Douglas McPhail has been added to "Broadway Melody of 1940." . . . Bonita

Granville, Rita Johnson, and Martha O'Driscoll have been assigned to "Forty Little Mothers." . . . Robert Sinclair has signed a new writer-director contract. . . . Life's "Everybody's Pixillated, a Book of Doodles" will be made as a short subject. . . . Ian Hunter has signed a new long-term contract. . . . Lewis Miller, nephew of Thomas A. Edison, has been engaged as a biographical technical adviser on "Young Thomas Edison." . . . Virginia Bruce recently passed the examinations for a first-aid certificate offered by the Red Cross. . . . Work was rushed on "Counterfeit," the new Crime Doesn't Pay subject. . . . On the new Passing Parade subject are brothers Basil Wrangell, director, and Paul Wrangell, period expert and technical adviser.

Wallace Beery's next starrer will be "Twenty Mule Team." . . . Parents Magazine gave "Peace on Earth" its Medal Award. . . . Eddie Cantor is soon expected to start on "Forty Little Mothers." . . . "The Old South," a Miniature, is to deal with the story of cotton. . . . James A. FitzPatrick goes "natural" in making "Night Descends on Treasure Island," the only night reel made of the Golden Gate International Exposition. . . . John Carroll is half owner of "When I Look at You, I Want to Sing," composed by his friend and roommate, Earl Brent.

Paramount

"Hidden Gold," is the final release title selected for the Hopalong Cassidy feature formerly tagged "The Man From Bar 20." This is a Harry Sherman production starring William Boyd. . . . Paramount has signed Basil Rathbone to a three-picture deal. First assignment for Rathbone under the new deal will be the starring role in "Destiny," George Arthur production which goes before the cameras January 15. . . . "Eyes of Texas" is the new working title for "Texas Rangers Ride Again," and "F. O. B. Detroit" will be changed to "City That Never Sleeps. . . . "Adventure In Diamonds" is the new title for the George Brent-Isa Miranda picture, formerly titled "Diamonds Are Dangerous."

Paulette Goddard has signed her name on the dotted line of a contract for the next five years. Her next picture is "The Ghost Breakers," in which she costars with Bob Hope. . . . Vivien Leigh, the Scarlet O'Hara of "Gone With The Wind," is co-starred with Charles Laughton in the English production, "The Sidewalks of London," which will be released in February.

Producer Paul Jones has taken over "The Man in Half Moon Street." . . . Lovey Warren, "double" for Princess Glory in "Gulliver's Travels," has been screen-tested. . . . Joseph Santley, former child stage star, now a film writer and director, has been signed to a long-term contract. . . . Mary Martin has been signed for the top feminine role in the forthcoming Jack Benny-Fred Allen picture.

RKO-Radio

Innovations calling for a dramatic use of color in "Irene" have been revealed by the producer-director Herbert Wilcox, who plans several Technicolor sequences in this forthcoming comedy with music.

20th Century-Fox

Because of her success in "Swanee River," Darryl F. Zanuck has again borrowed Andrea Leeds from Samuel Goldwyn. She has been signed for the feminine lead in the forthcoming Technicolor production of "Maryland." . . . Henry Wilcoxon has been signed for the principal male role in the untitled second "Hotel for Women" production now before the cameras. Ricardo Cortez is directing.

United Artists—Lesser

Ned Lambert has been signed to do the costumes for "Our Town." . . . Harry Horner, reknowned scenic designer, will do the sets for "Our Town."

United Artists—Wanger

All-time record for title changes will probably go to Walter Wanger, who changed "Send Another Coffin" to "House For Sale," and then "Slightly Honorable." In the original, the murder angles were to be stressed; but, when the picture entered production, the gayer element was favored and the title "City For Sale" was adopted. As filming proceeded the importance of feminine characters brought about a second title change, to "Ladies Know Too Much." When this was announced, however, theatremen and several distributing executives voiced the opinion that the original book title should be used, and it was then announced as a release title. In the finished version, the original title did not fit; therefore, the final release title will be "Slightly Honorable."

James Hilton has been signed to collaborate on the screen play of "Personal History."

Universal

N. J. Blumberg, president, Universal has concluded negotiations with Tay Garnett to produce and direct "World Cruise," a special feature which will be based on an original story idea by Garnett. Loretta Young has already been signed for the starring role.

Warners

"All this and Heaven, Too" replaces "Villa on the Hill" as Bette Davis's next starring vehicle. . . . Abem Finkel has completed the screen play for "Stuff of Heroes." . . . George Raft goes into "Torrid Zone," to start later this month. . . . Henry Armetta has joined the cast of "Three Cheers for the Irish." Ditto for Ferike Boros.

Advance Shots On COMING REVIEWS

New Pictures Tersely Cited

PHILADELPHIA—Received at the home office of THE EXHIBITOR since last week's edition of the Blue Section was printed have been reviews of the following pictures. Complete Six-Point Reviews will be printed in the next Blue Section.

Features

CALLING PHILO VANCE (Warners)—James Stephenson, Margot Stevenson, Henry O'Neill, Edward Brophy, Sheila Bromley. 63m. This is a remake of S. S. Van Dyne's "The Kennel Murder Case," modernized through weaving into the original story international complications dealing with the illegal sale of American airplane secrets to foreign countries. The result is a complex murder case with a second victim making matters more complicated until Philo Vance solves the problem.

THE CITADEL OF SILENCE (La Citadel de Silence) (Film Alliance of U. S.)—Annabella, Pierre Renoir, Bernard Lancret, Robert LeVigan. 90m. Adult drama from beginning to end, "The Citadel of Silence" presents Annabella at her best—she never did show to true advantage in American films. And when the lovely Gallic blonde is at her best, then exhibitors, who run art houses or who can play French films, have some money-making celluloid. It is the sombre story of Polish patriots who refuse to be ground under Russian heels before the World War I.

ENTENTE CORDIALE (Concord)—Victor Francen, Gaby Morlay, Arlette Marchal, Jean Perier. 93m. The events leading to the signing of the pact making

OF MICE AND MEN. Lon Chaney, Jr., Burgess Meredith, Betty Field and others may be seen in the UA release of the Hal Roach production.

HERE HE IS! THE STRANGEST

If You Believe What You See—
Then Watch Your Mind When You Think You See

THE INVISIBLE MAN RE

You Can Feel Your Skin Creep!

MORE STRANGE THRILLS . . .
MORE EERIE CHILLS . . .
MORE AWESOME SUSPENSE

A UNIVERSAL PICTURE

NATIONAL RELEASE—JANUARY 12th

HUMAN IN THE WORLD!

BIG TURNS

CALL OUT THE RESERVES!
(The reserve floor staff, the guard rails, the tapes!)

with SIR CEDRIC HARDWICKE · VINCENT PRICE
NAN GREY · JOHN SUTTON · CECIL KELLAWAY

Suggested by the sensational H. G. Well's story
"The Invisible Man"

Screenplay by Lester Cole and Kurt Siodmak
DIRECTED BY JOE MAY
ASSOCIATE PRODUCER, KEN GOLDSMITH

England and France so closely allied today provides the story axis upon which this ornately produced Gallic propaganda import spins its entertainment web.

THE EARL OF CHICAGO (Metro)—Robert Montgomery, Edward Arnold, Reginald Owen, Edmund Gwenn, E. E. Clive. 85m. This is off the beaten track, incorporating stark tragedy and broad satire. Robert Montgomery is a successful Chicago racketeer, who suddenly finds himself heir to an English earldom. The offering is made for the discriminating patrons.

FRAMED (Universal)—Frank Albertson, Frances Robinson, Sidney Blackmer, Jack Arnold, Jerome Cowan. 60m. Filling the requirements satisfactorily for a bottom action-dualler, this attempts no other mission, and should please well in that division. Lacking names, it does have action and plenty of speed, showing how, in a single day, a reporter clears himself of a murder charge on which he has been framed.

GREEN HELL (Universal) — Douglas Fairbanks, Jr., Joan Bennett, John Howard, Alan Hale, George Bancroft. 87m. Harry Eddington's first production effort for Universal, this film with a seat-selling title is stuff for the hardier movie-goers. In a jungle setting, "Green Hell" spends the first half of its running time building up a situation which does not start clicking with action until towards the end. However, when action does come, it arrives with dramatic impact. There are plenty of marquee names.

HE MARRIED HIS WIFE (20th Century-Fox)—Joel McCrea, Nancy Kelly, Mary Boland, Roland Young, Cesar Romero. Zany comedy stuff which finds Nancy Kelly out of historical costume and apparently equally out of place, "He Married His Wife" is another weak celluloid poke at the horsey set. Its value for exhibition purposes lies chiefly in the drawing ability of a corking good cast, all of the members of which strive valiantly, albeit vainly to lift the film above the mediocre program class.

HIS GIRL FRIDAY (Columbia)—Cary Grant, Rosalind Russell, Ralph Bellamy, Gene Lockhart, John Qualen, Helen Mack. Here is one case where the remake of the original success, "The Front Page," does not suffer one whit after having come down through the years. As a matter of fact, from the reception accorded the picture by a heterogeneous projection-room audience, we are prone to believe it should do as well or better at the box office than its predecessor.

KING OF DIAMONDS (Re di Denari) (Esperia)—Angelo Musco, Rosina Anselmi, Mario Pisu, Vanna Vanni, Maria Denis. 84m. It seems a shame there are no English titles on "King of Diamonds," because there is enough meat to it to make it worthy of exhibition in more than just Italian theatres. Here is Italian picture-making at its best.

LAST DESIRE (Transatlantic)—Raimu, Jacqueline Delubac, Pierre Brasseur, Tramel. Liam O'Flaherty's "Mr. Gilhooley" makes its screen debut in the form of this Gallic adaptation, the result being a fair-to-middling film which will have to be sold by advancing the sex angle.

MONEY TO BURN, THE HIGGINS FAMILY IN (Republic)—James, Lucile, Russell Gleason, Harry Davenport, Lois Ranson, Tommy Ryan. 60m. Pleasing dualler for the neighborhood trade, the Higgins Family in "Money to Burn" keeps to the general tradition of the series. Background this time is the radio contest fad. The Gleasons, of course, are very good, and the casting of the series compares favorably with most of the series seen around.

MY SON IS GUILTY (Columbia)—Bruce Cabot, Jacqueline Wells, Harry Carey, Glenn Ford, Wynne Gibson. 63m. Herein lies the tale of the cop who had been on the force for years and years only to discover that his son was a crook and never would amount to anything. It is the familiar tale, all of which relegates the film to the bottom spot on nabe duallers.

OF MICE AND MEN (United Artists)—Burgess Meredith, Betty Field, Lon Chaney, Jr., Charles Bickford, Roman Bohnen. 104m. This is an excellent screen version of the stage play, providing screen entertainment off the beaten track. As a masterly piece of screen craftmanship, it should command industry attention. What it does at the box office will depend largely on the way it is exploited. It is a story of the itinerant laboring class, a tragic picture of their loneliness and frustration.

THE AMAZING MR. WILLIAMS. Melvyn Douglas and Joan Blondell head the cast of the Columbia show.

REMEMBER THE NIGHT (Paramount)—Barbara Stanwyck, Fred MacMurray, Beulah Bondi. 91m. Excellent dramatic fare, this production should attract large audiences, for it is one of these pictures that will be passed around, especially among the women, by word of mouth. The cast does a fine job, and the names in it should be sold by the enterprising exhibitor. Barbara Stanwyck plays a jewel thief, and Fred MacMurray the prosecuting attorney whose duty it is to convict her. Preston Sturgis wrote the story.

SANTA FE MARSHAL (Paramount)—William Boyd, Russell Hayden, Bernadene Hayes, Marjorie Rambeau, Earl Hodgins. 68m. Cut in the familiar Hopalong Cassidy pattern, this holds to the formula of the series. Hopalong, the federal marshal sent to the town to restore law and order, manages to attach himself to a medicine train.

TEVYA (Mayman)—Maurice Schwartz, Miriam Riselle, Rebecca Weintraub, Paula Lubelska. 93m. An "Abie's Irish Rose" set in pre-Soviet Russia, "Tevya" makes its mark as one of the finest Yiddish pictures—from both production and entertainment angles—to hit the domestic screens. With Maurice Schwartz, the Yiddish stage's No. 1 actor-director, handling the megaphone plus the thespian lead, the film holds interest throughout. "Tevya" should prove a bonanza to its backers and to exhibitors who can play Jewish pictures.

TWO-FISTED RANGERS (Columbia)—Charles Starrett, Iris Meredith, Bob Nolan, Dick Curtis, Kenneth MacDonald. 55m. Charles Starrett again brings law and order to the Wide Open Spaces, gets the gal (Iris Meredith), and sees Bob Nolan elected sheriff. That's all, but there is plenty of action—and some songs by the Sons of Pioneers—to keep the fans not only happy, but anxious to see the next release. For, you see, Columbia is, unostentatiously, or so it seems, really giving the Starrett material out of which to make high-rating western entertainment.

WESTBOUND STAGE (Monogram)—Tex Ritter, Nelson MacDowell, Muriel Evans, Steve Clark. 58m. Desperadoes again roam the rocky hills of the Great Wide Open Spaces, robbing, pillaging, and murdering, but Tex Ritter, with the aid of a quintet of U.S. Cavalry deserters, bring order out of chaos—and the westbound stage—and gold—goes through. This is, in short, a good Ritter.

Shorts

THE AWFUL GOOF (Columbia—Charlie Chase Comedy). 17m. Good.

1939—DARK YEAR OF HISTORY (Paramount News, No. 35—Special Year-Summary). 16m. Excellent.

PARAMOUNT PRESENTS FRANKIE MASTERS (Paramount—Headliner). 10m. Fair.

POPULAR SCIENCE, No. 3 (Paramount). 10m. Good.

THE SHADOW (Columbia—Serial, in 15 episodes). First episode, 30m.; others, two reels. Excellent.

TOUCHDOWN REVIEW (Paramount—Paragraphic). 10m. Good.

Patronize Our Advertisers!
TELL THEM "I SAW IT IN THE EXHIBITOR"

The TIP-OFF

Another Exclusive Service of Jay Emanuel Publications

A Consensus of box office results, kept as factually correct as possible, as culled by the field news staff of THE EXHIBITOR in this and neighboring territories.

PICTURE	START (First Runs)	TURN (Sub. Runs)	STRETCH (Neighborhoods)	PAYOFF (Consensus)	REMARKS
ALLEGHENY UPRISING (RKO)	Disappointing	Slow			This is proving a disappointment.
ANOTHER THIN MAN (Metro)	Good				No records being broken, but it is doing better than average.
"AT THE CIRCUS" (Metro)	Good	Good	Good	Good	The Marxes came back into the better grosses in many spots.
BARRICADE (20th Century-Fox)	Disappointing				Well, the picture was finally released, anyway.
DAY-TIME WIFE (20th Century-Fox)	Fair	Fair			It just can't get into the bigger money.
DESTRY RIDES AGAIN (U)	Good				There's dough in them thar Pasternaks.
DISPUTED PASSAGE (Paramount)	Fair	Fair	Fair	Fair	Nice try, but it didn't make the better grosses.
DRUMS ALONG THE MOHAWK (20th Century-Fox)	Good	Good	Good	Good	Small towns loved it, but the classier spots weren't too good.
EVERYTHING HAPPENS AT NIGHT (20th Century-Fox)	Fair				Not so much for Henie.
FIRST LOVE (Universal)	Good	Good	Good	Good	The gal is dependable, now and before.
FLYING DEUCES (RKO)	Surprising	Good			Don't sell this short.
GULLIVER'S TRAVELS (Paramount)	Good				First reports have the holiday kid business okay.
THE HOUSEKEEPER'S DAUGHTER (UA)	Surprising	Good			Word-of-mouth and publicity comment is helping.
HUNCHBACK OF NOTRE DAME (RKO)	Fast				Initial openings biggest yet where played.
JAMAICA INN (Paramount)	Good	Good	Fair	Fair	For an import, not so bad.
JUDGE HARDY AND SON (Metro)	Good				Up to the series standard.
MR. SMITH GOES TO WASHINGTON (Columbia)	Fast	Fast			No complaints.
MUTINY IN THE BIG HOUSE (Monogram)	Spotty	Encouraging	Fair	Fair	Turned out to be just a prison show, but nice try for the company.
NINOTCHKA (Metro)	Good				Except for some of the small towns, this is decidedly okay.
NURSE EDITH CAVELL (RKO)	Surprising	Good	Fair		Good handling influenced grosses.
ON DRESS PARADE (Warners)	Surprising	Fair	Good	Surprising	Did much better in many spots than one might expect.
PRIVATE LIVES OF ELIZABETH AND ESSEX (Warners)	Good	Good			A costume picture, with more talk than action, the grosses are quite satisfactory.
REMEMBER (Metro)	Disappointing				It misses.
THE ROARING TWENTIES (Warners)	Good	Satisfactory	Fair	Satisfactory	Had a tendency to become just a gangster show.
RULERS OF THE SEA (Paramount)	Fair	Fair			Rates high on sincerity, but only fair on grosses.
THAT'S RIGHT YOU'RE WRONG (RKO)	Good				Started like a house afire, but settling now
TOWER OF LONDON (Universal)	Spotty	Spotty			Sold as a horror show, it did above average in some places.
WE ARE NOT ALONE (Warners)	Fair				Probably one of the 10 best, but not in grosses.

BETTER MANAGEMENT

Selling Features

"Gone With the Wind"

Reading, Pennsylvania—Using a spacious window in a local department store, nearby, Loew's staged first old furniture exhibition by Reading's "first families," to publicize "Gone With the Wind" at Loew's. This and other exploitation features were arranged by George Peters, manager.

Several families contributed furniture, tapestry, photographs, china, costumes and other exhibits of the Civil War era for the department store display, which not only filled a huge window, artistically planned, but also a large section of floor space on an upper floor. It was the first time that blue blood families here, permitting the use of their names in the exhibits, with "Not For Sale" signs, joined in a theatre publicity stunt on a big scale. A committee of society women served as judges' in Peters' contest, a big success, for the selection of the six girl winners in a Civil War costume contest. The six girls were Peters' guests at the first show and at an elaborate dinner.

A huge boys "and girls" band, in the theatres uniforms and labels; a poster-plastered street car covering the whole city; and army search light stationed in front of the theatre; a complete new exploitation design for the front of the house and patrols of police to keep the crowds moving marked the first day. Peters, showing twice a day, said orders for seats came by telephone and telegraph from Philadelphia, New York and elsewhere and adopted a rule to take no local reservations by telephone. An extra box office was set up in a vacant storeroom next the theatre, and for the entire first week all seats were sold out.

"Hunchback of Notre Dame"

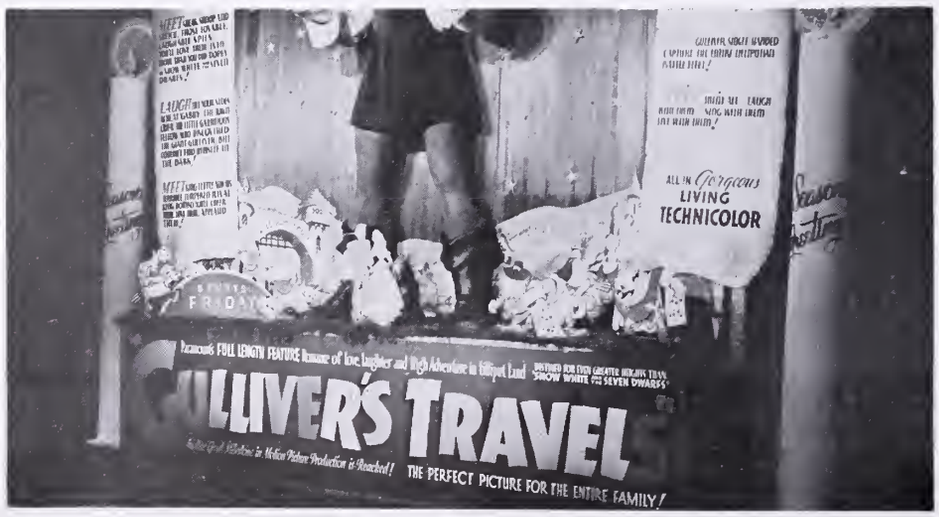
Providence, Rhode Island—Well in advance of Christmas day opening of this Radio picture at the RKO-Albee, manager George French and publicist Bill Morton hung an immense white banner on the side of the theatre with a silhouette of the Hunchback. Big footprints were stencilled on the sidewalk in front of the house and then worked around the corner and up the wall of the theatre to the silhouetted figure.

Fashion art with Maureen O'Hara and Katherine Adams was planted in the rotogravure of the Sunday Journal. Also arranged was a window featuring jewelry in a store on the main street. Throughout the State, 29 billboards were used and the WJAR "Where Are You Going?" program at the Providence bus terminal was used for an interview discussing theatrical ballyhoo, the talk working around to the fact that RKO has consistently refused to show any pictures of Charles Laughton's face in the Hunchback makeup.

Reading, Pennsylvania—All box office records at the big Park here, Cormack G. Keeney, general manager, were broken December 24, for the world premiere of "Hunchback of Notre Dame."

Keeney was on the air from Reading broadcasting stations at frequent intervals; used a decorated street car carrying "Hunchback" posters; used unlimited advertising space in Reading and nearby newspapers and placed many large space news stories.

Special emphasis was placed in all publicity on the fact that Reading's Park got the picture before New York, Philadelphia and Scranton, all larger cities.



"GULLIVER'S TRAVELS." Here is a portion of the life-size lobby display, conceived by manager Al Reh, Stanley, Philadelphia, for the advance heralding of the Max Fleischer-made, Paramount-released full-length Technicolor cartoon. This display was but one of the items in the Reh campaign on his holiday program.

"Meet Dr. Christian"

Providence, Rhode Island—George French, manager, and Bill Morton, press agent, took full advantage of the fact that this one is the first film in which Providence-born and raised Dorothy Lovett has featured billing. Picture was sold on the local girl angle. Well in advance of playdate, Sunday Journal carried a feature with art on Miss Lovett's Hollywood experiences.

The theatre men worked co-operatively with a store where Miss Lovet once was employed as fashion commentator on the radio. The whole department store was available for exploitation, with windows and counter displays, and a theatre party of those "who knew her when" was arranged for opening night.

"Housekeeper's Daughter"

Rochester, New York—Manager Lester Pollock, Loew's Rochester, put on one of his well-rounded campaigns for "Housekeeper's Daughter." City dailies and 12 suburban papers used special art and stories, and Rochester Sun with 80,000 circulation conducted contest to name Joan Bennett's previous pictures. WHEC aired teaser copy and a 15-minute broadcast based on the film, while WSAY used dance frolic broadcast and riddle contest.

Gas and Electric Corporation paid for large co-op ads in dailies and gave swell window display featuring stills from the film. Teaser ads were spotted on newsstands and in hotel lobbies.

"Day-Time Wife"

Syracuse, New York—Manager Sid Holland, RKO-Schine-Eckel, played up the comedy angle, stressing the husband-in-the-dog-house by building an attractive dog house and dog of compo board and placing it in the window of bus terminal. Copy coming from dog's mouth read, "Yup, My Wandering Master Is Headed For Here, When My Wondering Mistress Finds Out."

"Return of Dr. X"

Syracuse, New York—Working on the gruesome angle of "Dr. X," a contraption made up of old radio tubes, strands of wire and other handy material was placed in front of the box office at RKO-Schine-Eckel by manager Sid Holland. Resulting gadget was labeled Revive-A-Scope.

"South of the Border"

Fall River, Massachusetts—Manager Charles Feinberg, Nate Yamins' Capitol, arranged for a sound unit hookup in the main lobby to play the song hits of the picture. He also tied in with WSAR, Fall River, on the song hits.

"Cat and the Canary"

North Adams, Massachusetts—Manager Francis Faille, Paramount, paid $5 to a local woman, selected out of 50 applicants, to sit alone in the theatre at a midnight special showing of the picture.

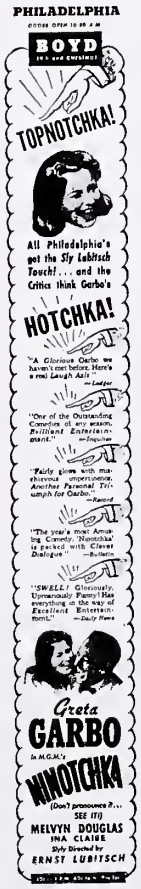
DETROIT

PHILADELPHIA

BLOOMSBURG, PENNSYLVANIA

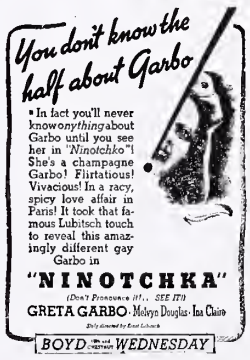
DES MOINES

PHILADELPHIA



MINNEAPOLIS

PHILADELPHIA



SPRINGFIELD, MASSACHUSETTS

ALBANY, NEW YORK

CHICAGO

HINTS ON NEWSPAPER ADVERTISING

No. 103—"Ninotchka" (Metro)

The idea of Garbo going "ga-ga" seems to predominate, with the award for the best novelty going to the Des Moines contribution, via the copy route.

Philadelphia single column of quotes from the reviews is also a striking bit of layout, while another Philadelphia ad, showing one half of Garbo's face, also draws attention.

Generally, the approach is similar in all ads, that of Garbo changing her routine much like a leopard changing her spots.

Frankly, this appears to be the best angle, as in areas where Garbo has not much, this new development should help.

It has been noted in some small towns that the title is confusing, so it might be well to try to overcome this, along the lines suggested in Des Moines.

THE EASTERN THEATRE MAN speaks

Number 64 of a Series:-

STANLEY SOBELSON

Operator of WEST END THEATRE, Newark, N. J., and cantor in a local synagogue.

"In my profession a man who hits a high 'C' is a marvel. Your publication has been hitting on high 'C' ever since I can remember. That's one reason we subscribed for three years. Keep up your good work. God knows we Exhibitors do need something to brace us up, and there is nothing like a good editorial stimulant. THE EXHIBITOR knows not only what to say but how to say it."

Nearly every Exhibitor reads THE EXHIBITOR!

AN INVITATION

Throughout 1939, expressions of praise, comment, criticism or suggestion from our many Exhibitor Friends will be carried in similar form in every issue. We welcome the expression of *every* reader and will use them in the order in which they are received.

Selling Shorts

"Blue Danube"

ROCHESTER, NEW YORK—Manager Arthur Krolich, Regent, feels musical shorts provide important draw at his house, partly because of the nearness to the Eastman School of music, so he puts on special campaign for these subjects.

For "Blue Danube" he sent personal letters to the 100 members of the Rochester Philharmonic Orchestra and to the members and directors of the Civic Music Association. Cards were placed on Eastman School's bulletin board to reach 1500 students and window cards spoted in music store windows.

Two radio stations aired music from the short and special contests had tickets as prizes. Lobby and screen announcements were made a week in advance and story was used in Civic Music News and daily newspaper theatre pages. Film critics mentioned the picture in their reviews. Letters sent to public school music teachers recommended announcements to pupils.

"Newsfronts of War"

ALBANY, NEW YORK—Manager Alec Sayles, RKO Palace, tied-in with the Knickerbocker News and Associated Press for a lobby display in connection with the showing of March of Time's "Newsfronts of War—1940." A wire "loop" was run into the Palace lobby connecting up one of the automatic printers by which "AP" news is disseminated. Theatre patrons were thereby able to see news of the day being printed before their eyes just as it goes out over the wires to Associated Press newspapers.

Sayles also used a lobby exhibit showing how Associated Press covered the newsfronts of the world. Photographs and write-ups of the tie-in were used profusely by the Knickerbocker News and in addition hundreds of persons saw the teletype operated.

"Information Please"

PROVIDENCE, RHODE ISLAND—On the Tuesday evening ahead of this short at the RKO-Albee and also during the week of the engagement, WEAN, Providence station carrying the "Information Please" broadcast, gave the screen version a plug, mentioning the theatre. George French, manager, and Bill Morton, press agent, also tied in with Canada Dry dealers and distributors, getting trucks bannered on the film. There was also a co-operative ad with one of the stores selling Canada Dry.

National Tieups

Para Has Cigarette Tie-up

NEW YORK CITY—Paramount Pictures last week completed arrangements with Chesterfield cigarettes for a national advertising tie-up which will publicize two forthcoming Paramount attractions and the stars in both films in more than 2000 newspapers throughout the United States and in many foreign countries. This national ad campaign consisting of half and two-third page insertions will get under way the second week in January. The first Chesterfield ad will feature Paramount's "The Great Victor Herbert" with Allan Jones and Mary Martin.

Warners' Bakery Tie-up

BOSTON—A tie-up was arranged last fortnight by Warners here with the Ward Baking Company whereby Warners will receive widespread publicity for its releases through the distribution of many bulletins by the baking company.

Community Building

Turkey Give-Away

BOSTON—For the benefit of managers of the Mullins and Pinanski circuit desirous of conducting turkey give-aways, the Boston advertising department's Harry Browning has compiled a "Turkey Manual," describing what has been accomplished by such events, and the modus operandi of them.

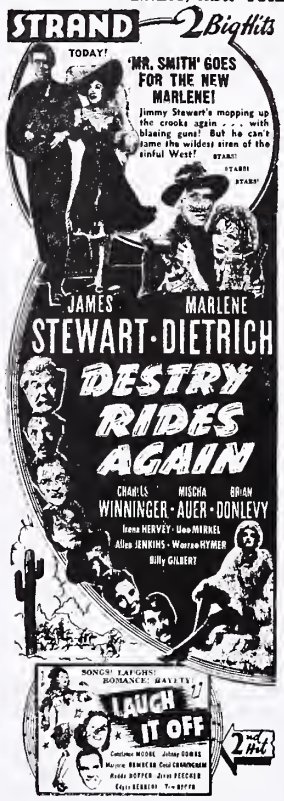
OF MICE AND MEN. Lon Chaney, Jr., left, and Bob Steele, right, appearing in the Hal Roach production, sip soda with director Lewis Milestone.

NEW YORK CITY

NEW YORK CITY

INDIANAPOLIS

ALBANY, NEW YORK



ALBANY

CHICAGO

WASHINGTON

INDIANAPOLIS

HINTS ON NEWSPAPER ADVERTISING

No. 104—"Destry Rides Again" (Universal)

No matter how they look at it, this is really a western, but, according to some of the layouts, the ad boys have been successful in selling away from this angle.

Take a look at Washington's contribution, which plugs the new Dietrich, the love angle and the famed scrap between Dietrich and Una Merkel.

Albany's two layouts, combining "Mr. Smith" with the "new Marlene," also are off the beaten track.

We might suggest that the supporting cast should be given better billing than is usual in these cases, as it contains names which really draw the paying customers.

Openings of this picture have been very good, and there have been few shows of late with more "different" angles to plug than this—the "new" Dietrich, Jimmy Stewart, a new kind of western, the supporting cast, the scrap between Dietrich and Merkel, these are some of them.

CHARLES LAUGHTON AND ELSA LANCHESTER ARE FETED; OTHER NEWS IN PICTURES

"THE HUNCHBACK." Ned E. Depinet, RKO-Radio, is seen at the Laughton-Lanchester party given by RKO-Radio and W. G. Van Schmus before the New York opening of the production.

MONOGRAM HOST. Dr. Domingo Narvaez, president of Cinematografica of Venezuela, is guest of honor at a luncheon tendered by Monogram on the occasion of the renewal of his distribution agreement. Left to right, they are Robert Socas, La Nacion, Buenos Aires; Charles Morla, Monogram; Dr. Narvaez; Norton Ritchey, Monogram export manager; F. Garcia Ortega, editor of Cine Mundial.

"THE HUNCHBACK OF NOTRE DAME." In honor of the new picturization of the Victor Hugo novel, RKO-Radio tossed a party for Charles Laughton and Elsa Lanchester. In the top picture are Radio City Music Hall's W. G. VanSchmus, Laughton, Miss Lanchester, RKO-Radio's George Schaefer. Below are RKO-Radio's Cresson E. Smith, actor Walter Hampden, RKO-Radio's Phil Reisman, RCMH's Gus Eyssel

EXTRA-CURRICULAR. Mary Martin, whose heart belongs to daddy and Paramount's "The Great Victor Herbert," pins the honor student's wing at a stewardess graduation.

"THE HUNCHBACK." At the Laughton-Lanchester party, actor Sir Cedric Hardwicke is photographed midway in a toast.

FAMED FILMER FETED. Paramount's Adolph Zukor (center) is the guest of honor at a luncheon in Havana's famed Hotel Nacional de Cuba. Seen also are Jack Rappaport, president, Paramount Films of Cuba, Inc.

NEWS OF THE TERRITORY

NEW YORK CITY

Crosstown

Classic, 600-seater, at 180 Tompkins Avenue, corner of Pulaski Street, Brooklyn, was sold by the Perlmutter Holding Corporation to the S. R. F. Amusement Corporation, a subsidiary of the Interboro Theatres, Inc. Property is assessed at $28,000 and was sold for $35,000, the buyer paying $8,000 cash and the seller taking back a purchase money mortgage of $27,000 for 10 years. It was bought subject to a lease expiring in May, 1941.

Harold Baumstone, treasurer, Pictorial Films, became a father last fortnight, when a five-pound baby boy arrived. . . . Sidney Singerman, recently with Universal the MPGY, is now special representative for Maymon Films.

Transatlantic Distributors, Inc.. has formed a subsidiary organization, Transat Operators, Inc., which opened the new Belmont last fortnight. Belmont has been redecorated in the manner of the popular French music halls with usherettes costumed in short skirts, white bibs and black hose. Eugen Sharin is president of Transat; Frank Kassler, secretary; Arthur Weinberg, publicity director.

J. H. Hoffberg, Inc., has changed its name to Hoffberg Productions, Inc., with new offices at 1600 Broadway. . . . Passing of Samuel Pollak, once a partner in Bratter and Pollak, was mourned. He was 59 when he passed away in Newark last week. . . . Marriage of Oliver Unger, J. H. Hoffberg, sales chief, to Miss Virginia Speed was announced recently.

Concord's "Ente Cordiale," Gallic historical, did a "GWTW" on a small scale when it opened simultaneously at Martin Lewis' 55th Street Playhouse and Fifth Avenue Playhouse. . . . Screen player Edward Ellis was among those fighting for tickets at the Capitol to catch "GWTW." . . . Felix Mayer resigned as manager of the Williston to take over similar chores for Moe Goldman at the Century. . . . Golman's son, Harold, is sojourning in Florida. He was formerly the Century manager. . . . Jean Lenauer re-opened the Filmarte for the showing of Simone Simon in "The Human Beast."

Friend Gilbert Josephson informs us that "Harvest," playing at his World, has gone into its fourth month. The 300-seat house has set a new attendance record by playing to more than 50,000 persons during that time. . . . W. Ray Johnston and Ed Golden, president and vice-president of Monogram, looked like just "me and you" as they munched their popcorn while strolling along Broadway. . . . Seymour Peyser, attorney in the Phillips and Nizer office, celebrated his birthday by skiing up Lake Placid way.

Joe Hornstein's son, Harold, is very ill at the Post-Graduate Hospital. . . . Henry Ziskind is operating the Continental. . . . M. Burns is principal of the Beroos Theatre Corporation, operator of the Heights. . . . National Theatre Supply's Bernie Kleid and the missus recently celebrated another wedding anniversary. . . . Henry Schick is in California on leave of absence from his NTS selling chores.

44th Street

UNIVERSAL: Among those in attendance at the Christmas party tossed by Dave Levy for the staff were Nate Blumberg, Bill Scully, Bill Heinemann, etcetera. . . . All the salesmen spent the week between Christmas and New Years' day vacationing. . . . It's a redhead this week for Howard Saltz.

REPUBLIC: Our condolences are extended to salesman Tony Ricci, who lost his father last week.

Brooklyn

Alvin G. Locks now operates the Model. . . . Seymour Kutinsky recently added Brooklyn to his National Theatre Supply sales territory.

Staten Island

Staten Island Fabian theatres' Island Wide Talent Quest contest climaxed with the grand finals held on the Saint George stage night of December 19. . . . Mechanics of the contest were similar to the recent Fabian Theatres' Jitterbug Jamboree. George Evans, manager, routined the various semi-finals eliminations and also the finals. . . . George Trilling. manager, Fabian Ritz, is a favorite at parties with his ready wit and nimble dance steps. . . . Cold weather is hampering Sigmond Kasse's, manager, Fabian Capitol, activities. . . . Roy Sherkey, manager, Fabian Stadium, is very pleased with results of his merchants gift shower on the Saturday night preceding Christmas Day. . . . Art Lane, manager, Fabian Strand, effected a tie-up on "Mr. Smith Goes to Washington" whereby four trips to Washington, D. C., were awarded to school children who answered questionnaire on "Mr. Smith" correctly. . . . Edgar Goth, advertising director, Fabian theatres, announces that Charles Bruns has been selected to play at the Fabian Employees' First Annual Dinner-Dance January 6. Many nice unusual features, attractions and prizes are promised

CIRCUITS

Consolidated

Casino re-opened.

Loew's

Mary Stock, cashier, Melba, Brooklyn, earned the personal praise of C. C. Moskowitz for the way she handled an attempted holdup at the box office Christmas Eve. "Santa," with a gun demanded her cash. She argued while pushing the burglar alarm. Quick arrival of the theatre staff put the highwayman to flight, without loot.

Rosenblatt-Welt

General manager Bernie Brooks hosted the entire circuit staff at a midnight Chrismas party tossed on the stage of the Orpheum, Jersey City. In charge of arrangements was Orph manager Dave Kane. Order of the evening was souvenirs and party hats for all and sundry; screening of a Jane Withers feature; dancing and food on the stage. Thanks to Brooks for an early morning lift back to Manhattan. Leon Rosenblatt was unable to attend because of his severe illness.

HOME OFFICES

Monogram

The Christmas party still seems to be on the tips of all tongues. Focal point for all Christmas activities was prexy W. Ray Johnston's office. Said spot also served as a projection room for the showing of a 16 mm. reel made especially by the coast folk for the home office mob. Featured in the film was Tex Ritter, who was supported by Scott Dunlap, Russ Bell, Ray Johnston, Grant Withers, Frankie Darro, Marge Reynolds, and other actors.

Paramount

Passing of Mrs. Julia B. Frawley, wife of Gilbert J. Frawley, was mourned by all. She was ill for several months.

RKO

Henry Holms, auditing department, is cashier, succeeding the late David Thompson. He entered the business in 1915.

United Artists

Mr. and Mrs. Charles Stern (he is eastern district manager) celebrate their 25th wedding anniversary December 27.

NEW JERSEY

Jersey City

Candy was given to children attending pre-Christmas show at Lyceum, Bayonne. . . . Opera House, Bayonne, is giving away dishes and encyclopedias, in addition to awarding toys daily during Christmas

Happy New Year

It's Bound To Be A Prosperous One IF YOU GIVE YOUR PATRONS

BINGO

- **12 WAYS TO WIN!**
- **16 WAYS TO WIN!**
- **70 WAYS TO WIN!**

Come in or Write

PREMIUM PRODUCTS

354 West 44th Street, New York

CIrcle 6-4972

week. . . . Al Unger's Capitol, Jersey City, was scene of Christmas party for 2,000 children under auspices of Fifth Ward Democratic Club. . . . Recently formed Fun Club held meeting at Plaza, Bayonne. . . . Twenty gifts, including household articles, toys and orders for chickens, etc., were given at Bergen, Jersey City. . . . Leto Hill, DeWitt, Bayonne, presented Indian tribe on stage. . . . Toys were given to children at parties at Ritz, Bergen and Central, Jersey City. . . . Bicycle and 40 pairs of roller skates were Christmas gifts to children at Palace, Jersey City. Harmonica band at Public School No. 5 entertained on stage. . . . Following Skouras theatres in Jersey City gave away toys and candy at special holiday shows for children: Fulton, Capitol, Rialto, Tivoli, Strand, Apollo, Monticello.

Long Branch

Walter Reade turned over the Paramount to the Long Branch Welfare Society for the annual children's Christmas party. Manager Thomas A. Phelan assisted in looking after the 600 children.

Passaic

Joe Lefkowitz, Clifton, donated use of house and staff for annual Christmas kiddies' party of the Clifton Elks. City manager Bill Miller was master of ceremonies. . . . Harry Shein, Strand, and Sal Zanza, Ritz, handed out Christmas candy to kiddies. Shein also put on a spook show. . . . Lou Preiskel, Palace, held drawing on stage.

—I. S.

Union City

Children attending pre-Christmas matinee at the Strand received free candy. . . . Mayfair, West New York, was the scene of a Christmas party for 2,000 children under auspices of Third Ward Democratic Club. . . . Kiddies Kandy Party was held at Rialto, West New York . . . Yule party for children was held at Roosevelt, Union City. . . . Manager Emanuel Light, Loew's Embassy, North Bergen, presented special Christmas show for children. . . . Alvin, Guttenberg, gave away turkeys, ducks and chickens. . . . Temple, Union City, awarded 11 turkeys. . . . Rialto, West New York, gave away turkeys.

—P. C.

NEW YORK STATE

Addison

Florence Chisom, operator, Avon, celebrated the 12th birthday of her son, William. There is also a year-old daughter, Mary Ann.

Albany

Ralph Pielow was under the weather over the holidays. . . . Welden Waters, Paramount, drove to Philadelphia with the missus. . . . Bernie Kranze arranged a press screening of RKO's "Hunchback of Notre Dame," attended by Knickerbocker News critic C. R. "Tip" Rosenberry, Edgar S. Van Olinda, Hearst Times-Union, and several circuit officials and exhibitors. . . . Mike Boumasour, Plaza, Malone, is laughing at the weather man as he enjoys the balmy air of Miami and reads newspapers telling of zero weather in his home town. . . . Young Tommy Ryan, son of Universal's Tony Ryan, was certainly thrilled when Santa Claus brought him a puppy for Christmas. . . . Mr. and Mrs. Lou Olshan, Columbia, planned to spend New Year's Eve in New York City—with the missus going down to the big city a few days ahead of Lou. . . . Mrs. Ben Smith had a touch of pleurisy, but made a rapid recovery. . . . Bill Kramer, Schine circuit booker, was a row visitor. . . . Bernie Kranze's son, Donald, spent the holidays with his grandparents at Miami Beach, Florida, making the trip with the Joe Miller family. . . . Joe wired season's greetings to booker Stanley Goldberg and the Columbia staff, and admitted he liked the Florida climate 100 percent. . . . RKO salesman Leon Herman, supposedly on vacation, couldn't be chased away from the office Christmas week. . . . must be he likes the place. . . . Film Row, incidentally, was almost a "deserted village," with most of the salesmen away for holiday vacations. . . . Mrs. Max Friedman, wife of the Warner theatres film buyer and booker, enjoyed a visit from her sister and niece, enroute to Washington.

Public hearing will be held in Common Council January 2 on a change in zoning regulations which would allow a theatre and apartment house to be built in New Scotland suburb. Harry Hellman, inde exhib, is said to be interested in leasing the house.

Buffalo

Max Schwartzman, New York district manager for Quality Premium, was a visitor establishing the line of theatre premiums with our old friend H. E. Hughes, who is now arranging his displays and will cover Buffalo. . . . Charlie Hayman's novel invitation to his Christmas party at Hotel Fillmore continues to draw enthusiastic comment. . . . Manny and Muriel Woronov left for New York to spend a two weeks vacation with relatives. . . . Wonder how Syd Samson's knee action is these days! . . . Ralph Maw, Metro branch manager and family moved into their beautiful new house. Good luck. . . . Barney Ross flew in from Charlotte, South Carolina, to spend Christmas. . . . Alberta Daugherty is spending Christmas in Dayton, Ohio. How is Jerry Sherman, Alberta? . . . Combined Monogram employees gave Harry Berkson a candid camera. Now perhaps I'll get some photos. . . . Monogram had the distinction of having the only white Christmas tree in the business. . . . Edith Chasin, Monogram; Leona Ehrne, Warners; Aurrey Barber leave for Toronto February 10 to attend the hockey match. . . . Bob Moredock, Shea office, spent the Christmas holidays with relatives in Scranton, Pennsylvania.

Monogram's Christmas party was a huge success. . . . Gene Murphy, local Warner branch ad sales manager, ushered in the New Year in New York City. . . . Alice McCarthy, Shea's; Marian Walsh, Lafayette, were seen at all Christmas film parties. . . . After two weeks' layoff during the holidays, the Theatres Bowling League resumes January 8. . . . Charlie Taylor and staff, Shea's, and Jack Gilmore, exploiteer, Loew's, are preparing for the coming of "Gone With the Wind." . . . Highlight of the outdoor ballyhoo campaign on "Gulliver's Travels" for George Mason's Shea's Great Lakes was the use of two young lads dressed as Lilliputians, parading the downtown streets at the height of the Christmas shopping rush. . . . Ralph Maw's Metro Christmas party was well represented, not only by the film folk but by several of the city officials. . . . Charlie Hayman and family sojourned to the sunny South where they will spend the Winter. . . . Christmas Eve party scheduled by the Jake (Academy) Lavines was postponed due to the illness of Jake.

Mary Clark, head inspectress, was one of the charming hostesses at the 20th Century-Fox party. . . . Ralph Maw, Metro branch manager, was presented with a handsome silver service from his

JOE JOEL SAYS:

Among Other Things . . .

Sincere sympathy goes to Elliot Foreman, publicity man, who lost his mother. It was indeed a sad Christmas for Foreman, for she died on Christmas Eve. May her soul rest in peace. . . . Following were visitors at Metro during holidays: Barney Ross, office manager, Charlotte, North Carolina; Jerry Hirsch, sales manager, New Orleans exchange; Mannie Woronov, salesman, Buffalo exchange. . . . Harold Hornstein, son of Joe, is a patient at the Post Graduate Hospital, suffering from a skin infection. Here's hoping for a speedy recovery. . . . Ruth Halpern, daughter of Jack, Amusement Supply Company, was married December 25 to Harry R. Bloom, lawyer, Bayonne, New Jersey. They are spending their honeymoon at Miami, Florida. . . . Mac Schwartzman, Quality Premium, informed me he had closed a big deal with Warners in Albany for the Golden Dawn dinner service, this being the first time Warners has given away any premiums in that district.

Harold E. Hughes now represents Quality Premiums in Buffalo film zone. He has already sent in two swell contracts and Mac informed me that although premium dealers have complained about bad business, Quality Premium Company has more than held its own. . . . Jack Rosenfeld, Film Products, informed me his business for the year 1939 has surpassed all previous years. . . . In all my years in the film business, I never saw so many happy employees leaving the Film Center Christmas Eve. There was a reason. Make your own guess. . . . Father of Cy Seymour passed away on December 2 after a short illness. I extend my sincere sympathy.

Sylvia Brown has resigned from Merit. . . . United Artists exchange employees certainly had a swell party on Christmas Eve. . . . I extend to Lou Johnson my sincere congratulations for the marvelous work he has done as president of the Film Employees Union B-51. To the best of my knowledge, he is beloved by all who know him, he has the respect of all the union members and the heads of all the exchanges. . . . Don't forget that the State Sanitary Supply Company is now located at 630 Ninth Avenue, two doors from West 45th Street. It will pay you to go a little out of your way and visit them in their new store. . . . I wonder if Dave Newman, Warners' shipping department, has reserved his mansion at Miami, Florida, for the coming season. Hurry, Dave, or you will have to sleep on the beach. . . . We still have some calendars left and I also recommend the calendar frames advertised in THE EXHIBITOR. They are very attractive and can be used for many years. If you are interested, drop me a line, or see me in person.

combined employees. . . . Mrs. John Sitterly was called home to Syracuse, due to her mother's illness. . . . Chuck Harter, Columbia office manager and booker, in trying to outsmart his wife Alice, found himself outsmarted, when he ordered a train for Christmas, and got it. . . . Flash! Bill Gibson, ad sales manager, 20th Century-Fox, was charming and natty at the Christmas party. . . . Madeline Moore, Columbia's stenographer, left to spend the holidays with relatives at Oil City, Pennsylvania. Her holiday was turned to sadness with the passing of her aunt. . . . RKO's Arnold Febreys expect a bundle from heaven. . . . Vincent R. McFaul, general manager, Shea theatres, could well be proud of the Christmas tree on the Buffalo mezzanine. . . . Understand Joe Schuchert wanted to visit his neighbor farmer, Diesendorf, at 3 A. M. Christmas morning, but Elmer Lux interfered. . . . Charlie Boasberg, branch manager, RKO is the recipient of delightful gifts from the members of his organization—a traveling bag, military set, and golf bag making up the staff's appreciation. . . . Phil and Ida Fox flew to Boston to spend the holidays with their families. . . . Sonnie Lorence was home from M. I. T. Academy for the holidays and lunching with Herman and Mrs. at Laube's.

Stanley Kozanowski, Rivoli, is very much perturbed over the plight of his sister, Victoria, who is stranded in Kalsh, 20 miles from Warsaw, Poland. . . George Gammel, Gammel circuit, is convalescing from his recent illness. . . . Richard Buckley, former local Metro booker, stopped in Buffalo to attend the local Christmas party. . . . United Artists, at the conclusion of the Christmas celebration. proceeded en masse to the 20th Century-Fox party and were made welcome by mine host Syd Samson. . . . RKO's smiling Charlie Boasberg expressed extreme confidence in the forthcoming Ned Depinet Billing Drive. . . . Elmer Lux, RKO sales staff, was most enthusiastic over the screening of "Hunchback of Notre Dame." . . . John Scully, Universal branch manager, had an enjoyable Christmas week end. His son, John, Jr., was home from Cleveland and Peter from New York City, while son Edward entertained house guest from New England. . . . Columbia George Fergusons had open house. . . . Why doesn't Jim Kelly, Strand, Cataract, smile as much as usual? . . . Dick Hayman, son of Charlie, and Harold Wackett, asistant manager, Strand, Cataract, Niagara Falls, are hiring asistants to carry their police badges around after them.

V. McFaul, president of Buffalo Theatre, Inc., Shea affiliate, contracted with RCA Photophone for sound equipment for two new houses now under construction, the 1205-seat Shea's Niagara, Buffalo; the 880-seat Shea's, Lackawanna.

Variety Club misses Al Kahn, previously reported seriously ill at the General Hospital. . . . Jules Berinstein, Cornell Theatres, was among those in attendance at the Variety Club New Year's Eve celebration. Among the guests at the 20th Century-Fox holiday celebration, were Ed Dobe and Ford Hoyt. . . . Sophie (Mussalski) Jurewicz, booker stenographer, Universal, is the proud possessor of a diamond wrist watch from husband John. . . . Syd Samson, 20th Century-Fox, has an embryo poet in his shipping room. . . . Hurray for Lorenzos! They certainly provided a personable bar tender in the person of Angy Lapertino at the 20th Century-Fox party. . . .Leona Ehrne, January 20, celebrates her 21st birthday with Warner Brothers as cashier. . . . It took Jules Jasper nearly five hours to drive through the blizzard from Rochester to attend the UA party. . . . Abe Brandenberg was in for a short stay. . . . Lydia Behling, Ellen Terry, Syliva, lent plenty of Christmas atmosphere, when she entered the Film Building loaded down with gifts. . . . Gage Havens and Emmie Dickman helped to celebrate the night of Hayman's party.

Dorothy Gammel did double duty this yuletide in distributing her many gifts, while husband George was incapacitated. Mr. and Mrs. Pat Powers were host and hostess at a dinner party following the Diaz concert at the Plaza, New York City, with Lydia Boehling one of the guests. . . . Jerry Dipow, manager, poster department, Universal, and Ann Rockoff, New York City, celebrated their engagement January 1 at a party at the Park Central. Jerry presented his fiancee with a diamond wrist watch. . . . Edith Chasin, Monogram office staff, girl with the glory smile, was very much in evidence at the recent Warner party. . . . Eleanor Paradeis, Pam-O-Film, is most enthusiastic about her latest releases.

—M. G.

Our Mr. Mentlik WRITES ABOUT A FILM PARTY

Dear Chief:

I see by the trade papers where everyone and his cousin tossed a party of some sort to usher in the holiday season. There must have been a lotta liquid gurgling down a lotta human pipes in celebration of Christmas and the New Year as a result. When all those parties were petering out, a gent named Arthur Mayer was opening the gates to the top floor of the Fiesta Ballroom for one of the most lavish and gayest cinema shindigs of the season. His wasn't a holiday party; it was part of the festivities that went with the unveiling of the new murals appearing in the lobby of Arthur's Times Square Rialto.

You know the Rialto, chief—it's the smallest first-run theatre on Broadway and it's the type of house mothers want to keep their children away from. Blood and thunder policy they call it—horror, murder, mystery, and all that sort of stuff. Arthur had a mess of murals painted to illustrate that policy and the Fiesta fiesta was part of the unveiling ceremony.

George Sharf, the Loew publicist, and your faithful servant left Monogram where we had just said goodbye to Harry Thomas, Joe Felder and Sol Kravitz. We arrived at the Fiesta and the first persons we say hello to are Thomas, Felder, and Kravitz. Arthur Mayer was right up at the door shaking hands with those who started to pour in. Helping him with the identification and greeting was Phil Gerard, one of the stem's better press agents.

Sharf and Mentlik walked around the immense ballroom and even went to the floor below where the management tossed in two name bands and a complete smorgasbord for a sum total of 60 cents and stay as long as you like. Back up to the top floor we went and ran head-on into Lou Pollock and his charming missus. We sat and gabbed a short while with the Pollocks and the Hank Linets, who also had as their table guest a movie gent named Sir Cedric Hardwicke. Sir Cedric, by the way, had previously read Arthur Mayer's personal choice of the 10 worst pictures of the year. Incidentally, all pictures played the Rialto.

Columbia's beautiful, charming and lovely Hortense Schorr, one of the town's abler femme publicists, was seething on accounta Maurice Bergman was scheduled to meet her there promptly at 9.30 and the time was nigh on to 10.30. But Maurice finally came and all was forgiven. Some more gallavanting around and we bumped into RKO's Colonel Thompson in a huddle with the Music Hall's W. G. Van Schmus. The latter and Mayer, operators of the town's largest and smallest first-runs, posed for several stills. Over in another corner were UA's Monroe Greenthal, Lynn Farnol, and Al Margolies, at least two of whom was seen dancing at least once with formally-garbed Elaine Barrie, the ex of one John Barrymore.

Expected to see Jean Lenauer there, but the Filmarte chief was represented by his press representative, Lillian Nadel. ITOA's Hary Brandt was one of the early arrivals and early leavers. Every one of the film critics was there and there wasn't a one who showed any signs of boredom, a rarity in the case of most parties.

Can't remember everyone who attended, chief, but rest assured there weren't many folk of import who didn't come to give the gladhand to Arthur Mayer, one of the whiter guys in these parts.

Remember me to the mob in Philly.

Love and Kisses,
LEW MENTLIK,
Your New York Correspondent.

Canandaigua

Manager William J. MacFarlane, Playhouse, co-operated with Legion Auxiliary to bring holiday cheer to underprivileged residents. . . . Women of the Auxiliary turned out in uniform to man the theatre and their strong promotion did much to bring added goodwill to the theatre as a civic enterprise.

Gloversville

Schine Home Office News

More than 75 employees and invited guests enjoyed the annual Christmas party at the Schine home offices December 22, at which Mr. and Mrs. J. Myer Schine and Mr. and Mrs. Louis W. Schine were hosts and hostesses. From a grab bag beside a big Christmas tree gifts were drawn for those present, Miss Bertha Luss acting as mistress of ceremonies. Special gifts were presented the Messrs Schine by the employes, Sandberg's "Life of Lincoln" going to J. M. and a set of electrical door chimes to L. W. Al Marqusee, president, Schiners' club, made the presentation. Special guests included Mayor and Mrs. Chauncey C. Thayer, as well as Schine and industry figures from Amsterdam, Syracuse, Albany, Rochester and Bellefontaine, Ohio. A sumptuous turkey supper was enjoyed followed by dancing. . . . George V. Lynch entertained more than a score of friends at a Christmas Eve party at his home here. Special guests included General and Mrs. Bernard W. Kearney. . . . Successful car give-away brought out record crowds to the Glove, Hipp Christmas Eve.

Lou Hart, Glove manager, promoted a stunt for New Year's that had the town talking. Lou "gave a man away" to a lucky girl. The gag was that a young, personable male, with tuxedo, bankroll furnished by the theatre, etc., was

"awarded" to be the escort of any unmarried white lady on New Year's Eve. It was provided that he take her to dinner in a car, driven by a chauffeur, at the town's leading hotel, then for a call on the mayor, a visit to the theatre, a visit to the leading night club, with the rest of the evening—if any—to themselves.

Jamestown

Meeting of Warners Jamestown district managers was held at the Lafayette Hotel, Buffalo. . . . Managers attending were Allen B. Newhall, Palace, Winter Garden, Jamestown; Murray Lafayette, Haven, State, Olean; Edwin Yarbrough, Keeney, Elmira; Melville Conhaim, Regent, Elmira; C. L. Hollister, Babcock, Temple, Wellsville; Clifford Schaufele, Diana, Medina; Ralph Booth, Family, Lafayette, Batavia; Dalton Burgett, Capitol; Dunkirk; James Macris, Majestic, Hornell; Ray Fahrenholz, Strand, Elmira; William Leggiero, Steuben, Strand, Hornell. M. A. Silver, zone manager, and Max Friedman, booker, came from Albany for the meeting and I. Cohen of Warners' publicity department, New York City, attended and discussed their production "A Child is Born" with ways and means of selling same. Ralph E. Crabill, district manager, spoke briefly. . . . Ralphie Crabill, son of the district manager, is collecting tropical fish. . . . Ruth Kelley, district office, and hubby, attended both the Warner exchange and Paramount exchange Christmas parties, Buffalo. Al Newhall, Palace, and R. E. Crabill, district manager, also motored to Buffalo. . . . Virginia Calahane, Palace cashier, did a good job of decorating the Palace Christmas tree. . . . Christmas charity matinees, an annual custom, were held either Wednesday or Thursday before Christmas at all theatres in the district. . . . This activity was originated by R. E. Crabill, district manager, seven years ago and it has been an annual event in each town. Managers carrying out this activity were Holly Hollister, Babcock, Temple, Wellsville; Jim Macris, Majestic, Hornell; Ralph Booth, Family, Batavia; Ray Fahrenholz, Strand, Elmira; Murray Lafayette, Haven, Olean; Allen Newhall, Winter Garden, Jamestown; Dalton Burgett, Capitol, Dunkirk; had to forego the activity due to an outbreak of scarlet fever. . . . Eddie Grainger was in town for a conference with Bob Horning, Shea's, Jamestown. Both drove to Buffalo to meet with M. A. Silver, Warners' Albany zone manager. . . . Ruth Kelley and hubby were guests of William Stevens, Palace projectionist, and wife for a spaghetti dinner.

Kingston

Local 637 elected the following officers: Thomas Little, president; Louis Short, vice-president; Kenneth Evory, secretary and treasurer; Michael Ross, business manager; John Sickler, sergeant-at-arms. . . . Jack Carroll, Altec, made his headquarters at the Governor Clinton Hotel for several days during the holiday season.

Liberty

Liberty now boasts of new Simplex E7 projector mechanisms and Presto Changeovers. Teddy Rosenberg, NTS handled the deal.

Lynbrook

Homack Construction Company, operator of the 1705-seat Lynbrook, Lynbrook, has signed with RCA Photophone for sound equipment for the house, a Century affiliate.

Marlboro

Thomas Dixon closed the State for the remainder of the winter. House will reopen in May.

Newburgh

Bob Ruckdeschel, Park, leading team of the Netco Theatre League, bowlel 243 for a new circuit high single mark as his team shut out the Broadway. His record helped his team roll 684 in their third game for the high team game of the night's session, Cameo, tied for third place with the managers, moved up to second by blanking the art department, while the managers went into a third place tie with ushers, heretofore in second place, by beating them 2-1. Jack McCann, Cameo, had 188 high single. Fred Schaefer, managers had 186 high single. R. Sharps, Ritz, had 147 high single and 396 high three as they shut out the tailend operators. One of the better scores, considering this is a beginners' league, was 171 by Al Pizzaro, Broadway. Teams now stand: Park won 17, lost 4; Cameo won 15, lost 6; ushers won 14, lost 7; managers won 14, lost 7; Broadway won 11, lost 10; art department won 7, lost 14; Ritz won 5, lost 16; operators won 1, lost 20.

Rochester

Sol Shafer, State; Lee Stern, West End; Louis Levitch, Schines city manager, and Gene Curtis, Riviera, major domoed swell Christmas party for all Schine employees December 27 at Terrace Gardens, night club. . . . Manager Lester Pollock, Loew's, expects to get "Gone With the Wind" for road show run January 26. . . . Schine houses put on strong campaign for Westinghouse film, "Middletown Family" shown at World's Fair. . . . Some Rochester managers are doing nice bit of unsung charitable work by permitting selected list of blind and deaf persons, groups of children from orphan homes to attend shows regularly. . . . Manager Jay Golden, playing "Guliver's Travels," RKO Palace, made play for kid biz by 10 A. M. opening throughout the week and tie-up with D. and C. Uncle Dan's Club for special Saturday morning show. . . . Schine employees presented swell thermos set for office to city manager Louis Levitch as Christmas gift.

Charlie Freeman, Century manager, placed attractive organ standee in lobby carrying Christmas greetings to all patrons. . . . C. C. Young, Schine zone manager, was in town for conference with managers, checkup on business and promotion. . . . Les Pollock, manager, Loew's, arranged organ novelties by Helen Ankner and stage presentation featuring Father Time for special New Year's show at regular prices. . . . State manager Sol Shafer's son is home from college for the holidays. . . . Gene Chiramonte, manager, Lake, is sporting a beautiful ring given him by the girl friend. . . . Gene Curtis, Riviera, giving away radio every Monday night as a boost.

—D. R.

Syracuse

"Bill" Wittneben is reported looking for a gas oven of proper size. . . . Martin Wazlohowski and Jack Kerly are asking for bids on a neon sign. . . . Lora Angier has installed a new announcing system attached to W. E. sound at the Community. . . . James Constantino was caught in act of buying silk hose by the box. . . . Wonder if the 10 o'clock shutoff on heat at the Avon is automatic? . . . Phil Rossomando is one of Jack Meaney's customers for statues. . . . Robert Dumas is very popular since receiving the legacy. . . . George Brown suspends all operations until the whistle blows on the toy train, (as reported by Jack Karp). . . . Sam Slotnick finally had all his holiday cards mailed. . . . Altec Service will occupy second floor offices in Rivoli soon, according to George Brown, local representative. . . . Second floor of Jack Karp's Cameo is being rebuilt to accommodate increased attendance. . . . Frank Allen, Allen, Solvay, has modernized his W. E. sound system. . . . Charles Huxford has installed new sound system at the Huxford Skaneateles. . . . Ray Pashley, Lakes, Interlaken, is keeping very busy with Allied affairs.

Morris Fitzer made his annual week's trip to New York for the holidays. . . . Wonder which of the Loew State operators is competing with Claude Linstruth for laundry work? . . . William Maxon presented Fay Woodford with his annual gift. . . . Local 9 has inaugurated a share the wealth plan by putting the boys to work, credit being due George Robertson, B. A., and Eddie Fitzgerald, president. . . . Bert Barton wonders who pushed his car in front of the hydrant? . . . Cross carbon savers are still going strong at the Paramount. . . . Boys would like to know what Fay Woodford's New Year's resolutions were.

New phone system was installed in Kallet's State, Fulton, by Jimmy O'Brien, manager. . . . Rivoli booth is now operating with one Simplex and one Motiograph machine. . . . Morris Fitzer, Cy Barry and Frank Suttell entertained entire staff of Empire with a Christmas party at Tubbert's. About 45 employees and friends attended. . . . Norman Fitzer, son of Mitchell Fitzer, visited. . . . Walter Scarle's mother was reported very sick in Florida.

Robert Sardino is very handy when it comes to making leather shields. . . . There must be a handwriting expert working on ballots of Local 376 election. . . . Al Gilbert is reported to have a beautiful box office for sale. . . . William Lundigan is one of latest purchasers of space in the program from William Maxon. . . . Rennie Coates, assistant manager, Kallet's Regent, celebrated his wedding anniversary December 26. . . . Notice to projectionists: Two negative carbons will not work. . . . Sid Kallet was a recent visitor. . . . Jack Kerly wonders when he will receive his overtime? . . . It is rumored that Royce Burgess is doubling, taking tickets on "Bingo" nights. . . . Carl Henry celebrated his wedding anniversary December 25. . . . George Doss is being blamed for the midnight show scale, according to rumor. . . . Harry Gurnes and Jack Meaney extend the season's greetings to all members of Local 376. . . . Martin Wazlohowski was the recipient of an increase. . . . Earl Cecile was forced to take time off due to sickness. . . . Elmo Carpenter likes the navy and is wondering if Bill Doss will enlist, but Bill has taken to steeplechases. . . . Gus Lampe will need a full week off to read his holiday mail.

While descending the stairway leading to the Eckel lounge on the night of October 29, Mrs. Mary Presutto, alleges in a $10,000 negligence action filed in Supreme Court that her foot caught in the stairway rug and she was thrown headlong. S. K. E. Operating Company, Ltd., operators of the theatre, is named defendant.

THE FEATURE CHECK-UP

Published Every Other Issue

COLUMBIA

(1938-1939 releases from 9001 up; 1939-1940 releases from 1001 up.)

AMAZING MR. WILLIAMS, THE—C—Melvyn Rouglas, Joan Blondell, Edward S. Brophy — Top-ranking comedy—84m.—see Nov. 29 issue—(1007).

BEHIND PRISON GATES—MD—Brian Donlevy, Jacqueline Wells—Nabe dual support—62m.—see Aug. 9 issue—(9033).

BEWARE SPOOKS!—C—Joe E. Brown, Mary Carlisle—So-so Brown—68m.—see Nov. 15 issue—(1011).

BLONDIE BRINGS UP BABY—CD—Penny Singleton, Arthur Lake, Larry Simms—Top-half of dualler, or nabe single feature—69m. — see Nov. 15 issue—(1013).

BLONDIE TAKES A VACATION—C—Penny Singleton, Arthur Lake, Larry Simms—Above-average Blondie—71m.—see July 26 issue—(9010).

CAFE HOSTESS—MD — Preston Foster, Ann Dvorak, Douglas Fowley—Bottom dualler—62m.—see Dec. 13 issue—(1030)—(A).

COAST GUARD—MD—Randolph Scott, Frances Dee—Okay programmer, can be effectively exploited—72m.—see Aug. 9 issue—(9008).

FIVE LITTLE PEPPERS AND HOW THEY GREW—MD—Edith Fellows, Dorothy Peterson — Fair as lower half of double bill—60m.—see Sept. 6 issue—(9017).

FUGITIVE AT LARGE—MD—Jack Holt, Patricia Ellis—Okay for Holt fans — 63m. — see Aug. 9 issue—(1026).

GOLDEN BOY—D—Barbara Stanwyck, Adolphe Menjou—Top bracket attraction with popular appeal—101m.—see Sept. 6 issue—(9002).

HIDDEN POWER—D — Jack Holt, Gertrude Michael, Dickie Moore—Standard Holt—60m.—see May 31 issue—(1025).

KONGA, THE WILD STALLION—W—Fred Stone, Rochelle Hudson—Just a dualler—65m.—see Sept. 20 issue—(9034).

MAN FROM SUNDOWN, THE—W—Charles Starrett, Iris Meredith—Above-average Starrett—59m.—see Aug. 9 issue—(9208).

MAN THEY COULD NOT HANG, THE—D—Boris Karloff, Lorna Gray—Good chiller-thriller—65m.—see Aug. 23 issue—(9018).

MIRACLE ON MAIN STREET—MD—Margot, Walter Abel—Weak dualler—78m.—see Nov. 15 issue—(1032).

MR. SMITH GOES TO WASHINGTON—CD—Jean Arthur, James Stewart, Claude Rains — Sure-fire money-maker—130m.—see Oct. 18 issue—(1101).

MUSIC IN MY HEART—MDMU—Tony Martin, Rita Hayworth, Andre Kostalanetz—Pleasing musical dualler—70m.—see Dec. 27 issue.

OUTPOST OF THE MOUNTIES—AD—Charles Starrett, Iris Meredith—Okay for the season's starter—63m.—see Nov. 1 issue—(1201).

RIDERS OF BLACK RIVER—W—Charles Starrett, Iris Meredith — Good Starrett—54m.—see Sept. 20 issue—(9209).

SCANDAL SHEET—MD—Otto Kruger, Ona Munson, Edward Norris—Pleasing newspaper meller — 67m.—see Nov. 1 issue—(1031).

STRANGER FROM TEXAS, THE—W—Charles Starrett, Lorna Grey, Sons of the Pioneers—Near the top for Starrett—54m.—see Dec. 13 issue—(1202).

TAMING OF THE WEST—W—Bill Elliott, Iris Meredith—Plenty fast Elliott opus—54m.—see Oct. 18 issue—(1211).

THOSE HIGH GREY WALLS—MD — Walter Connolly, Onslow Stevens, Iris Meredith—Strong dualler; may be featured—82m.—see Oct. 4 issue—(1015).

U-BOAT 29—D—Conrad Veidt, Valerie Hobson, June Duprez—Exploitable British program—79m. — see Oct. 4 issue—(English-made)—(1010).

WOMAN IS THE JUDGE, A — MD—Frieda Inescort, Rochelle Hudson, Otto Kruger—Nice femme stuff for the nabes, duals—62m.—see July 26 issue—(9025).

TO BE REVIEWED OR IN PRODUCTION

BLAZING SIX SHOOTERS—Charles Starrett, Iris Meredith, Dick Curtis, Sons of the Pioneers—(1203).

BLONDIE ON A BUDGET — Penny Singleton, Arthur Lake, Larry Simms, Daisy.

BULLETS FOR RUSTLERS — Charles Starrett, Lorna Grey, Sons of the Pioneers—(1204).

CONVICTED WOMEN—Rochelle Hudson, Frieda Inescourt, June Lang, Lola Lane, Glenn Ford.

CRIMINAL CARGO — Jack Holt, Irene Ware, Eduardo Cianelli.

FIVE LITTLE PEPPERS AT HOME — Edith Fellows, Dorothy Peterson, Clarence Kolb.

HIS GIRL FRIDAY—Cary Grant, Rosalind Russell, Ralph Bellamy.

I MARRIED ADVENTURE—Jungle picture produced by Osa (Mrs. Martin) Johnson.

LONE WOLF STRIKES, THE—Warren William, Joan Perry, Alan Baxter.

MY SON IS GUILTY—Bruce Cabot, Jacqueline Wells, Harry Carey.

PASSPORT TO ALCATRAZ—Jack Holt, Noah Beery, Jr., C. Henry Gordon.

PIONEERS OF THE FRONTIER — Bill Elliott, Linda Winters—(1212).

TEXAS EXPRESS—Charlee Starrett, Iris Meredith, Dick Curtis, Sons of the Pioneers—(1205).

TOO MANY HUSBANDS—Jean Arthur, Fred MacMurray, Melvyn Douglas.

GRAND NATIONAL

(1938-1939 feature releases from 301 up.)

CHILDREN OF THE WILD—MD—Helen Hughes, James Bush—Opportunity for exploiters—57m.—see Feb. 22 issue, under Miscellaneous—(315).

GREAT GUY—MD—Jamee Cagney, Mae Clark—Excellent entertainment—73m.—see 2nd Dec., 1938, issue—(101).

ROMANCE AND RICHES — CD — Cary Grant, Mary Brian—Pleasant; best for nabes, twin bills—65m.—see 2nd Feb. 1937, issue—(Foreign-made)—(153).

SOMETHING TO SING ABOUT—CMU—James Cagney, Evelyn Daw—Box office—93m. — see 2nd Sept., 1938, issue—(210).

23½ HOURS LEAVE—C—Jamee Ellison, Terry Walker—Nice comedy fare—72½m. — see 2nd March, 1937, issue—(103).

METRO

(1938-1939 releases from 901 up)
1939-1940 releases from 1 up)

ANDY HARDY GETS SPRING FEVER—C—Lewis Stone, Cecilia Parker, Mickey Rooney, Helen Gilbert, Hardy Family—Top-bracket Hardy; best of the series—85m.—see July 26 issue—(944).

ANOTHER THIN MAN—CD—William Powell, Myrna Loy, C. Aubrey Smith—In the better grosses—102m.—see Nov. 29 issue—(13).

BABES IN ARMS—CDMU—Mickey Rooney, Judy Garland, Charles Winninger—Top-notch attraction—97m.—see Oct. 4 issue—(9).

BAD LITTLE ANGEL—D—Virginia Weidler, Gene Deynolds—Good entertainment for family trade; preachment is softened with delightful comedy—72m.—see Nov. 1 issue—(10).

BALALAIKA—DMU—Nelson Eddy, Ilona Massey, Charles Ruggles—Expensive production; exploit for best box-office returns — 102m.—see Dec. 27 issue—(17).

BLACKMAIL—MD—Edward G. Robinson, Ruth Hussey—Sell Robinson—81m.—see Sept. 20 issue—(5).

DANCING CO-ED—Lana Turner, Richard Carlson, Artie Shaw and Orchestra—Better-than-average dual support—84m.—see Oct. 4 issue—(3).

FAST AND FURIOUS—MY—Franchot Tone, Ann Sothern—Good comedy-mystery program—73m. — see Oct. 18 issue—(6).

GONE WITH THE WIND — D — Clark Gable, Vivien Leigh, Olivia de Havilland, Leslie Howard, Thomas Mitchell—Par excellence—228m.—see Dec. 27 issue—(Technicolor)—(A).

HENRY GOES ARIZONA—W—Frank Morgan, Virginia Weidler, Guy Kibbee — Pleasing western-comedy dualler—67m.—see Dec. 13 issue—(2).

JOE AND ETHEL TURP CALL ON THE PRESIDENT—CD—Ann Sothern, William Gargan—Pleasing nabe dualler—70m.—see Dec. 13 issue—(14).

JUDGE HARDY AND SON—CD—Lewis Stone, Mickey Rooney, Cecilia Parker—Top-ranking Hardy—90m.—see Dec. 27 issue—(16).

LADY OF THE TROPICS—D—Robert Taylor, Hedy Lamarr—Sell the names—91m.—see Aug. 26 issue—(947)—(A).

LAMBETH WALK—C—Lupino Lane, Sally Gray—Just a dualler-importation—80m.—see Aug. 23 issue, under Foreign.

MARX BROS. "AT THE CIRCUS"—F—Marx Brothers, Kenny Baker, Florence Rice, Nat Pendleton—Headed for the higher grosses—87m.—see Nov. 1 issue—(8).

MIRACLES FOR SALE — MD — Robert Young, Henry Hull, Florence Rice—With exploitation, picture is okey top attraction on duals—71m.—see Aug. 9 issue—(948).

NICK CARTER, MASTER DETECTIVE—MD — Walter Pidgeon, Rita Johnson, Henry Hull—Fast-moving action meller; dualler—60m.—see Dec. 27 issue—(15).

NINOTCHKA—CD—Greta Garbo, Melvyn Douglas, Ina Claire—Garbo smiles; ditto for the exhibitor—110m.—see Oct. 18 issue—(7).

ON BORROWED TIME — Fantasy — Lionel Barrymore, Beulah Bondi, Bobs Watson, Sir Cedric Hardwicke—A natural for showmen who like to go to work—99m.—see July 12 issue—(942).

REMEMBER?—C—Robert Taylor, Greer Garson, Lew Ayres—Will have to be sold—83m.—see Nov. 15 issue—(11).

SECRET OF DR. KILDARE, THE — D — Lew Ayres, Lionel Barrymore, Helen Gilbert—Standard Kildare—82m.—see Nov. 29 issue—(12).

THESE GLAMOUR GIRLS—CD—Lew Ayres, Lana Turner, Ann Rutherford—Routine college fare—78m.—see Sept. 6 issue—(948).

THEY ALL COME OUT—D—Rita Johnson, Tom Neal—Exploitable meller for duals, nabes—71m.—see July 12 issue—(943).

THUNDER AFLOAT — MD — Wallace Beery, Chester Morris, Virginia Grey—Timely fare that can be exploited for good results—95m.—see Oct. 4 issue—(4).

WIZARD OF OZ, THE—Fantasy—Judy Garland, Billie Burke, Jack Haley, Bert Lahr, Ray Bolger, Margaret Hamilton, Frank Morgan—In the industry's front rank—101m.—see Aug. 23 issue—(Technicolor)—(949).

WOMEN, THE — D—Norma Shearer, Joan Crawford, Rosalind Russell, Paulette Goddard, Phyllis Povah, Joan Fontaine—Headed for the higher grosses—134m.—see Sept. 6 issue—(1)—(A).

TO BE REVIEWED OR IN PRODUCTION

AROUSE AND BEWARE—Wallace Beery, John Howard, Dolores Del Rio.

BROADWAY MELODY OF 1940—Fred Astaire, Eleanor Powell, George Murphy.

CONGO MAISIE—Ann Sothern, John Carroll, Rita Johnson.

EARL OF CHICAGO, THE—Robert Montgomery, Edward Arnold, Reginald Owen—(18).

FLORIAN—Robert Young, Helen Gilbert, Charles Coburn.

FORTY LITTLE MOTHERS—Eddie Cantor, Rita Johnson, Bonita Granville.

I TAKE THIS WOMAN—Spencer Tracy, Hedy Lamarr, Kent Taylor, Verree Teasdale.

NEW MOON—Jeanette MacDonald, Nelson Eddy, Dick Purcell.

NORTHWEST PASSAGE—Spencer Tracy, Robert Young, Walter Brennan, Laraine Day—(Technicolor).

SHOP AROUND THE CORNER, THE—Margaret Sullavan, James Stewart, Frank Morgan.

STRANGE CARGO—Clark Gable, Joan Crawford, Ian Hunter, Peter Lorre.

YOUNG THOMAS EDISON—Mickey Rooney, Virginia Weidler, Fay Bainter.

READ CAREFULLY

Pictures are here listed under producers' names, Miscellaneous, and Foreign. Listed are the name of the production, the type, principal players, estimate as carried in Six-Point Reviews, latest available running time, and issue in which the complete review was published. All pictures are considered of family appeal, except where (A) [for Adult] is added at the completion of the reference. Read the complete review in the Six-Point Reviews. This Feature Check-Up is your guide to all major productions released nationally since June 30, 1939.

AD—Action Drama	MU—With Music
C—Comedy	MY—Mystery Drama
D—Drama	O—Operetta
MD—Melodrama	W—Western

MONOGRAM

(1938-1939 releases from 3801 up; 1939-1940 releases from 3901 up.)

CRASHING THROUGH—AD — James Newill, Warren Hull, Jean Carmen, Milburn Stone—Saturday matinee filler—55m.—see Oct. 4 issue—(3936).
DANGER FLIGHT—MD—John Trent, Marjorie Reynolds, Tommie Baker—Nice action show for the family trade—61m.—see Nov. 15 issue—(3816).
FIGHT FOR PEACE—Documentary—Story by Hendrik Willem Van Loon, narration by David Ross—Highly saleable topical picture—65m.—see 1st May, 1938, issue, under Miscellaneous—(3831)—(A).
FIGHTING MAD—AD—Jimmy Newill, Sally Blane—The kids should like it—55m.—see Nov. 15 issue—(3937).
FOUR JUST MEN, THE—see The Secret Four.
GENTLEMAN FROM ARIZONA, THE—WMU—J. Farrell MacDonald, Joan Barclay, John King—Pleasing dual supporting fare; color should help—71m.—see Dec. 27 issue—(Cinecolor)—(3912).
GIRL FROM RIO—MD—Movita, Warren Hull — Fair nabe dualler—62m.—see Aug. 9 issue—(3825).
HEROES IN BLUE—MD—Dick Purcell, Bernadene Hayes—Cops-and-robbers for the family—58m.—see Nov. 15 issue—(3919).
IRISH LUCK—AD—Frankie Darro, Dick Purcell—Fast moving Darro—58m.—see Sept. 6 issue—(3826).
MAN FROM TEXAS—W—Tex Ritter, Ruth Rogers—Fast western, plenty of action—59½m.—see Aug. 9 issue—(3865).
MR. WONG IN CHINATOWN—MY—Boris Karloff, Marjorie Reynolds—Best of the Wongs—70m.—see July 26 issue—(3807).
MUTINY IN THE BIG HOUSE—MD—Charles Bickford, Barton MacLane—One of Monogram's best—83m.—see Oct. 18 issue—(3803).
OKLAHOMA TERROR—W—Jack Randall, Al Saint John—Good Randall — 50m. — see Sept. 6 issue—(3856).
OVERLAND MAIL, THE—W—Jack Randall, Claire Rochelle—Just about tops for Randall and Monogram—52m.—see Nov. 15 issue—(3857).
PHANTOM STRIKES, THE—MY—Wilfrid Lawson, Sonnie Hale, Louise Henry—Okay English mystery program—58m.—see Nov. 29 issue—(3923).
RAIDERS OVER ENGLAND — see Shorts Check-Up—(3830).
RIDERS OF THE FRONTIER—W—Tex Ritter, Jack Rutherford—Typical Ritter—58m.—see Aug. 26 issue—(3866).
ROLL WAGONS ROLL—W—Tex Ritter, Nelson McDowell, Muriel Evans—Standard Ritter — 54m. — see Dec. 13 issue—(3951).
SECRET FOUR, THE (The Four Just Men)—MY—Hugh Sinclair, Griffith Jones, Francis L. Sullivan—High-rating English melodrama—79m.—see Dec. 13 issue—(English-made).
SKY PATROL—MD—John Trent, Marjorie Reynolds—Wall continues a good series—61m.—see Sept. 20 issue—(3815).
YUKON FLIGHT—MD—James Newill, Louise Stanley, Dave O'Brien—Standard bottom dualler—57m.—see Dec. 13 issue—(3938).

TO BE REVIEWED OR IN PRODUCTION

CHASING TROUBLE—Frankie Darro, Milburn Stone, Mantan Moreland, Lillian Elliott.
DANGER AHEAD—James Newill—(3939).
HIS FATHER'S SON—Martin Spellman, John Carroll.
FATAL HOUR, THE—Boris Karloff, Marjorie Reynolds, Grant Withers.
FRONT PAGE LADY—Warren Hull, Kay Linaker.
PIONEER, THE—Jack Randall—(3959).
PIONEER DAYS—Jack Randall—(3961).
PRAIRIE, THE—Jack Randall—(3960).
WEST-BOUND STAGE—Tex Ritter, Muriel Evans, Reed Howes—(3952).

PARAMOUNT

(1938-1939 releases from 3801 up; 1939-1940 releases from 3901 up)

ALL WOMEN HAVE SECRETS—CD—Virginia Dale, Joseph Allen, Jr., Jean Cagney—Lower-half dualler—70m.—see Dec. 13 issue—(3914)—(A).
BEAU GESTE—MD—Gary Cooper, Susan Hayward, Ray Milland, Robert Preston, Brian Donlevy—High-rating production, can be sold for the money—114m.—see July 26 issue—(3902).
CAT AND THE CANARY, THE—CMY—Bob Hope, Paulette Goddard, John Beal—Okay programmer for the kids and mystery fans—74m.—see Oct. 18 issue—(3909).
DEATH OF A CHAMPION—CMY—Lynne Overman, Robert Paige, Virginia Dale—Just a dualler—67m.—see Sept. 6 issue—(3901).
DISPUTED PASSAGE—D—Dorothy Lamour, Akim Tamiroff, John Howard—Can do big biz, if sold properly—91m.—see Oct. 4 issue—(3908).
EAGLE AND THE HAWK, THE—MD—Fredric March, Cary Grant, Carole Lombard, Jack Oakie—Sell the men to the women—75m.—see Mar. 22 issue—(3866)—(re-issue).
EMERGENCY SQUAD — AD — William Henry, Louise Campbell, Richard Denning—Lower nabe dualler—57½m.—see Dec. 27 issue—(3917).
GERONIMO!—MD—Preston Foster, Ralph Morgan, Andy Devine, Ellen Drew—Highly exploitable—90m.—see Nov. 29 issue—(3918).
GREAT VICTOR HERBERT, THE—DMU—Walter Connolly, Allan Jones, Mary Martin—Can be sold big—91m.—see Dec. 13 issue—(3916).
GULLIVER'S TRAVELS—Fantasy—Full-length cartoon, produced by Max Fleischer—Can be exploited for big returns—77m.—see Dec. 27 issue—(Technicolor)—(3915).
HERITAGE OF THE DESERT—W—Donald Woods, Evelyn Venable—Top-notch western—74m.—see Apr. 5 issue—(3848).
HONEYMOON IN BALI—CD—Fred MacMurray, Madeleine Carroll, Akim Tamiroff—Profit-making laugh carnival—96m.—see Sept. 20 issue—(3904).
ISLAND OF LOST MEN—MD—Anna May Wong, J. Carrol Naish—Just a mellar dualler—64m.—see Aug. 9 issue—(3848).
JAMAICA INN—COD—Charles Laughton, Leslie Banks, Maureen O'Hara—Deserving of best selling facilities—99m.—see Oct. 4 issue—(English-made)—(3906)—(A).
LAW OF THE PAMPAS—W — William Boyd, Russell Hayden, Sidney Toler—Top-notch western—74m.—see Nov. 1 issue—(3955).
LIGHT THAT FAILED, THE — MD—Ronald Colman, Walter Huston, Muriel Angelus—Sell Colman, Kipling names—99m.—see Dec. 27 issue—(3920).
LLANO KID, THE—MD—Tito Guizar, Gale Sondergaard—Highly saleable western—70m.—see Nov. 15 issue—(3913).
MAGNIFICENT FRAUD, THE — Lloyd Nolan, Akim Tamiroff, Patricia Morison—Nice dual program—78m.—see July 12 issue—(3847).
MAN ABOUT TOWN—CMU—Jack Benny, Dorothy Lamour, Edward Arnold, Binnie Barnes, Eddie (Rochester) Anderson—Jack Benny at his best; can be sold to mass and class as a top-notch attraction—85m.—see June 28 issue—(3845).
MILLION DOLLAR LEGS—Betty Grable, Jackie Coogan, Donald O'Connor—For lower-half of twin bills—65m.—see July 12 issue—(3846).
NIGHT OF NIGHTS, THE—MD—Pat O'Brien, Olympe Bradna, Roland Young—Good cast helps make this pleasing dualler — 86m. — see Dec. 13 issue—(3912).
NIGHT WORK—CD—Charles Ruggles, Mary Boland—Minor nabe dual fare—62m.—see Aug. 9 issue—(3849).
$1,000 A TOUCHDOWN—C — Joe E. Brown, Martha Raye, Susan Hayward—Bottom-half dualler—73m.—see Oct. 4 issue—(3903).
OUR LEADING CITIZEN—MD—Bob Burns, Susan Hayward—Below par for Burns—89m.—see Aug. 9 issue—(3850).
OUR NEIGHBORS, THE CARTERS—CD—Fay Bainter, Frank Craven, Edmund Lowe—High-rating fare for small town and nabe houses—84m.—see Nov. 1 issue—(3911).
RANGE WAR—W—William Boyd, Russell Hayden—Standard Hopalong—66m.—see Aug. 22 issue—(3954).
RENEGADE TRAIL—W—William Boyd, Charlotte Wynters—Good nabe western reaction—58m.—see Apr. 19 issue—(3859).
RULERS OF THE SEA—D—Douglas Fairbanks, Jr., Will Fyffe, Margaret Lockwood—Can be sold for the money; get behind it—97m.—see Sept. 20 issue—(3910).
SEVENTEEN — C — Jackie Cooper, Betty Field, Otto Kruger — Pleasing program—78 m.— see Nov. 1 issue.
STAR MAKER, THE—MU—Bing Crosby, Ned Sparks, Linda Ware, Louise Campbell — Musical bonanza with smart exploitation—94m.—see Aug. 26 issue—(3851).
TELEVISION SPY—MD—William Henry, Judith Barrett, William Collier, Sr.—Exploitable lower-half dualler—59m.—see Oct. 18 issue—(3907).
THIS MAN IS NEWS—MYD—Barry K. Barnes, Valerie Hobson—Pleasing English picture, with a slow start, a smash finish—75m.—see July 26 issue—(3865).
WHAT A LIFE!—CD—Jackie Cooper, Betty Field—Juvenile program; can be sold—79m.—see Sept. 20 issue—(3905).

TO BE REVIEWED OR IN PRODUCTION

ADVENTURE IN DIAMONDS—George Brent, Isa Miranda, John Loder—76m.
AT GOOD OLD SIWASH—William Holden, Bonita Granville, Judith Barrett, Vaughan Glaser.
BISCUIT EATER, THE—Billy Lee, Cordell Hickman, Richard Lane.
BUCK BENNY RIDES AGAIN—Jack Benny, Eddie Anderson, Ellen Drew, Phil Harris, Andy Devine.
DR. CYCLOPS—Albert Dekker, Janice Logan, Victor Killian, Tom Coley—(Technicolor).
DOWN WENT McGINTY—Brian Donlevy, Akim Tamiroff, Muriel Angelus.
FARMER'S DAUGHTER, THE—Martha Raye, Charles Ruggles, William Frawley.
FRENCH WITHOUT TEARS—Ray Milland, Ellen Drew—(English-made).
GOLDEN GLOVES—Richard Denning, Jean Cagney, Robert Paige.
HIDDEN GOLD—William Boyd, Russell Hayden.
HOLD YOUR HORSES—William Boyd, Russell Hayden, Julie Carter.
KNIGHTS OF THE RANGE—Russell Hayden, Jean Parker, J. Farrell MacDonald.
LIGHT OF WESTERN STARS—Victory Jory, Jo Ann Sayres, Russell Hayden, Noah Beery, Jr.
OPENED BY MISTAKE—Charles Ruggles, Janice Logan.
PAROLE FIXER—William Henry, Robert Paige, Virginia Dale—59m.
REMEMBER THE NIGHT — Fred MacMurray, Barbara Stanwyck, Beulah Bondi—94m.—(3919).
ROAD TO SINGAPORE, THE — Bing Crosby, Dorothy Lamour, Bob Hope, Judith Barrett.
SAFARI—Madeleine Carroll, Douglas Fairbanks, Jr., Tullio Carminati.
SANTA FE MARSHAL—William Boyd, Russell Hayden, Bernadene Hayes—68m.—(3956).
SHOWDOWN—William Boyd, Russell Hayden, June Clayton, Britt Wood.
SIDEWALKS OF LONDON, THE — Charles Laughton, Vivien Leigh—(English-made).
TYPHOON — Dorothy Lamour, Robert Preston, Lynne Overman—(Technicolor).
UNTAMED—Ray Milland, Patricia Morison, Akim Tamiroff—(Technicolor)—83m.
WAY OF ALL FLESH, THE—Akim Tamiroff, William Henry, Gladys George.
WOMEN WITHOUT NAMES—Ellen Drew, Judith Barrett, Robert Paige, Louise Beavers.

PRODUCERS DIST. CORP.

(Distributed through independent exchanges)

BEASTS OF BERLIN—see Goose Step.
BURIED ALIVE—MD—Beverly Roberts, Robert Wilcox—Exploitable prison dualler—71m.—see Dec. 13 issue.
GOOSE STEP (Hitler—Beast of Berlin; Beasts of Berlin)—MD—Roland Drew, Steffi Duna—Exploitable, topical meller, with obvious selling angles—85m.—see Nov. 1 issue.
HITLER—BEAST OF BERLIN—see Goose Step.
TORTURE SHIP—MD—Lyle Talbot, Jacqueline Wells, Irving Pichel—Entertaining indie programmer—62m. see Nov. 1 issue.

TO BE REVIEWED OR IN PRODUCTION

INVISIBLE KILLER, THE—Roland Drew, Grace Bradley, Alex Callam.
MAN FROM OKLAHOMA, THE—George Houston.
MERCY PLANE—James Dunn, Frances Gifford.
SAGEBRUSH FAMILY TRAILS WEST, THE — Bobby Clark, Earle Hodgins, Nina Guilbert.
TEXAS RENEGADES—Tim McCoy, Nora Lane, Kenneth Duncan.

RKO-RADIO

(1938-1939 releases from 901 up; 1939-1940 releases from 001 up.)

ALLEGHENY UPRISING — MD — Claire Trevor, John Wayne, George Sanders—Exploitable frontier drama—81m.—see Nov. 1 issue—(006).
BACHELOR MOTHER—CD—Ginger Rogers, David Niven, Charles Coburn—Big money comedy riot—82m.—see July 12 issue—(932).
BAD LANDS—W—Robert Barrat, Douglas Walton—A new type of western—70m.—see Aug. 9 issue—(933).
CAREER—MD—Ann Shirley, Edward Ellis — Best for small town—79m.—see July 12 issue—(930).
CONSPIRACY—AD—Allan Lane, Linda Hayes—Strong dual support—59m.—see Aug. 23 issue—(935).
DAY THE BOOKIES WEPT, THE—C—Joe Penner, Betty Grable—Okay for the Penner fans—64m.—see Sept. 6 issue—(002).
ESCAPE TO PARADISE—CDMU—Bobby Breen, Kent Taylor, Marla Shelton — Mild offering for lower brackets—60m.—see Dec. 13 issue—(945).
EVERYTHING'S ON ICE—CD—Irene Dare, Edgar Kennedy, Roscoe Karns—Pleasant programmer, ballyhoo Irene Dare—67m.—see Sept. 20 issue—(946).
FIFTH AVENUE GIRL—C—Ginger Rogers, Walter Connolly, James Ellison—Sell Rogers—83m.—see Aug. 23 issue—(934).
FIGHTING GRINGO, THE—W—George O'Brien, Lupita Tovar—Satisfactory O'Brien action-western—59m.—see Sept. 6 issue—(986).
FLYING DEUCES, THE—C—Stan Laurel, Oliver Hardy, Jean Parker—Lower-bracket attraction; will satisfy confirmed Laurel and Hardy fans—69m.—see Oct. 18 issue—(010).
FULL CONFESSION—D—Victor McLaglen, Joseph Calleia—Just a programmer; top dualler in spots—73m.—see Aug. 23 issue—(003).
HUNCHBACK OF NOTRE DAME, THE — D — Charles Laughton, Sir Cedric Hardwicke, Thomas Mitchell—Immense production, worthy of elaborate exploitation—115m.—see Dec. 27 issue—(015)—(A).
IN NAME ONLY—MD—Carole Lombard, Cary Grant, Kay Francis—Headed for the high grosses—94m.—see Aug. 9 issue—(936).
LEGION OF THE LAWLESS—W—George O'Brien, Virginia Vale—Okay for O'Brien fans—59m.—see Nov. 29 issue—(082).
LOST SQUADRON, THE—MD—Richard Dix, Mary Astor—Looks like Radio has a clicker—79m.—see 2nd February, 1932, issue—(994)—(re-issue).
MARRIED AND IN LOVE—MD—Alan Marshall, Barbara Read, Patric Knowles—Program; dualler, chiefly for women—58m.—see Dec. 27 issue—(014).
MARSHAL OF MESA CITY, THE—W—George O'Brien, Virginia Vale—Top-notch O'Brien—62m.—see Oct. 18 issue—(081).
MEET DR. CHRISTIAN—D — Jean Hersholt, Dorothy Lovett—Good family and nabe entertainment; radio following should help at box office—70m.—see Nov. 1 issue—(005).

MEXICAN SPITFIRE—C—Lupe Velez, Leon Errol, Donald Woods—Good slapstick comedy—67m. — see Dec. 27 issue—(016).
NURSE EDITH CAVELL — D — Anna Neagle, George Sanders, Edna Mae Oliver—Very timely; can be sold for the money if properly handled—97m.—see Sept. 6 issue—(001).
OF HUMAN BONDAGE—D—Bette Davis, Leslie Howard—Fine—88m.—see 1st July, 1934, issue—(993)—(re-issue).
QUEEN OF DESTINY (Sixty Glorious Years) — D — Anna Neagle, Anton Walbrook, C. Aubrey Smith—Box-office importation, if exploited—95m.—see Nov. 30, 1938, issue—(Technicolor)—(English-made)—(061).
RENO—D—Richard Dix, Gail Patrick—Nice program; okay top dualler — 73m.—see Nov. 15 issue—(008).
SIXTY GLORIOUS YEARS—see Queen of Destiny.
SPELLBINDER, THE—MD—Lee Tracy, Barbara Reed—Nabe dualler—69m.—see July 26 issue—(931).
SUED FOR LIBEL—MY—Kent Taylor, Linda Hayes—Exploitable dualler—66m.—see Oct. 18 issue—(012).
THAT'S RIGHT, YOU'RE WRONG—CMU—Kay Kyser & Orchestra, Adolphe Menjou, Lucille Ball—Money musical—95m.—see Nov. 29 issue—(011).
THREE SONS—D—Edward Ellis, William Gargan, Kent Taylor—Dualler—72m.—see Oct. 4 issue—(004).
TWO THOROUGHBREDS—D—Jimmy Lydon, Joan Brodel, Arthur Hohl — Very nice family dualler; a sleeper which might surprise—62m.—see Dec. 13 issue—(013).
WAY DOWN SOUTH—MD—Bobby Breen, Steffi Duna—For Breen fans; nabe duals—63m.—see July 26 issue—(947).

TO BE REVIEWED OR IN PRODUCTION

ABE LINCOLN IN ILLINOIS—Raymond Massey, Ruth Gordon, Mary Howard—107m.—(009).
AND SO GOODBYE — Jean Parker, Richard Carlson, Charles Winninger.
BILL OF DIVORCEMENT, A—Maureen O'Hara, Adolphe Menjou, Fay Bainter, Dame May Whitty.
BULLET CODE—George O'Brien, Virginia Vale, Robert Stanton.
HEART OF DARKNESS—Orson Welles, Edgar Barrier, Everett Sloan, Ray Collins.
IRENE — Anna Neagle, Alan Marshall, Ray Milland, Billie Burke.
ISLE OF DESTINY—Wallace Ford, June Lang, William Gargan, Katherine DeMille—(Cosmocolor).
LITTLE ORVIE—John Sheffield, Ernest Truex, Ann Todd, Kathleen Howard.
MARINES FLY HIGH, THE—Richard Dix, Chester Morris, Lucille Ball, Steffi Duna.
MILLIONAIRE PLAYBOY—Joe Penner, Linda Hayes, Dick Lane, Frank Faylen.
MY FAVORITE WIFE—Irene Dunne, Cary Grant, Randolph Scott, Gail Patrick.
PASSPORT TO LIFE—Cary Grant.
PINOCCHIO—Full-length cartoon, produced by Walt Disney—(Technicolor).
PRIMROSE PATH, THE—Ginger Rogers, Joel McCrea, Marjorie Rambeau.
SAINT'S DOUBLE TROUBLE, THE—George Sanders, Helene Whitney, Bela Lugosi.
SWISS FAMILY ROBINSON, THE — Thomas Mitchell, Edna Best, Freddie Bartholomew, Terry Kilburn, Tim Holt—(019).
VIGIL IN THE NIGHT—Carole Lombard, Brian Aherne, Anne Shirley—(007).

REPUBLIC

(1938-1939 releases from 801 up; 1939-1940 releases from 901 up.)

ARIZONA KID, THE—W—Roy Rogers, George Hayes, Sally March—Okay Rogers western—61m.—see Oct. 18 issue—(951).
CALLING ALL MARINES—MD—Donald Barry, Helen Mack—Just a dualler—66m.—see Sept. 20 issue—(912).
COLORADO SUNSET—W—Gene Autry, Smiley Burnette—High-rating Autry—64m.—see Aug. 9 issue—(846).
COVERED TRAILER, THE, THE HIGGINS FAMILY IN—CD—James, Lucile, Russell Gleason, Tommy Ryan—Entertaining Higgins entry—66m.—see Nov. 29 issue—(915).
COWBOYS FROM TEXAS—W—Robert Livingston, Raymond Hatton, Duncan Renaldo, Carole Landis—How are the great fallen!—57m.—see Dec. 13 issue—(962).
DAYS OF JESSE JAMES — W — Roy Rogers, George Hayes, Donald Barry—Rogers' best—63m.—see Dec. 27 issue—(953).
FLIGHT AT MIDNIGHT—MD—Phil Regan, Jean Parker—Good top dualler—66m. — see Sept. 6 issue—(911).
IN OLD MONTEREY—W—Gene Autry, June Storey—Best of the Autrys—73m. — see Aug. 9 issue—(847).
JEEPERS CREEPERS—C—Weaver Brothers & Elviry, Roy Rogers, Maris Wrixton—Strictly for the provinces—69m.—see Nov. 15 issue—(914).
KANSAS TERRORS, THE—W—Robert Livingston, Raymond Hatton, Duncan Renaldo—Okay western—57m.—see Nov. 1 issue—(961).
MAIN STREET LAWYER — D — Edward Ellis, Anita Louise, Robert Baldwin—Pleasing family program—72m.—see Nov. 15 issue—(905).
MICKEY, THE KID—MD—Bruce Cabot, Ralph Byrd, Tommy Ryan, Zasu Pitts—Bottom dualler—66m.—see July 12 issue—(814).
MONEY TO BURN, THE HIGGINS FAMILY IN—C—James, Lucile, Russel Gleason, Harry Davenport—Pleasing nabe dualler—69m.—see Jan. 10 issue—(917).
NEW FRONTIER — W — John Wayne, Ray Corrigan—Mesquiteers fall down—57m.—see Aug. 23 issue—(868).
ROVIN' TUMBLEWEEDS—W—Gene Autry, Smiley Burnette, Mary Carlisle—Weak Autry—64m.—see Nov. 29 issue—(848).
SABOTAGE — MD — Arleen Whelan, Gordon Oliver, Charles Grapewin—Lower-half dualler; plug timeliness—69m.—see Oct. 18 issue—(913).
SAGA OF DEATH VALLEY—W—Roy Rogers, George Hayes, Doris Day—One of Rogers' best—58m.—see Nov. 29 issue—(952).
SHE MARRIED A COP—C—Phil Regan, Jean Parker—Nice comedy for the nabes—65m.—see July 12 issue—(815).
SHOULD HUSBANDS WORK?—C—James, Lucille, Russell Gleason—Good supporting fare—65m.—see July 26 issue—(816).
SMUGGLED CARGO—MD—Barry Mackay, George Barbier, Rochelle Hudson—Fast-moving Inde meller—62m.—see Sept. 6 issue—(825).
SOUTH OF THE BORDER — W—Gene Autry, Smiley Burnette, June Storey—Auspicious entry for the new series—71m.—see Dec. 13 issue—(941).
THOU SHALT NOT KILL—D—Charles Bickford, Owen Davis, Jr., Doris Day—Dualler—68m.—see Dec. 27 issue—(916).
WALL STREET COWBOY — W — Rog Rogers, George Hayes—So-so Rogers—66m.—see Sept. 20 issue—(857).

TO BE REVIEWED OR IN PRODUCTION

DARK COMMAND, THE—John Wayne, Claire Trevor, Walter Pidgeon, Roy Rogers.
HEROES OF THE SADDLE—Robert Livingston, Raymond Hatton, Duncan Renaldo—(963).
VILLAGE BARN DANCE—Richard Cromwell, Doris Day, Lulu Belle & Scott.
WOLF OF NEW YORK, THE—Edmund Lowe, Rose Hobart, James Stephenson.

20th CENTURY-FOX

(1938-1939 releases from 901 up; 1939-1940 releases from 001 up.)

ADVENTURES OF SHERLOCK HOLMES, THE—MY—Basil Rathbone, Ida Lupino, Nigel Bruce—High-rating mystery programmer—82m.—see Sept. 6 issue—(005).
BARRICADE—MD—Alice Faye, Warner Baxter—Just a programmer—71m.—see Nov. 29 issue—(026).
CHARLIE CHAN AT TREASURE ISLAND—MY—Sidney Toler, Cesar Romero—Standout Chan—74m.—see Aug. 23 issue—(006).
CHARLIE CHAN IN CITY IN DARKNESS—MD—Sidney Toler, Lynn Bari, Harold Huber—Run-of-the-mill Chan dualler—74m.—see Nov. 1 issue—(021).
CHICKEN WAGON FAMILY—CD—Jane Withers, Leo Carrillo—Okay for the Withers fans—64m.—see Aug. 9 issue—(002).
CISCO KID AND THE LADY, THE—W—Cesar Romero, Cris-Pin Martin, Virginia Fields—Pleasing outdoor drama—73m.—see Nov. 13 issue—(012).
CITY OF CHANCE, THE — MD—Lynn Bari, Donald Woods, C. Aubrey Smith—Pleasing dualler—57m.—see Jan. 10 issue—(027).
DAY-TIME WIFE—C—Tyrone Power, Linda Darnell—Sell the names—72m.—see Nov. 29 issue—(020).
DRUMS ALONG THE MOHAWK—MD—Claudette Colbert, Edna May Oliver, Henry Fonda—High rating—103m.—see Nov. 1 issue—(Technicolor)—(015).
ELSA MAXWELL'S HOTEL FOR WOMEN—MD—Ann Sotbern, Linda Darnell, Elsa Maxwell, James Ellison—Highly exploitable programmer—83m. — see Aug. 9 issue—(Cosmopolitan)—(001).
ESCAPE, THE—D—Kane Richmond, Amanda Duff, Edward Norris—Well-knit, tear-jerking dualler—58m.—see Sept. 6 issue—(010).
EVERYTHING HAPPENS AT NIGHT—CD—Sonja Henie, Ray Milland, Robert Cummings—Can be sold—77m.—see Dec. 27 issue—(029).
FIRST WORLD WAR, THE—Compilation — Edited by Laurence Stallings, narration by Pedro de Cordoba—Depends on selling—78m.—see Oct. 18 issue—(re-issue)—(062)—(A).
FRONTIER MARSHAL — W — Randolph Scott, Binnie Barnes, Cesar Romero—Dualler; can be featured—71m.—see Aug. 9 issue—(951).
HEAVEN WITH A BARBED-WIRE FENCE—D—Jean Rogers, Raymond Walburn—Just a filler—62m.—see Oct. 18 issue—(019).
HERE I AM, A STRANGER—MD—Richard Greene, Richard Dix, Brenda Joyce — Strong program — 83m.—see Oct. 4 issue—(009).
HIGH SCHOOL—CD—Jane Withers, Joe Brown, Jr., Lloyd Corrigan—Swell for the 'teen-agers—74m.—see Dec. 13 issue—(028).
HOLLYWOOD CAVALCADE — D—Don Ameche, Alice Faye, J. Edward Bromberg — Highly exploitable everywhere—96m.—see Oct. 18 issue — (Technicolor)—(007).
HONEYMOON'S OVER, THE—CD—Stuart Erwin, Marjorie Weaver—Okay dual program — 70m. — see Nov. 15 issue—(024).
INSPECTOR HORNLEIGH ON HOLIDAY—CMY—Gordon Harker, Alastair Sim, Linden Travers—Pleasant English murder mystery—74m.—see Dec. 13 issue—(English-made)—(022).
MAN WHO WOULDN'T TALK, THE—MD—Lloyd Nolan, Jean Rogers, Richard Clarke—Well-made dramatic dualler—72m.—see Dec. 27 issue—(030).
MR. MOTO TAKES A VACATION—MYD—Peter Lorre, Joseph Schildkraut, Lionel Atwill, Virginia Field—One of the better Motos; dualler—68m.—see Nov. 30 issue—(952).
NEWS IS MADE AT NIGHT—CD—Preston Foster, Lynn Bari—Good news-murder comedy yarn for the nabes—72m.—see July 12 issue—(958).
PACK UP YOUR TROUBLES—C—Ritz Brothers, Jane Withers—Good comedy offering, with timely angle—75m.—see Sept. 20 issue—(014).
PIGSKIN PARADE—CMU—Judy Garland, Stuart Erwin, Patsy Kelly, Yacht Club Boys—Okay laugh show—93m.—see 1st Nov., 1936, issue—(713).
QUICK MILLIONS, THE JONES FAMILY IN—CD—Jed Prouty, Spring Byington—Above par for the Joneses—61m.—see Aug. 9 issue—(004).
RAINS CAME, THE—D—George Brent, Tyrone Power, Myrna Loy—Money in the bank—103m.—see Sept. 20 issue—(011).
ROAD TO GLORY, THE—MD—Fredric March, Lionel Barrymore, Warner Baxter, June Lang—Big production throughout—101m.—(re-issue)—(061).
SECOND FIDDLE—DMU—Sonja Henie, Rudy Vallee, Tyrone Power—Not the best Henie, but saleable—86m.—see July 12 issue—(949).
SHIPYARD SALLY—CMU—Gracie Fields, Sydney Howard—Just a nabe dualler—79m.—see Oct. 18 issue—(English-made)—(018).
STANLEY AND LIVINGSTONE — D — Spencer Tracy, Sir Cedric Hardwicke, Richard Greene, Charles Coburn, Walter Brennar, Nancy Kelly—The kind of show which can be exploited for big returns—101m.—see July 26 issue—(003).
STOP, LOOK AND LOVE—C—Jean Rogers, William Frawley—Pleasant dual entertainment—57m.—see Sept. 6 issue—(008).
SWANEE RIVER—DMU—Don Ameche, Al Jolson, Andrea Leeds—Should do well, if sold properly—86m.—see Jan. 10 issue—(Technicolor)—(017).
TOO BUSY TO WORK, THE JONES FAMILY IN—CD—Jed Prouty, Spring Byington, Ken Howell—Jones get more life—65m.—see Oct. 18 issue—(016).
20,000 MEN A YEAR—MD—Randolph Scott, Margaret Lindsay, Preston Foster—Exploitable air dualler—84m.—see Nov. 1 issue—(Cosmopolitan)—(013).
WARE CASE, THE—MD — Olive Brook, Jane Baxter, Barry Barnes—Well-made English meller, for the houses that can play the British product—72m.—see May 31 issue, under Gaumont British—(8013).

TO BE REVIEWED OR IN PRODUCTION

BLUE BIRD, THE—Shirley Temple, Sybil Jason, Gale Sondergaard, Nigel Bruce—(Technicolor)—(025).
CHARLIE CHAN IN PANAMA—Sidney Toler, Jean Rogers, Kane Richmond—(035).
DANCE WITH THE DEVIL—Tyrone Power, Dorothy Lamour, Edward Arnold, Lloyd Nolan, Lionel Atwill, Charles Grapewin.
CISCO KID IN CHICAGO, THE—Cesar Romero, Jean Rogers, Cris-Pin Martin—(039).
EARTHBOUND—Warner Baxter—(034).
FOR WOMEN ONLY—Lynn Bari, Joan Davis, Joan Valerie, Henry Wilcoxon—(037).
GIRL MUST LIVE, A—Margaret Lockwood, Lilli Palmer, Renee Houston—(English-made).
GRAPES OF WRATH, THE—Henry Fonda, Doris Bowdon, John Carradine—(040).
HE MARRIED HIS WIFE—Joel McCrea, Nancy Kelly, Mary Boland—(023).
I WAS AN ADVENTURESS — Vera Zorina, Richard Greene, Peter Lorre, Eric von Stroheim—(038).
LITTLE OLD NEW YORK—Alice Faye, Richard Greene, Fred MacMurray—(031).
SHOOTING HIGH—Jane Withers, Gene Autry, Marjorie Weaver—(041).
SO THIS IS LONDON—Robertson Hare, Alfred Drayton, George Sanders, Berton Churchill—(English-made).
THEY CAME BY NIGHT—Will Fyffe, Anthony Hulme, Phyllis Calvert, Wally Patch—(English-made)—(033).
YOUNG AS YOU FEEL, THE JONES FAMILY IN—Jed Prouty, Spring Byington—(032).

UNITED ARTISTS

(Arranged by producers)

SAMUEL GOLDWYN

RAFFLES—CD—David Niven, Olivia de Havilland, Dame May Whitty—Light meller—71m.—see Dec. 27 issue.
REAL GLORY, THE—AD—Gary Cooper, Andrea Leeds, David Niven—High-rating action program—96m.—see Sept. 20 issue.
THEY SHALL HAVE MUSIC—DMU—Jascha Heifetz, Joel McCrea, Walter Brennan, Andrea Leeds—A top-notch attraction, can be sold for big returns if properly exploited—101m.—see July 26 issue.

ALEXANDER KORDA

FOUR FEATHERS—AD—Ralph Richardson, C. Aubrey Smith, John Clements, June Duprez—Can be sold big—112m.—see June 28 issue—(technicolor)—(English-made).

HAL ROACH

HOUSEKEEPER'S DAUGHTER, THE—C—Joan Bennett, John Hubbard, Adolphe Menjou—Top-bracket comedy—80m.—see Sept. 20 issue.

DAVID O. SELZNICK

INTERMEZZO, A LOVE STORY—D—Leslie Howard, Ingrid Bergman, Edna Best — High-rating dramatic piece for class audiences—70m.—see Oct. 4 issue.

EDWARD SMALL

MAN IN THE IRON MASK, THE—MD—Louis Harward, Joan Bennett—A big budget picture with a saleable title; can be exploited—111m.—see July 12 issue.

WALTER WANGER

ETERNALLY YOURS—CD—Loretta Young, David Niven, Hugh Herbert—High-ranking comedy—91m. — see Oct. 18 issue.

WINTER CARNIVAL—MD—Ann Sheridan, Helen Parrish, Richard Carlson—Can be exploited; has all the angles—91m.—see July 26 issue.

TO BE REVIEWED OR IN PRODUCTION

CHUMP AT OXFORD, A—Stan Laurel, Oliver Hardy—(Roach).

HOUSE ACROSS THE BAY—Joan Bennett, George Raft, Gladys George—(Wanger).

LION HAS WINGS, THE—Merle Oberon, Ralph Richardson—(English-made)—(Korda).

MY SON, MY SON!—Madeleine Carroll, Brian Ahearn, Josephine Hutchinson, Louis Hayward, Henry Hull—(Small).

OF MICE AND MEN—Burgess Meredith, Lon Chaney, Jr., Betty Field—104m.—(Roach).

1,000,000 B. C.—John Hubbard, Victor Mature, Carol Landis, Lon Chaney, Jr.—(Roach).

OVER THE MOON—Merle Oberon, Rex Harrison, Zene Dare, Ursula Jeanes — (Technicolor) — (foreign-made)—(Korda).

PRODUCTION No. 6—Charles Chaplin, Paulette Goddard, Reginald Gardner—(Chaplin).

REBECCA—Laurence Olivier, Joan Fontaine, Judith Anderson, George Sanders—(Selznick).

SLIGHTLY HONORABLE—Pat O'Brien, Ruth Terry, Edward Arnold, Broderick Crawford—(Wanger).

THIEF OF BAGDAD, THE—Sabu, Conrad Veidt, Jean Dupres—(technicolor)—(English-made)—(Korda).

TWO'S COMPANY—Stan Laurel, Oliver Hardy, James Finlayson—(Roach).

WESTERER, THE—Gary Cooper, Walter Brennan, Fred Stone, Doris Davenport—(Goldwyn).

UNIVERSAL

(1938-1939 releases from 3001 up; 1939-1940 releases from 4001 up.)

ALL QUIET ON THE WESTERN FRONT — D — Louis Wolheim, Lew Ayres, John Wray—To be seen—93m.—see Oct. 4 issue—("Uncensored Version")—(4073).

BIG GUY, THE—MD—Victor McLaglen, Jackie Cooper, Edward Brophy—Top duallier, okay for McLaglen following—78m.—see Dec. 13 issue—(4016).

CALL A MESSENGER—CD—Billy Halop, Huntz Hall, Robert Armstrong, Mary Carlisle—Nabe dual filler 65m.—see Oct. 4 issue—(4020).

CHARLIE McCARTHY, DETECTIVE—CMD—Edgar Bergen, Charlie McCarthy, Robert Cummings, Constance Moore—Okay for the Bergen-McCarthy fans—77m.—see Dec. 27 issue.

CHIP OF THE FLYING U—W—Johnny Mack Brown, Bob Baker, Doris Weston—Up to the series' high standard—55m.—see Nov. 15 issue—(4060).

DESPERATE TRAILS—W—Johnny Mack Brown, Bob Baker, Fuzzy Knight, Frances Robinson — Good opener for the series—58m.—see Sept. 6 issue—(4058).

DESTRY RIDES AGAIN—W—James Stewart, Marlene Dietrich, Charles Winninger, Mischa Auer, Brian Donlevy—High-rating, highly exploitable—94m.—see Dec. 13 issue—(4002).

FIRST LOVE — CD — Deanna Durbin, Robert Stack, Eugene Pallette—It rings the bell again—84m.—see Nov. 15 issue—(3002).

FORGOTTEN WOMAN, THE—MD—Sigrid Gurie, William Lundigan—Saleable meller; duallier—68m.—see July 12 issue—(3031).

HAWAIIAN NIGHTS—MU—Johnny Downs, Constance Moore—Pleasing musical programmer—65m.—see Aug. 23 issue—(4024).

HERO FOR A DAY—D—Anita Louise, Dick Foran—Just a duallier—66m.—see Sept. 20 issue—(4035).

I STOLE A MILLION—D—George Raft, Claire Trevor, Dick Foran—Exploitable drama; okay for top billing—80m.—see July 26 issue—(3007)—(A).

LAUGH IT OFF—CD—Constance Moore, Johnny Downs, Marjorie Rambeau—Pleasing duallier — 63m.—see Nov. 15 issue—(4026).

LEGION OF LOST FLIERS—AD—Richard Arlen, Andy Devine, Anne Nagel—Okay action yarn for duals—63m.—see Oct. 4 issue—(4053).

LITTLE ACCIDENT—C—"Baby Sandy," Richard Carlson, Joy Hodges — Family program, lower-half duallier—65m.—see Nov. 1 issue—(4019).

MAN FROM MONTREAL—AD — Richard Arlen, Andy Devine, Anne Gwynne—Nabe duallier—60m.—see Nov. 15 issue—(4054).

MIKADO, THE—Operetta—Kenny Baker, D'Oyly Carte Players—Top-notch production; deserves the best of selling—91m.—see Mar. 22 issue—(Technicolor)—(English-made)—(4044).

MISSING EVIDENCE—MY—Preston Foster, Irene Hervey, Inez Courtney—Nabe dual support—64m.—see Oct. 18 issue—(4028).

MUTINY ON THE BLACKHAWK—MD—Richard Arlen, Andy Devine, Constance Moore—Duallier—66m.—see June 28 issue—(4051).

OKLAHOMA FRONTIER—W—Johnny Mack Brown, Bob Baker, Fuzzy Knight—Good—58m.—see Oct. 18 issue—(4059).

ONE HOUR TO LIVE—MY—Charles Bickford, Doris Nolan—Strong duallier—59m.—see Sept. 20 issue—(4030).

RIDERS OF PASCO BASIN—W—Johnny Mack Brown, Bob Baker, Fuzzy Knight, Frances Robinson—High-rating member of the series—56½m.—see Dec. 27 issue—(4062).

RIO—MD—Basil Rathbone, Sigrid Gurie, Victor McLaglen, Leo Carrillo—Below par; will have to be sold—77m.—see Oct. 4 issue—(4014).

ROAD BACK, THE—MD—John Emery, Spring Byington, Audy Devine, John King—Topical version has selling angle—79m.—see Nov. 15 issue—("Outspoken Version")—(4074)—(A).

TOWER OF LONDON—MD—Basil Rathbone, Boris Karloff, Barbara O'Neill—Exploitable for best returns—92m.—see Nov. 29 issue—(4012).

TROPIC FURY — AD — Richard Arlen, Andy Devine, Beverly Roberts—Strong duallier—62½m.—see Aug. 23 issue—(4052).

TWO BRIGHT BOYS—MD—Jackie Cooper, Freddie Bartholomew, Dorothy Peterson — Pleasing program; top duallier—70¼m.—see Sept. 20 issue—(4017).

UNDER-PUP, THE — CD — Robert Cummings, Gloria Jean, C. Aubrey Smith, Billy Gilbert, Beulah Bondi, Nau Grey—Looks like money on a long pull; good production for a new name—88m.—see Sept. 6 issue—(4010).

UNEXPECTED FATHER — C — Mischa Auer, Dennis O'Keefe, Baby Sandy, Shirley Ross—Pleasing program—78m.—see July 26 issue—(3009).

WEST OF CARSON CITY—W—Johnny Mack Brown, Bob Baker, Fuzzy Knight—High-rating western—55m.—see Nov. 29 issue—(4061).

WHEN TOMORROW COMES—D—Irene Dunne, Charles Boyer—Good program, with strong femme angles—91m.—see Aug. 23 issue—(3003).

WITNESS VANISHES, THE—MY—Edmund Lowe, Wendy Barrie—Okay mystery duallier—66m.—see Oct. 4 issue—(4027).

TO BE REVIEWED OR IN PRODUCTION

DANGER ON WHEELS—Richard Arlen, Andy Devine—(4055).

DEVIL IS YELLOW, THE — Wayne Morris, Margaret Lindsay, William Gargan, Roscoe Karns.

FRAMED—Jerome Cowan, Constance Moore, Robert Armstrong, Frank Albertson, Sidney Blackmer.

GREEN HELL—Douglas Fairbanks, Jr., Joan Bennett, John Howard, George Sanders, Alan Hale.

HONEYMOON PREFERRED—Edmund Lowe, Margaret Lindsay, Elizabeth Risdon.

INVISIBLE MAN RETURNS, THE — Sir Cedric Hardwicke, Vincent Price, Nan Grey, John Sutton.

IT HAPPENED IN KALOHA—Deanna Durbin, Kay Francis, Lewis Howard.

MY LITTLE CHICKADEE—Mae West, W. C. Fields, Joseph Calleia, Dick Foran, Anne Nagel.

OH, JOHNNY, OH—Tom Brown, Peggy Moran, Isabel Jewell, Allen Jenkins, Donald Meek.

RIGADOON—Lola Lane, James Craig, Eduardo Cianelli, Samuel S. Hinds.

WARNERS-FIRST NATIONAL

(1938-1939 releases from 301 up; 1939-1940 releases from 401 up)
(FN)—First National; (W)—Warners

ANGELS WASH THEIR FACES, THE—MD—Ann Sheridan, Ronald Reagan, Dead End Kids—High-rating action program—85m.—see Aug. 9 issue—(FN)—(367).

CHILD IS BORN, A—Jeffrey Lynn, Gladys George, Geraldine Fitzgerald, Gale Page—Well made; it deserves handling of a special nature — 79m.—see Aug. 9 issue—(W)—(415)—(A).

COWBOY QUARTERBACK, THE—C — Bert Wheeler, Marie Wilson—For lower half of twin bills—56m.—see July 12 issue—(FN)—(366).

DAUGHTERS COURAGEOUS — CD — John Garfield, Claude Rains, the Four Lane Sisters, Jeffrey Lynn, Fay Bainter, Mae Robson, Donald Crisp—Good program—107m.—see June 28 issue—(FN)—(360).

"DEAD END" KIDS ON DRESS PARADE, THE—MD—Dead End Kids, John Litel, Frankie Thomas—Okay dual program—62m.—see Nov. 15 issue—(W)—(413).

DUST BE MY DESTINY—MD—John Garfield, Priscilla Lane—Top-bracket attraction—88m.—see Aug. 23 issue—(FN)—(461).

EACH DAWN I DIE—MD—James Cagney, George Raft, Jane Bryan, George Bancroft—Plug it for big returns—92m.—see July 26 issue—(FN)—(356).

ESPIONAGE AGENT—MD—Joel McCrea, Brenda Marshall, Jeffrey Lynn, George Bancroft—High-rating exploitable programmer—83m.—see Oct. 4 issue—(FN)—(462).

EVERYBODY'S HOBBY—CD—Irene Rich, Henry O'Neill—Entertaining program; duallier—54m.—see Sept. 20 issue—(FN)—(376).

FOUR WIVES—CD—Claude Rains, May Robson, Jeffrey Lynn, the Lane Sisters—Good domestic fare; should sell big to screen Lane fans—99m.—see Dec. 13 issue—(FN)—(453).

HELL'S KITCHEN—Dead End Kids, Margaret Lindsay, Ronald Reagan, Eddie Foy, Jr., Stanley Fields, Grant Mitchell — Familiar Dead End Kids action meller—81m.—see June 28 issue—(W)—(312).

INDIANAPOLIS SPEEDWAY—AD—Pat O'Brien, John Payne, Gale Page, Frank McHugh, Ann Sheridan—Plug title and players—82m.—see July 26 issue—(W)—(315).

INVISIBLE STRIPES—D — George Raft, Jane Bryan, William Holden—Sell names in cast for good grosses—82m.—see Dec. 27 issue—(408).

JUAREZ AND MAXIMILIAN—see The Mad Empress.

KID NIGHTINGALE—C—John Payne, Jane Wyman, Walter Catlett—Okay for dual support—57m.—see Oct. 4 issue—(W)—(411).

MAD EMPRESS, THE (Juarez and Maximilian)—D—Mede Novara, Conrad Nagel, Lionel Atwill—Duallier—72m.—see May 3 issue, under Miscellaneous, and Nov. 5 issue—(FN)—(481).

NANCY DREW AND THE HIDDEN STAIRCASE—MY—Bonita Granville, John Litel—Another good entrant in the Drew series—60m.—see Aug. 23 issue—(W)—(419).

NO PLACE TO GO—MD—Dennie Morgan, Gloria Dickson, Fred Stone—Just another duallier—57m.—see Sept. 6 issue—(FN)—(469).

OLD MAID, THE — MD — Bette Davis, George Brent, Miriam Hopkins—Another acting triumph for Bette Davis; must be sold—95m.—see Aug. 9 issue—(FN)—(452)—(A).

ON YOUR TOES—CMU—Vera Zorina, Eddie Albert, Alan Hale—Good entertainment—94m.—see Oct. 18 issue—(FN)—(463).

PRIDE OF THE BLUE GRASS—MD—Edith Fellows, James McCallion — Good entertainment for the family trade—65m.—see Oct. 4 issue — (W) — (418).

PRIVATE DETECTIVE—MY—Jane Wyman, Dick Foran—Okay for dual support—55m.—see Nov. 29 issue—(471).

PRIVATE LIVES OF ELIZABETH AND ESSEX, THE—CCD—Bette Davis, Errol Flynn, Olivia de Havilland—Celluloid masterpiece; get behind it—106m.—see Oct. 4 issue—(Technicolor)—(W)—(402).

RETURN OF DOCTOR X, THE—MD—Wayne Morris, Humphrey Bogart, Rosemary Lane—Enjoyable action-packed melodrama—62m.—see Nov. 29 issue—(FN)—(464).

ROARING TWENTIES, THE—MD—James Cagney, Priscilla Lane, Humphrey Bogart—Top-notch meller, needed for big returns—106m.—see Nov. 1 issue—(W)—(403).

SMASHING THE MONEY RING—MD—Ronald Reagan, Margot Stevenson—Good action duallier—57m.—see Nov. 1 issue—(FN)—(470).

TORCHY PLAYS WITH DYNAMITE—MD—Jane Wyman, Allen Jenkins—Neat, swift Torchy yarn—59m.—see Aug. 9 issue—(W)—(326).

WATERFRONT—MD—Dennis Morgan, Gloria Dickson—Lower half of duallers—59m.—see July 12 issue—(W)—(325).

WE ARE NOT ALONE—D—Paul Muni, Jane Bryan, Flora Robson—Excellent drama for discriminating audiences—112m.—see Nov. 15 issue — (FN)—(458).

TO BE REVIEWED OR IN PRODUCTION

BAD BOY — John Garfield, Brenda Marshall, Donald Crisp.

BRITISH INTELLIGENCE—Boris Karloff, Margaret Lindsay—62m.—(W)—(416).

BROTHER RAT AND A BABY—Wayne Morris, Priscilla Lane, Eddie Albert, Ronald Reagan—(W).

CALLING PHILO VANCE—James Stephenson, Margot Stevenson—63m.

FIGHTING 69th, THE—James Cagney, Pat O'Brien, George Brent, Jeffrey Lynn—(FN)—(451).

FUGITIVE FROM JUSTICE — Morgan Conway, Roger Pryor, Sheila Bromley.

GAMBLING ON THE HIGH SEAS—Wayne Morris, Jane Wyman.

GRANNY GET YOUR GUN—May Robson, Margot Stevenson, Harry Davenport.

IT ALL CAME TRUE — Ann Sheridan, Jeffrey Lynn, Humphrey Bogart.

KING OF THE LUMBERJACKS — John Payne, Gloria Dickson, Stanley Fields.

MAGIC BULLETS—Edward G. Robinson, Ruth Gordon, Otto Kruger, John Litel.

MARRIED, PRETTY AND POOR—Olivia de Havilland, John Garfield, Claude Rains.

MURDER IN THE AIR—Ronald Reagan, Lya Lys, Eddie Foy, Jr., John Litel.

PHILO VANCE COMES BACK—James Stephenson, Henry O'Neill.

TEAR GAS SQUAD—Dennis Morgan, John Payne, Gloria Dickson.

THREE CHEERS FOR THE IRISH — Priscilla Lane, Rosemary Lane, Thomas Mitchell, Dennis Morgan.

VIRGINIA CITY—Errol Flynn, Miriam Hopkins, Randolph Scott, Humphrey Bogart.

WE SHALL MEET AGAIN—Merle Oberon, George Brent, Pat O'Brien, Binnie Barnes.

YEARS WITHOUT DAYS—John Garfield, Ann Sheridan, Pat O'Brien, Burgess Meredith.

MISCELLANEOUS

Listed here are only those independently produced pictures, not handled by companies of nation-wide scope.

ADVENTURES OF THE MASKED PHANTOM, THE—W—Monte Rawlins, Larry Mason, Betty Burgess—Low-grade western—55m.—see Dec. 27 issue—(Equity).

BAD BOY—D—Johnny Downs, Rosalind Keith, Helen MacKellar—Very weak inde, sell Downs—65m.—see Dec. 27 issue—(Atlas)—(A).

BEYOND BENGAL—Travel—Produced by Harry Schenck—Maybe yes, and maybe no—70m.—see July 26 issue—(Showmen's Pictures).

BLACK LIMELIGHT — MY — Raymond Massey, Joan Marion—Routine murder mystery for houses that can play English product—63m.—see July 12 issue—(English-made)—(Alliance).

BURNING QUESTION, THE (Tell Your Children)—MD—Lilian Miles, Dave O'Brien, Thelma White—Exploitable anti-marijuana film—62m.—see Dec. 13 issue—(G. & H. Productions).

CHAMPIONS OF THE GRIDIRON—Sports Commercial—Players, coaches, executives of the National Professional Football League—Excellent sports film—50m. (also a 10m. abridgment)—see Apr. 19 issue—(Industrial Pictures).

CITY, THE—Documentary—From an original by Pare Lorentz, with narration by Morris Carnovsky—Excellent; can be exploited—44m.—see May 31 issue—(Civic Films).

CODE OF THE CACTUS — W — Tim McCoy, Dorothy Short, Ben Corbett—Top-rating McCoy western—57m.—see May 17 issue—(Victory).

DAUGHTER OF THE TONG—AD—Evelyn Brent, Grant Withers—Minor nabe duallor support—56m.—see Aug. 24 issue—(Metropolitan).

DEATH GOES NORTH — AD—Edgar Edwards, Sheila Bromley, Dorothy Bradshaw, Jameson Thomas—Better-than-average independent action drama—61m.—see May 31 issue—(Warwick).

DUKE IS TOPS, THE—MU—Ralph Cooper, Lena Horne—High-rating all-Negro musical—72m.—see June 28 issue—(Million Dollar Productions).

FIGHTING RENEGADE—W—Tim McCoy, Joyce Bryant—High in horse-opera scale—54m.—see Sept. 20 issue—(Victory).

FLAMING LEAD—W—Ken Maynard, Eleanor Stewert—Okay inde oatie—57m.—see July 12 issue—(Colony).

FLIRTING WITH DEATH—see They Went to War.

GANG SMASHERS—MD—Nina Mae McKinney, Mantan Moreland, Laurence Criner—Nice all-Negro mailer for colored theatres—55m.—see June 14 issue—(Million Dollar Productions).

HITLER'S REIGN OF TERROR — Documentary—Narrated by Edwin C. Hill, photographed by Cornelius Vanderbilt, Jr.—Exploitation offering—56m.—see Nov. 29 issue—(Samuel Cummins).

KEEP PUNCHING — MDMU — Henry Armstrong, Mac Johnson, Willie Bryant—Should gross okay in Negro nabes—81m.—see Dec. 13 issue—(M-C Pictures).

LAND OF LIBERTY—Documentary—Compiled by and for the Industry and the MPPDA—Fine motion picture achievement—188m.—see July 12 issue—(MPPDA).

LET'S PRETEND WE'RE SWEETHEARTS — see They Went to War.

LOST ON THE WESTERN FRONT—D—Paul Cavanaugh, Marcelle Chautel—Exploitable duallor—63m.—see Nov. 1 issue—(Standard).

MAD YOUTH—MD — Mary Ainslee, Betty Compson—Saleable sexer—60m.—see Oct. 18 issue—(Willis Kent)—(A).

MARIJUANA MADNESS (The Pace That Kills)—MD—Lois January, Noel Madison—Only for sensational type exploitation—65m.—see Aug. 9 issue—(Kent)—(A).

MESQUITE BUCKAROO—W—Bob Steele, Carolyn Curtis—Low grade western—59m.—see Aug. 23 issue—(Metropolitan).

MIDDLETON FAMILY AT THE WORLD'S FAIR, THE—MD—Marjorie Ford, James Lydon—Might be tried as filler with high-bracket feature—50m.—see Oct. 4 issue—(Technicolor)—(Modern Talking Picture Service).

MOON OVER HARLEM—MD—Bud Harris, Cora Green—Weak, even for all-Negro audiences—67m.—see July 26 issue—(Meteor).

MYSTIC CIRCLE MURDER—MY—Betty Compson, Robert Fiske—Weak duallor—69m.—see Oct. 18 issue—(Fanchon Royer).

ONE DARK NIGHT—DMU — Mantan Moreland, Betty Treadville, Josephine Pearson—Tops for Negro audiences—81m.—see Dec. 13 issue—(Million Dollar Productions).

PACE THAT KILLS, THE—see Marijuana Madness.

POCOMANIA—MD—Nina Mae McKinney, Jack Carter, Ida James—Top Negro entry—65m.—see Dec. 13 issue—(Lenwal).

PORT OF HATE—MD—Polly Ann Young, Kenneth Harlan—Weak inde for bottom of nabe duals—57m.—see Aug. 23 issue—Metropolitan).

REFORM SCHOOL—MD—Louise Beavers, Harlem's Tuff Kids, Monte Hawley—Top product for Negro houses—76m.—see June 28 issue—(Million Dollar Productions)

RIDERS OF THE SAGE—W—Bob Steele, Claire Rochelle—Run of the mill—56m.—see Oct. 18 issue—(Metropolitan).

RIDIN' FOOL, THE—W—Bob Steele, Francis Moore—Low grade western—58m.—see Oct. 18 issue—(Metropolitan).

SHE GOES TO WAR—MD—Eleanor Boardman, John Holland—War from the women's angle—55m.—see Nov. 15 issue—(Mitchell Leichter).

SMOKY TRAILS—W—Bob Steele, Jean Carmen—Okay Steele—56m.—see Apr. 19 issue—(Metropolitan).

SONGS AND SADDLES—W—Gene Austin, Lynne Berkeley—Exploitable—65m.—see Dec. 28, 1938, issue—(Road Show Attractions).

SPECIAL INSPECTOR—MD—Charles Quigley, Rita Hayworth—Pleasing action programmer—52m.—see Apr. 5 issue—(Warwick).

STRAIGHT SHOOTER—W—Tim McCoy, Julie Sheldon, Ben Corbett, Ted Adams—All McCoy and an hour long!—60m.—see Nov. 15 issue—(Victory).

TELL YOUR CHILDREN—see The Burning Question.

TEN NIGHTS IN A BARROOM—MD—Hal Skelly, Zita Johann—Those nights are here again!—61m.—see Nov. 15 issue—(B&M Pictures).

TEXAS WILDCATS—W—Tim McCoy, Joan Barclay, Ben Corbett, Ted Adams—Top-rating McCoy—56m.—see June 28 issue—(Victory).

THEY WENT TO WAR (Let's Pretend We're Sweethearts; Flirting With Death)—CD—Lola Lane, Chic Chandler, George Meeker—Better than average independent—68m.—see May 31 issue—(Imperial).

TRIGGER FINGERS—W—Tim McCoy, Ben Corbett—Okay western—53m.—see Sept. 6 issue—(Victory).

TWO GUN TROUBADOUR—W—Fred Scott, Claire Rochelle—Speedy inde oatie entry—58m.—see July 26 issue—(Spectrum).

TUMBLEWEEDS—W—William S. Hart, Barbara Bedford—Revival which can get results if exploited—88m.—see May 17 issue—(Astor).

TYPHOON TREASURE—MD—Campbell Copelin, Gwen Munro—Adventure yarn for lower half on duals—68m.—see July 12 issue — (Australian-made)—(Commonwealth).

WHY THIS WAR?—Documentary—No credits—Exploitable documentary—81m.—see Nov. 1 issue—(Samuel Cumins).

FOREIGN

Listed here are imported productions and all foreign-language pictures of whatever origin, when such pictures are not a part of the regular release schedule of an independently listed producer-distributor.

ADVENTURE OF GIACOMO CASSANOVA—see Avventura di Giacomo Cassanova.

AFFAIR LAFONT, THE (Conflict)—D—Corinne Luchaire, Annie Ducaux—For the arty—84m.—see Oct. 18 issue—(Trans-Atlantic Films)—(A).

ALEXANDER NEVSKY—SP—Nicolai, N. P. Okhlopkov—Box office for foreign, art houses—94m.—see Apr. 5 issue—(Amkino).

ALLERGI MASNADIERI (The Make-Believe Pirates)—CMU—Assia Noris, C. Pilotto—Very good Italian comedy—72m.—see Oct. 18 issue—(Americo Pullini).

ALPINE PASSION (Amore sulle Alpi)—MD—Gustave Diesel, Simona Bourday—Esperia has done better—74m.—see Nov. 15 issue—(Esperia)—(A).

AMANGELDY—D—Klubai Umurzakov, Shara Dzhandarbekova—Inferior Russian film—79m.—see June 28 issue—(Amkino).

AMORE SULLE ALPI—see Alpine Passion.

ARIA DEL CONTINENTE, L'—see The Continental Way.

AVVENTURA DI GIACOMO CASANOVA (Adventure of Giacomo Casanova) — CD—Nerio Bernardi, Leda Gloria—Best for Italian houses, audiences—70m.—see June 14 issue—(Amerital).

BATTELLER DE LA VOLGA, LE—see The Volga Boatman.

BATTLES IN THE SHADOW (Lotta noll' Ombra)—MD—Antonio Centa, Renato Cialente—Pleasing Italian thriller—86m.—see June 28 issue—(Esperia).

BETRAYAL—D—Annie Vernay, Suzy Prim, Pierre-Richrad Willm—French box-office success—80m.—see Oct. 4 issue—(World).—(A).

BIG FELLA—MDMU—Paul Robeson, Elisabeth Welsh—Pleasing programmer, but watch out for the racial problem — 70m. — see Feb. 22 issue — (Retlaw Films).

BIZARRE BIZARRE—F—Louis Jouvet, Francoise Rosay—Rib-tickler for French fans—see Apr. 5 issue—(Lensuer)

BLACK PIRATE, THE—see Il Corsaro Nero.

BOMBS OVER LONDON—AD—Charles Farrell, Fritz Kortner—Plug timeliness and Farrell for best results—78m.—see Sept. 20 issue—(Film Alliance).

BOUQUETS FROM NICHOLAS—MD—Noel-Noel, Jacques Varennes, Janine Noel-Noel—Can play the right nabes; swell for the arty, French—75m.—see Mar. 22 issue—(Walch Films).

BOYS' SCHOOL (Les Disparus de Saint Agil)—MY—Eric von Stroheim, Michael Simon, Armand Bernard, Serge Grave—Outstanding Gallic show—91m.—see June 14 issue, under Columbia—(Columbia).

BRIVELE DER MAMEN, A (A Letter to Your Mother)—D—Lucy Gehrmen, Alexander Stein—Yiddish cinematic triumph—104m.—see October 4 issue—(Sphinx).

CHALLENGE, THE—D—Robert Douglas, Joan Gardner—High-rating importation—77m.—see May 17 issue—(Film Alliance).

CHANGED MAN, THE—see Elcserelt Ember.

CITADEL DE SILENCE, LA—see The Citadel of Silence.

CITADEL OF SILENCE, THE (La Citadel de Silence)—D—Annabella, Pierre Renoir, Bernard Lancret—Swell art and French stuff—90m.—see Jan. 10 issue—(Film Alliance of U. S.)—(A).

CONFLICT—see The Affair Lafont.

CONCENTRATION CAMP—D—O. Jakov, S. Shirokova—Too much Communist propaganda for the average house—66m.—see Apr. 5 issue—(Amkino).

CONQUESTS OF PETER THE GREAT, THE—D—Nikolai Simonov, Alla Terasova—For Soviet houses only—96m.—see Sept. 20 issue—(Amkino).

CONTINENTAL WAY, THE (L'Aria del Continente)—CD—Angelo Musco, Leda Gloria—Excellent Italian comedy—82m.—see Nov. 29 issue—(Esperia).

CORSARO NERO, IL (The Black Pirate)—MD—Ciro Verrati, Silvana Jachino — For foreign-language, particularly Italian, houses—96m.—see Dec. 27 issue—(Esperia).

ORISIS—Documentary—Produced, directed by Herbert Kline, narrated by Leif Erickson—For liberal, intelligent; an exploitation challenge to average exhibitor—86m.—see Mar. 22 issue—(Mayer-Burstyn).

CURTAIN RISES, THE (Entree des Artistes)—MD—Louis Javet, Janine Darcey—Pleasing French import—85m.—see May 8 issue—(Kassler).

DEAD MEN TELL NO TALES—MD—Emlyn Williams, High Williams, Marius Goring—Tops for murder—70m.—see May 31 issue—(Alliance).

DEMON BARBER OF FLEET STREET, THE—MD—Tod Slaughter, Eve Lister—British entrant, strictly for the "horror" trade—67m.—see Sept. 6 issue—(Select Attractions)—(A).

DENARO E D'AMORE (Money and Love)—CD—Elsa Merlini, Tina Lattanzi—Pleasing Italian comedy-drama—86m.—see July 12 issue—(Amerital).

DEVIL IS AN EMPRESS, THE (Le Jouer d'Echees)—D—Conrad Veidt, Francoise Rosay, Michelius Francey—Among the better French films—75m.—see Dec. 13 issue—(Columbia).

DISPARUS DE SAINT AGIL, LES—see Boys' School.

DOCTOR ANTONIO (Il Dottor Antonio)—D — Ennio Cerlesi, Maria Gambarelli, Lamberto Picasso—Box-office success for Italian nabes—103m.—see Dec. 27 issue—(Itala Films).

DOTTER ANTONIO, IL—see Doctor Antonio.

DOUBLE CRIME ON THE MAGINOT LINE—D—Victor Francen, Vera Korene—Excellent for art, French houses; exploitation — 85m.—see May 8 issue—(Tower Pictures).

ELCSERELT EMBER (The Changed Man)—MD—Ferenc Kiss, Margit Dakya, Gero Maly — Just for Hungarians—84m.—see Mar. 8 issue—(Hungaria).

END OF THE DAY, THE (Fin du Jour)—D—Victor Francen, Louis Jouvet—Superb Gallic production—95m.—see Sept. 20 issue—(Juno Films).

ENTENTE CORDIALE—D—Victor Francen, Gaby Morlay, Arlette Marchal—Timely Gallic import—93m.—see Jan. 10 issue—(Concord).

ENTREE DES ARTISTES—see The Curtain Rises.

ERAVAMO SETTE SORELLO—see We Were Seven Sisters.

ESCAPE FROM YESTERDAY—D—Jean Gabin, Annabella—Infinitely superior French product—95m.—see May 17 issue—(Hoffberg)—(A).

FAMILLE LEFRANCOIS, LE—see Heroes of the Marne.

FIRST FILM CONCERT, THE—MU — No production credits available—Extremely attractive fare for the arty—52m.—see Nov. 15 issue—(World).

FOR MEN ONLY (Per Uomini Soli)—CD—Carlo Buti, Paola Barbara—Great show for Italian nabes—78m.—see May 17 issue—(Esperia).

FIN DU JOUR—see The End of the Day.

GANG'S ALL HERE, THE—CD—Jack Buchanan, Google Winters—Just fair comedy; nabe lower-half duallor—75m.—see Apr. 19 issue—(Associated British).

GOLDEN KEY, THE—Fantasy—Puppets and voices operated by A. Shagin, et al.—Corking foreign fantasy—70m.—see Jan. 10 issue—(Amkino).

GREAT COMMANDMENT, THE—D—John Beal, Maurice Muscovich, Albert Dekker—Worth watching; has universal appeal—85m.—see Oct. 18 issue—(Cathedral Films).

HARVEST (Regain)—MD—Gabriel Gabrio, Edouard Delmont—For the art customers—80m.—see Aug. 9 issue—(French Cinema Center)—(A).

HEARTBEAT—MD—Orane Demazia, Fernandel — Fair Gallic product—88m.—see Sept. 20 issue—(French Motion Picture Corporation)—(A).

HEROES OF THE MARNE (Le Famille Lefrancois)—Raimu, Germaine Dermoz—Chiefly for foreign, art houses—88m.—see May 3 issue—(Spectrum)—(A).

HO PERDUTO MIO MARITO—see My Husband Is Lost.

HOMME ET SA FEMME, UN—see A Man and His Wife.

HOUSEMASTER—CD—Otto Kruger, Diana Churchill—Fair support for duals; plug American names—85m. see Apr. 19 issue—(Associated British).

IDEAL MARRIAGE (Un Matrimonio Ideale) — CD — Assia Noris, Umberto Melnati, Gino Cervi—Very good Italian product—84m.—see Dec. 27 issue—(Esperia).

I MET A MURDERER—D—James Mason, Sylvia Coleridge—Artistic success; can be exploited—78m.—see Oct. 18 issue—(York).

IN SOVIET RUSSIA TODAY—Documentary—No credits—Propaganda for radical audiences—100m. — see Oct. 4 issue—(Amkino).

INDISCRETIONS—CD—Sascha Guitry, Betty Daussmond—For art, French houses, exclusively—80m.—see May 17 issue, under Foreign—(Tri-National)—(A).

IRELAND'S BORDER LINE—CD—Jimmy O'Dea, Myrette Morven—Top Irish product—64½m.—see Nov. 1 issue—(William Alexander).

JAAKARIN MORSIAN—see Soldier's Bride.

JOUER D'ECHEES, LE—see The Devil Is an Empress.

JUBILEE—Documentary—Edited by the Rev. James H. Griffiths, narrated by the Rev. Vincent Genova—For Catholics; exploit its timeliness—60m. — see Feb. 22 issue—(King Cole).

JUST LIKE A WOMAN—CD—Gertrude Michael, John Lodge—Fair English production—73m.—see Nov. 1 issue—(Alliance).

KATIA—D—Danielle Darrieux, John Loder—Superb Gallic production; exploitable—80m. — see Dec. 13 issue—(Mayer-Burstyn)—(A).

KING OF DIAMONDS (Re de Denari)—CD — Angelo Musco, Rosina Anselmi, Mario Pisu—Great Italian comedy—84m.—see Jan. 10 issue—(Esperia).

KLIATSHE, DI—see Light Ahead.

KOL NIDRE—MD—Lili Liliane, Leon Leibgold—Well-titled show for Yiddish audiences—90m.—see Sept. 20 issue—(Joseph Seiden).

THE SHORTS CHECK-UP

COLUMBIA

Two Reel

COMEDIES (26)

Mooching Through Georgia (F)
A. Clyde .....Aug. 11 18m.
Rattling Romeo (F)
C. Chase .....July 14 17m.
Trouble Finds Andy Clyde (F)
A. Clyde .....July 28 18m.

'39-'40 (26)

All American Blondes (G)
A. Clyde .....Oct. 20 17m.
Andy Clyde Gets Spring Chicken (F)
A. Clyde .....Dec. 15 19m.
Awful Goof, The
C. Chase .....Dec. 22 —m.
Calling All Curs (F)
3 Stooges .....Aug. 25 17½m.
Glove Slingers (G)
N. Beery, Jr.....Nov. 24 18m.
Nothing But Pleasure
B. Keaton .....Jan. 19 —m.
Olly to Bed, Olly to Rise (G)
3 Stooges .....Oct. 6 18½m.
Rocking the Rockies
3 Stooges .....Jan. 5 —m.
Skinny the Moocher (F)
C. Chase .....Sept. 8 16½m.
Static in the Attic (F)
W. Catlett .....Sept. 22 19m.
Teacher's Pest (G)
C. Chase .....Nov. 3 16½m.
Three Sappy People (E)
3 Stooges .....Dec. 1 18½m.

SERIALS (4)

Overland with Kit Carson (G)
B. Elliot, I. Meredith July 21
(15 episodes)

'39-'40 (4)

Deadwood Dick .....
Green Archer, The.....
Terry and the Pirates...
Shadow, The
V. Jory, V. Borg....Jan. 5
(13 episodes)

One Reel

CINESCOPES

'39-'40 (6)

World of 1960 (E)....Nov. 24 10m.

COLOR RHAPSODIES (12)

Hollywood Sweepstakes (F) .....July 28 8m.

'39-'40 (16)

Boy, a Gun and Birds, A (F) .....Jan. 12 7m.
Crop Chasers (G) .....Sept. 22 8m.
Dreams on Ice (F).....Oct. 20 6½m.
Jitterbug Knights (F)..Aug. 11 7m.
Mother Goose in Swing-time (G) .....Dec. 8 7m.
Mountain Ears (G) ....Nov. 3 7m.

COMMUNITY SING

'39-'40 (10)

No. 1 — Bing Crosby Songs (G) .....Aug. 4 9m.
No. 2 — Old-Time Songs (F) .....Sept. 8 9½m.
No. 3—College Songs (G).Oct. 13 10m.
No. 4—Stephen Foster Songs (E) .....Nov. 17 10½m.
No. 5—Gypsy Songs....Dec. 29 —m.
No. 6 .....Feb. 2 —m.

FABLES

'39-'40 (6)

Little Lost Sheep (F)...Oct. 6 7m.
Park Your Baby .....Dec. 22 —m.

FOOLS WHO MADE HISTORY

'39-'40 (6)

Goodyear, Charles, The Story of (G).....Oct. 6 10½m.
Howe, Elias, The Story of (G) .....Sept. 1 11m.

READ CAREFULLY

THE SHORTS CHECK-UP gives title, cast information, release date, running time of shorts released since June 30, 1939.

INDEXES to short subjects will be found in THE BLUE SECTION, on pages 128 and 129, 179, 229, 325 and 326, 374, and 427—a complete record since September, 1937.

REVIEWS of all short subjects are printed in THE SHORTS PARADE, appearing fortnightly in THE BLUE SECTION.

THE RUNNING TIME IN THE SHORTS CHECK-UP IS THE LATEST AVAILABLE.

LAST DESIRE—D—Raimu, Jacqueline Delubac, Pierre Brasseur—Sell sex—77m. — see Jan. 10 issue—(Transatlantic)—(A).

LETTER TO YOUR MOTHER, A—see A Brivele der Mamen.

LENIN IN 1918—D—B. V. Shchukin, M. G. Gelovani—Outstanding Soviet motion picture — 130m. — see July 12 issue—(Amkino).

LIGHT AHEAD (Di Klitatshe)—D—Izidore Casher, Helen Beverly—Superb Yiddish photoplay—103m. — see Oct. 4 issue—(Carmel).

LOST ATLANTIS, THE—MD—No cast credits—Just film—70m.—see June 14 issue—(Road Show Attractions).

LOTTA NELL' OMBRA—see Battles in the Shadow.

MADEMOISELLE MA MERE—F—Danielle Darrieux, Marcel Simon—Breezy Gallic affair; Darrieux tops exploitation possibilities—80m.—see Oct. 4 issue—(Hoffberg)—(A).

MAKE-BELIEVE PIRATES, THE — see Allergi Masnadieri.

MAN AND HIS WIFE, A (Un Homme et Sa Femme)—MD—Harry Baur, Suzy Vernon—Fair for French, arty; lower-half duallier for nabes—77m.—see Apr. 5 issue—(French Film Exchange)—(A).

MARSEILLAISE — D — Pierre Renoir, Lise Delamare—Fair French cinema—80m.—see Nov. 15 issue—(World Pictures).

MATRIMONIO IDEALE, UN—see Ideal Marriage.

MILL ON THE FLOSS, THE—D—Geraldine Fitzgerald, Frank Lawton — Outstanding British attraction—78m.—see Nov. 15 issue—(Standard).

MIO DESTINO, IL (My Destiny)—D—Emma Gramatica, Luigi Cimari — For Italian and foreign-language houses—76m.—see July 26 issue—(Roma Film).

MIRELE EFROS—MD—Berta Gersten, Michael Rosenberg—Should pull tears and cash—87m.—see Nov. 1 issue—(Credo Pictures).

MR. MAX (Il Signor Max)—C—Vittoria DeSico, Assia Noris—Outstanding Italian comedy—86m.—see Oct. 18 issue—(Esperia).

MONEY AND LOVE—see Denaro e d'Amore.

MUSICA IN PIAZZA—CD—Milly, Enrico Viarisio—For Italian audiences only—66m.—see July 12 issue—(Amerital).

MUTINY ON THE ELSINORE—MD—Paul Lukas, Kathleen Kelly, Lyn Harding, Michael Martin-Harvey—High-rating sea thriller—72m.—see Feb. 22 issue—(Krellberg).

MY DESTINY—see Il Mio Destino.

MY HUSBAND IS LOST (Ho Perduto Mio Marito)—CD—Nino Besozzi, Paola Borboni—Okay Italian comedy—87m.—see Nov. 1 issue—(Esperia)—(A).

MY SON—DMU—Gustav Berger, Fannia Rubina—High-rater for Yiddish consumption—91m.—see May 31 issue—(Jewish Talking Picture).

NEW HORIZONS—D—Boris Chirkov, Vera Kibardina—For radical houses only—92m.—see May 31 issue—(Amkino).

NORTH SEA PATROL—MD—Geoffrey Toone, Judy Kelly—Pleasing, timely programmer that can be sold—69m.—see Nov. 15 issue—(Alliance Films).

ON HIS OWN—D—V. O. Massalitinova, M. Troyanovsky—Okay for left-wingers—100m.—see Sept. 20 issue—(Amkino).

OPPENHEIM FAMILY, THE—D—V. F. Balachov, I. M. Tolchanov, A. I. Voitsik—Exploitable U. S. S. R. product; deserves playing time—97m.—see June 14 issue—(Amkino).

OUR FIGHTING NAVY—see Torpedoed.

QUAI DES BRUMES, LE—see Port of Shadows.

PEOPLE, ETERNAL, A—D—Conrad Veidt, Marie Ney—Weak Yiddish offering—65m.—see Nov. 15 issue—(Henry Lynn).

PER UOMINI SOLI—see For Men Only.

PORT OF SHADOWS (Le Quai des Brumes)—MD—Jean Gabin, Michel Simon—Beautiful, well worth seeing; a 7-award film—90m.—see Oct. 18 issue—(Film Alliance of U. S.).

PRISONER OF CORBAL, THE—COD—Nils Asther, Noah Beery—Nabe dual filler—73m.—see Sept. 6 issue—(English-made)—(Syndicate).

PURITAN, THE—D—Jean-Louis Barrault, Alla Donell—Can be exploited for fair money—85m.—see Mar. 22 issue—(Lenauer)—(A).

RANGLE RIVER—"W"—Victor Jory, Margaret Dare—Pleasing Australian import with a "western" flavor—72m.—see May 17 issue—(Hoffberg).

RASPUTIN—D—Harry Baur, Marcelle Chantal—Superb Gallic production—93m.—see Nov. 1 issue—(Concord Films)—(A).

RE DI DENARI—see King of Diamonds.

REGAIN—see Harvest.

RETURN OF THE FROG, THE—MY—Gordon Harker, Una O'Connor—Okay British mystery programmer—71m.—see Sept. 6 issue—(Select Attractions).

ROYAL DIVORCE — D — Ruth Chatterton, Pierre Blanchar—Worthwhile duallier—82½m.—see Oct. 4 issue—(Select Attractions).

SCIPIO AFRICANUS MAJOR—see Scipione l'Africano.

SCIPIONE L'AFRICANO (Scipio Africanus Major)—D—Annibale Ninchi, Camillo Pilotti, Isa Miranda, Frances Francesca—Bonanza for Italian customers—115m.—see Oct. 4 issue—(Esperia).

SECOND BUREAU—D—Marta LaBarr, Charles Oliver—Okay spy drama—66m.—see Nov. 1 issue—(Film Alliance of U. S.).

SHORS—D—E. Samoilov, I. Skuratov — For left-wing audiences—92m.—see Nov. 29 issue—(Amkino).

SIGNOR MAX, IL—see Mr. Max.

SOLDIER'S BRIDE (Jaakarin Morsian)—MD—Tuulikki Paananen, Ritva Aro, Tuli Arjo — Should make dough for Finnish houses—83m.—see Dec. 27 issue—(Werner F. Savela).

SONG OF THE STREET—D—Vladimir Sokoloff, Madeleine Ozeray—Weak foreign offering — 77m. — see Sept. 6 issue—(Mayer-Burstyn).

SONG OF YOUTH—Documentary—Produced in U. S. S. R. by Soyuz Film Chronica—Superior Russian documentary—53m.—see June 28 issue — (Amkino).

SORPRESE DE UN MATRIMONION, LE—see The Surprises of Matrimony.

SOTTO LA CROCE DEL SUD—see Under the Southern Cross.

SOVIET BORDER—MD—E. Piepkina, E. Fedorova, N. Kriuchkov, S. Krilov, N. Vinogradov—Propaganda film for the radical—94m.—see Mar. 8 issue—(Amkino).

SPAIN FIGHTS ON—see The Will of a People.

SPY OF NAPOLEON—MD—Richard Barthelmess, Dolly Haas—For class spots, nabe with limitations—77m.—see May 17 issue—(Standard).

SURPRISES OF MATRIMONY, THE (Le Sorprese de un Matrimonion)—CD—Vittorio DeSica, Elisa Gegani—For Italians only—118m.—see Nov. 1 issue—(Columbia)—(A).

SQUADRONE BIANCO, LO (The White Squadron)—D—Fosco Giachetti, Antonio Centa, Fulvia Lanzi—Good drama for the art-foreign, Italian houses—98m.—see Nov. 29 issue—(Esperia).

TEVYA—MD—Maurice Schwartz, Miriam Riselle, Rebecca Weintraub—Box office for Yiddish houses—93m.—see Jan. 10 issue—(Mayman).

THAT THEY MAY LIVE—D—Victor Francen, Liue Noro, Marie Lou, Jean-Max—Spectacular French anti-war piece—73m.—see Nov. 1 issue—(Mayer-Burstyn)—(A).

THREE WALTZES—Operetta—Yvonne Printemps, Pierre Fresnay—Natural for art, foreign-policy theatres—92m.—see May 8 issue—(Vedis Films).

THUNDER OVER PARIS—D—Erich von Stroheim, Mareille Balin—Plug timeliness and Von Stroheim—82m.—see Nov. 29 issue—(Transatlantic)—(A).

TORPEDOED (Our Fighting Navy)—AD—H. B. Warner, Richard Cromwell, Noah Beery—Must ride on its timeliness; plug Americans—66m.—see Sept. 20 issue—(Film Alliance of U. S.).

TREACHERY ON THE HIGH SEAS—MY—Bebe Daniels, Ben Lyon, Charles Farrell—Okay Britisher for nabe dual support—68m.—see Oct. 4 issue—(Times).

TWO'S COMPANY—C—Ned Sparke, Mary Brian, Patric Knowles—Bottom duallier for houses which can play British product—64m.—see Dec. 27 issue — (B. & D.).

UNDER THE SOUTHERN CROSS (Sotto la Croce del Sud)—D—Doris Duranti, Antonio Centa—Tops for Italian houses — 81m.—see June 28 issue—(Esperia).

U. S. S. R. ON THE SCREEN, 1939—Documentary—No credits given—Left wing attraction—94m.—see Aug. 23 issue—(Amkino).

VOLGA BOATMAN, THE (Le Batelier de la Volga)—D—Pierre Blanchar, Vera Korene—Best for foreign, art houses—78m.—see Apr. 5 issue—(Hoffberg).

WALLY, LA—DMU—Germana Paolieri, Carlo Minchi—For Italian audiences only—88m.—see July 26 issue—(Amerital).

WE WERE SEVEN SISTERS (Eravamo Sette Sorello)—CD—Nino Besozzi, Antonio Gandusio, Sergio Tofano—Excellent for Italian audiences—87m.—see June 28 issue—(Esperia)—(A).

WILL OF A PEOPLE, THE (Spain Fights On)—Documentary—No cast or production credits—For liberal houses—55m.—see Feb. 22 issue—(L. Frank).

WINGS OVER AFRICA—MD—Joan Gardner, Ian Colin—Weak duallier; may be exploited—62m.—see Aug. 9 issue—(Merit).

WHITE SQUADRON, THE—see Lo Squadrone Bianco.

WHITE SAVAGE (Uncivilized)—D—Dennis Hoey, Margot Rhys, Ashton Jarry—Duallier, but can be exploited to advantage—72m.—see Dec. 27 issue—(Box-Office Attractions)—(A).

WITHOUT A HOME—D—Alexander Marten, Viera Gran—For strictly Yiddish-policy houses — 90m.—see Apr. 19 issue—(Foreign Cinema Arts).

WORLD IS OURS, THE—CD—Voskovec, Werich—Excellent foreign product—96m.—see Aug. 23 issue—(Kassler).

YOUTH IN REVOLT—MD—Jean-Louis Barrault, Fabien Loris, Charles Daurot—Fair art entry—91m.—see May 31 issue, under Columbia—(Columbia).

HAPPY HOUR
(Special)
'39-'40
Building of Boys (E)...Oct. 12 11m.
Book of Books, The (E).Oct. 6 10m.

NEWS WORLD OF SPORTS (10)
Big Fish (F) .....Aug. 18 10m.
There Goes Rusty (G).July 15 10½m.
'39-'40 (12)
Bows and Arrows (E)..Oct. 6 9m.
Flying Targets .....Dec. 29 —m.
Jai Alai (G) .....Nov. 17 8½m.

PHANTASIES
'39-'40 (10)
Charm Bracelet, The (F).Sept. 1 6½m.
Man of Tin .....Feb. 23 —m.
Millionaire Hobo (B)...Nov. 24 7m.
Mouse Exterminator, The.Jan. 26 6½m.

SCREEN SNAPSHOTS (12)
No. 12 — Stars of the Past (Anniversary Reel) (E) .....July 28 10m.
'39-'40 (12)
No. 1—Art of Make-Up (E) .....Sept. 22 9½m.
No. 2 — Animal Actors and Trainers (E)....Nov. 10 10m.
No. 3—Outdoor Parties (G) .....Dec. 1 10m.
No. 4 .....Jan. 5 —m.
No. 5 .....Feb. 9 —m.

TOURS (6)
In Morocco (F).....Aug. 11 10½m.
Sojourn in India (F)..July 7 9½m.
'39-'40 (8)
Beautiful Switzerland(G).Nov. 17 10m.
Historic Cities of India (G) .....Oct. 27 10m.
Holland and the Zuyder Zee (B) .....Sept. 15 10m.
Life in Paris .....Jan. 26 —m.
New Hampshire .....Dec. 22 —m.

WASHINGTON PARADE (4)
No. 4 — Library of Congress (E) .....Aug. 4 10m.
'39-'40 (6)
No. 1—Smithsonian Institution (G) .....Nov. 10 11m.
No. 2—U. S. Treasury..Dec. 8 —m.

METRO
Two Reel
ORIME DOESN'T PAY (6)
Drunk Driving (E).....Oct. 28 21m.
Think First! (E) .....Sept. 9 21m.
'39-'40 (6)
Pound Foolish .....Dec. 23 20m.

One Reel
CARTOONS (11)
(Technicolor)
Bookworm, The (E)....Aug. 26 9m.
Goldilocks and the Three Bears (F) .....July 15 11m.
One Mother's Family (E) Sept. 30 9m.
'39-'40 (13)
Blue Danube, The (E)..Dec. 16 7m.
Peace on Earth (E)....Dec. 9 8m.

FITZPATRICK TRAVELTALKS
(Technicolor)
'39-'40 (12)
Day on Treasure Island, A (G) .....Sept. 2 11m.
Land of Alaska Nellie (F) .....Dec. 23 9m.
Natural Wonders of Washington State (E).....Oct. 7 9m.
Old Natchez .....Dec. 30 9m.
Quaint Saint Augustine (E) .....Nov. 4 10m.
Valient Venezuela (G).Nov. 25 9m.

MINIATURES
'39-'40 (9)
Ash Can Fleet, The (E) Sept. 9 11m.
Failure At Fifty, A (E).Oct. 10 10m.
Mendelssohn's Wedding March (G) .....Nov. 4 10m.
(Technicolor)
Miracle at Lourdes ....Dec. 30 11m.
Rhumba Rhythm (G) G. Murphy .....Sept. 2 10m.
When Turf Meets Surf..Jan. 6 11m.

OUR GANG COMEDIES (12)
Auto Antics (F) .....July 22 10m.
Dog Daze (F) .....July 1 11m.
'39-'40 (8)
Captain Spanky's Showboat (F) .....Sept. 9 11m.
Dad for a Day (G)....Oct. 21 11m.
Time Out for Lessons (G) .....Dec. 2 11m.

PASSING PARADE (10)
One Against the World (E) .....Aug. 19 11m.
Story That Couldn't Be Printed (E) .....July 22 11m.
Unseen Guardians (G)..Aug. 26 11m.
'39-'40 (10)
Forgotten Victory (E)..Dec. 9 9m.

PETE SMITH SPECIALTIES (15)
Culinary Carving (E)..July 1 9m.
Football Thrills of 1938 Sept. 16 10m.
Set 'Em Up (E)..... 10m.
Take a Cue (E).....Aug. 12 9m.
'39-'40 (13)
Let's Talk Turkey (G)..Oct. 28 10m.
Romance of the Potato (G) .....Dec. 9 9m.
Ski Birds .....Nov. 18 8m.

ROBERT BENCHLEYS
'39-'40 (4)
Day of Rest, The (F)...Sept. 16 9m.
See Your Doctor (G)...Dec. 15 8m.
That Inferior Feeling...Jan. 20 9m.

PARAMOUNT
One Reel
BETTY BOOP (12)
Rhythm on the Reservation (F) .....July 7 6m.
Yip, Yip, Yippy (F)...Aug. 11 6m.

COLOR CLASSICS
(Technicolor)
'39-'40 (6)
Busy Little Ants .....Feb. 23 —m.
Fresh Vegetable Mystery, The (G) .....Sept. 29 7m.
Little Lambkin .....Feb. 2 —m.

COLOR CRUISES (7)
(Cinecolor)
Colombia (F) .....July 21 10m.
'39-'40 (7)
Chile (B) .....Nov. 10 10m.
Cuba .....Jan. 5 —m.
Ecuador (F) .....Sept. 1 10m.
Isle of Clumbus.....Feb. 9 —m.
Peru (F) .....Oct. 6 9m.

HEADLINERS (15)
Sweet Moments (G) R. Morgan and Orchestra .....Aug. 18 11m.
'39-'40 (10)
Artie Shaw's Class in Swing (E) A. Shaw & Orchestra.Sept. 6 10m.
Flo Rito, Ted, and Orchestra (G) .....Oct. 6 11m.
Here's Hal (E) H. Kemp & Orchestra.Nov. 24 10m.
Moments of Charm of 1940 (E) P. Spitalny & All-Girl Orchestra .....Oct. 27 11m.
(Technicolor)
Paramount Presents Frankie Masters F. Masters & Orchestra .....Dec. 29 —m.
Dorsey, Jimmy, & Orchestra .....Feb. 2 —m.

PARAGRAPHICS (13)
Breaking the News (G).Aug. 25 10m.
Farewell, Vienna (G)..June 23 10m.
'39-'40 (10)
Bits of Life (G).....Nov. 17 11m.
Busy Little Bears (F)..Oct. 20 10m.
Paramount Pictorial ...Feb. 16 —m.
Public Hobby Number One (G) .....Sept. 22 11m.
Touchdown Review ....Dec. 22 —m.
Windward, Ho! .....Jan. 19 —m.

PICTORIALS (12)
No. 12 — Storks — Alaska—Monkeys (F).July 14 10m.

POPEYE (12)
Ghosks Is the Bunk (F).June 16 7m.
Hello How Am I (F)..July 14 6m.
It's the Natural Thing to Do (F) .....July 28 7m.
'39-'40 (12)
Females Is Fickle.....Feb. 23 —m.
Never Sock a Baby (G).Nov. 3 6m.
Shakespearean Spinach ..Jan. 19 —m.

POPULAR SCIENCE (6)
(Cinecolor)
No. 6 (G) .....Aug. 4 11m.
'39-'40 (6)
No. 1 (G) .....Sept. 15 11m.
No. 2 (E) .....Nov. 3 11m.
No. 3 .....Dec. 15 —m.
No. 4 .....Feb. 16 —m.

SPORTLIGHTS (12)
Watch Your Step (F)..July 7 10m.
'39-'40 (13)
Aqua-Rhythm (G) ....Nov. 24 10m.
Bowling Skill .....Jan. 26 —m.
Catching Whoppers (F).Oct. 13 10m.
Desert Adventure, A (G).Sept. 22 10m.
Dog Is Born, A (G)....Nov. 3 10m.
Hydro-Maniacs (G) ...Sept. 1 10m.
Judo Experts (G).....Dec. 15 10m.

STONEAGE CARTOONS
'39-'40
Way Back When a— Triangle Had Its Points .....Jan. 26 —m.
Night Club Was a Stick.....Feb. 16 —m.

SYMPHONIC SERIES
'39-'40 (3)
Blue Danube, The (E)..Sept. 29 10m.
Merry Wives of Windsor (E) .....Oct. 27 9m.
William Tell (E).....Nov. 24 11m.

UNUSUAL OCCUPATIONS
(Cinecolor)
'39-'40 (6)
No. 1 (G) .....Oct. 13 11m.
No. 2 (E) .....Nov. 17 10m.
No. 3 .....Jan. 19 —m.

RKO-RADIO
Two Reel
EDGAR KENNEDY (6)
Feathered Pests (F) ...July 14 16m.
'39-'40 (6)
Act Your Age (G).....Oct. 6 18m.
Kennedy the Great (G).Dec. 1 19m.
Slightly at Sea (F)....Feb. 9 16m.

HEADLINER COMEDIES (4)
Sales Slip (F) E. Truex .....July 21 17m.

LEON ERROLS
'39-'40 (6)
Truth Aches (G).....Nov. 3 19m.
Wrong Room (G).....Sept. 22 19m.
Scrappily Married (F)..Mar. 1 20m.

THE MARCH OF TIME (13)
No. 12 — The Movies March on (E) .....July 7 22m.
No. 13—Metropolis, 1939 (E) .....Aug. 4 18m.
'39-'40 (13)
No. 1 — Soldiers With Wings (E) .....Sept. 1 19m.
No. 2—The Battle Fleets of England (E) .....Sept. 29 19m.
No. 3 — Uncle Sam, the Farmer (G) .....Oct. 27 18m.
No. 4 — Newsfronts of War, 1940 (E).....Nov. 24 19m.
No. 5—Crisis in the Pacific (G) .....Dec. 22 17m.

RADIO FLASH (4)
Marriage Go Round (F) July 28 18m.
'39-'40 (8)
Blamed for a Blonde (F) R. Atwill .....Oct. 20 16m.
Chicken Feed (B) B. Gilbert .....Jan. 19 18m.
Coat Tales (G) J. Prouty .....Nov. 17 18m.
Twincuplets (G) Stroud Twins .....Jan. 26 20m.

SPECIAL
Five Times Five (E) Dionne Quintuplets ..July 21 19m.

WESTERN MUSICAL
'39-'40 (4)
Bandits and Ballads (F).Dec. 29 17m.
Cupid Rides tha Range (G) .....Sept. 8 18m.

One Reel
INFORMATION PLEASE
'39-'40 (13)
No. 1—Rex Stout (E)..Sept. 8 11m.
No. 2—Gene Tunney(E).Oct. 6 11m.
No. 3—Clarence Budington Kelland (G).....Nov. 3 10m.
No. 4 — Deems Taylor (E) .....Dec. 1 11m.
No. 5 .....Jan. 19 —m.

REELISMS (13)
Peck Trip (G) .....Aug. 18 9m.
Zoo (G) .....July 21 9m.
'39-'40 (13)
Acres of Plenty (F)....Oct. 13 9m.
Amerilan Royal (G)....Nov. 10 9m.
Nevada Unlimited (G)..Sept. 15 8m.
West Wall, The (E)....Dec. 8 10m.
No. 5 .....Jan. 5 —m.

SPORTSCOPES (13)
Kennel Kings (G).....Aug. 11 9m.
Riding the Crest (G)..July 14 9m.
'39-'40 (13)
Gun Play (F) .....Sept. 1 9m.
Hunting Hounds (G)...Sept. 29 9m.
Ice Cutters (F) .....Oct. 27 9m.
Sky Game (E) .....Dec. 22 10m.
Winter Playground (E).Nov. 24 9m.

WALT DISNEY'S CARTOONS (18)
Autograph Hound, The (E) .....Sept. 1 8m.
Donald's Penguin (E)..Aug. 11 8m.
Pointer, The (E).....July 21 8m.
Sea Scouts (E) .....June 30 8m.
'39-'40 (18)
Officer Duck (E).....Sept. 22 8m.

REPUBLIC
SERIALS (4)
Dick Tracy's G-Men (G) R. Byrd, P. Isley....Sept. 2 (15 episodes)
Zorro's Fighting Legion R. Hadley, S. Darcy..Dec. 16 (12 episodes)
'39-'40 (4)
Drums of Fu Manchu... (15 episodes)
Jimmy Valentine Strikes Again ..... (12 episodes)
King of the Royal Mounted ..... (12 episodes)
Lone Texas Ranger, The (15 episodes)

20th CENTURY-FOX
One Reel
ADVENTURES OF A NEWSREEL CAMERAMAN
'39-'40 (4)
Conquering the Colorado (E) .....Aug. 18 11m.
Filming the Fleet (E)..Oct. 27 11m.
Sky Fighters .....Dec. 8 —m.

DRIBBLEPUSS PARADE
'39-'40 (6)
"Monkies Is the Cwazlest People" (G) .....Sept. 29 10m.
Silly Season, The (F)..Jan. 5 10m.

FASHION FORECAST (4)
(Technicolor)
No. 4 — Summer Styles (E) .....July 7 10m.
'39-'40 (4)
No. 5—Fall Fashions (G) .....Sept. 15 10m.
No. 6—Winter Fashions (E) .....Dec. 22 10m.

MAGIC CARPET OF MOVIETONE
'39-'40 (6)
Aghileen Pinnacles, The (G) .....Nov. 10 11m.

Birthplace of Icebergs (E) ..... Aug. 4 11m.
Evergreen Empire, The (G) ..... Oct. 13 11m.
Valley of Ten Thousand Smokes (E) ..... Feb. 16 10m.
Kangaroo Country, The Feb. 2 —m.

SPORTS REVIEWS (6)

Youth in the Saddle (G) July 21 10m.

'39-'40 (6)

Big Game Fishing (F) Sept. 1 10m.
Clocking the Jockies (G) Nov. 24 11m.
Topnotch Tennis ..... Jan. 19 —m.

TERRYTOONS (26)

Barnyard Baseball (B) .. July 14 6m.
(Technicolor)
Old Fire Horse, The (G) July 28 7m.

'39-'40 (26)

Black and White

Edgar Runs Again .... Jan. 26 —m.
Dog in a Mansion, A ... Jan. 12 —m.
Golden West, The (B) .. Aug. 25 7m.
Hitch-Hiker, The ..... Dec. 1 7m.
Ice Pond, The (F) ..... Dec. 15 7m.
One Mouse in a Million (F) ..... Nov. 3 7m.
Sheep in the Meadow (G) ..... Sept. 22 7m.
Watchdog, The (F) ... Oct. 20 7m.

Technicolor

First Robin, The (F) . Dec. 29 7m.
Harvest Time ..... Feb. 9 —m.
Hook, Line and Sinker (F) ..... Sept. 8 7m.
Orphan Duck, The (G) .. Oct. 6 7m.
Two Headed Giant (F) Aug. 11 7m.
Wicky-Wacky Romance (F) ..... Nov. 17 8m.

UNITED ARTISTS

One Reel

WORLD WINDOWS (12)

(Technicolor)

Arabian Bazaar (G) .... Sept. 1 10m.
Eternal Fire (G) ..... 10m.
Fox Hunting in the Roman Campagna (E) 10m.
Jerusalem (E) ..... 10m.
Petra the Lost City (E) Aug. 1 10m.
Rome Symphony (E) ... 10m.
Ruins of Palmyra ..... Oct. 1 —m.
Wanderers of the Desert (G) ..... July 1 10m.

UNIVERSAL

Two Reel

COMEDY RE-ISSUES

Ooh, La, La (F)
S. Summerville ..... 19m.
We, We, Marie (F)
S. Summerville ..... 20m.

MUSICALS (13)

Gals and Gallons (G)
East and Dumke .... July 12 17½m.
With Best Dishes (F)
L. Roth, G. Kemper .. Aug. 9 17m.

'39-'40 (13)

Boy Meets Joy (F)
P. Tomlin, J. Hodges Sept. 6 17m.
Bullets and Ballads ... Feb. 14 —m.
Rhumba Land (G)
W. Shaw ..... Nov. 15 18m.
Rhythm Jamboree
J. Starr ..... Jan. 17 —m.
Snow Follies (F)
L. Roth, King Sisters Dec. 13 18m.
Swing Hotel (G)
D. Daly and Orchestra Oct. 18 18m.

SERIALS

'39-'40 (4)

Flash Gordon Conquers the Universe
L. Crabbe ..... Apr. 9
(12 episodes)
Green Hornet, The (G)
G. Jones, A. Nagel .. Jan. 9
(13 episodes)
Oregon Trail, The (G)
J. Brown, L. Stanley . July 4
(15 episodes)
Phantom Creeps, The (G)
B. Lugosi, D. Arnold . Oct. 17
(12 episodes)

SPECIAL

'39-'40 (1)

March of Freedom, The (E) ..... Sept. 6 20m.
(Pre-released June 7)

One Reel

GOING PLACES (13)

No. 65 (F) ..... July 17 9m.

'39-'40 (15)

No. 66 (G) ..... Sept. 25 9m.
No. 67 (F) ..... Oct. 16 9m.
No. 68 (G) ..... Nov. 13 9m.
No. 69 (G) ..... Dec. 11 8m.
No. 70 (G) ..... Dec. 25 8m.
No. 71 (G) ..... Jan. 15 9m.
No. 72 ..... Feb. 5 —m.

STRANGER THAN FICTION (13)

No. 64 (G) ..... July 3 10m.
No. 65 (G) ..... Aug. 7 9m.

'39-40 (15)

No. 66 (G) ..... Sept. 18 8½m.
No. 67 (G) ..... Oct. 9 9m.
No. 68 (F) ..... Nov. 6 9m.
No. 69 (G) ..... Dec. 4 9m.
No. 70 (G) ..... Dec. 18 9m.
No. 71 (G) ..... Jan. 8 9m.
No. 72 ..... Jan. 29 —m.

WALTER LANTZ CARTUNES (26)

Arabs With Dirty Fezzes (G) ..... July 31 7m.
Silly Superstition (F) ... Aug. 28 7m.
Slaphappy Valley (G) .. Aug. 21 7m.
Snuffy's Party (F) .... Aug. 7 7m.
Stubborn Mule (F) ... July 3 7m.

'39-'40 (13)

(Technicolor)

A-Hounting We Will Go (G) ..... Sept. 4 7m.
Andy Panda Goes Fishing Jan. 22 8m.
Life Begins for Andy Panda (G) ..... Oct. 9 8½m.
Scrambled Eggs (G) .. Nov. 20 9m.
Sleeping Princess, The (G) ..... Dec. 4 9m.

VITAPHONE

Two Reel

BROADWAY BREVITIES (22)

Seeing Red (G)
R. Skelton ..... Aug. 26 20m.
Swing Opera, A (F) .... July 22 18m.

'39-'40 (10)

Alex in Wonderland Mar. 9 —m.
Double or Nothing (E) . 19m.
Ice Frolics (G)
E. Gardner, Merry Macs ..... Oct. 28 17m.
One for the Book (F) ... Feb. 3 20m.
Remember When? (E)
Eton Boys, R. Ragland Jan. 20 20m.
Slapsie Maxie's (E)
M. Rosenbloom Sept. 16 17m.
World's Fair, Jr. (F)
Kiddie Revue ... Dec. 9 20m.

TECHNICOLOR PRODUCTIONS (8)

Bill of Rights, The (G) Aug. 12 22m.
Quiet, Please (G)
F. Feld, C. Foy . July 22 18m.
Ride, Cowboy, Ride (E)
D. Morgan ..... Sept. 9 22m.

'39-'40 (8)

Monroe Doctrine (E) ... Oct. 14 22m.
Old Hickory (E)
H. Sothern, V. Killian Dec. 23 17m.
Royal Rodeo (E)
J. Payne ..... Nov. 25 15m.
Teddy the Roughrider .. Feb. 24 —m.
Untitled ..... Apr. 6 —m.

One Reel

COLOR PARADE (13)

Mechanix Illustrated
No. 6—(F) ..... Aug. 5 9m.
Modern Methods (F) ... July 15 10m.

'39-'40 (10)

American Saddle Horses (E) ..... Nov. 11 10m.
Mechanix Illustrated
No. 1—(G) ..... Sept. 30 10m.
No. 2 ..... Dec. 2 —m.
No. 3 ..... Feb. 17 —m.
Men Wanted ..... Mar. 23 —m.
New Horizons (F) .... Jan. 6 10m.

FLOYD GIBBONS (13)

Lives in Peril (F) July 1 12m.
Three-Minute Fuse (G) July 29 11m.
Verge of Disaster (G) .. Aug. 26 9m.

LOONEY TUNES (16)

Porky's Pionic (G) .... July 15 7m.
Wise Quacks (F) ..... Aug. 5 7m.

'39-'40 (16)

Africa Squeaks ..... Jan. 27 —m.
Ali Baba Bound ..... Feb. 10 —m.
Film Fan, The (F) ..... Dec. 16 7m.
Jeepers Creepers (G) ... Sept. 23 7m.
Naughty Neighbors (F) . Oct. 7 7m.
Pied Piper Porky (G) .. Nov. 4 7m.
Pilgrim Porky ..... Mar. 16 —m.
Porky's Hotel (G) .... Sept. 2 7m.
Porky's Last Stand ..... Jan. 6 —m.
Porky the Giant Killer (F) ..... Nov. 18 7m.
Slap Happy Pappy .... Mar. 30 —m.

MELODY MASTERS (18)

DeLange, Eddie, and Orchestra (F) ..... Aug. 12 9m.
Osborne, Will, and Orchestra (G) ..... July 22 10m.
Rio, Rita, & All-Girl Orchestra (F) ..... July 1 10m.
Shaw, Artie, and Orchestra (G) ..... July 22 10m.

'39-'40 (10)

Apollon, Dave, & Orchestra ..... Mar. 2 —m.
Coquettes, The (F)
F. Carroll ..... Feb. 17 10m.
Hoff, Carl, & Orchestra . Mar. 23 —m.
Lopez, Vincent, and Orchestra (G) ... Sept. 30 10m.
Organ Novelty, An (G)
The Crawfords ..... 9m.
Rubinoff and His Orchestra (G) ..... Nov. 11 8m.
Shaw, Artie, and Orchestra in "Symphony of Swing" (E) ..... Dec. 30 10m.
Swing Styles (G) ..... Sept. 2 10m.

MERRIE MELODIES (26)

(Technicolor)

Dangerous Dan McFoo (G) July 15 7m.
Detouring America (G) . Aug. 26 7m.
Hare-um Scare-um (F) . Aug. 12 7m.
Little Brother Rat (F) . Sept. 2 7m.
Old Glory (E) ..... July 1 10m.
Show Man's Land (G) .. July 29 7m.

'39-'40 (26)

Busy Bakers ..... Feb. 10 —m.
Curious Puppy ..... Dec. 30 —m.
Early Worm Gets Bird Jan. 13 —m.
Elmer's Candid Camera Mar. 2 —m.
Frosh Fish (E) ..... Nov. 4 7m.
Good Egg (F) ..... Oct. 21 7m.
Fagin's Freshman (G) .. Nov. 18 7m.
Land of the Midnight Fun (E) ..... Sept. 23 7m.
Little Lion Hunter (G) Oct. 7 7m.
Mighty Hunters ..... Jan. 27 —m.
Screwball Football (F) . Dec. 16 7m.
Sioux Me (G) ..... Sept. 9 7m.
Sniffles and the Bookworm (G) ..... Dec. 2 7m.
Untitled ..... Mar. 16 —m.
Untitled ..... Mar. 30 —m.
Untitled ..... Apr. 13 —m.

TECHNICOLOR SPECIALS (4)

Romance in Color (G) . Aug. 19 10m.

VARIETIES (12)

One Day Stand (E) .... Aug. 19 10m.
Right Way, The (G)
I. Rich, H. O'Neill .. July 1 9m.
Witness Trouble (G) ..
Grouch Club ..... July 29 10m.

'39-'40 (6)

No Parking
Grouch Club ..... Apr. 14 —m.
Organ Novelty, An
The Crawfords ..... Jan. 13 —m.
Sword Fishing (E)
H. Hill ..... Oct. 21 10m.
Vote Trouble (G)
Grouch Club ..... Sept. 9 10m.

COMMERCIAL

All In One (G) .... 10m.
Behind the Mike (E) ... 9m.
Circus Daze (G) ..... 9m.
Current Flashes (G) .... 10m.
Hitting the Roof (G) . 10m.
Holiday Greeting Shorts (E) ..... 1½, ¾m.
Life Is What You Make It (F) ..... 10m.
Miami Miracle (G) ... 10m.
Modeled for Distinction (G) ..... 10m.
More Power to You (E) 10m.
New England Yesterday and Today (E) ..... 20m.
(Also a 10-minute version)
Radio Blockade (E) ... 9m.
Sea Food (G) ..... 12m.
Ski Trails of New France (G) 11m.
'Twas the Night Before Xmas ..... 4m.
Vacuum Control (E) ... 10m.

MISCELLANEOUS

Adventures in the Jungle (G) ..... 26m.
Afternoon at a Bull Fight (F) ..... 10m.
Anti-Mutuel Talk ..... 3m.
Aquabaties (G) ..... 9m.
Ave Maria, Our Lady of Chartres (G) ..... 10m.
(Also a 2-reel version)
Behind Spanish Lines (F) 19m.
Birth of a Champion (G) 14m.
Birth of the Movies (E) 18m.
Broken Earth (G) ..... 8m.
California Today (F) .. 10m.
Calling on Cairo (G) ... 8m.
China Fights On (F) ... 18m.
Chinook's Children (E) . 10m.
Dagestan (F) ..... 10m.
Diamond Minds (F) .... 10m.
Flying Frogs, The (G) . 10m.
Footsteps of Saint Patrick (F) ..... 24½m.
Fountain of Bakhchisarai, The (G) ..... 10m.
Four Seasons (E) ..... 3m.
For Auld Lang Syne (G) 10m.
Frost Frolics (G) ..... 10m.
Future Admirals (G) .. 11m.
Gems of the Orient (E) 10m.
Getting Your Money's Worth (G) ..... 11m.
Great Train Robbery, The (—) ..... 10m.
Happy Landing, A (F) . 8m.
Highlights of London (G) 10m.
Homes of Today (E) .. 11m.
Honoring a People's Poet (B) ..... 3m.
In Old Morocco (G) ... 8½m.
Irish Isle, The (F) .... 10m.
Island of Love (F) .... 10m.
Journey to Normandy, A (G) ..... 10m.
Kilmainham Jail (G) ... 28m.
Let My People Live (G) 19m.
Makesser (G) ..... 10m.
Mat Maulers (E) ..... 10m.
Memory Lingers On, The (G) ..... 10½m.
Miracles of Modernization (F) ..... 9m.
Monsters of the Deep (F) 26m.
Montmartre (F) ..... 15m.
Mother, The (G) ..... 10m.
Musical Moments (F) ... 20m.
North Sea (G) ..... 24m.
Ocean, Thou Mighty Monster (G) ..... 11m.
One Night Before Christmas (G) ..... 13m.
Peasant's Wedding, The (F) ..... 35m.
Plant Power (G) ..... 10m.
Pope Pius XI, Pope of Peace (G) 10m.
Raiders Over England (F) 18m.
Rembrandt (E) ..... 10m.
(Also a 2-reel version)
Seabiscuit (G) ..... 19m.
School of Talent (G) .. 10m.
Service in Submarines (E) ..... 10m.
Serum to Windham (G) . 9m.
She Shall Have Music (F) 35m.
Southern Beauties (F) .. 10m.
Spy Menace, The (F) ... 11m.
Starlight Night (G) . 27m.
Story of Our Flag, The (F) ..... 11m.
Swing's the Thing (G) . 18m.
Technicolor Test Reel (E) ..... 9m.
Terzo Annuale dell' Impero col Discorso del Duce (G) ..... 10m.
Touchdown (G) ..... 9m.
Warning, The (G) .... 36m.
Wild Innocence (—) .. 34m.
(Also a 44-minute version: see review of feature, Blue Section, page 50)
Winners of the International Violin Contest (G) ..... 10m.
With These Weapons (E) 11m.
Zoo in Manhattan (G) . 10m.

THE EXHIBITOR

BASSON RE-ELECTED PRESIDENT OF LOCAL 306

WARREN STOKES DISCUSSES "B" PICTURES

"THE TIP-OFF" REPORTS ON NEW BUSINESS

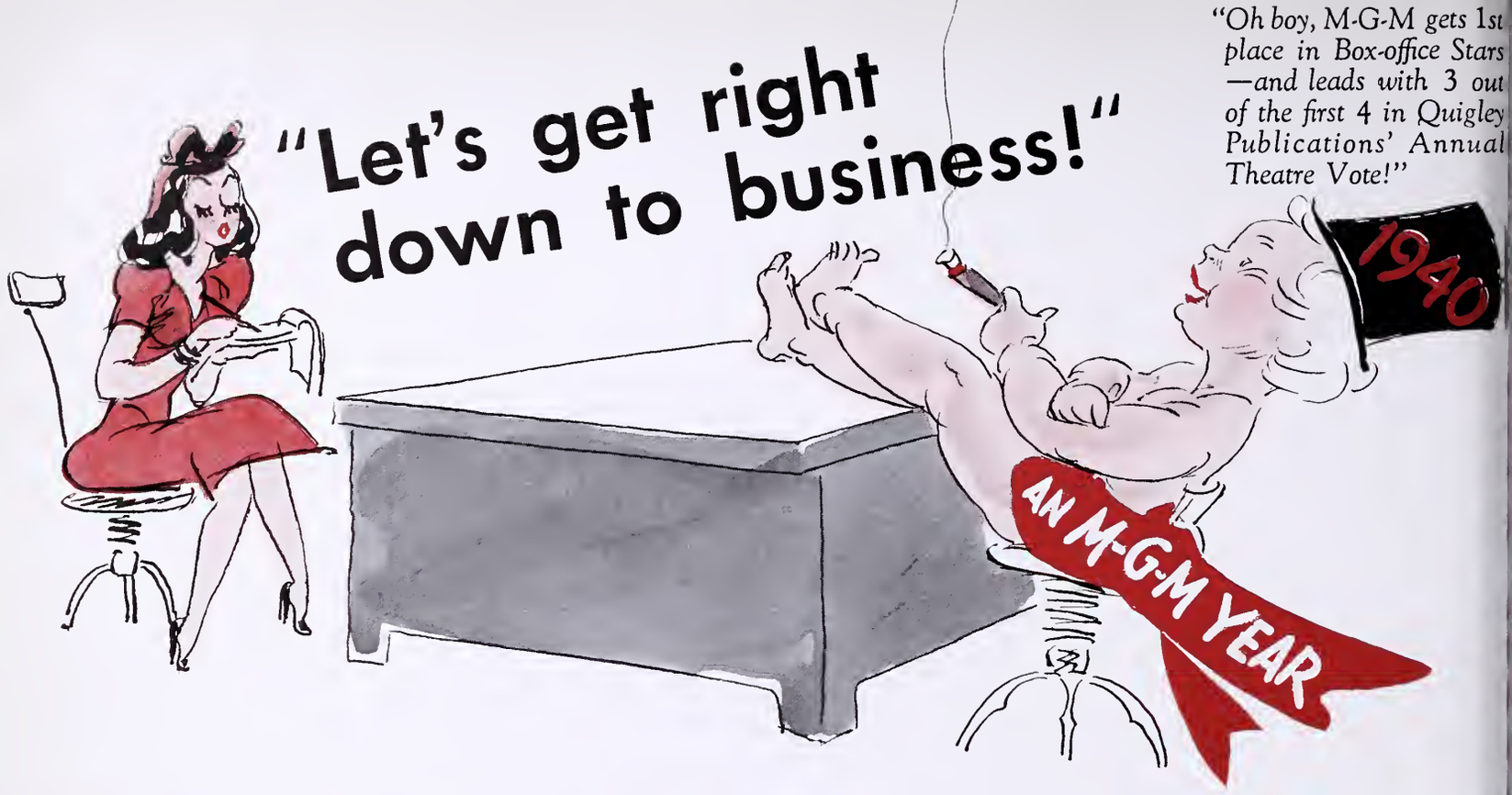
THE COMPLETE FEATURE AND SHORTS CHECK-UP

EDITORIAL: "A NEW YEAR MAKES ITS BOW"

NEW YORK STATE EDITION

ENTERED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST OFFICE AT PHILADELPHIA, PA., UNDER THE ACT OF MARCH 3, 1879

JANUARY 3, 1940
VOL. 23 No. 8 PRICE 10 CENTS



DEAR MISTER EXHIBITOR:

This is 1940 writing to you. I've just arrived and while I find this world a bit screwy I was delighted to discover one outfit with chin up, full of smiling optimism and courage that's admirable. I refer, of course, to Metro-Goldwyn-Mayer. I have looked over the M-G-M pictures that the Big Year of 1939 gave you, such as "The Women", "Thunder Afloat", "Babes in Arms", "Ninotchka", "Judge Hardy and Son", "Balalaika" and others. They're great, but I assure you 1940 will do even better! This M-G-M outfit is your best bet. To start my new year, two pictures just previewed, are sensational: "THE SHOP AROUND THE CORNER", (*another Lubitsch hit starring Margaret Sullavan, James Stewart*); "EARL OF CHICAGO" (*starring Robert Montgomery*). Then there's "BROADWAY MELODY OF 1940" (*starring Fred Astaire, Eleanor Powell*); "STRANGE CARGO" (*starring Clark Gable, Joan Crawford*); "NORTHWEST PASSAGE" (*in Technicolor, starring Spencer Tracy*). That's just the start. I'll be seeing you.

(*Signed*) **1940, AN M-G-M YEAR**

THE EXHIBITOR'S NATIONAL RELEASE DATE GUIDE

ANOTHER SERVICE OF THE JAY EMANUEL PUBLICATIONS CREATED IN THE INTERESTS OF BETTER MANAGEMENT

Pictures listed are in the order of their release by the several companies, placed as closely as possible to the correct date. This Guide is subject to changes in dates, titles, and casts, as made by the companies' home offices. For convenience, westerns are designated by a W following the title, which should not be confused with (W) in the Warner-First National column, where the letter designates a Warner picture.

	COLUMBIA	METRO	MONOGRAM	PARAMOUNT	RADIO	REPUBLIC	20th-FOX	UNITED ARTISTS	UNIVERSAL	WARNERS FIRST NAT.
DEC 8	**Fugitive at Large** J. Holt, P. Ellis, S. Fields	**Henry Goes Arizona** F. Morgan, V. Weidler, G. Kibbee	**West of the Divide, W** **Lucky Texan, W** Wayne Re-issues	**The Llano Kid** T. Guizar, E. Dunn, A. Mowbray, G. Sondergaard	**Two Thoroughbreds** J. Brodell, J. Lydon, J. Kerrigan		**Barricade** W. Baxter, A. Faye, C. Winninger		**The Man From Montreal** R. Arlen, A. Devine	**Private Detective (FN)** J. Wyman, D. Foran
15	**Taming of the West, W** B. Elliott, I. Meredith	**Nick Carter, Master Detective** W. Pidgeon, R. Johnson, H. Hull	**West-Bound Stage, W** T. Ritter	**All Women Have Secrets** J. Allen, Jr., Jean Cagney, V. Dale		**South of the Border, W** G. Autry, S. Burnette, J. Storey	**The Honeymoon's Over** S. Irwin M. Weaver J. Gale		**Missing Evidence** P. Foster, I. Hervey	**The Mad Empress (FN)** M. Novara, L. Atwill
22		**Judge Hardy and Son** The Hardy Family **Gone With the Wind** C. Gable, V. Leigh (Technicolor) (Road-Show)	**The Gentleman From Arizona** J. MacDonald, J. Barclay, J. King (Cinecolor)	**Gulliver's Travels** Full-length cartoon, produced by M. Fleischer (Technicolor)	**Escape to Paradise** B. Breen, M. Shelton, K. Taylor	**Days of Jesse James, W** R. Rogers, G. Hayes, P. Moore	**Everything Happens at Night** S. Henie, R. Milland, R. Cummings	**Slightly Honorable** P. O'Brien, R. Terry, E. Arnold (Wanger)	**Charlie McCarthy, Detective** C. McCarthy, C. Moore, E. Bergen	**Four Wives (FN)** Lane Sisters, G. Page, C. Rains, J. Lynn, M. Robson
29	**My Son Is Guilty** B. Cabot, J. Wells, H. Carey	**Balalaika** N. Eddy, I. Massey, C. Ruggles		**The Great Victor Herbert** W. Connolly, M. Martin, A. Jones	**The Hunchback of Notre Dame** C. Laughton, M. O'Hara, C. Hardwicke, T. Mitchell	**Thou Shalt Not Kill** C. Bickford, O. Davis, D. Day	**The Cisco Kid and the Lady** C. Romero, M. Weaver	**Raffles** D. Niven, O. de Havilland, D. Digges (Goldwyn)	**Destry Rides Again** J. Stewart, M. Dietrich, M. Auer	**Invisible Stripes (W)** G. Raft, J. Bryan, H. Bogart
JAN 5	**Two-Fisted Rangers, W** C. Starrett, I. Meredith, D. Curtis	**The Earl of Chicago** R. Montgomery, E. Arnold, R. Owen	**Danger Ahead** J. Newill	**Emergency Squad** W. Henry, L. Campbell, R. Denning	**Legion of the Lawless, W** G. O'Brien, V. Vale	**The Higgins Family in "Money to Burn"** The Higgins Family	**Swanee River** D. Ameche, A. Leeds, A. Jolson (Technicolor)		**Oh, Johnny, Oh** T. Brown, P. Moran, J. Quigley	**A Child Is Born (W)** J. Lynn, G. George G. Fitzgerald
12	**Music in My Heart** T. Martin, A. Kostalanetz, R. Hayworth	**The Shop Around the Corner** M. Sullavan, J. Stewart, F. Morgan	**The Secret Four** H. Sinclair, F. Lawton (English-made) **The Fatal Hour** B. Karloff	**Geronimo!** P. Foster, E. Drew, R. Morgan, A. Devine	**Mexican Spitfire** L. Velez, D. Woods, L. Hayes	**Heroes of the Saddle** 3 Mesquiteers, P. Parsons	**The City of Chance** L. Bari, C. Smith, D. Woods	**Of Mice and Men** B. Meredith, B. Field, L. Chaney, Jr. (Roach)	**The Invisible Man Returns** C. Hardwicke, V. Price, N. Grey	**Brother Rat and a Baby (W)** W. Morris, P. Lane, E. Albert
19	**His Girl Friday** C. Grant, R. Russell **I Married Adventure** O. Johnson (Special)	**Congo Maisie** A. Sothern, J. Carroll, R. Johnson	**Front Page Lady** W. Hull, K. Linaker	**Santa Fe Marshal, W** W. Boyd, R. Hayden, B. Hayes	**Married and in Love** B. Read, A. Marshall, P. Knowles	**Wolf of New York** E. Lowe, R. Hobart, J. Stephenson	**He Married His Wife** J. McCrea, N. Kelly, M. Boland		**West of Carson City, W** J. Brown, B. Baker, F. Knight	**British Intelligence (W)** B. Karloff, M. Lindsay
26	**The Lone Wolf Strikes** W. William, J. Perry, A. Baxter	**Lambeth Walk** L. Lane, S. Gray (English-made)	**Pioneer Days, W** J. Randall	**Remember the Night** F. MacMurray, B. Stanwyck, B. Bondi	**Swiss Family Robinson** T. Mitchell, E. Best, F. Bartholomew	**Village Barn Dance** R. Cromwell, D. Day, Lulu Belle & Scott	**The Blue Bird** S. Temple (Technicolor) (Road-Show) **High School** J. Withers, J. Brown, Jr., L. Corrigan		**Green Hell** D. Fairbanks, Jr., J. Bennett, J. Howard	**The Fighting 69th (FN)** J. Cagney, P. O'Brien, G. Brent, J. Lynn
FEB 2	**Convicted Women** R. Hudson, F. Inescort, J. Lang, L. Lane	**Strange Cargo** C. Gable, J. Crawford, I. Hunter	**Chasing Trouble** F. Darro, M. Stone, L. Elliott	**Parole Fixer** W. Henry, R. Paige, V. Dale	**The Marines Fly High** R. Dix, C. Morris, L. Ball		**The Man Who Wouldn't Talk** L. Nolan, J. Rogers, R. Clark		**Danger on Wheels** R. Arlen, A. Devine, P. Moran	
9		**Broadway Melody of 1940** F. Astaire, E. Powell, G. Murphy	**Renfrew, No. 5** J. Newill	**The Light That Failed** R. Colman, W. Huston, I. Lupino	**Isle of Destiny** W. Gargan, W. Ford, J. Lang		**Little Old New York** A. Faye, F. MacMurray, R. Greene		**My Little Chickadee** W. Fields, M. West, J. Calleia, D. Foran	
16		**Arouse and Beware** W. Beery, J. Howard, D. Del Rio		**The Sidewalks of London** C. Laughton, V. Leigh (English-made)	**Vigil in the Night** C. Lombard, B. Ahearn, A. Shirley		**Young as You Feel** The Jones Family			

PRODUCERS DISTRIBUTING CORPORATION

October 15: Hitler—Beast of Berlin—R. Drew, S. Duna; **November 1: Torture Ship**—L. Talbot, J. Wells; **November 15: Buried Alive**—B. Roberts, R. Wilcox; **November 25: Gold Star Mothers** (no cast available); **December 1: Invisible Killer**—R. Drew, G. Bradley; **January 14: The Sagebrush Family Trails West**—B. Clark, E. Hodgins, N. Gilbert; **January 21: The Man From Oklahoma**—G. Houston.

GET READY FOR

GOLDWYN BUSINESS

MOTION PICTURE HERALD

Raffles

(UA-Goldwyn)

Full Dress Melodrama

Samuel Goldwyn's presentation of the "Amateur Cracksman" adventures written by E. W. Hornung is as up-to-date as 1940, as well groomed as the models in "Esquire's" ad pages, and as stimulating as the "Raffles" stories always were. Dapper David Niven makes the gentlemanly thief a wholly credible and handsomely fascinating fellow, mannerly, adroit without overdoing it.

The production is in the best Goldwyn tradition, finely acted in every department, smoothly put together and wearing the high gloss of expert workmanship. Olivia De Havilland, overnight a stronger box office name for her performance in "Gone with the Wind," is an eminently satisfactory heart interest. Dudley Digges plays the Scotland Yard operative as to the profession born, and all members of the large cast fit their characters utterly.

Director Sam Wood and the late Sidney Howard, who collaborated with John Van Druten on the screen play, are others whose names, already distinguished, take on added marquee merit from their connection with the now thriving "Wind." The work of all three of these is highly satisfactory and vitally important.

The handling of the moral equation is nicely managed. The thief is successful in all his stealings but returns the stolen property in each case. He escapes from the detectives at the end of the picture but makes an appointment to return and surrender shortly thereafter, the inspector taking his word for it and thus reassuring the audience that the proper price will be paid for his crimes.

Previewed at Warners' Hollywood Theatre in Hollywood to the manifest satisfaction of all present.—W. R. W.

Released thru
UNITED ARTISTS

THE EXHIBITOR

LOCAL ORGANIZATIONS ELECT FOR NEW SEASON

"THE TIP-OFF" REPORTS ON CURRENT BUSINESS

THE COMPLETE FEATURE AND SHORTS CHECK-UP

A COMPLETE, NEW, BETTER MANAGEMENT SECTION

EDITORIAL:

"FURTHER OBSERVATIONS ON THE NEELY BILL"

NEW YORK STATE EDITION

ENTERED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST OFFICE AT PHILADELPHIA, PA., UNDER THE ACT OF MARCH 3, 1879

JANUARY 17, 1940
VOL. 23 No. 10 PRICE 10 CENTS

TODAY!

Special M-G-M Flash!

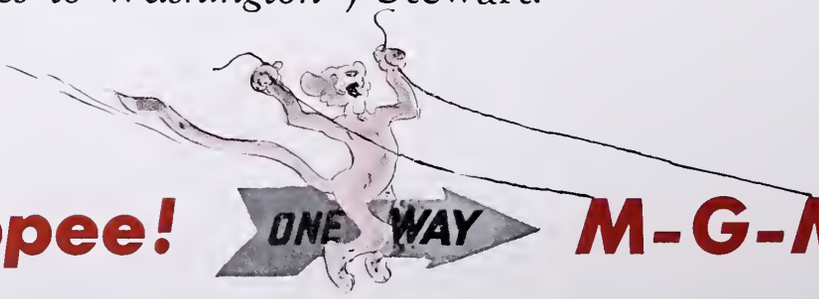
MARGARET SULLAVAN · JAMES STEWART in The Ernst Lubitsch Production "**THE SHOP AROUND THE CORNER**" with Frank Morgan · Joseph Schildkraut · Screen Play by Samson Raphaelson · Produced and Directed by Ernst Lubitsch · A Metro-Goldwyn-Mayer Picture

Ernst Lubitsch directing a scene with Margaret Sullavan and James Stewart!

Quickly Mr. Exhibitor!
Tell your patrons about M-G-M's

"THE SHOP AROUND THE CORNER"

It's a dream! It's a honey! It's BOX-OFFICE!
Opening soon at Radio City Music Hall!
Thank you Mister Lubitsch!
While the folks are still howling over "Ninotchka"
You deliver another hilarious hit!
You know what laughter means these days:
It means escape from the world's woes—
And it means lines at the box-office for every Tom, Dick and Mabel in town. And it's a grand love story between sweet Margaret Sullavan and James ("*Mr. Smith Goes to Washington*") Stewart.



Whoopee! M-G-M!

E D I T O R I A L

THE

EXHIBITOR

VOLUME 23, No. 10 JANUARY 17, 1940

MEMBER AUDIT BUREAU OF CIRCULATIONS

A Jay Emanuel Publication. Covering the film territories in the Metropolitan East. Published weekly by Jay Emanuel Publications, Incorporated. Publishing office: 1225 Vine Street, Philadelphia, Pennsylvania. New York City office, 1600 Broadway. West Coast office, 1119 Poinsettia Drive, Hollywood, California. Representatives in Washington, D. C.; Albany, Buffalo, Boston, New Haven. Jay Emanuel, publisher; Paul J. Greenhalgh, business manager; Herbert M. Miller, managing editor. Subscription rates: $2 for one year; $5 for three years. Address all communications to 1225 Vine Street, Philadelphia, Pennsylvania.

Just In Passing

THE PUBLIC IS CONCERNED

It should not be difficult to perceive that every time another anti-trust suit is filed against the distributors that a certain portion of the good will built up by the distributor in the nation at large is destroyed. Granted that the public understands little of industry problems, but when anti-trust actions are consistently filed, the old adage about "where there's smoke there's fire" must apply. Likewise, we further believe that since the Congressmen who will vote on the Neely Bill also must read the newspapers rather carefully, the ability of the Neely Bill's proponents to build up the distributors as big, bad ogres is helpful.

We have always been of the opinion that no anti-trust suit is ever filed until all other avenues of conciliation have been exhausted.

Things are getting so jammed up in the distributors' legal departments that hearings in some federal courts are being postponed because of the distributors' pleas that the lawyers are so tied up they can't handle all the cases at the same time.

We will never understand why the distributors are willing to accept all the bad publicity, the lawyers' fees and perhaps eventual defeat in most of these arguments, when all they have to do is to sit down and iron out the situation. But perhaps the easiest way isn't what the attorneys desire.

And handling some of the cases successfully for the distributors would be too much for even a Philadelphia lawyer, from what we have heard.

FURTHER OBSERVATIONS ON THE NEELY BILL

DURING THE COURSE of the current intra-industry debate on the Neely Bill many curious arguments have been brought forward in an effort to sway industry and public opinion, but one of the oddest was recently included in a press release by the Motion Picture Theatre Owners of America.

MIND YOU, we are still firmly of the belief that it is up to the individual film man to decide whether he thinks the bill is good or bad. While we do not agree with some of the methods being employed so openly (we have in mind the history-making evidence placed before the Black committee in regards to swaying of sentiment against the utilities regulation measure) we are of the opinion that everyone should register his sentiments with his Congressman.

MORE IS BEING HEARD these days from those opposing the measure, although it certainly must follow that advocates of the bill must be just as active.

BUT TO RETURN to the MPTOA release. In speaking of claims for the measure made by those sponsoring it, under the heading of "Block Booking Delusions," it reads:

10—*They (organizations which have been induced to support the measure) have been told that this bill will relieve and prevent a monopoly in the production and wholesale distribution of motion picture films.*

This comment follows:

"There is no evidence of a monopoly in the business today. A considerable number of competent companies are engaged in the business of making and marketing motion pictures. It is very unusual to find any theatre that does not lease films from more than one company. The courts have repeatedly found, after careful investigation and examination of the facts, that no monopoly exists, that competition between rival wholesale distributors is very keen."

THE MPTOA RELEASE is signed by Ed Kuykendall but the author of the page referring to the Neely Bill is not given. If it is the MPTOA head who wrote it, we are greatly surprised. Ed Kuykendall surely must know that the production and distribution of motion pictures are in the hands of a comparatively few individuals.

WHAT THE COURTS have decided is on the records. We are only interested in preventing any greater deluge of unfair conclusions being hurled at the trade than are already apparent.

FIGHT THE NEELY BILL with all your strength, Ed, if you so desire. But fight fairly.

THE ATTITUDE OF THIS PUBLICATION has always been against governmental interference or regulation of our industry. We are not very optimistic about the ability of the industry to regulate itself, but there are still many evils within the industry that seem to us more in need of attention than block booking.

IF, as the proponents of the measure claim, passage of the Neely Bill will make for a better industry and place the independent exhibitor in a better position, we are all for it. But we are not convinced that it is a cure for all headaches.

Jay Emanuel

QUAD.

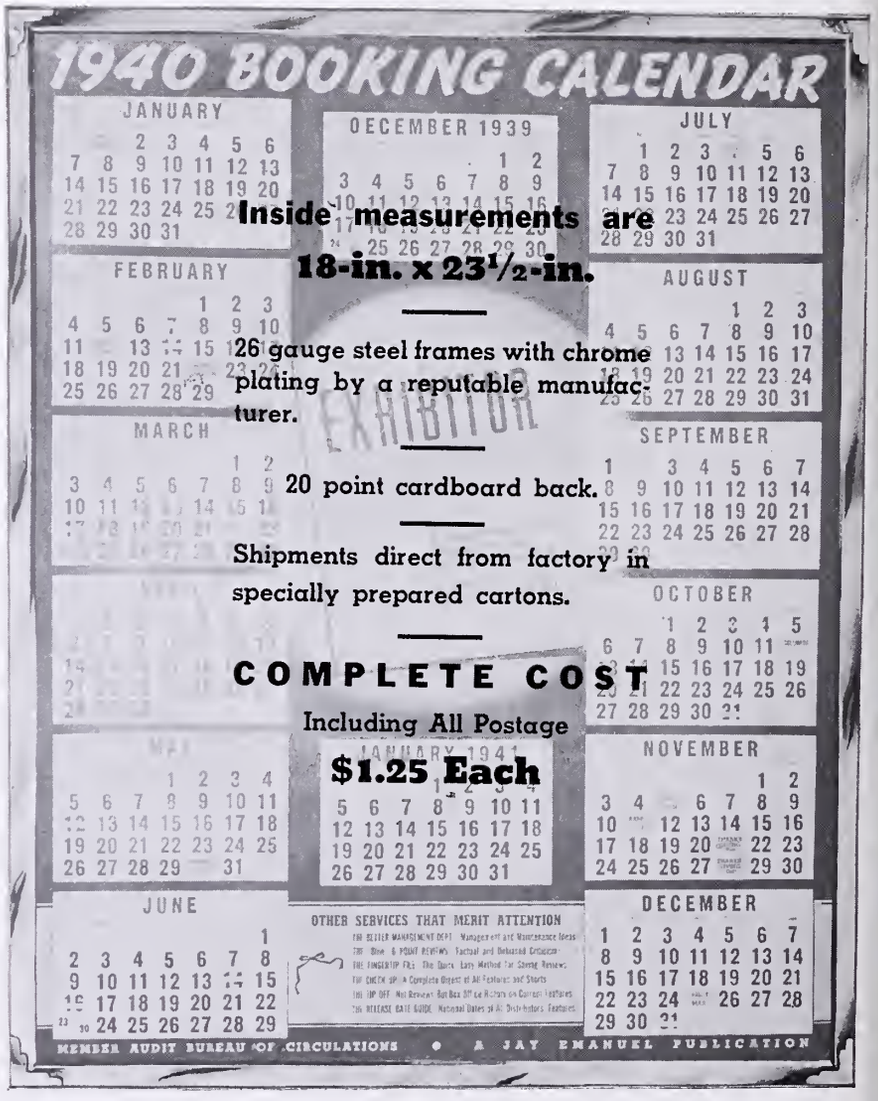
A NEAT CHROMIUM FRAME

for your 1940 Booking Calendar:-

At the suggestion of scores of Subscribers we have designed a special frame to accommodate—and keep in good order throughout the year—our ANNUAL BOOKING CALENDAR. Of sturdy construction and plated in chromium it promises to give good service on your office wall for many years to come.

On our part, we promise to keep our ANNUAL BOOKING CALENDAR to its new size, inaugurated with that of 1940, of 18 x 23½ inches—and in future years you will find it very easy to change from the old to the new calendar. And neatly too!

Manufactured and shipped to you by the DE-FI MANUFACTURING CO. of Chicago, which is one of the leading companies specializing in chrome frames for theatrical use—we will act only as the clearing house for our subscribers' orders. We will not receive a commission or profit of any kind. The frames will be sent direct to you—



Inside measurements are 18-in. x 23½-in.

26 gauge steel frames with chrome plating by a reputable manufacturer.

20 point cardboard back.

Shipments direct from factory in specially prepared cartons.

COMPLETE COST
Including All Postage
$1.25 Each

at actual Manufacturer's Price in quantities!

ANOTHER SPECIAL SERVICE FROM THE TRADE PAPER THAT ORIGINATES MOST OF THEM . . . AND SERVES YOU BEST!

CLIP AND MAIL THIS COUPON

THE EXHIBITOR
1225 Vine Street
Philadelphia, Pa.

Please place my order for ..... **DE-FI MANUFACTURING CO. All Metal Chrome Frames** to fit my **Annual Booking Calendar** as shown in your recent issue. I understand that shipment will be made to me direct from the manufacturer via PARCEL POST C.O.D. at the complete cost per frame, including postage, of **$1.25** each.

I heartily approve of this added service.

NAME .....

ADDRESS .....

TERRITORIAL HIGHLIGHTS

Motion Picture Bookers To Elect Officers Jan. 22

List of Nominees Announced by Group

New York City—Nomination of officers highlighted the meeting last fortnight of the newly-organized Motion Picture Bookers' Club at the Hotel Lincoln.

Officers to be elected at the January 22 meeting will be chosen from the following nominees:

President—Harold Klein, Cocalis; Myron Starr, Moscato; Ted Krasner, Cinema circuit.

Vice-president—Jack Meltzer, Associated Theatres of New Jersey; Alec Arnswalder, Metro.

Financial secretary — Eddie Susse, Metro; Moe Rose, Metro.

Treasurer—Ben Levine, United Artists; Sam Phillips, Big U.

Recording secretary—Pete Saglembeni, Warners; Dora Fried, Producers Distributing Corporation; Pearl Goldstein, Republic.

Sergeant-at-Arms—Herb Richek, UA; Ruby Greenberg, Paramount.

Trustees (two to be elected) — Lou Fischler, Belle; Dan Ponticelle, Warners; Bernie Brooks, Rosenblatt-Welt; Sammy Lake, Paramount; Joe Inzber, Brandt; John Cunniff, Metro.

Board of directors (four to be elected) —Sam Berns, Bolte; Leo Simon, Universal; Eddie Richter, Metro, Harry Margolies, Metro; Max Fried, Warners; Henry Suchman, Silver; Al Blumberg, Warners; Harold Weisenthal, Universal.

Lefkowitz Upped at Warners

New York City—Sam Lefkowitz was last week upped from office manager of the local Vitaphone exchange to metropolitan branch manager.

Sherwood Macomber, former head booker, moves into the office manager spot.

Exchange will operate, temporarily at least, without a head booker.

Minna Gold Rosen Chosen

Buffalo—Minna Gold Rosen was last week named secretary for the Buffalo Allied unit, following appointment of a local grievance committee which included Herman Lorence, Cattaraugus, chairman; Paul Grummitt, Circle; Marvin Atlas, Capitol, Niagara Falls; Herbert Hoch, Ray Pashley, alternates.

Schine Shifts Find Silverman in Rochester

Managers Moved About By Circuit

Rochester—Schine employees at Rochester welcomed January 8 a new city manager, Bud Silverman, formerly district manager in Ohio under Colonal Louis Lazar.

Silverman is to have the supervision of Schine houses in Rochester, East Rochester and Fairport. Louis Levitch, former city manager, remains as manager of the Madison, while Gene Curtis, Schines' Rochester publicity director, moves to Syracuse, where he will take over a special publicity assignment. Curtis is to have his office at Schine's Paramount.

Pat McGee, Syracuse Paramount, has been promoted to district manager in Lazar's Ohio zone, while Jim Levine, Ohio district manager, is resigning to take a theatrical post in New York City.

In connection with the shifts, Lee Stern, manager, West End, Rochester, goes to the Empire, Glens Falls, as manager. Harvey Cocks, former manager, Hipp, Gloversville, is still unassigned, but may move in to the Rochester territory.

Counterfeiting Film Screened

New York City—Another innovation in the Treasury Department's educational campaign to stamp out counterfeiting was announced here last week by James J. Maloney, supervising agent of the Secret Service in this State.

Maloney held a preview of a 19-minute sound picture. It will be shown to the 386,000 children in the public high schools and junior high schools. Presentation of the picture will be accompanied by a brief talk by a Secret Service agent, who will also answer questions.

Schines Promise $1,000

GLOVERSVILLE—All Schine houses, it was revealed here last week, are insured against the $1,000 that is given away by a Tuesday night radio program, because "if you are not at home, but at a Schine theatre when that important phone call comes," the announcement reads, you will be paid the $1,000. "Therefore, there is no occasion to miss a fine evening of motion picture entertainment on any night of the week."

"Bingo" Legislation Sought in New Measure

Games Could Be Played On Restricted Plan

Albany — Legalization of "Bingo" is sought in a bill introduced in the Assembly last week by Aaron F. Goldstein, Democrat, Kings.

Legalized "Bingo" would be subjected to strict regulation by local police authorities and could be conducted and operated only under the sponsorship of charitable, civic, educational, fraternal, veterans' or religious organizations or by volunteer fire departments and granges.

Bill sets up a system of local permits, issued by the police department or the town clerk in localities not having a police department.

Organizations allowed to conduct "Bingo" games under the bill, however, must be in existence at least two years prior to their application for a permit.

In addition, the bill prohibits the granting of cash prizes and limits the value of all prizes, which must be merchandise or personal property, to $250 in one day of playing. It also outlaws repurchase of prizes for cash by the operators of the game, as well as providing that only members of the organization conducting the game may partieipate.

The bill would create a graduated system of permit fees and provide that moneys collected from fees be used by the individual localities for any purpose they see fit.

In other legislative matters affecting the industry proponents of dog-racing were said to be planning to attempt to tie in legalization of that sport with the horse-racing pari-mutuel bill.

Opposition is expected to be determined, however, not only theatre interests, but also businessmen generally being joined by civic, social service and religious leaders in fighting any such measure.

Governor Lehman's opposition to dog-racing is unwavering.

Additional legislation of interest to exhibitors is a bill for regulation of billboards, which once again has the active sponsorship of Governor Lehman, the full-crew booth bill—and especially the sales tax, which would mean an additional tax on admissions.

The sales tax was pigeon-holed in the closing days of last year's legislative session, but, according to present indications, has a good chance of being passed in the present session—unless stronger opposition is aroused.

More "GWTW" Bookings

New York City—"Gone With the Wind" will open at the Metropolitan, Brooklyn, February 1; State, Newark, and Loew's, Jersey City, January 25. Usual details of the engagement will obtain.

MP Associates Elect

New York City—Officers of the Motion Picture Associates were to have been elected yesterday (January 16) at a luncheon session at the Astor.

"GWTW" in 35 Nabes

NEW YORK CITY—The biggest splash of day-and-date openings of "Gone With the Wind" will take place in the metropolitan territory at the end of February or the first week in March when the Selznick picture bows in simultaneously at 35 Loew nabe houses, it was learned from an authoritative source.

Tentative policy calls for a $1.10 top for the two matinees.

There will be reserved seats for the evening and possibly for the week-end showings.

Newburgh Union Decision Upheld in Appellate Court

Two Operators Had Sought Re-Instatement

NEWBURGH—Appellate Division last fortnight affirmed a ruling of Supreme Court Justice Graham Witschief rendered June 3 in which he decided against Walter Davidson and Harold Convoy, who had sought reinstatement in Local 45, and had sued to recover $5,000 damages for expulsion from the union.

Justice Witschief refused in his ruling to find that Davidson and Convoy had been expelled from the union through "bad faith" brought about by the "machinations of Tweed (ex-Mayor James D. Tweed), business manager or agent of the defendant." Justice Witschief also refused to invalidate the expulsion.

In a trial of the action, in which Fred Weinhold, president of the union, was defendant, held before Justice Witschief in December 1938, Davidson and Convoy testified that they were expelled from the union of which John LaMont was then president without notice in writing and without a hearing as required by regulations of the union. Both claimed that as a result of the expulsion they had been unable to get regular employment in theatres.

Defense asserted that the Cameo, in which both had worked, was unfair, that the two worked there in violation of the union rules and that neither had paid dues after November 1, 1934. Because of the alleged failure to pay dues they were automatically stricken from the rolls of the local, the defense averred.

Affirmation by the Appellate Division was unanimous and was unaccompanied by an opinion.

Judge Raps Gambling Laws

NEW YORK CITY—Judge Thomas Downs in Queens County Court last week end sharply criticized what he called "the stupidity and hypocrisy" of the state laws against "innocent gambling," and suggested that the legislature give the people an opportunity to pass upon their possible modification.

Jack Bowen President Of New York Film Board

Beier, Abner, Levy, Sattler, Felder Also Chosen

NEW YORK CITY—Officers elected last week to leadership of the Film Board of Trade to serve through 1940 are:

JACK BOWEN
Heads the Film Board

President—Jack J. Bowen, Loew's; First vice-president—Nat Beier, United Artists; Second vice-president—Ben Abner, Loew's; Treasurer—David A. Levy, Universal; Secretary—Myron Sattler, Paramount; Sergeant-at-arms—Joseph J. Felder, Monogram.

Installation takes place soon.

Louis Nizer continues as executive secretary and attorney.

Teapot Boils Over

NEW YORK CITY—The local tempest in a teapot over the failure of Mayor La Guardia to mention name of "Harvest" as best foreign-language film of 1939 in connection with annual Critics' Awards took a new turn last week when, following the mayor's apology to Andre R. Heymann, distributor of the film, a group of local foreign film distributors sent a telegram to the Film Critics' Circle in which they "expressed their embarrassment and disapproval of the action of one, a newcomer to the group, in refusing to accept the award."

Those signing the telegram said they hoped it would not reflect on the importers as a group and the foreign films in general.

The following signed their names to it: Joseph Burstyn, Max Goldberg, Jean Lenauer, Martin Lewis, I. E. Lopert, Archie Mayers, John S. Tapernoux.

Seiden Offers a Trio

NEW YORK CITY—Joe Seiden has been sending around cards reading:

Just to remind you, worthy friends, of three great openings you can attend:

"Gone With the Wind"
"Tevyah the Dairyman"
"Motel the Operator"

No need to bother about "Tevyah" or "Wind"—"Motel's" the picture to keep on your mind! You can see the others later; but first see "Motel the Operator."

With wishes sincere for a Happy New Year,

Joseph Seiden

"Wind" Exploitation Discussed by Ferguson

Local Meeting Brings Men From Eastern Area

NEW YORK CITY—Exploitation policy for "Gone With the Wind" and other Metro releases was discussed by William R. Ferguson, exploitation manager, who presided, at a one-day conference of Metro's American and Canadian field representatives here last week.

Part of the campaign will feature a nation-wide tour during which original costumes used in the filming of the picture, as well as artists' sketches and designs from which they were created, will be exhibited in leading department stores and salons in connection with the film's engagements. Costumes and other material will be moved from city to city in a van with specially constructed racks for the period apparel. Tour will be conducted by Captain Volney Phifer and his wife, Eloise Phifer, with Paul Kamey, publicity man, going in advance of the caravan.

Tour opens in Philadelphia. January 16 with Baltimore and Washington scheduled as the next stops. Tour will continue for at least six months.

Miss Pat Reis, representing Howard Dietz, who is visiting the Metro studios in Culver City, and Jack Peters, Donahue and Coe, advertising agency, spoke on advertising.

Marstens Leads In Yonkers

YONKERS—At the annual meeting last fortnight of the Westchester County projectionist union, Local 650, Arthur Marstens was re-elected president. Other officers, returned to their posts for a four-year term by a overwhelming majority, were Yonkers' Irving A. Weiss, first vice-president; Mount Vernon's Anthony Dente, second vice-president; Mount Vernon's Irving Brickman, third vice-president; White Plains' Richard S. Hayes, business manager; Yonkers' Albert E. Bell, trustee; New Rochelle's George B. Alley, trustee; Mount Vernon's Fred Thome, financial secretary and treasurer; Mount Vernon's Emil Smith, recording and corresponding secretary; and Yonkers' Lawrence Sabatino, press secretary.

LATE NEWS HIGHLIGHTS

Eastern Production Sees Dunphy on the List

Former Paramount Exec Lines Up Program

NEW YORK CITY—Christopher J. Dunphy, former executive of Paramount announced last week the formation of a finance company to produce two Class A motion pictures in a New York studio at a total cost of not less than $600,000.

He said that with most of the arrangements made—except for the important one of a studio equipped to take care of the production of two films to cost about $300,000 each—it was hoped that the shooting of the pictures would be begun not later than March 22 to April 1.

Dunphy declared that the producer-director with whom he was dealing had made arrangements to have the pictures distributed by one of the major companies—assuring a national distribution.

Later, Dunphy announced that Marion C. Gering would head the production company. First picture will be "Bricks Without Straw," to be followed by "Song On Your Bugle."

Zukor Off for S. A.

NEW YORK CITY—Adolph Zukor, chairman of the board of Paramount, sailed last week end on the Grace liner Santa Elena for a business tour through South America.

Asked if he thought there was any likelihood of the moving picture industry transferring its operations from Hollywood to New York, as was suggested recently by Mayor La Guardia, he replied:

"You can bring the stars to New York but you can't transfer the technical equipment just like that."

No Providence Burlesk

PROVIDENCE—Burlesque is out as far as this city is concerned. Replying January 12 to Antonio A. Romano's application for a license to present burlesque at the Playhouse, the Bureau of Police and Fire entered a denial of the application and Bureau secretary Samuel Gee said that the Bureau felt there had been no improvement in this type of entertainment since the Bureau last banned it here.

Two Close in Boston

BOSTON—The Lieberman Circuit Repertoire and the local Newsreel were closed January 11 by the State Banking Commission.

Jersey Justice Rules "Bank Night" Illegal

Contracts Made in Such Connection Are Void

EAST RUTHERFORD, NEW JERSEY—Judge James S. T. Ely ruled last week in Second District Court that "Bank Nights" at theatres are illegal and that any contracts made in connection with them are void.

The 17-page decision climaxed more than three years of litigation in which an amusement company demanded payment of $112.50 from a Ramsey, New Jersey, theatre which had contracted to hold "Bank Nights" and failed to fulfill the terms of the contract. Ely ruled that since he considered "Bank Nights" illegal, the contract was null and void and the plaintiff would be unable to enforce the contract. He held that "Bank Nights" are contrary to New Jersey public policy of outlawing gambling.

The plaintiff in the case, the Barclay Amusement Corporation, first started suit December 19, 1936. The Supreme Court later reversed the decision in favor of the defendant on the ground that the evidence warranted affirmative action. The retrial took place in East Rutherford January 4 of this year.

Col. Actions Consolidated

NEW YORK CITY—State Supreme Court Justice Samuel H. Hofstadter last week end granted application of Columbia to consolidate five stockholder actions brought against the company, officers and directors. Court directed an amended complaint to be filed within 30 days and an answer in 30 additional days.

RKO Receivership Ends

NEW YORK CITY— A hearing will be held January 18 on an order signed by Federal Judge William Bondy directing the Irving Trust Company as trustee of the Radio-Keith-Orpheum Corporation to transfer all of its assets to the new company formed recently in reorganization proceedings under the Bankruptcy Act.

All creditors and others interested in the new RKO corporation were informed that the final act of the reorganization will take place in Judge Bondy's chambers at 2:30 P.M.

B'Way Back to Normal As Grosses Slip a Bit

Music Hall, Capitol, Astor Head Business List

NEW YORK CITY—Business returned to normal, with the exception of a few spots, a survey of week-end grosses showed.

Following is the report on the week-end business of the principal theatres, as compiled by THE EXHIBITOR from usually authoritative sources:

"FOUR WIVES" (Warners)—At the Strand, opened December 28, with Abe Lyman & His Band, and stage show, did $29,300 on the third and final week, good.

"GONE WITH THE WIND" (Metro)—At the Astor (road-show), opened December 19, $21,000 on the fourth week, very big.

" GONE WITH THE WIND" (Metro)—At the Capitol (three-a-day), opened December 19, did $55,000 on the fourth week, big.

"GULLIVER'S TRAVELS" (Paramount) — At the Paramount, opened December 20, with Glen Gray & His Casa Loma Orchestra, and stage show, did $25,000 on the fourth week, good.

"HIS GIRL FRIDAY" (Columbia) — At the Radio City Music Hall, opened January 11, with the stage show, did $63,000 on Thursday, Friday, Saturday and Sunday, heading for a $100,000 week, very good.

"INVISIBLE STRIPES" (Warners) — At the Strand, opened January 12, with Shep Fields, and the "Dead End Kids" ("Spike" Gorcey, "Goofy" Hall, "Bugs" Dell, "Fats" Punsley) headlining the stage show, did $25,000 on Friday, Saturday, Sunday, very good.

"THE LIGHT THAT FAILED" (Paramount)—At the Rivoli, opened December 23, did $18,500 on the fourth week, good.

"MY SON IS GUILTY" (Columbia)—At the Globe, opened January 13, did $2,600 on Saturday, Sunday, fair.

"RAFFLES" (United Artists) — At the Roxy, opened January 12, with stage show, did $20,000 on Friday, Saturday, Sunday, fair.

"SANTA FE MARSHAL" (Paramount) and "LOST ON THE WESTERN FRONT" (Standard)—At the Central, opened January 13, did $1,700 on Saturday, Sunday, fair.

Charles Einfeld Arrives

NEW YORK CITY—Charles Einfeld, Warner Brothers' vice-president in charge of advertising and publicity, arrived in New York last week end from the company's West Coast studio.

He revealed that "Virginia City," the company's big special, would get a sendoff similar to that given "Dodge City" last year, with a special train taking stars from the studios and another taking the eastern contingent to the Nevada town.

Reade Managers Change

NEW YORK CITY—Week-end shifts in the Reade circuit found the following changes:

Nick Schermerhorn to be manager of the Community, Morristown, New Jersey; Joe Localle, Kingston, Kingston, to become manager of the Community, Saratoga; John Gutteridge, Savoy, here, to manage the Kingston, Kingston; Richard Mooney, Lyric, Asbury Park, New Jersey (closed) to assist at the Savoy.

George Walsh Testifies

BOSTON—Further hearings in the Morse-Rothenberg anti-trust suit found George Walsh, Poughkeepsie, New York, circuit operator, on the stand for several days of testimony.

Conn. Exhibs Meet

NEW HAVEN, CONNECTICUT—Both exhibitor units, the MPTO of Connecticut and Connecticut Allied were to have met in separate session here yesterday (17).

HUNC

SENSAT

100% HC

in more than 150 thea

Record openings, smash

the first of the big ones fo

Charles LAUGHTON in THE HUNCHBACK OF N

IBACK

IONAL!

LDOVERS

es coast to coast!...
siness, long runs ... for
940 from ***RKO RADIO!***

DAME

SIR CEDRIC HARDWICKE • THOMAS MITCHELL • MAUREEN O'HARA • EDMOND O'BRIEN • ALAN MARSHAL • WALTER HAMPDEN • KATHARINE ALEXANDER

"Pinocchio" Run Set

NEW YORK CITY—Walt Disney's "Pinocchio" will have its world premiere sometime in February at Radio City's Center, where it will play an indefinite engagement on a continuous run policy it was announced last week.

RKO Radio's vice-president Ned E. Depinet also explained that the big 3,200 seat Center was chosen because Radio City Music Hall's picture commitments prevented it from giving "Pinocchio" a guaranteed minimum 10-week engagement.

"Wind" Dates Total 85

NEW YORK CITY—Seventeen new "Gone With the Wind" dates were announced over the week end by Metro, bringing the total of definitely carded future engagements for the David O. Selznick Technicolor production to 85.

Four of the 17 dates are for Pennsylvania houses, six for Georgia theatres, three for Florida, three for Virginia, and one for Texas.

Among the nine theatres that will present the film on a basis of three shows a day, only evenings reserved are these: State, Easton, Pennsylvania, January 25; Rialto, Allentown, Pennsylvania, January 25; Boyd, Bethlehem, Pennsylvania, January 25; Paramount, Newport News, Virginia, February 16. At the Paramount, Charlottesville, Virginia, and the Paramount, Lynchburg, Virginia, film will open February 8 on a basis of three shows daily, Monday through Saturday, with two reserved seat shows on Sunday.

Picture will open in Loew houses in New Haven, Connecticut; and Worcester and Springfield, Massachusetts, January 26 instead of February 2, it was announced.

NEW YORK CITY—First two engagements of "Gone With the Wind" to close are Reading and Harrisburg, Pennsylvania, which wind up this week, after a four weeks' stretch to terrific business.

Film Pioneer Dies

VENICE, FLORIDA—Harry Norton Marvin, inventor and president of the Biograph Company in the early days of the motion picture industry, died last week at his winter home near Sarasota, at the age of 77. He was an associate of the late Thomas A. Edison.

Johnson Heads Gen. Reg.

NEW YORK CITY—E. Bruce Johnson was last week elected president of the General Register Corporation, succeeding Captain P. C. Passman, who continues in an advisory role. Cyril Foster was reelected treasurer, with D. H. Finke vice-president, Charles C. Butler, secretary.

FOR SALE—800 CHAIRS

Spring edge seat, padded back. Good condition. **$2.00** each, F.O.B. Philadelphia.

CHARLES GOLDFINE

ALDEN THEATRE Philadelphia, Pa.

Three Fires Cause Damage

PITTSFIELD, MASSACHUSETTS — Capitol, Western Massachusetts Theatres house, escaped with minor water and smoke damage in a $150,000 fire which gutted the four-story building which contains the Capitol arcade January 10.

The only damage of any note was the result of water leakage from the upper floors through the arcade ceiling, soaking carpets inside and burying the box office and outside floors under several inches of ice.

Samuel Goldstein, head of the circuit, made a quick trip up from Springfield to look over the building the morning of the fire and shortly after manager Edward Dowling announced the house would be closed only one day.

ROCHESTER, NEW YORK—Schines are rushing repairs on the Lake following a $5,000 fire that destroyed the screen and stage recently. Blaze, believed caused by short circuit, was discovered by Everett L. Osmun, as he was cleaning the house about 9 A. M. He tried to quell it with a small garden hose, but was forced to call firemen. Entire house will have to be redecorated due to smoke damage and most of the seats near front of house will have to be repaired or replaced before house is reopened about January 26. Gene Chiaramonte, manager, Lake, is serving as assistant manager, Riviera, pending repairs on the house.

BRISTOL, CONNECTICUT — The two-story Bristol was destroyed by fire January 13, with $50,000 damage.

I. Goldsmith Arrives Here

NEW YORK CITY—I. Goldsmith, British motion picture producer, arrived January 12 on the Rex bringing with him a print of his latest picture, "The Stars Look Down," an adaptation of Dr. A. J. Cronin's popular novel of the same name, a double quota film under the terms of the British Cinematograph Act.

Upon completion of arrangements for the distribution of his film in this country, he will visit the studios in Hollywood and consult with Dr. Cronin.

THE EXHIBITOR

VOLUME 23, NUMBER 10 JANUARY 17, 1940

Advance Shots 15, 16
Better Management BM-1–BM-28
The Check-Up (THE EXHIBITOR's Servi-section) ..... Yellow Section
Editorial Page 3
Hints on Newspaper Advertising 17, 18
Late News Highlights 7, 8
National Mirror 9, 10
National Mirror Picture Page 13
National Release Date Guide ..... Inside Back Cover
News of Territory ..... 19 et seq.
Our Mr. Mentlik Interviews a Celebrity 16
Production Happenings 14, 15
Territorial Highlights 5
The Tip-Off 14b
Warren Stokes Hollywood Newsreel 14

Material contained on this and the preceding page often represents new developments in stories to be found on other pages of this issue. If the reader will bear this in mind, it will avoid possible confusion. This section of THE EXHIBITOR goes to press last, with latest developments within the industry, where available.

"Heights" Repeat Clicks

NEW YORK CITY—Repeat of Samuel Goldwyn's "Wuthering Heights" at the Plaza following the Critics' Award was so strong that the picture stayed for an entire week, and then moved over to the Brecher 68th Street, for a week and perhaps longer.

Enthusiastic Lynn Farnol, UA ad chief, who forwarded the news, says it is the biggest thing in town (with one exception).

Bioff Must Stand Trial

HOLLYWOOD—William Bioff, movie labor leader, must stand trial here on federal income tax charges before Chicago authorities may have him on an 18-year-old pandering conviction, Charles Carr, Assistant United States Attorney, said last week.

Federal authorities have jurisdiction, because they already had Bioff in custody last week when a fugitive warrant was issued in Illinois. Carr said they did not intend to waive priority.

Bioff surrendered to federal officials and posted $5000 bond. A few hours later Governor Henry Horner, Illinois, signed extradition papers on the pandering conviction and Bioff surrendered again, posting another $1000 bond.

Majors' Answers Withheld

NEW YORK CITY—Confidential information disclosed in the major companies' answers to the interrogatories will not be be made public, the government agreed last week end in connection with the suit against the majors.

Material regarding financial position, contracts, terms, etc., was considered confidential by the government.

The majors may indicate which answers they deem confidential and submit these to the Department of Justice without filing them. These will not be divulged before trial.

Fine Arts to Distribute

HOLLYWOOD—Formation of Fine Arts Producing and Distributing Corporation was announced last week by Franklyn Warner, president of Fine Arts Pictures Corporation. An exchange system is planned. Twenty-six features and 16 outdoor action melodramas will be released.

NEW YORK CITY—Reports were current here last week end that Grand National branch managers would continue to operate their offices on independent basis, releasing Fine Arts pictures.

RKO Auditors Approved

NEW YORK CITY—Federal Judge William Bondy last week signed an order authorizing appointment of Price, Waterhouse and Company to prepare an audit of the RKO books for 1939, at the cost of not more than $4800.

Joan Bennett-Wanger Wed

NEW YORK CITY—Walter Wanger, United Artists producer, and Joan Bennett were married January 12 in Phoenix, Arizona.

THE NATIONAL MIRROR

Many Films Scheduled To Highlight World's Fair

1940 Exhibition Will Be Announced Soon

NEW YORK CITY—Tentative plans regarding exhibition of films at the 1940 New York World's Fair revealed this week that it is expected that many of the best films shown in 1939 will again be exhibited, and, in addition, there will be hundreds of new and even more interesting informative films available for those attending.

Compendium prepared by the newsreel and film department, which officially reviewed and censored all films exhibited, shows a total of 612 motion pictures including every known type of production. Of these films, 404 were standard 35mm and 191 were 16mm. Majority were projected with sound.

British Pavilion led in the number of films exhibited, with a total of 141. Brazil was second, with 82 films. France exhibited 72.

Pictures were shown in 34 different auditoriums, the largest of which was the motion picture theatre in the General Motors Building, seating 612. A theatre in the Russian Pavilion was third, with a seating capacity of 350. Little Theatre in the Science and Education Building, under the jurisdiction of the World's Fair management, seated 253.

A general survey indicates the cost of these productions runs close to a billion dollars. This is best illustrated by the fact that the official motion picture titled, "Land of Liberty," produced by the combined efforts of the motion-picture industry for showing in the United States Government Building, included material taken from 125 different motion-picture productions and shorts estimated to have cost more than $25,000,000. Those who have seen the MPPDA picture have been lavish in their praise, believing that this great documentary film should have general public showing.

Block Booking

NEW YORK CITY—Latest issue of The Rotarian, Rotary Club magazine, revealed last week a written debate between James Roosevelt and Ned E. Depinet.

The former favored the end of block booking, while the RKO sales chief defended the block booking practice.

"Chips" No. 1 Show In Film Daily's Voting

Critics of Country List Preferences

NEW YORK CITY—Polling 87.3 percent of the vote, Metro's "Goodbye, Mr. Chips" was announced last week as the No. 1 picture in the annual Film Daily balloting of the nation's motion picture critics. The other winners, in order, were Columbia's "Mr. Smith Goes to Washington," Metro's "Pygmalion," United Artists' "Wuthering Heights," Warners' "Dark Victory," Metro's "The Women," Metro's "The Wizard of Oz," Warners' "Juarez," 20th Century-Fox's "Stanley and Livingstone," and Warners' "The Old Maid."

(In 1938, RKO-Radio's "Snow White and the Seven Dwarfs" polled a winning 87 percent; in 1937, Warners' "The Life of Emil Zola," 85.3 percent.)

Poll sidelights, according to Chester B. Bahn, editor, were (1) Six were properly in the costume class; (2) Only "Stanley and Livingstone" was based on an original story; (3) five were adapted wholly or in part from stage plays; (4) only one ("The Wizard of Oz") was wholly in Technicolor; (5) there were no bona fide musicals, although "The Wizard of Oz" had song-and-dance numbers. Also, for the first time in six years, two British-made productions were included in the "Ten Best."

GN Assets On Market

NEW YORK CITY—Personal property and fixtures of Grand National Pictures were to have been sold at auction January 15. However, other assets were not to be included.

Joseph Dannenberg, representing the creditors' committee, is now attorney for Harry Fromberg, trustee. All employees of the Company were discharged as of January 10, with the company stopping operations at that time.

Meanwhile, branch managers and other attaches had closed local doors, but were busy putting affairs in orders.

"Angels" Winners Picked

NEW YORK CITY—Judging and selection of the winners of Columbia's nation-wide campaign contest on behalf of "Only Angels Have Wings" took place January 10 at a luncheon in the College Room of the Hotel Astor. Disposition of $4,000 in prizes was decided upon by the judges at this luncheon and announcement of the awards will be made in the near future.

Coast Strike Averted As Studio Heads Meet

Further Parleys Prevent Action By Bioff

HOLLYWOOD—Motion-picture producers, after a conference with representatives of the IATSE, last week said that "certain craft jurisdictional disputes" were discussed.

William Bioff, leader of the Alliance, had threatened "economic action," which he explained was another term for strike, unless the producers met at noon to negotiate "the matter of working conditions."

Union won a 10 percent wage increase September 23, at which time Bioff said the producers agreed to negotiate further within 30 days.

"Since that date your organization has made no effort to begin such negotiations," Bioff stated in a letter to Joseph M. Schenck, of the producers, "and in addition has ignored the established and recognized jurisdiction of our studio locals."

The producers said that committees would be appointed "to gather the facts involved and report back to their respective groups."

Bioff said the producers had agreed to recognize and enforce his organization's jurisdiction over studio locals.

"Cue" Gives Metro Award

NEW YORK CITY—Cue Magazine, entertainment guide, in selecting the best motion pictures of 1939 last fortnight, chose three Metro short subjects as the outstanding productions in their field. They are "Nostradamus," a Historical Mystery; "Forgotten Victory," Passing Parade series, and "Peace On Earth," cartoon in Technicolor.

Sam Sax Resigns

HOLLYWOOD—Sam Sax, Warner production executive, resigned last week. Before going to Hollywood, he had been in England on production matters and was also Vitaphone shorts production head.

"My Son" Contest Bows

NEW YORK CITY—United Artists came forward last week with news of a nation-wide contest in connection with "My Son, My Son," which offers an excellent tie-up opportunity along civic lines.

In major cities throughout the country, local contests will be held to decide the perfect son for each community. The winner in the final judgings will receive a prize of a scholarship in a leading preparatory school or university, depending on age, and in the institution he selects to complete his education.

Parents Magazine is also tied in on the idea and complete broadside has been made available with further angles.

As an institutional good-will builder, and something off the beaten track, this seems to have plenty of angles.

6 MEN WAITING, while death sat off in the distance, like a vulture in a tree—and every man's thoughts on the woman who had blundered into their hearts!
"

National Release—Jan. 26th

Three "Blue Bird" Runs Set

NEW YORK CITY—Twentieth Century-Fox will follow the world premiere of Darryl Zanuck's Technicolor production of Maurice Maeterlinck's "The Blue Bird," set for the Hollywood January 19, with two additional road show engagements in Detroit and San Francisco.

Detroit engagement will start January 26 at the Adams and the picture will be presented at the Saint Francis, San Francisco.

Darryl Zanuck will come here January 18 for the premiere which will be attended by stars of the stage, screen and radio and prominent members of New York society. In San Francisco Shirley Temple, who heads the stellar cast of "The Blue Bird," is scheduled to make her first stage appearance in connection with the opening there, along with other players from the studio.

Zukor, Hicks Sail

NEW YORK CITY—Adolph Zukor, chairman of the board of Paramount Pictures, arrived last week from Hollywood, and, accompanied by vice president John Hicks, Jr., sailed aboard the SS. Santa Elena for a two month trip to Central and South America, the latter announced today. Mrs. Hicks will accompany them on the tour, which will cover the principal cities of nine countries. The Paramount executives will conduct a general survey of Latin-American conditions, address sales meetings and discuss the new season's product.

The Zukor-Hicks trip has been scheduled for many month but takes an added importance in view of present European war conditions and the correspondingly increased interest in the Latin-American film market.

Goldwyn's Highlight

NEW YORK CITY—A highlight of the Film Critics' award ceremony last fortnight was the short speech of Samuel Goldwyn, producer of the winning picture, "Wuthering Heights," in accepting the tribute from Mayor LaGuardia, the master of ceremonies:

He said:

"Thank you, Mr. Mayor. I am proud that 'Wuthering Heights' has been picked as the best picture of the year by the New York Film Critics. However, in accepting the award, I want to do so, not for myself as the producer, but for the splendid group of artists who were associated with me in making this picture. No one man can take credit for it. So, in thanking the critics for this tribute, I also want to extend my appreciation to William Wyler for his brilliant direction; to Ben Hecht and Charlie MacArthur who brought to life this great Bronte story; Merle Oberon, Laurence Oliver, David Niven, Geraldine Fitzgerald, Flora Robson, and the others of the fine cast—not forgetting the splendid co-operation of my entire organization. Thank you."

National Poster Group Promises Complete Aid

President Libros Issues Statement at Meeting

NEW YORK CITY—Rumors that exhibitors will be able to obtain posters, stills, and photographs, only from one company were labeled as a "cleverly conceived propaganda campaign designed to break the morale of independent exhibitors and swing them away from their constant support of their friends, the poster exchanges," by Simon Libros, president, National Poster Service Association, in a speech before the executive committee of that body in New York last week.

He said:

"It is absolutely untrue that the independent poster exchanges will be unable to supply exhibitors with all their advertising needs. For the benefit of the record, let it be known that we have already laid plans that will enable us to supply exhibitors with advertising on the releases of all exchanges including RKO, Paramount, United Artists, Universal, and others.

"Furthermore, the independent poster exchanges are still the only ones who can supply posters, stills, and photographs, on the releases of all exchanges."

Meanwhile, the independent poster men, with a Warner contract to their credit, are conducting negotiations with most of the major film exchanges looking toward arrangement for the distribution and manufacture of advertising accessories.

Thousands of letters of support were claimed to have been received by poster men from exhibitors all over the country pledging their undivided support to the independent poster renter's association in the present controversy.

Libros issued the following statement on behalf of the independent poster exchanges of United States and Canada:

"Efforts have often been made to eliminate the competition of the poster renters, but they have always failed because exhibitors have always supported their independent poster exchanges.

"Exhibitors have learned from bitter experience that the elimination of competition means a monopoly that will be able to raise prices unhampered and unrestricted. As long as the independent poster exchanges remain in business, prices for advertising accessories will remain low. Eliminate the poster exchanges and there is nothing in the world that can prevent a monopoly from charging five or 10 times more than is charged at the present time for posters, photographs, stills, screen process cards, and banners."

Levy Organizes Mayfair

NEW YORK CITY—With the formation of a new film-producing corporation, Mayfair, Inc., headed by himself, Jules Levy, former RKO Pictures sales manager, left last week for Hollywood to produce a series of pictures. Signing of additional stars to join the Ritz Brothers in "The Boys From Syracuse," first film on his schedule, has been consummated.

Zanuck Heads Council

HOLLYWOOD—Darryl F. Zanuck, vice-president in charge of production of 20th Century-Fox, will direct the co-operative technical program of the Research Council of the Academy of Motion Picture Arts and Sciences during 1940, having last week accepted appointment as Chairman of the Research Council. He will represent the producing companies in directing the Council's efforts to raise efficiency, lower costs and improve sound and picture quality throughout the world. During the past month, plans for enlarging the Council's scope and increasing its value to the industry have been under consideration. As chairman, he will participate in and supervise these expanded activities, which will encompass the fields of photography, laboratory processing, sound recording, motion picture optics, and sound and picture projection in the theatre.

Columbia Pays Preferred

NEW YORK CITY—At a meeting of the board of directors of Columbia January 9, the regular quarterly dividend of 68¾ cents a share and the balance unpaid of the dividend due for the preceding quarter of 34⅜ cents a share were declared on the $2.75 convertible preferred stock of the company, payable February 15 to stockholders of record February 1.

These payments will bring the dividends on the company's preferred stock up to date.

Wobber Returns from Coast

NEW YORK CITY—Herman Wobber, 20th Century-Fox sales manager, returned from the coast last week end decidedly optimistic about future conditions. He was enthusiastic about the forthcoming Shirley Temple Technicolor production, "The Blue Bird."

All Is Forgiven

NEW YORK CITY—Publicity-wise Andre R. Heymann, president, French Cinema Center, made national press copy last week for himself and "Harvest" when Mayor Fiorello H. LaGuardia, presenting the New York Film Critics' awards, failed to mention either the importation or the award. Forthwith, Heymann, by telegraph, notified Hizzoner that he (Heymann) would refuse the award and also requested the French Embassy in Washington to lodge "informal protest" with the State Department over this slight to the French film industry.

In reply, Mayor La Guardia stated, "There is simply no excuse for my stupidity just as there is no excuse for your getting excited about it and seeking to embarrass the film critics organization and the committee. By failing to be generous, you detract from my fault and your own picture." Whereupon, Heymann announced that all was forgiven—but failed to thank the press for the space taken in reporting the teapot tempest.

YOU'VE NEVER MET SUCH PEOPLE!

YOU'VE NEVER SEEN SUCH REVIEWS!

Daily VARIETY says:

"Choice entertainment. Can be offered by showmen to any clientele as guaranteed amusement. Its appeal lies in the fresh handling given the murder puzzler situations, in the smart quality of the dialog and the pungent characters. FOR WRITING, DIRECTION AND PLAYING OF COMEDY IT HAS BEEN MATCHED BY FEW PICTURES IN THE PAST YEAR."

YOU'VE NEVER SOLD SUCH THRILLS!

YOU'VE NEVER PLAYED A BIGGER MYSTERY PICTURE!

It's gay! It's goose-pimply! It's grand! It's ga-ga!

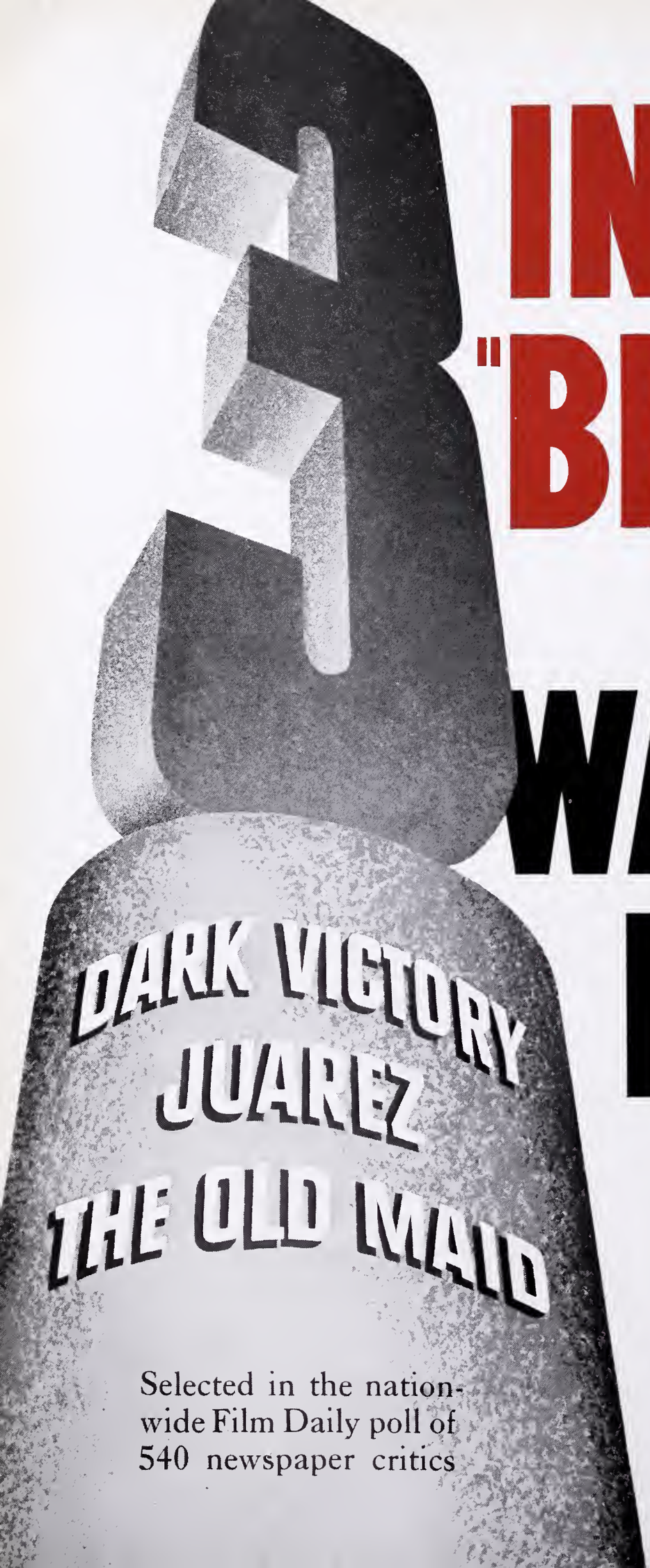
"SLIGHTLY HONORABLE"

WALTER WANGER present

A TAY GARNETT PRODUCTION, WITH

PAT O'BRIEN **EDWARD ARNOLD** **BRODERICK CRAWFORD** **RUTH TERRY**

Novel by F. G. Presnell · Screenplay by Ken Englund, John Lay and Robert Tallman · Music by Werner Janssen · Directed by Tay Garnett



IN THE "BEST 10" For WARNER BROS.

and!

Selected in the nation-wide Film Daily poll of 540 newspaper critics

JACK L. WARNER . HAL B. WALLIS
In Charge of Production *Executive Producer*

Dr. Brill Re-elected

New York City—That too much hearsay and false belief "based upon unscientific research" lie behind "many of the statements made regarding the effect of motion pictures upon children" and that "the average healthy person has the capacity to be his own censor" were declarations made by Dr. A. A. Brill following his election as chairman of the National Board of Review of Motion Pictures. Dr. Brill succeeds Dr. George W. Kirchwey as chairman. Dr. Kirchwey assumes the position of chairman emritus. Dr. Brill said that his acceptance of the chairmanship after seven years on the executive committee was a further expression of his interest "in the motion picture itself and in the board's program of activity dealing with the motion picture."

Allied Directors Meet Jan. 17

Washington—Allied's board of directors will meet here January 17-18, in annual session. Eastern regional was scheduled for January 16, with Frank Lydon in charge at the Carlton sessions.

Niven in British Army

New York City—David Niven last fortnight enrolled in the Officers Emergency Reserve of the British army and is in London, awaiting call to his regiment, the Scottish Highland light infantry.

Publicity Unit Formed

New York City—Screen Publicists and Advertisers Association held its first meeting here last week. Publicity and advertising employees of the companies are being asked to join.

RKO Hearings End

New York City—Final hearing in the reorganization proceedings of the Radio-Keith-Orpheum Corporation, which began six years ago, was held before Judge William Bondy in Federal Court here last week.

Hamilton C. Rickaby, counsel for Atlas Corporation, informed the court that assets held by the Irving Trust Company, as trustee, would be turned over to the reorganized corporation before the end of the month.

It also was reported that creditors who had received first chance to buy new stock in the company had purchased 250, 728 shares of the 500,000 offered at $3 a share. Atlas Corporation has undertaken to buy the remaining shares.

Alliance Moves Ahead

New York City—Alliance Films Corporation, which announced a program of 12 pictures for 1939-1940, is ahead of its proposed schedule, it developed last week. Instead of the five films which were promised since August 15, seven features have been delivered to Alliance franchise holders.

Despite the war in Europe, company will release 12 new features for the 1940-1941 season. Further announcement of additional franchise holders will also be forthcoming.

Thompson Aiding Finns

New York City—RKO executive L. E. Thompson was last week appointed chairman of the industry division of the Finnish Relief Fund, Inc. Vincent G. Hart, formerly with the Hays organization, will direct the campaign.

Monogram Directors Meet

New York City—Monogram Pictures Corporation, at its quarterly board of directors meeting last week, approved the extension of contracts of W. Ray Johnston, president, and Scott R. Dunlap, vice-president in charge of production, for a period ending March 1, 1945. Thomas P. Loach was elected treasurer of the corporation, succeeding Leon Fromkess who resigned several months ago, and Edward G. Schieber was elected assistant treasurer.

Resignation of George W. Weeks as vice-president in charge of sales, was accepted, effective March 1. Weeks is planning to go into production on the west coast shortly for Monogram release. Edward A. Golden will resume his former position as general sales manager and assistant to Johnston.

RKO Elections Held

New York City—Elections at RKO last week resulted in William Merrill, assistant to the president, becoming a vice-president of the company, William H. Clark, O. R. McMahon and G. Van Wagner becoming assistant treasurers, and J. Miller Walker and Gordon Youngman assistant secretaries.

"GWTW" In 61 Cities

New York City—Two simultaneous showings each in Miami and Detroit and single engagement in five other cities for "Gone With the Wind" were announced last week by Metro bringing the total of the film's additional bookings for the January 17-February 16 period to 65 in 61 cities.

EVERY WEDNESDAY

THERE WILL BE A NEW ISSUE OF THIS PUBLICATION COMPLETE IN COVERAGE SERVICE AND A LAST MINUTE REPORT ON WHAT'S DOING IN THIS INDUSTRY OF OURS

Celebs at 20th-Fox Bows

NEW YORK CITY—World premieres of two 20th Century-Fox pictures, Maurice Maeterlinck's "The Blue Bird," in Technicolor, set for the Hollywood January 19, and "The Grapes of Wrath," which opens at the Rivoli January 24, will bring to New York a distinguished group of players, producers and directors from Hollywood.

Elson on F. A. Tour

NEW YORK CITY—Norman Elson, sales manager, left last week for visits to Pittsburgh, Cleveland, Detroit, Chicago, and Boston. With the completion of franchise arrangements with several out of town spots, Film Alliance announces the completion of its national exchange setup.

"Ziegfeld" Restraint Granted

NEW YORK CITY—Supreme Court Justice Valente last week end granted the application of Select Operating Corporation, Loew's, Inc., and Billie Burke Ziegfeld to restrain the Ziegfeld Midnite Operating Corporation and Nicholas Blair from using the name "Ziegfeld."

Edwards Warner's Rep

NEW YORK CITY—Sol Edwards, formerly with Grand National, was last week appointed eastern representative for Franklyn Warner's Fine Arts Company. The courts turned over five pictures to him, ordering Grand National to comply.

Nov. Exports Announced

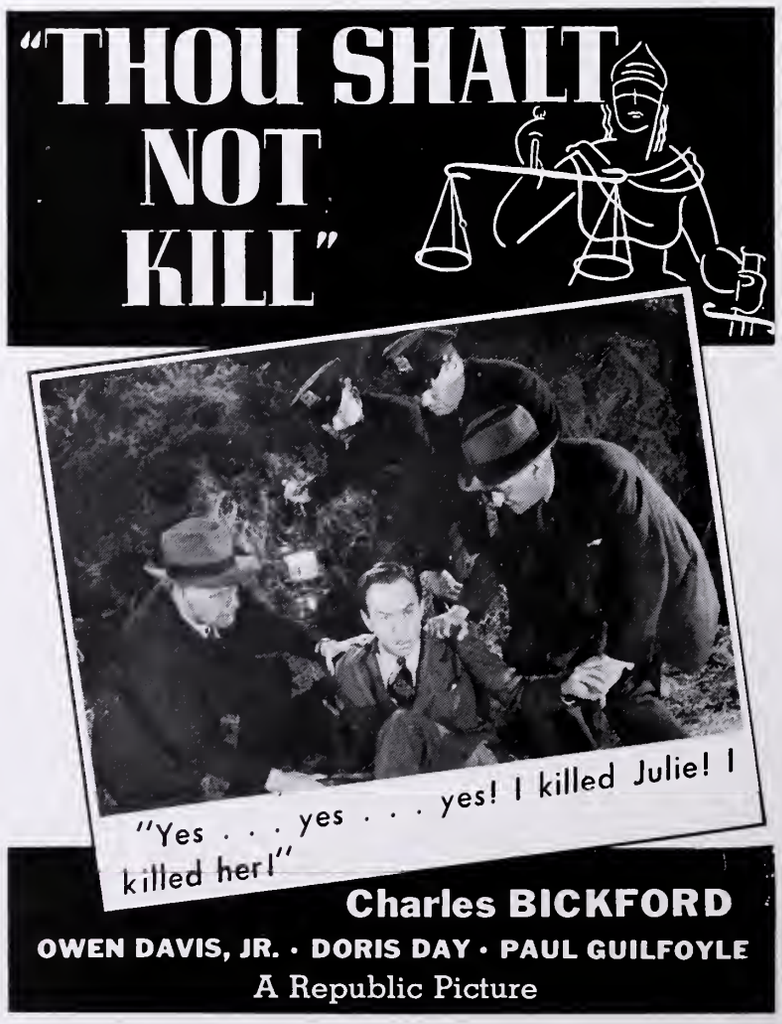
WASHINGTON—Exports of motion picture equipment and films during the month of November, 1939, were announced last week by James W. Young, director of the U. S. Department of Commerce's Bureau of Domestic and Foreign Commerce.

The summary:

	Unit	Amount	Value
Cameras			
Standard	Number	8	4,937
Substandard	Number	930	24,206
Projectors			
Standard	Number	49	20,415
Substandard			
Silent	Number	1,987	33,510
Sound	Number	99	17,492
Film, sensitized but unexposed			
Less than one inch wide	Linear feet	1,510,572	32,382
One inch or more wide			
Negative	Linear feet	1,490,464	44,171
Positive	Linear feet	10,412,529	80,217
Film, sensitized and exposed			
Negative			
Features	Linear feet	616,462	25,878
Newsreels	Linear feet	57,102	1,331
Other	Linear feet	116,976	5,066
Positive			
Features	Linear feet	12,509,670	254,326
Newsreels	Linear feet	386,359	7,239
Other	Linear feet	2,877,836	74,217
Sound equipment			
Recording			11,119
Reproducing			64,068

Lubitschs Arrive East

NEW YORK CITY—Ernst Lubitsch, accompanied by his wife, leaving Hollywood to consider story material here for his first United Artists release, arrived January 16.



HERE AND THERE THE EXHIBITOR'S CAMERAMEN FIND INTERESTING NEWS ITEMS

"THAT'S RIGHT, YOU'RE WRONG." Lucille Ball, RKO-Radio player featured with Kay Kyser in this RKO-Radio production, is seen here with Will H. Hays, president of the Motion Picture Producers and Distributors of America, who pauses to chat at the New York Film Critics Party when the 1939 awards were presented.

TOASTED. Charles Stern, district manager for whom United Artists' present testimonial drive is named, is pictured.

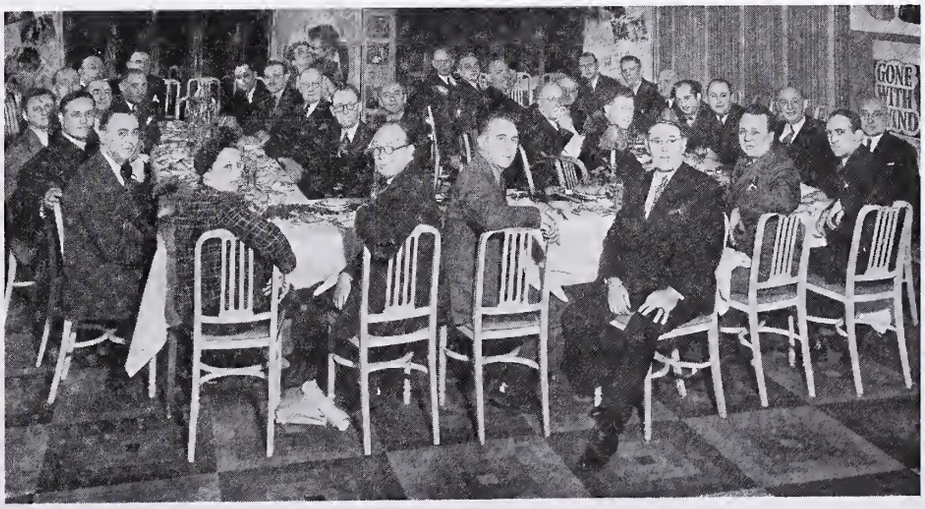
OUT-GOING. W. A. Wolff, formerly advertising manager, Western Electric and Erpi, has been named information manager for both companies effective January 15.

"THE SAINT'S DOUBLE TROUBLE." Producer of this RKO-Radio picture, Cliff Reid arrives in New York, where he will see the new stage plays and visit friends before returning to Hollywood and resuming his productional activities. In this picture, George Sanders continues as "the Saint."

IN-COMING. Herbert W. Forster, formerly information manager, Western Electric and Erpi, takes W. A. Wolff's post as advertising manager of both companies.

VISITORS. William Dieterle, director of RKO-Radio's "The Hunchback of Notre Dame," and Mrs. Dieterle arrive in New York for a fortnight's vacation.

"GONE WITH THE WIND." At a conference of U. S. and Canadian field representatives (exploitation men) of Metro-Goldwyn-Mayer are seen (inside table, right, back to front) Buffalo's Jack Gilmore, Philadelphia's James Ashcraft, Washington's Carlton Duffus, Home Officer Captain Volney Phifer, New York's Elliott Foreman, Boston and New Haven's Bert McKenzie, and Chicago's Norman W. Pyle.



Warren Stokes' HOLLYWOOD NEWSREEL

Looking at Hollywood

• AUDIENCE REACTION to a picture has always been the yardstick by which we have measured the entertainment value of celluloid footage. Hollywood used the same method until it began to provide its own audience consisting of studio executives, stars, electricians and others, from the roster of the particular studio previewing the product, to applaud the efforts of their co-workers. As a result, it is next to impossible for any reviewer to get a genuine audience reaction in Hollywood unless he passes up the reserved section and sits with the paying patrons. Since most reviewers are not that way inclined, they are content to sit with the studio mob, discount the applause, express their own individual opinion, with no thought of the paying patrons, and the producers wonder why this has come to pass. The net result is individual critical opinion that seldom checks with the results at the box office. Hollywood cinema critics today are worse at picking celluloid winners than the town's handicappers for the Santa Anita Races.

Hollywood at Fault

• HOLLYWOOD IS TO BLAME for most of the caustic comment and the so-called panning of its product because of this cheering section practice, throwing the reviewers completely on their own and away from the legitimate audience reaction. Frank Capra made an exception when he previewed "Mr. Smith." He wanted a genuine audience reaction, and he secured it, by requesting at the beginning of the picture, that the applause, if any, be withheld until the end of the offering. That was a smart piece of showmanship, and a lead for every conscientious producer in Hollywood to follow. Reaction of the studio mob means nothing to the trade paper reviewer, or to any other reviewers for that matter. In the trade, it is strictly the reviewer's duty to convey to the exhibitor, the commercial as well as the artistic value of each and every picture he sees. Not only through his own eyes must this be done but through his conception of audience values expressed through genuine audience reaction. The studio cheering section makes it extremely difficult to secure this legitimate appraisal and Hollywood is cutting its own throat, failing to reap its own benefits, and profit by its mistakes. in continuing with such a policy to satisfy its personal ego and neglect the exhibition end of the industry upon which it depends for the sale of its product.

Disturbing Element

• THE PSYCHOLOGICAL EFFECT of the cheering section on the paying customers must be taken into consideration as well as its effect on the reviewers. Through the manipulations of the handclappers, and the laughter of the studio appraisers of the comedy highlights, many good scenes and priceless lines of dialogue are lost to the paying customers, visibly disturbed by the demonstrations. They leave the theatre in a bad mood; the whole picture, regardless of its real value, becomes more or less of a nightmare and their word of mouth comment puts two strikes on the offering before its general release. It is time for Hollywood to forget Hollywood and establish closer contact with the paying customers. Time to eliminate the cheering section and listen to the reaction of the patrons; give the ticket buyers a chance to express their own opinions under legitimate conditions, heed these opinions and reactions, really find out what the public likes and dislikes, cut and edit the finished product in accordance with these findings and reap the benefit through better business at the theatres, which, in the final analysis, is the yardstick by which each and every individual employed in the Hollywood studios must measure success or failure.

Good Testing Ground

• THE HOLLYWOOD AUDIENCE, minus the studio cheering section, constitutes a very good barometer of public likes and dislikes, contrary to the opinion that it is a critical one. The paying customers in Hollywood are no different to the moviegoers in Kokomo or Keokuk. It is an ideal place to test the audience value of a picture because it is a transient town. It houses people from practically every section of the United States. Most of them came here to bask in the California sunshine. That was publicised after the movies to which they were introduced back in the home town so they are still movie minded from an entertainment point of view. If Hollywood will only give them the opportunity to pass honest judgment, and Hollywood will be honest with itself, the producers need have no fear of Mayor LaGuardia stealing their thunder.

Customers Real Critics

• HOLLYWOOD HAS EVERYTHING conducive to the making of the world's finest pictures. Sunshine, snow, mountains, rivers and lakes—oh yes, and the climate. Above everything it has a representative audience—a flock of paying customers who would write to the folks back home and tell them about the swell pictures, if they could only see them in peace and comfort and not be distracted by the cheering section. A producer once told me that it was uncanny the way people could sense both good and bad pictures before they came to town. There's nothing uncanny about it. Folks who live in Hollywood, Los Angeles, Inglewood, Glendale, and thereabouts are privileged to get an advance look at the new product. They outnumber the Hollywood critics 5,000 to one. They like to write home to the folks and tip them off on the new pictures. Take a tip from yours truly, Mr. Hollywood Producer, and listen to these paying customers instead of the Hollywood Cheering Section.

Brief Glances At PRODUCTION HAPPENINGS

West Coast News Items

HOLLYWOOD—So that its readers may keep abreast of the times, be in the know on the major developments and interesting sidelights, THE EXHIBITOR offers the following items from the various lots.

Columbia

Loretta Young and Ray Milland will be co-starred in "The Doctor Takes a Wife." . . . Arthur Caesar has been signed to write the story and treatment on "Jane Addams and Hull House," Charles R. Rogers' first production for the company. . . . Mary Treen, Dorothy Peterson and Melville Cooper have been signed for "Too Many Husbands." . . . Jack Holt started his 24th consecutive year as a star, when work began on "Passport to Alcatraz." . . . "Outside the Three-Mile Limit" is the new title for "Criminal Cargo."

Metro-Goldwyn-Mayer

Production on "Broadway Melody of 1940," the Fred Astaire—Eleanor Powell starrer, is now completed. . . . Cameras are turning on "Two Girls on Broadway," with Lana Turner and George Murphy going through their dance routines.

Joe Yule (father of Mickey Rooney), Jay Gudalia, Arthur F. Foster, Robert Winton, John Gubbins, and June Gittleson have been set for roles in "Florian," which features Robert Young and Helen Gilbert. This is a Winfield Sheehan production. . . . Another picture just completed at this studio is "I Take This Woman," starring Spencer Tracy and Hedy Lamarr. . . . Vivien (Scarlett O'Hara) Leigh gets a top spot in "Waterloo Bridge." . . . Production starts on "Twenty-Mule Team," new Wallace Beery-starring picture, has been set for February 1.

Ethel Vance's "Escape" has been purchased for the 1940 schedule. . . . Contracts with Marc Connelly and four other writers—Richard Sherman, Harry Clark, Kurt Goetz, and George Froeschel—were announced. . . . Three original stories have been purchased: Dalton Trumbo's "To Own the World," Leo Birinsky and Kurt Siodmak's "Whitechapel," and Ernest P. Jones, Jr., and Robert E. Hyatt's "First Air for Spots." . . . Morgan Conway has joined the cast of "Florian."

Nelson Eddy has signed a new long-term contract. . . . Leo Carrillo has joined the cast of "Twenty-Mule Team." . . . "Forty Little Mothers" is before the cameras. . . . Rights to "The Golden Fleece," by Lynn Root, Frank Fenton, and John Fante, and "Stony Hollow," by Charles N. Elliott, have been purchased.

Donald Meek turns to villainy in "Arouse and Beware." . . . Louise Seidel has been added to the Eddie Cantor picture, "Forty Little Mothers." . . . Lest one has forgotten: Eddie Cantor introduced "Oh, Johnny, Oh" 'way back in 1917. . . . Ethelreda Leopold, characterized as the screen's "most beautiful chorus girl," has been assigned to the comedy, "Making Movies."

(*Continued on Page 15*)

RESPONSIBLE LEADERSHIP

EASTMAN'S negative films—*Plus-X, Super-XX, Background-X*—have special features that more than meet every contingency. This ability is backed up by unmatched photographic quality and unvarying uniformity, the vital factors in Eastman leadership for over fifty years. Eastman Kodak Company, Rochester, N. Y. (J. E. Brulatour, Inc., Distributors, Fort Lee, Chicago, Hollywood.)

EASTMAN

PLUS-X
for general studio use

SUPER-XX
for all difficult shots

BACKGROUND-X
for backgrounds and general exterior work

The TIP-OFF

Another Exclusive Service of Jay Emanuel Publications

A Consensus of box office results, kept as factually correct as possible, as culled by the field news staff of THE EXHIBITOR in this and neighboring territories.

PICTURE	START (First Runs)	TURN (Sub. Runs)	STRETCH (Neighborhoods)	PAYOFF (Consensus)	REMARKS
ALLEGHENY UPRISING (RKO)	Disappointing	Slow	Fair	Fair	Another "big one" missed.
ANOTHER THIN MAN (Metro)	Good	Good			Doing a better than average business.
BARRICADE (20th Century-Fox)	Disappointing	Slow			It misses.
BALALAIKA (Metro)	Spotty				First openings were rather spotty, during holiday period.
DAY-TIME WIFE (20th Century-Fox)	Fair	Fair	Fair	Fair	It didn't get into the more important money.
DESTRY RIDES AGAIN (U)	Good				Generally in the bigger dough, thanks to the stars.
EVERYTHING HAPPENS AT NIGHT (20th Century-Fox)	Fair				The little girl is skating at a slower speed.
FLYING DEUCES (RKO)	Surprising	Good	Spotty		Not an artistic success, but doing some business.
FOUR WIVES (Warners)	Good				Doing a good business in opening spots.
GULLIVER'S TRAVELS (Paramount)	Good				Outstanding matinee business but lessening of adults at night.
THE HOUSEKEEPER'S DAUGHTER (UA)	Surprising	Good	Good		This is one of the better programers of the season.
HUNCHBACK OF NOTRE DAME (RKO)	Fast				Most openings way above average.
INVISIBLE STRIPES (Warners)	Fair				First engagements fair to good, depending on the melodramatic appeal.
JUDGE HARDY AND SON (Metro)	Good				Not breaking records, but better than usual business.
MR. SMITH GOES TO WASHINGTON (Columbia)	Fast	Fast	Fast	Fast	Dough on all fronts.
NINOTCHKA (Metro)	Good				Getting good critic raves, and better than average except in some small towns.
NURSE EDITH CAVELL (RKO)	Surprising	Good	Fair	Spotty	All in all, not too good.
PRIVATE LIVES OF ELIZABETH AND ESSEX (Warners)	Good	Good	Spotty		After some good openings, this developed a spotty tendency.
RAFFLES (UA)	Fair				Nothing exciting recorded yet.
REMEMBER (Metro)	Disappointing				Definitely a miss.
RULERS OF THE SEA (Paramount)	Fair	Fair			Only fair grosses being recorded.
SWANEE RIVER	Good				Holiday openings were good or better.
THAT'S RIGHT YOU'RE WRONG (RKO)	Good	Fair			Grosses big at the start, but petering off.
THE GREAT VICTOR HERBERT (Paramount)	Good				Few openings yet, but above normal.
THE LIGHT THAT FAILED (Paramount)	Good				New York City opening was good.
TOWER OF LONDON (Universal)	Spotty	Spotty			Depends on the selling.
WE ARE NOT ALONE (Warners)	Fair				Critically the tops, but from the box office fair, except in class spots.

Paramount

After a quick recovery from a pneumonia attack, Writer-Director Preston Sturges reconvened his "Down Went McGinty" troup. . . . For his leading woman in "Ghost Music," Bing Crosby will have Mary ("My Heart Belongs to Daddy") Martin. . . . Kitty Kelly goes into "Destiny." . . . Topper, William (Hopalong Cassidy) Boyd's horse, underwent veterinarian care. . . . Carmichael—he's the polar bear in "Buck Benny Rides Again" —has returned to his (sic) home in Clinton, Connecticut.

RKO-Radio

Josephine Cottle, 17-year-old Texas girl, winner in the "Gateway to Hollywood" talent quest, gets a 13-week contract as a featured player in "Tom Brown's Schooldays," to be produced by Gene Towne and Graham Baker. Lee Bonnell, Indiana youth, winner in the masculine division also gets a contract. His name will be changed to Terry Belmont. . . . David Hempstead, newly-signed producer at this studio, has drawn "Kitty Foyle," Christopher Morley's new best-selling novel, as his first cinematic assignment.

Republic

Frank McDonald has been signed to a new deal under which he will direct future Gene Autry pictures, under producer William Berke. McDonald recently completed "Village Barn Dance." . . . Sol Sigel has checked out for New Orleans to investigate backgrounds and historical data related to his forthcoming "Lady from New Orleans."

20th Century-Fox

John Carradine has been re-signed. . . . Alice Faye cut more than a fortnight from her New York vacation to return to her asignment in "Lillian Russell." . . . Frank Swann, Jr., Broadway actor, has been signed to a long-term contract. . . . Contract of Joan Davis has been extended for another year. . . . Don Ameche will be co-starred with Alice Faye in "Lillian Russell." . . . Cora Witherspoon has been added to "I Was an Adventuress." . . . Stanley Fields was planted in "Viva Cisco Kid." . . . Charles Grapewin joined the cast of "Earthbound." . . . "Too Much for One Man," an original story by Jules Furthman, has been purchased. Furthman will write the screen play, and Harry Joe Brown the associate producer. . . . Johnny Russel, who plays Shirley Temple's brother in "The Blue Bird," left for New York for the picture's premiere. . . . Nancy Kelly has returned, to take a part in the "Sweetheart of Turret One."

Revising plans for Shirley Temple, this studio considers placing "The Young People" before the cameras in February, as her next vehicle. This delays "Lady Jane," slated to precede "The Blue Bird." . . . John Payne, who obtained his release from Warners several months ago. has been signed by Darryl Zanuck for the lead opposite Linda Darnell in "Twinkle, Twinkle, Little Star."

Charles Lasky, dancing partner of Vera Zorina in the stage play, "I Married an Angel," was signed to ditto in "I Was an Adventuress." . . . Sig Ruman has been added to "I Was an Adventuress." . . . Fay Bainter and Walter Brennan have been signed for "Maryland." . . . Lynn Bari goes into "Earthbound." . . . Helen Westley has been given a role in "Lillian Russell."

United Artists—Goldwyn

Dimitri Tiomkin, Russian composer, will provide the score for "The Westerner." . . . Lucien Littlefield has been added to "The Westerner."

United Artists—Korda

Lowell Thomas has completed the running narrative for "The Lion Has Wings," which is slated to open shortly in New York. It is a story of the Royal Air Force.

United Artists—Lesser

It was announced last week that the UA deal for distribution of the Sol Lesser for 1940 would be increased. "Our Town" is scheduled to be one of the major attractions on the Lesser production schedule.

Sol Lesser has signed Fay Bainter, Gene Lockhart and Beulah Bondi for featured roles in "Our Town." Picture rolls January 15, with Sam Wood directing.

United Artists—Roosevelt

James Roosevelt announced the purchase of the new story by Ursula Parrott, "Love Song," for film production. Story is scheduled to appear in novelette form in the February issue of McCall's.

United Artists—Wanger

James Hilton has been engaged to write the screenplay for "Personal History," which Alfred Hitchcock will direct, starting about February 1. . . . John LeRoy Johnston, director of press relations, announces that the staff is, for the nonce, at least, co-operating with Globe Productions, the James Roosevelt producing company.

Universal

Top male role in Deanna Durbin's new starring vehicle, "It's a Date," goes to Walter Pidgeon. Picture is now in the making with William Seiter, directing. Harry Owen's orchestra has been signed for set and background music. . . . Charles Boyer has signed on the dotted line, which makes him a Universal star for the next four years.

Warners

Announced is the acquisition of Somerset Maugham's "The Letter" as a future vehicle for Bette Davis. This was the late Jeanne Eagle's greatest stage vehicle. . . . "The Castle on the Hudson" is the new title selected for the Ann Sheridan-John Garfield picture formerly tagged "Years Without Days." . . . Eddie Albert gets the title role in "An Angel from Texas," an original by Wally Klein.

Bette Davis has reported for her assignment in "All This, and Heaven, Too" . . . Three new featured players—Nell O'Day, Michael Harvey, and David Bruce —will make their cinema debut in "Saturday's Children." . . . Abem Finkel has finished the script on "Stuff of Heroes." . . . Elsa Maxwell's first short subject, "How to Give a Party," is set to go January 22. Frank Wilcox received a new contract and was assigned to "The Sea Hawk." . . . Ann Shirley will play the lead in "Saturday's Children." . . . James Cagney will go to New York for the opening of "The Fighting 69th." . . . Errol Flynn will vacation in Boca Raton, Florida.

Dennis Moore has reported for a part in "Married, Pretty and Poor." . . . "The Life of Dr. Erlich," starring Edward G. Robinson, will carry the release title of "The Magic Bullet." Supporting cost includes Ruth Gordon, Otto Kruger, Donald Crisp, Madame Maria Ouspenskaya, Montagu Love, Edward Norris, and Henry O'Neill. . . . Anita Louise has been signed for the leading feminine role opposite Errol Flynn in "The Sea Hawk." . . . Perc Westmore, head of the make-up department and oldest contractee at the studios, begins his 20th year at Warner Brothers-First National with a new contract.

January starting dates have already been scheduled for the series of featurettes starring Elsa Maxwell, which will be filmed under the generic title of "How to Get Fun Out of Life." "How to Give a Party," rolls January 20, "Riding Into Society" starting January 28.

"The Constant Nymph," Margaret Kelly's novel, has been added to the schedule, to star Merle Oberon. . . Irene Hervey and Virginia Gray have been added to "Three Cheers for the Irish."

The company has also scheduled five pictures for the Teddington (England) studios. The first, "The Briggs Family," is before the cameras. A. F. ("Doc") Solomon is in charge of British production.

Henry Armetta and Ferike Boros have been added to "Three Cheers for the Irish." . . . In January, the following are expected to start: "The Sea Hawk," with Errol Flynn; "The Prime Minister," with Laurence Olivier; "All This, and Heaven, Too," with Bette Davis; "City of Conquest," with James Cagney; and "The Patent Leather Kid," with George Raft.

Anatole Litvak will direct "City for Conquest," the coming James Cagney picture. . . . "Torrid Zone" is George Raft's next, with Ann Sheridan co-starred. On the Raft agenda is also "The Patent Leather Kid." . . . Max Steiner will compose special music for "The Magic Bullet" (formerly "The Life of Dr. Ehrlich") and "Virginia City."

Advance Shots On COMING REVIEWS

New Pictures Tersely Cited

PHILADELPHIA—Received at the home office of THE EXHIBITOR since last week's edition of the Blue Section was printed have been reviews of the following pictures. Complete Six-Point Reviews will be printed in the next Blue Section.

DANGERS ON WHEELS (Universal)—Richard Arlen, Andy Devine, Peggy Moran, Herbert Corthell, Harry Bradley. 61m. The Richard Arlen-Andy Devine combine forsakes its usual scheme of things this time to cavort around automobile testing grounds and race tracks to provide this exciting lower-half dualler entertainment.

GIOVANNI DE MEDICI, THE LEADER (Esperia)—Luis Trenker, Loris Gizzi, Laura Nucci, Carla Sveva, Ethel Maggi. 88m. Giovanni de Medici's historic at-

Our Mister Mentlik INTERVIEWS A CELEBRITY

Dear Editor:

Youthful Pete Mayer is back in the States after a seven-month hectic stay in England. Pete's the son of Arthur Mayer, purveyor of blood and thunder via celluloid at the Rialto, New York City. This reporter, press agent Phil Gerard, and young Mayer were gabbing about the latter's adventures while making a camera record of the events which led to the seething turmoil in which Europe now finds itself. We listened to his tale with a great deal more enthusiasm than a newspaperman should really show.

Last spring, Herbert Kline, the 30-year-old chap who produced "Crisis," was planning on doing another documentary. Along came Mayer and joined up. Having had his share of movie-making experience while with Pathe here and on the coast, he brought along plenty of practical knowledge. Mrs. Kline was another member of the outfit.

The trio got to London easily enough and there picked up Alexander Hackenschmied, the ace cameraman who had worked on "Crisis" with Kline. An English gent named Slocum, a still cameraman who was hurriedly taught the principles of action work, completed the crew which set out to record history in the making.

We asked Pete if there was any difficulty getting shots in England and if the censors didn't slash to bits most of what they did shoot.

"It's a funny thing," he replied, "but the English were swell all the way through. We went to Sir Robert Van Sittart and he gave Hackenschmied, literally a man without a country since Hitler took Poland, a "white paper" which served all the purposes of a passport. Sir Robert must have been impressed by our freshness and anxiety to make a documentary for the American people and not an outright propaganda piece for Great Britain. We were permitted to shoot anything our hearts desired. About censorship—once the war started, we expected censorship, but only one, small, unimportant sequence was taken from our work."

Pete handled the situation in England during the filming work; Slocum went to Danzig; the others travelled through Poland and France. The Klines and Hackenschmied must have gone through plenty of action?

"Herb and his wife were almost killed getting out of Poland," came the affirmation. "They made the last train from Warsaw and the usual three-hour trip across the border took more than ten hours. Herb saw incendiary bombs dropped by German planes setting fire to homes along the road. Nazi planes flew low over the train while strafing it. Passengers were killed. Through it all Herb was taking pictures and his wife—a brave girl if there ever was one—was knitting."

Once back in England, the work of editing the documentary got under way at Warners' Teddington studios. The March of Time staff and the independent film makers in England proved very co-operative to the Americans.

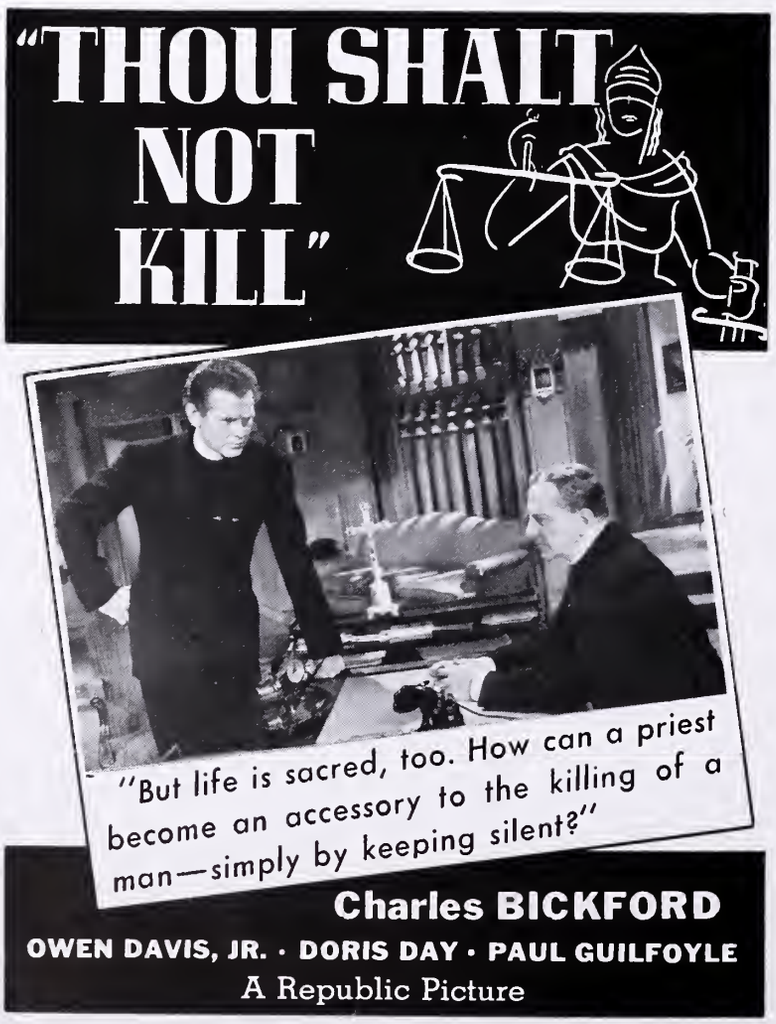
"Exhibitors in and around London," said Pete, "show documentaries to a great larger extent than they do here. They feel it's their duty to educate the theatre-goers. Hence, there are many more films of that type available there than in the States."

Mayer went into greater detail on some of the adventures and difficulties befalling the Kline camera expedition and bemoaned the fact that subs didn't shoot up at him while crossing to Halifax on a British freighter with convoy. The convoy accompanied them for three days of the ten-day return crossing, and the cameras were ready to record any war activity asea. "But no luck—not a darn thing happened."

Herb Kline is out on the coast trying to sell "Lights Out In Europe" to one of the majors for national distribution. The written commentary and the vocal narrative will both be done by big names.

Pete Mayer is taking in all New York has to offer these days. He's been home a few weeks, but A. M. hasn't seen his son many evenings during that time. "They say," asserted P. M., "that once you're in England a few months, you become Anglicized. I can't see it—boy there's no place I'd rather be and live than right here in America." And Pete isn't one of those flag-waving patriots.

Your New York Correspondent,
LEW MENTLIK



Advance Shots

(*Continued from page* 15)

tempt to make the various individual Roman states one solid Italy provides the story about which was built this spectacular production. Unlike most of the Italian Films Esperia has released here, this lacks the entertainment value of its predecessors.

HEROES OF THE SADDLE (Republic) —Robert Livingston, Raymond Hatton, Duncan Renaldo, Patsy Lee Parsons, Loretta Weaver. 56m. Not quite up to the usual Three Mesquiteers' standard. "Heroes of the Saddle" is okay stuff for the hoss-opera regulars, but we fear it won't go a long way toward making converts of the regular run of movie-goers.

THE INVISIBLE KILLER (Producers Distributing Corporation) — Grace Bradley, Roland Drew, William Newell, Alex Callam. 65m. The usual girl-reporter, police story, albeit with good selling angles, this is well done, with Grace Bradley as the newspaper reporter who keeps bobbing up while homicide squadder Roland Drew (her fiance) investigates some murders—whose solution Bradley finally uncovers.

THE SAINT'S DOUBLE TROUBLE (RKO-Radio) — George Sanders, Jonathan Hale, Helene Whitney, Donald McBride. 67m. Leslie Charteris' fictional character sauvely continues foiling the police, capturing the criminals, and providing grand entertainment for the paying customers in this latest offering of the popular "Saint" series. George Sanders plays a dual role, with his "other half" being the crook.

THEY WANTED PEACE (Amokino)— F. Bagashvili, Tamara Makarova, S. Smirnova, K. Miuffo, M. Gelovani. 73m. A propaganda picture, which seems to attempt to rationalize Russia's alliance with Germany, "They Wanted Peace" should do okay business in spots where Soviet films have gone over in the past. It is strictly for the radical element and should not be tried upon the average movie-goer.

Shorts

MEN OF MUSCLE (RKO-Radio—Reelism). 9m. Good.

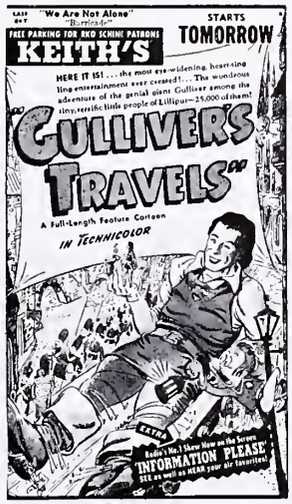
NEW YORK CITY

OMAHA

SEATTLE

HOUSTON, TEXAS

SYRACUSE, NEW YORK



MIAMI

SEATTLE

MINNEAPOLIS

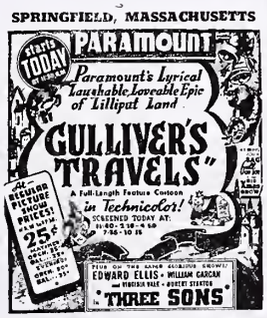
ROCHESTER, NEW YORK

SAN FRANCISCO

NEW YORK CITY

DETROIT

SPRINGFIELD, MASSACHUSETTS



HINTS ON NEWSPAPER ADVERTISING

No. 107—"Gulliver's Travels" (Paramount)

While most of these layouts incorporate ideas from the pressbook, it is our intention to present a page where there have been deviations from the fine pressbook ideas. It is quite apparent that all the campaigns kept to same line of thought.

We like, for example, the Syracuse contribution, especially since it managed to sell "Information Please" as an added attraction; we like the "Whoopee!-Crowds" ad from Seattle, an attention-grabber; we like the New York City, so excellently combining a stage show with the holiday attraction.

San Francisco's ad seems to us to be too full of copy and illustrations. Apparently the intention was to sell everything, but the ad appears jammed up.

Reports show business to be excellent with the kids, so the job is to sell it to the adults.

LOS ANGELES

HARTFORD, CONNECTICUT

EXTRA—SATURDAY MORNING AT 10 A. M. ALL CARTOON COMEDY SHOW
DOORS OPEN AT 9:30 A. M. CHILDREN 10c, ADULTS 25c

LOUISVILLE

OMAHA

WASHINGTON

DETROIT

LOS ANGELES

WILKES-BARRE, PENNSYLVANIA

SYRACUSE, NEW YORK

PHILADELPHIA

HINTS ON NEWSPAPER ADVERTISING

No. 108—"Everything Happens at Night" (20th Century-Fox)

Sonja Henie does not seem to be grossing as well as she used to, which is probably the reason why the name of Ray Milland and Robert Cummings get their selling attention. The star is plugged heavily, but it would not be wise to center solely upon her.

The copywriters seem to have been checked a bit, romance getting the play. Note: "Dazzling as she skates, dances, romances, with her two new screen sweethearts"; "the star who is always exciting in a picture thrillingly different"; "Sonja's never been so thrilled or so thrilling"; "Sonja romanced by Bob and Ray." Nothing about the nature of the story, but stock lines.

Either the picture's story did not offer anything or the boys did not want to use those angles.

With Miss Henie making lots of personals throughout the country, she will be getting newspaper attention.

NEWS OF THE TERRITORY

NEW YORK CITY

Crosstown

Hoffberg Productions, Inc., announces the acquisition of United States distribution rights to "The Strange Mr. Flow," new French picture, featuring Fernand Gravet and Louis Jouvet. Hoffberg also acquired "The Golem," featuring Harry Baur, Yiddish and French versions. Both pictures will be released in January.

Deluxe newsreel theatre being built in the terminal building under construction on East 42nd Street, will be operated by Airways News Theatre, Inc., as an affiliate of the Grand Central Newsreel Theatre. John B. Shethar has contracted with RCA Photophone for High Fidelity sound and service for the new house. It will open in the spring as the Airline News.

James Dunn, publicity director, Rivoli, has been very ill for the past fortnight.

Meetings of the arbitration board which is handling the matter of the Local 306 demands for increased wage scales and vacations with pay was held last week. Among those present were Professor Milton J. Handler, Columbia University, the neutral arbitrator; C. C. Moskowitz, Loew's; Major Leslie E. Thompson, RKO; Joe Basson, Local 306 president; Bert Popkin, business agent for 306. Several points had to be straightened out by the attorneys before the meetings could resume.

Saints and Sinners initiated Jean Hersholt into the organization at a ceremony last week, with plenty of RKO bigwigs present, among them president George J. Schaefer, board head Richard C. Patterson, Jr., Barret McCormick, Rutgers Neilson and others. . . . New York Tax Commission was ordered last week by the Supreme Court to file an answer to a suit of 20th Century-Fox Film Corporation for reduction of assessments on three properties or be held in contempt. . . . Herman G. Weinberg resigned as director of publicity for "Harvest."

Branch manager James Frank, Jr., of National Theatre Supply, was guest of honor at a recent meeting of the 25-30 Club. Veterans of Local 306 heard the Yale man deliver a lecture. . . . Among local exhibitors at the Film Critics' award Festivities were Paramount's Bob Weitman; Criterion's Charlie Moss; Rialto's Arthur Mayer; Filmarte's Jean Lenauer; World's Gil Josephson. . . . Herman Pett and Lew Moses were seen moseying around the 20th Century Fox sound stage while Pathe was shooting the fifth "Information Please." . . . Metro Premium chief Irving Zussman was a one-day stem visitor last week. He trekked in from Boston to look over his holdings here. . . . Max Suderov's Richard Fun Corporation is operating the Rose. . . . Randall Enterprises is the corporate name for the Model operators.

Brandt's Flatbush, Brooklyn, and Windsor, Bronx, dropped features with stage shows submitting an all-shorts program with the stage shows. . . . AMPA's anti-Neely bill committee continued to function last week at a meeting with Martin Starr as chairman conducting the session. A complete campaign has been organized, with a volume of protests against the measure from industryites the purpose. . . . The Theatrical Managers, Agents and Treasurers Union, motion picture division, is runing a campaign for more members. Letters have been sent to many local circuits demanding recognition as collective bargaining agency for managers and assistants.

44th Street

ALEXANDER FILM: Adolph Haas, assistant to the president, left for Miami, joining Mr. and Mrs. J. Don Alexander on their yacht "Fifty-Fifty." An invitation is extended to their theatre partners and exhibitor friends, who are visiting Miami, to join the activities of pleasure cruises and deep-sea fishing in and about Florida waters, during their stay. The Alexanders may be reached at the Royal Palm Yacht Basin, Miami.

CIRCUITS

Century

Plaza, Freeport, which almost burned down not so long ago, has re-opened.

Loew's

Teddy Arnow, publicity department, got himself wed January 13, following a luncheon tendered him by his co-workers. . . . Loew-MGM basketball team played the Lafayets at the Jacob Riis House gym while Teddy was saying his "I Do's."

Randforce

Reports from Florida indicate that Louis Frisch is the possessor of a healthy suntan and is well on the road to recovery.

Rugoff and Becker

Ed Rugoff is on a 10-day yachting trip. . . . Eighth Avenue Playhouse, ably managed by Irv Ludwig, is having Simplex 4-Star Sound installed by National Theatre Supply. . . . Miss Goldberg is Florida vacationing.

HOME OFFICES

Altec

G. L. Carrington, vice-president and general manager, is back at his desk after a trip to Detroit and other cities.

Columbia

Charles Roberts, home office supervisor for Latin America, planed in from Mexico, ending a tour of the offices in Panama, British West Indies, Cuba, Peru, Chile, Brazil. He presided over the Latin American convention held in Buenos Aires, Argentina.

Vincent Borrelli and Claudia Simonson, long associated with Columbia, surprised their friends recently at the Columbia Christmas party with notice of their intention to wed. . . . Columbians tendered them a congratulatory banquet which was held January 10. Borrelli has been assistant manager of exchange operations under H. C. Kaufman for several years. Part of his duties comprise assisting Louis Weinberg and Louis Astor, circuit sales managers. . . . Among those present at the banquet were Jack Cohn, A. Montague, Rube Jackter, Louis Barbano, Louis Astor, Joe McConville, Hal Hode, Maurice Bergman, Hank Kaufman, Irving Moross, Leonard Picker, Maurice Grad, George Josephs, Max Weisfeldt, Dave O'Malley, Jack Meyers, Max Seligman, Mort Wormser, John Kane, Charles Roberts, Bill Brennan, Floyd Weber, Max Cohn, Harry Foster, Saul Trauner, Irving Wormser Bernie Zeeman. . . . Couple plan a honeymoon trip via the Miami trail.

Metro

Shorts subjects' Herb Morgan went to Florida in connection with the shooting of a short about lions at Clyde Beatty's farm.

Monogram

Nellie Witting, Norton Ritchey's sec., spent New Yeak's week end at the Ritz-Carlton, Atlantic City. . . . Marion Kirschner, Lou Lifton's staff, moved during the holidays to the Bronx. . . . Maria Isabel Ortiz has been added to the foreign department. . . . Charles Garrett has resigned to return with his family to Cuba. . . . Madeleine White is elated over the loss of five pounds. . . . Harriet Kaplan, Eddie Golden's Girl Friday, was due back from Miami. . . . Condolences to Eddie Golden on the death of his uncle in Boston. . . . Charles Morla, foreign department, is collecting "special" art calendars. . . . Frances Sexton, cute looking redhead at the switchboard "sends them away with a smile." . . . Johnny Harrington is proudly displaying a new gift handkerchief with his full name handsomely embroidered on it.

Paramount

Walter Huston, who appears with Ronald Colman and Ida Lupino in "The Light That Failed" arrived from Hollywood. Huston came to Manhattan to start rehearsals for his role in "Passenger to Bali."

Y. Frank Freeman, Paramount vice-president in charge of studio operations, arrived for conferences with eastern executives of the company. Cliff Lewis, studio advertising and publicity director, accompanied Freeman on the trip.

Passing of Mrs. Sara Phillips, mother of Louis Phillips, was mourned. She was 90, and is survived by three sons and a daughter.

RKO-Radio

Leon J. Bamberger, sales promotion department chief, served as an honorary judge on a recent Kay Kyser broadcast.

Jack Level has moved down from Rutgers Neilson's 12th floor publicity bullpen to assume the editorship of the house organ, "The Flash," during the run of the Ned Depinet Drive, while Harry Gittleson, editor, makes a swing of the company's sales offices with Herb MacIntyre, captain, sales drive. . . . Harry Reiners, RKO exploiteer, has returned to the home office.

Republic

Jimmy Grainger returned from a long jaunt around the country.

Hal Roach

Frank Seltzer, publicity director for the studios, arrived in New York to launch the advertising and publicity campaign on John Steinbeck's "Of Mice and Men." He will probably remain here until the picture has its New York premiere early next month.

David O. Selznick

National Education Association's Committee on Motion Pictures, Department of Secondary Education, made David O. Selznick—a member of its advisory board. Selznick's production, "Gone With the Wind," was responsible for the special honor, it was announced by Dr. William Lewin, committee chairman. At the same time, Selznick was presented with a huge trophy from the NEA.

Universal

William J. Heineman, Universal Western sales manager, left by plane for a one-day visit in each of three exchanges, Detroit, Chicago and Minneapolis.

NEW JERSEY

Bergen County

Queen Anne, Bogota, was scene of an American Legion party January 11. . . A number of motion picture theatres in the county have adopted a system of student tickets available to public school pupils at children's prices and good for afternoon performances, the executive board of the Bergen County Parent Teacher Council has been informed by Mrs. Fred Ross of Teaneck. Board expressed informal approval of the system which was pointed to as particularly valuable to parents whose children are big for their ages and are usually required to pay adult prices. The fact that student tickets are not accepted for evening performances tends to keep children away from the movies at night, it was emphasized. . . . Rumors are being circulated that the Fort Lee plant of Consolidated Film Industries, Incorporated, will be moved to Jersey City, a report which Edward H. Seifert of Palisade, plant manager, has refused to confirm or deny.

—P. C

★ ★ ★ ★

DEPENDABLE
THEATRE FURNISHINGS
and
EQUIPMENT

- HIGHEST QUALITY
- UNEXCELLED SERVICE
- ECONOMY
- PERSONAL ATTENTION

Theatre Modernization Carefully Planned and Financed

AMUSEMENT SUPPLY CO. INC.
341 West 44th Street
NEW YORK CITY
Circle 6-0850

Elizabeth

Eileen Shanley, cashier, Broad, was held up in the box office and robbed of $35. Sulprit escaped. . . . Both Ritz and Regent inaugurated a new weekly evening schedule in which feature attractions will be shown only once during the performance. These will be timed so patrons will not have to arrive or stay late to see them. Features will be screened between 8.30 and 9, with companion about 7 and again shortly after 10. . . . Manager Nicholas, Liberty, put on mid-nite spook show.

Hoboken

Harry H. Buxbaum, 20th Century-Fox branch head in New York City, presented a check for $1500 recently to local institution as the city's share of the Will Rogers Memorial Fund contribution to the National Foundation for Infantile Paralysis.

Jersey City

Bicycle was given away at special children's show at Palace. . . . Young Fun Clubs of Orient and Orpheum held meetings at theatre. Session of club at Orpheum was featured by harmonica contest finals for students.

—P. C.

Newark

A. A. Adams has closed the Adams, switching stage shows to the Paramount.

Harry H. Buxbaum, 20th Century-Fox head in New York City, presented a check for $2990 to City Commissioner Thomas J. McMahon last fortnight as that city's share of the Will Rogers Memorial Fund contribution to the National Foundation for Infantile Paralysis.

Passaic

Edward Fabian, son of Simon Fabian, theatre-owner, suffered a cut on face recently when father's car hit pole in Clifton. . . . Ed was driving. . . . Harry Hecht, owner of Lincoln, Palace, has been reelected treasurer of Passaic Jewish Community Council. . . . Lou Palmieri, assistant manager, Clifton, says his new son, Fidele Louis, will be a doctor. . . . Joe Lefkowitz, manager, Clifton, has been re-elected a director in the Chamber of Commerce. . . . Sal Zanca, Ritz, showed films of the Garfield High School football team on its return from Florida.

Union City

Spook show was held at a special midnight show at the Colony, Union City. . . . Mohawk Indians were presented on stage of Mayfair, West New York, at special show for children. Theatre began "C.O.D. Nite" December 30 and is continuing feature each Saturday night with not less than $50 in cash awarded each night.

—P. C.

NEW YORK STATE

Albany

Empire, Watervliet, closed following damage caused to booth equipment by vandals or "persons unknown." Operators planned an early re-opening following repairs. . . . Laurence Bean, Ausable Forks, Keesville, is mourning the death of his mother. . . . Charlie Ost and Joe Friedman, Albany and Buffalo representatives, respectively, for National Screen Service and National Screen Accessories, made a call on Sid Kallett at circuit headquarters in Oneida to discuss new contracts . . . Jimmy Bailey, former Columbia booker, is now booker on Artie Newman's Republic staff, following resignation of Mary Hawkins, who left for California with her mother, who has been in poor health. . . . Mr. and Mrs. Moe (20th Century-Fox) Grassgreen celebrated their 15th wedding anniversary—with many film row folk, as well as other friends present at the anniversary party. . . . Weldon Waters, Paramount, is trying out a stiff diet in an effort to lose some excess poundage. He plans to join the YMCA handball players. . . . Joe Engel, Universal branch manager, has been singing "Oh Johnny, How You Can Love" whenever he encounters an exhibitor—and getting plenty of dates . . . now we understand he has had two group rehearsals of his entire staff. . . . Patsy, daughter of Metro salesman Bill Williams, was ill with a cold. . . . Florence Dzikas is a newcomer on Ralph Pielow's Metro staff, holding down the telephone switchboard, with Josephine Lasky promoted to the cashier's department. . . . George Seed, former manager, Colonial, Utica, returned from a visit to Florida. . . . Fred Mausert, Glens Falls, is planning an early trip to the southern resort state. . . . While Mike Boumasour, Plaza, Malone, is probably reclining on the sands of Miami Beach by this time.

Ralph Ripps, Metro booker, has moved to a new and roomier apartment. . . . Carl Bogner, operator of Livingston Manor, Roscoe, is much relieved now that his father has passed the crisis of an attack of double pneumonia. . . . Burlesque is reported a success at Morse and Rothenberg's Colonial, Utica. . . . Jim Faughnan, Warner theatres' contact manager, was presented with a very valuable thoroughbred coachdog. . . . Arthur Horne, Metro salesman, made news by spending a week end in Albany instead of braving icy roads to join his family in New York City.

Charlie Ost expects to be a very busy man after February 1, when National Screen Service takes over accessories of Paramount, RKO and Universal; with all equipment handled on a rental basis, and area theatres served out of Albany. . . . Allen Jones, booker for Mitch Conery's up-and-coming circuit, is a collector of theatre programs. . . . Quick action on the part of manager Dave Rosenbaum pre-

vented any serious damage when a fire broke out in the booth of the Hollywood, Ausable Forks. Operator escaped serious injury, and the show went on on one machine for the balance of the evening with both machines in operation the following day.

Mrs. Dave Rosenbaum, Capitol, Elizabethtown, spent a week visiting her family in New York City and is looking forward to the spring re-opening of the Capitol. . . . Fay Steinbock, secretary to Warner theatres zone manager M. A. Silver, was welcomed back on the job following her emergency appendicitis operation. . . . Nick Googin, Cazenovia, is planning a February trip to Florida. . . . Eddie Selette has inaugurated a dish give-away, with excellent results, at Warners' Albany, Albany. . . . Jack Armm, Columbia salesman, announced the engagement of his daughter, Jean, to Ben Sillbers, local boy not in the film business. . . . Johnny Gardner, Schenectady circuit operator, put on an extensive exploitation campaign for engagement of "Ballerina" at his Rivoli, advertising showing in the Albany papers, as an "exclusive Capitol district engagement.". . . . Kingsley Ryan, Ausable Forks, Keesville, made a flying trip to Albany to do some booking before roads became impassable. . . Schine circuit's Rialto, Glens Falls, is now using a game twice weekly.

Newton Smith, manager, State, Glens Falls, is now doing the booking for the house. . . . Mrs. Nate Sauber, widow of the popular Universal branch manager, who died recently in Washington, has written to friends in Albany, asking them to extend her deepest thanks and sincere gratitude, to all those in the Albany and Buffalo areas who contributed to the Sauber fund. . . . M. A. Silver, Warner theatres zone manager, is making plans for a Florida visit the latter part of February and March 1. . . . Weldon Waters, Paramount, was visited by friends from Springfield, Massachusetts. . . . Recent row visitors included Phil Barodi, North Creek, Allen Sirrine, Port Henry; Frank Weitung, Cobleskill; Harry Lamonte and booker "Woody" Woodward, Lamonte circuit.

Opposition to Albany's first proposed combination apartment house-theatre structure—to be situated on New Scotland Avenue—was voiced by a group led by the Reverend James E. Kelley, pastor, St. Theresa's Church. . . . Charles Buchman, a builder, and Wilson Sullivan, Inc., real estate firm, are sponsoring the building, and assert a 20-year lease for the theatre has already been arranged. (It is understood the Hellmans, Neil and Harry, are the prospective operators of the theatre.) . . . Rezoning of the New Scotland neighborhood is necessary before the theatre could be built.

Opposition from all sides is being voiced toward the pari-mutuel bill sponsored by Senator John J. Dunnigan, with the presidents of the five race tracks now operating in New York state terming it grossly impractical and protesting against limitation of track "take" to five percent, instead of six percent allowed by other states.

Bernie Kranze, RKO branch manager, is the latest visitor to Florida, having left with Si Fabian, head of Fabian circuit, for a short holiday at Miami Beach and Key West. . . . Ernie Wolfe, Avalon, Lowville, had his blue ribbon Great Danes in New York City for a dog show, and stopped off in Albany with them. . . . Mrs. Ben Smith, wife, Pam-O Films representative, is now fully recovered from her pleurisy attack. . . . Max Serwitz, popular millinery operator, has been transferred to Springfield, Massachusetts, where he is now managing a large department store. . . . Bookers Abe Van Deusen and Danny Houlihan, RKO and 20th Century-Fox, respectively, were scheduled to take on Wayne Carrignan and Frank McMahon in what promised to be a hotly contested bowling match. . . . Van Deusen's young son, Bobby, is a bowling convert at the age of three. Van says he shows promising form. . . . Mount Pleasant, Schenectady, is still dark, with former operator Morris Silverman looking for a house or a theatre connection. . . . Knickerbocker News critic C. R. "Tip" Rosenberry allowed his sons to persuade him to go ice-skating—something he hadn't done in years—and was he surprised at his inability to keep on his feet! . . . Johnny Gardner, American, Colonie and Rivoli, Schenectady, was seen along the row. . . . Ditto Ernie Dobbs, Lake Placid, and Allie Malory, Corinth. . . . Gardner's son is being treated for an eye affection. . . . Lou Levy stopped off in Albany enroute to Cleveland. . . . Lieutenant-Commander Larry Cowen, Grand and Leland, was visited by his mother and father. . . . Jack Armm, Columbia, was briefly under the weather, but is once again his usual exuberant self.

C. A. Smakwitz, Warner theatres district manager, is making plans for a trip to Florida with Russ Froelich. . . . Salesman George Goldberg, Warners, reported a thermometer reading of 22 below at Saranac Lake. . . . while at Watertown there was no less than three feet of snow. . . . Percy Quigley, Coxackie, was on the sick list. . . . Walter Wertime, Chester, Chestertown, will remodel his hotel, the Panther Mountain House. . . . Frank Bonomo, theatre artist, is reported to have been the life of the party at the celebrated Troy Newswriters Ball. . . . Allan Sirrine, Port Henry, is shopping for a new car, his old one having been completely de-

Do You Need a

We Specialize in Group Meetings . . . Excellent Facilities . . . Special Rates . . . Further Information Upon Request.

L. H. STECKEL,
Promotion Manager

CHANGE?
REST?
VACATION?

THE ANSWER!

GOLF
TENNIS
FISHING
RIDING
BOARDWALK

INDOOR SALT WATER POOL
TURKISH BATHS
"ROUND-THE-WORLD ROOM"

Relax on Our Sun Decks—Feel the Invigorating Tonic of Brisk Salt Air—Enjoy Unsurpassed Cuisine—Play in Our Beautiful "Round-the-World" Room—and then—Enjoy a Quiet, Completely Relaxing Night's Rest.

The President
ON THE BOARDWALK
ATLANTIC CITY, N. J.
HARRY N. NORTON, Manager

molished. . . Bill Smalley, Smalley circuit, is making his plans for an early departure for Florida. . . Also joining the Miami Beach film colony will be Mike Kallett, Oneida's Kallett circuit, recently recovered from a week's illness. . . . Morris Cohn, Columbia, was snowbound at Tupper Lake. . . . Clarence Dopp, Johnstown, banged his car slightly in an accident. . . . Cortland Mark, son of the late Moe Mark, theatre pioneer, was a visitor in town, calling on friends in the Warner Theatres office. . . . Bill Kennedy, Champlain and Rouse's Point, is enjoying improved health. . . . Bernie Kranze, RKO, arranged for 24-sheet showings in Albany, Troy and Utica on "Hunchback of Notre Dame." . . . Neil Hellman reports excellent results with "Gift-a-Fur Night."

—C.

Bainbridge

In Christmas boxes delivered here and in Chenango County by Community Welfare workers, there were included passes to the Bainbridge, donated by the management.

Binghamton

Vaudeville was shifted to the first three days of the week for the holidays at the Capitol. . . . Nick Romano, Capitol, was a gleaming, glittering person when his sweetie from Perry, came for a visit. . . . Tom Cary, Riviera, has been on the sick list. . . . Charles A. Ryan, Comerford executive, was a recent visitor. . . . A new neon ceiling has been added to the Capitol marquee.

Frances Parmley, Capitol usherette, became Mrs. Francis Rolls, Christmas Day. . . . Linen shower in her honor was given by the Capitol usherettes January 9. . . . Archie Cayaffa, Star doorman, has returned home following a four weeks' hospitalization. . . . Manager Tom Hannifan's and doorman John Tighe's bowling has gone from bad to worse since that Pete Smith short on bowling played at the Strand. . . . Symphony manager Harry Balin's wrist is better. . . . Dave Cohen has a chest cold. . . . Buddy Kornblite, Suburban, and Jeanne Meeker, are still a pair. . . . Grand Theatre is minus a marquee.

—F. D. R.

Buffalo

As a final warning to all exhibitors after numerous bulletins on the subject, the MPTO announces that this is the last chance to oppose passage of the Neely Bill. If you have not already thoroughly studied this bill, do so at once and contact your representative in Washington, D. C. immediately voicing your opposition, the organization says. Local MPTO urges all exchange employees to write or wire their Congressman strongly opposing the Neely Bill, which if passed, the organization believes, would work a great hardship on all branches of the industry.

Alice Sauber, wife of the late Nate, former Universal branch manager, requests this column to thank both the Buffalo and Albany film boys for their thoughtfulness and generousity in presenting her with a check for Christmas. Alice wishes she could thank each of the boys personally, but inasmuch as that is impossible she wants them to know that she will never forget.

January 8 a screening was held of Columbia's "His Girl Friday." Many exhibitors saw it and proclaimed it a box-office picture. . . . Bert Ryde, business manager, operators union, arranged a gala dance to be held at the 174th Armory, January 20.

Barkerettes of Variety Club have missed Edith Chasin, steno at Monogram since last July. She left for Hollywood where she intends to make her future home. . . . Out-of-town exhibitors in booking were Jack Karp, Cameo, Syracuse; Ray Pashley, Lakes, Interlaken; George Tooker. Glen, Watkins Glen; Rube Canter, Acme. Syracuse; Sam Slotnick, Globe, Acme, Syracuse; Lou Byers, Hollywood, Syracuse; Mr. and Mrs. Thomas Rance, Arcade.

Fred Vester, operator, 20th Century, has been out due to illness. . . . Hecter Stewart, operator, Shea's Great Lakes, is laid up on account of an injury. . . . Chief Barkerette Ruth Rappeport announces "Dates Night" and open meeting of the Barkeretts January 24. . . . Norman Sheehan received a natty overcoat from his brother, Clayton, for a Christmas gift. . . . At a meeting of the Variety Barkerettes, January 3, the following officers were elected: Chief Barkerette, Dot Schwartz; Assistant Chief Barkerette, Ann Jasper; Dough Gal, Loretta Woodward; Property Gal, Peggy Jacobs; Billerette, Helen Lehman. Great plans are being made for their installation.

There was much concern over the condition of Fred Evans, father of Nell Lyons, Gammel circuit, critically ill with pneumonia, Nell's mother passed away last week. Her many friends were pulling for his recovery.

According to Vincent R. McFaul, general manager, Shea houses, personnel of Shea's Buffalo is preparing the way for the ace Shea house's 14th Anniversary Week starting January 19. . . . Frank Burke is in town to assist Charlie Taylor and the rest of the Shea publicity boys on Paul Whitman publicity. . . . Phil Engel, Warner Brothers exploitation representative, came to town from Boston, where he worked on "Four Wives" and "Invisible Stripes," to work here on "Wives," and set the groundwork for "The Fighting 69th." . . . Congratulations and best of luck go to Max Rosing, who has just joined the ranks of the benedicts Brother George, Roosevelt, was best man. . . . Lee Gross, secretary to Bob (Shea booker) Murphy, spent a week visiting her sisters in New York. . . . Mrs. Henry Fruecht, wife of Shea's accountant, entertained the girls of the Shea office at a dinner. . . . Howard Lurie, Lincoln, Rochester, has just taken over the Phelps, Phelps, formerly operated by Carl J. Polvino. . . . Eva Weissman, wife of Metro's Rochester salesman, is ill at her mother's home. . . . Alice McCarthy, Shea's Buffalo, gave her co-workers an eyefull when she appeared in the very latest fur jacket.

John Scully, Universal local branch manager. is most enthusiastic about Universal's sales drive which started December 31 and will continue until May 4.

JOE JOEL SAYS:

Among Other Things . . .

Alexander Schwartz, son of Adolph, Eastside Film Delivery, was married to Gertrude Schiff at the Park Manor, Brooklyn. They spent their honeymoon in Canada. . . . I saw something new happen at the Capitol where they are playing "Gone With the Wind." The line was over a block and a half long. I saw a gentleman, who was accompanied by a lady, give two young men who were in a good position in the line 50 cents each for their places in the line. . . . What was Johnny Rickards, Rickards Film Delivery, doing 10 miles north of Liberty, New York, with a gun on his shoulder? Since when do fish fly? . . . I am pleased to see my old friend, Sam Bram, Exhibitors Poster Company, back on the job after a very severe illness. . . . Sidney Picker, Republic, says his business has not increased according to expectations. Never mind, Sid, if your increase at home comes up to expectations, you will have no cause for complaint. . . . Mrs. Epstein, wife of Morris, Republic is in Miami, Florida, for her health. Morris made her promise to write him a letter every day and she is keeping her word.

Margaret Spino, secretary to Herman Gluckman, Republic, makes a complaint that she is being kept very busy writing contracts and is thinking of taking a flying trip to Florida. . . . Mr. and Mrs. William Meinhardt are spending the entire winter in Miami, Florida. Here's hoping Bill comes back enjoying the best of health. . . . Sam Lefkowitz, Warners. has been promoted to branch manager. S. McComber has been made office manager. . . . Peter Saglembeini, New York booker, Warners, has finally got his wife's consent to attend the bookers' meetings. . . . Mrs. Charles Friedman (Marion Jesser), newly married, has learned to cook and is inviting her co-workers at Metro to her love-nest to experiment on them.

Captain Harry Miller, salesman, Metro, is a very popular man. I wonder if it is his war record that helps? . . . Manager Ben Resnick, Regent, Brooklyn, presented all his help with an extra week's salary during the holidays. . . . Joseph Wilt, who has been employed as mechanical engineer in the Film Center Building for a number of years, suffered a very severe stroke and was removed to the Roosevelt Hospital. He had numerous friends in the building and they are hoping for a speedy recovery. . . . Gene Autry, Republic star, whose latest picture, "South of the Border," has made quite a hit, is being shown at Loew's State, Jersey City, and Loew's State, Newark. . . . I saw Walter Reade, Jr., accompanied by Morris Epstein, reviewing "South of the Border" in the projection room. . . . I was very sorry to hear that my old friend, Mark Block, owner, Station, Lyric, Newark, is very ill. He is missed in all the exchanges with which he did business. They are all wishing him a speedy recovery. . . . Harold Goldgraben, office manager, Metro, has gone on a two weeks' vacation to Miami Beach, Florida. . . . I have been told that Bob Ellsworth, head booker, Metro, is a wonder on skis. He is thinking of taking a winter vacation at Lake Placid. Some of the champs up there better look out for their laurels. . . . Jack Ellis, RKO, has returned from his honeymoon and, if looks mean anything, he certainly had a good time. . . . If there is one man who does not worry about business, it is lucky Rus Cohen, Dennis Games. Everytime I ask him "How is business," he always says, "Very good." So, that's good advice to many others because if you say it is bad, all you will get is sympathy and you can't live on that

Campaign is in honor of William A. Scully, Universal general sales manager, and will be in the form of a contest between the eastern and western sales divisions. . . . Deepest sympathy is extended to Carl Heerdt, Universal booker and office manager, whose mother was buried January 6. . . . Clayton Sheehan was in visiting brother, Norman, and sister, Mrs. Galvin. . . . Arthur Doyle, 20th Century Fox sales manager in Japan, won the foreign sales drive just completed. . . . Charlie Boasberg, Elmer Lux and Jack Chinell, are bubbling over with plans and enthusiasm for the play date drive in honor of Ned Depinet. Drive, most important in the history of the company gets under way January 27. Come on exhibitors, give the boys a hand.

Sy Nieman, concert master, Shea's Buffalo orchestra, has at long last made a worth while New Year's resolution. He has resolved to buy his own resin. . . . George D'Anna, maestro, drums, Shea's Buffalo, is the first member of the orchestra to learn first hand that this is leap year. . . . Eddie Manguso, Shea's Buffalo songster, is the proud father of a baby girl—Susan Marie. . . . Bud Gray, RKO, in town working on the campaign for "Hunchback of Notre Dame," left. . . . Charlie Boasberg, RKO's local branch manager, states "Hunchback of Notre Dame" is breaking all records. . . . Variety Club held a special meeting January 8. . . . Syd Lehman, Matt Sullivan, Jules Jasper returned from a district meeting in Cleveland, occasion being the inauguration of a testimonial drive lasting until February 17, for Bert Stearn, district manager, UA. . . . National Screen is setting up temporary offices at Paramount to handle new advertising accessories. . . . Charlie Hayman arrived safely in Florida. . . . Manny Woronov and the Mrs. returned from a trip to New York, where they spent the holidays. . . . Matt Sullivan is looking for dinner invitations, while Mrs. Sullivan sojourns in New York.

Joe Friedman, National Screen Service, invites exhibitors to call on him at Paramount to get their paper after February 1. . . . Syd Lehman is proud of the fact that the Buffalo office of United Artists is in second place in the United States. . . . Herb McIntyre, drive captain and north eastern division manager, RKO, will be in Buffalo to hold meeting with Buffalo office in connection with the drive. . . . That is a beautiful "Pinnochio" display RKO's Buffalo branch has in the office. . . . Mrs. Phil Fox, wife, Columbia branch manager, is entertaining Mrs Ben Goffstein, Albany, this week. . . . Bud Silverman, formerly in Ohio, is now city manager in Rochester for the Schine circuit. Good luck. . . . Syd Lehman, United Artists, was met at the depot by a welcoming committee in the form of his wife, Mrs. Phil Fox, and several others, when he returned from his district meeting in Cleveland. Ask him about the bouquet and the key to the city.

Altec inspector George H. Miller is the proud pappy of a baby girl, Mary Ann Miller.

Cooperstown

All Smalley theatres employees received Christmas (1939) bonuses. This practice of giving bonuses to employees has been in force for the past 20 years. . . . Twenty-six employees of the home office enjoyed the Christmas party held in the spacious and newly renovated offices. A buffet supper was served, turkey and all the trimmings. H. L. Richardson acted as Santa Claus and distributed numerous presents. . . . Record business since 1929 was done all over the circuit. It is reported that the New Year Midnight shows grossed the most at the box office since 1932. . . . W. C. Smalley renovated four of his theatres during 1939 and contemplates the building of two theatres in 1940.

Dunkirk

Alertness of Deputy Sheriff Dalton B. Burgett, manager, Capitol, led to the arrest of hit and run driver.

Gloversville

Schine Home Office News

Schiners' club, at its first meeting of the new year, January 10, shortened its business session in order to present two brief plays. Original skits were hugely enjoyed, showing up the talents of Al Marqusee, Bertha Luss, Betty Jennings, Dewey Lederer, Betty Howard, Ruth Holly, William Kraemer, Francis Barter, Eleanor Brown, Susanne Gill, Netta Barney, Helen LaQue and Gerturde Daniels. Super was enjoyed at Pedrick's.

Recent home office visitors included Clint Young, Western New York zone manager, and Louis LeVitch, Gene Curtis, in from Rochester. . . . Skiing season was opened for the Schiners by Seth Field, Sandy Lazar and Al Marqusee, but from their injuries it is suspected the boys did more sliding off than on the skis. . . . Louis W. Schine and Doug Leishman made a business trip to Rochester. . . . Sid Holland, new Mohawk Valley district manager, put over a grand campaign on "Information Please."

Hornell

Fred Peters, owner, Majestic, and family are basking in the sunshine of Florida. . . . Santa was mighty good. Angie Johnson, Strand cashier, received a wristwatch; George Rectenwald, Majestic projectionist, a new automobile (which he says Santa didn't pay for); Betty Watts, Strand cashier, a cedar chest from boy friend; Elliott Hazen, Steuben projectionist, and John Johnson, projectionist, were both given memberships to the Elks Lodge by their wives; and Bill Leggiero, Steuben, had many mysterious gifts come by mail which he is not divulging. . . . Martha Dealy, Steuben cashier, was stricken with pneumonia. . . . George Rectenwald, Majestic projectionist, not only plays piano very well but shows much as a tap dancer. . . . Ruth Solan and Betty Watt, cashiers, were very glamorous girls in their formal evening clothes. . . . Bill Leggiero, Steuben, spent his New Year's Day in bed with grippe. . . . George Griffin, Majestic projectionist, was happy to have his daughter, Mary, home for the holidays. . . Lynn Blackmer, Majestic operator, is seen usually regular with one particular girl. . . . Elliott Hazen, John Johnson, projectionists, with their wives visited in Rochester.

Jamestown

Wally Folkins, Schine Dixie, Rochester, and Mrs. Folkins were here for the wedding of her sister. . . . Snowfall of 18 inches in Jamestown and no parking facilities caused Ralph Crabill, Joe Hockenberry, John McAuliff, and Ruth Kelley to put up their cars and take to walking. . . . Virginia Fisher, Sheas' cashier, and hubby are thrilled over a big Christmas present. . . . Max Friedman, Albany booking department, and Ralph Crabill met in Buffalo.

Experiences of traveling over icy roads this season: Wally Folkin, Dixie, Rochester, on his way to Jamestown, was pulled out of snowbanks four times; Joe Florio, coming from Buffalo, had car trouble that made his trip twice as long as usual; Ralph Crabill blew a tire and was pulled out twice on his trip back to Jamestown; Virginia Callahan, Palace cashier, saw 25 cars in the ditch on her trip from Buffalo. . . . Ralph Booth, Family, Batavia; Jim Macris, Majestic, Hornell; Holly Hollister, Babcock, Wellsville, started a combination giveaway and entertainment night weekly called "Circus Store," which combines giveaway of groceries drawn by audience on lucky admission stubs, auction to audience of merchandise at fraction of cost, money given back to audience for crazy gags, plus one or two amateurs, and one good professional act.

Medina

Cliff Schaufele, Diana, inaugurated a "Ham and Bacon Night," at which time the audience will be able to win several slabs of bacon and several hams by lucky number drawing, plus a large item of a turkey, chicken, etc.

DANGER AHEAD. Last of the Renfrew series is "Danger Ahead," which stars Jimmy Newill and his sidekick, Dave O'Brien.

Newburgh

Edward (Red) Sutton, Ushers, set a new high single for the Netco (Insomnia) League by rolling 258 as they beat the Art Department, 2-1. He had eight strikes and a spare and one pin stood up on his first ball in the 10th. His third ball in the 10th also left up the same pin, No. 10, after he had made his spare, Sutton's score replaced the previous league record of 247, made by Bob Ruckdeschel, Park, whose team blanked the Operators, with Ruckdeschel rolling 198 high single and 531 high three. Steve Gilnick, Park, had 189. Freddie Whitaker, Broadway, rolled 193 high single and tied Kennie Hill, Cameo, for high three at 470, as the Cameo won, 2-1. Fred Schaefer, Managers, rolled 182 high single and 505 high three as they blanked the Ritz. Teams now stand Park won 23, lost 4; Managers won 19, lost 8; Cameo won 18, lost 9; Ushers won 18, lost 9; Broadway won 15, lost 12; Art Department won 8, lost 19; Ritz won 5, lost 22; Operators won 2, lost 25. . . . A new innovation ins the art of bowling: Babe Smith, Broadway, was seen bowling in his stocking feet at the Empire. . . . Memories: Twenty years ago the City Council voted to put $25,000 of sinking fund into mortgage on the Academy Building. . . . Recent visitors included Elliot McManus, 20th Century; Art Rademacher, Altec; George Walsh, George Cavanaugh, Netco.

Rochester

John J. O'Neill and Tom Stockton, auditorium staff, take over the advanced reserved seat sale for "Gone With the Wind" three weeks in advance in newly-constructed office in lobby at Loew's. . . . Harry Davis, operator of Rochester's first film theatre, opening in June, 1905, died recently in Pittsburgh. . . . F. B. Scott, New York, was in at Loew's to help promote "Raffles." . . . Edward J. Shea's suit for $30,000 against five corporations headed by Albert O. Fenyvessy in sale of five theatres to Schine's for $600,000 is on the court calendar for the current term. . . . Bill MacCallum, Long Island, former manager, Cook's Opera House and brother of Arch MacCallum, Capital, is reported ill. . . . Manager Louis Mayer, RKO Temple, put on strong campaign for "Goosestep."

The material which appears in these columns is gathered for THE EXHIBITOR by a hand-picked and well-paid staff of news men in and about the cities represented under separate headings. These men are constantly in touch with each local situation and this accounts for THE EXHIBITOR appearing first with such local doings.

In response to many inquiries which have reached this department, this material is not copyrighted, which probably explains why some of the material finds its way at later dates into contemporary publications.

It is the opinion of the editors of this publication that while news may be copyrighted, ability (which is far more important) cannot be. This explains why we ignore the first and value the second.

Syracuse

Because the roar of a sound movie depicting airplanes in action caused him to become deaf, projectionist Ernest William Holland is still collecting part-compensation from the State. James A. Corcoran, member of the State Industrial Board, after a hearing in the case, wrote a decision finding that Holland's deafness "clearly is casually related by competent medical testimony to his work." Decision made no definite award, but Holland's case remains "open" and his medical bills are being paid.

"Bobby," son of Henry Jacobson, is in line for the junior handball championship at Y.M.C.A. . . . Jack Karp is now running "Bingo" one night at the Cameo. . . . Lloyd Tracy presented his mother with a traveling bag. . . . Note to Dave Titleman: Bill Burke is in Syracuse, New York. . . . Eddie Cummings has a wonderful disappearing act built around $11. . . . Mrs. Henry Jacobson has gone to join husband in Asheville, North Carolina . . . William Maxon will not be allowed near balloons used by Andrew J. Seeley and Kenneth Wilcox due to his improper training. . . . "Mike" LaVine still hears from "Buddy" Freeman. . . . Claude Bortel and his six Strandoliers are working with vaudeville at the Strand. . . . Morris Fitzer, back from New York, is enthusiastic about "Gone With the Wind." . . . Jack Karp is still handy knocking them down on bowling alleys. . . . Earl Cecile worked New Year's Night to give Royce Burgess a night out. . . . According to reports, Harry Burley will have pork supply enough for all winter. . . . Wonder if the Christmas party has anything to do with Robert Poulsen's name on the sick list. . . . Advanced price "Bingo" is reported to have been discontinued at the Rivoli. . . . When Elmo Carpenter returns from the navy for a short visit, Bill Doss may receive a torpedo.

Harry Gurnes celebrated New Year's with Tom and Jerry, Frank Brodock working relief. . . . Lynn Goff suffered an injured ankle. . . . Jack Bartle leaves home an hour early to be on time. . . . Hymie Menter is doubling in the box office Friday nights. . . . We thank "Flash" McNulty for the nice things he is saying. . . . Sam Weltman was the victim of an assault by hoodlums. . . . That silk shirt sported by Jack (Wrong Reel) Meaney has the boys guessing. . . . Stage hands and musicians are welcoming the return of vaudeville at RKO-Schine-Strand.... Manager Frank Murphy, Loew's State, ran contest in papers awarding cash prizes in addition to guest tickets for best resolutions and tied them in with showing of "Judge Hardy and Son." . . . "Jim" (Picket) DeVenney is sick. . . . Jack Seeley takes the passing years gracefully. . . . Jack Kerly got the overtime. . . . Syracuse regional Allied Theatre Owners, will hold the next meeting at the Hotel Syracuse January 18, according to Rap. Merriman.

Bill Doss is training Fay Woodford to pinch hit for Charlie McCarthy. . . . Weather man was kind to Harry Unterfort. Fur coat is on the street again. . . . Walt League can't be beat giving away jack pots. . . . Carl Blair and Mike LaVine will be honor guests at Local 376 anniversary party (if they come stag).... Mr. and Mrs. Rube Canter entertained following film folk at New Year's party: Sam Slotnick, Joe Fitzer, Sam Weltman, Lou (Universal) Leiser, Bert Novack and their wives. . . . New type "Bingo" cards being put on market by Joe Fitzer are proving very popular. . . . According to latest reports, Lou Leiser is training on roast turkey. . . . No wonder Gus Lampe don't want to use our fishing tackle. It just won't work for amateurs.

—J. J. S.

Wellsville

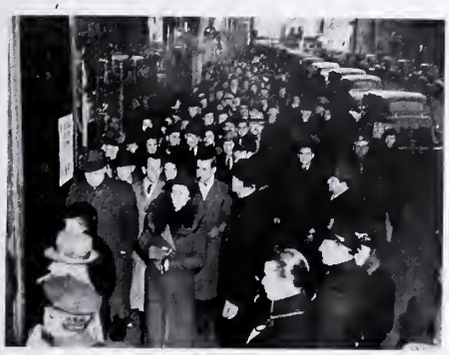
C. Hollister, Babcock, started "Bingo" at his theatre January 13. . . . Florence Hollister, wife of the manager, has been confined.

THE SECRET FOUR. Monogram's release of the English production sees Francis Sullivan, Frank Lawton and others in the spy thriller, with Anna Lee as the female.

JEP—Your BEST Services

IN THE SPOTLIGHT

VISITORS. RKO-Radio directors Edward Ludwig and Jack Hively visit the RKO-Radio lounge in New York City and look at pictures of earlier visitors. Ludwig directed the forthcoming "Swiss Family Robinson" (the first of the Towne-Baker productions), Hively directed "Two Thoroughbreds" and "The Saint's Double Trouble."



"GONE WITH THE WIND." Here is part of the mob waiting in line to buy tickets at the Capitol for the Metro picture.

ANOTHER AWARD. Fred C. Quimby, Metro cartoon production head, receives from Laura O. Vruwink, advisory editor, the Parents Magazine medal for the cartoon, "Peace on Earth," which was selected by the magazine as the "best movie of the month." It marks the first time that the award has been made to any short subject.

BOOKS, BOOKS, BOOKS. For RKO-Radio's "The Hunchback of Notre Dame," New York City's Radio City Music Hall, arranged for this display.

"FOUR WIVES. This colorful front, for Warners' "Four Wives," was arranged by manager Andy Roy, Strand, Albany. Note that, while the feature receives its rightfully prominent billing, manager Roy did right by his short subjects—a cartoon, a sport reel, and Vitaphone Technicolor Production, "Royal Rodeo."

"HUNCHBACK OF NOTRE DAME." This 40-x-60 lobby display, utilizing magazine publicity on the RKO-Radio production, was used by the Radio City Music Hall.

NEW YORK CITY EXCHANGE LISTING

ADVANCE

630 Ninth Avenue—CIrcle 6-6765

President—Emil Rosenbaum.

Salesmen—Mike Thomas, New York and Brooklyn; Al Spector, New Jersey.

ALLIANCE

630 Ninth Avenue—CIrcle 6-6660

Vice-President—Budd Rogers.

General Manager—Arthur Greenblatt.

Salesmen—Julius Levine, Brooklyn and Long Island; Jack Farkas, New York City and Upstate; Sidney Hess, New Jersey.

Booker—Louis Solkoff.

COLUMBIA

630 Ninth Avenue—CIrcle 6-0900

District Manager—Nat J. Cohen.

New York and Brooklyn Supervisor—Saul Trauner.

New Jersey, Upstate, Long Island Supervisor—Irving Wormser.

Office Manager—Edward Helouis.

Salesmen—Jack Sokoloff, Brooklyn; Moe Fraum, New Jersey, Upstate; John Wenisch, New Jersey; Seymour Schussell, Long Island, Upstate.

Bookers—Sam Feinblum, Head Booker; William Katz, Brooklyn; Jack Safer, New Jersey; Gilbert Fillet, Upstate, Long Island; Ira Michaels, city.

GRAND NATIONAL

630 Ninth Avenue—CIrcle 6-2828

Branch Manager—Dick Perry.

Booker—Marvin Mirisch.

J. H. HOFFBERG CO., Inc.

729 Seventh Avenue—MEdallion 3-3813

President—J. H. Hoffberg

Sales Manager—Oliver Unger

Salesmen—Irving Grossman, Robt. Snyder.

Booker—Walter Klee

MERIT

630 Ninth Avenue—CIrcle 6-0271

Office Manager—Etta V. Segall.

Salesmen—Jack Farkas, Jerry Wilson.

Booker—Etta V. Segall.

Asst. Service Manager—Jerry Thomas.

METRO

630 Ninth Avenue—CIrcle 6-6200

District Manager—E. K. O'Shea.

New Jersey, Long Island, Upstate Manager —Ben Abner.

New York, Brooklyn Branch Manager—Jack Bowen.

Office Manager—Harold Goldgraben.

Salesmen—Harry Miller, Brooklyn; Howard Levy, New York City; Lou Allerhand, New Jersey; H. L. Ripps, Long Island, Upstate.

Bookers—Eddie Richter, New Jersey; Moe Rose, New York City; Johnny Cuniff, Brooklyn; Al Arnswalder, New Jersey; Harry Margolis, Upstate, Long Island.

Head Booker—Robert Ellsworth.

MONOGRAM

630 Ninth Avenue—CIrcle 6-8886

Branch Manager—Joseph J. Felder.

Office Manager—Sol Kravitz.

Salesmen—Irving Landes, Upstate and New Jersey; Charles Penser, Manhattan, Bronx; Ben Schwartz, Brooklyn, Long Island.

Bookers—Sol Kravitz, Phil Horowitz.

NATIONAL SCREEN SERVICE

630 Ninth Avenue—CIrcle 6-5700

Salesmen—Harold Bennett, Joe Friedman, Jack Judd, L. George Ross, Henry Reiner, Louis W. Vogel, Arnold Cohen, Charles Ost, Stanley Neal, Herman L. Booth, E. Feldberg, A. J. Edman.

PARAMOUNT

331 West 44th Street—CIrcle 6-6160

New York State District Manager—Milt Kusell.

Brooklyn Branch Manager—Henry Randel.

New York Branch Manager—Myron Sattler.

New Jersey Branch Manager—Edward Bell.

Salesmen—Ted Aber, Max Mendel, Brooklyn; Irwin Lesser, Jack Tuohy, New York; Herbert Kaufman, Albert Gebhardt, New Jersey.

New York Bookers—Kitty Flynn, Nat Stern, Irving Baron, Victor Bikel.

Brooklyn Bookers—L. Bergson, Sam Lake, Ruby Greenberg.

New Jersey Bookers—Jack Perley, Seymour Berkowitz, Richard Magan.

PRODUCERS DISTRIBUTING CORP.

630 Ninth Avenue—CIrcle 6-8866

Eastern District Manager—Harry Rathner.

Salesmen—Bert Kulick, Melvin M. Hirsh, Sidney Kulick, Larry Kulick.

Booker—Larry Kulick; assistant, Dora Fried

RKO

630 Ninth Avenue—CIrcle 6-4700

Branch Manager—R. S. Wolff.

Assistant Manager—F. L. Drumm.

Sales Manager—Phil Hodes.

Salesmen—Jack Ellis, New York City; Louis Kutinsky, Ed Carroll, New Jersey; John Dacey, short subjects; Harry Zeitels, Long Island, Upstate.

Bookers—F. Laurie, New York City; Jean Slade, Brooklyn; D. Post, Long Island, Upstate; H. Silverman, New Jersey.

REPUBLIC

630 Ninth Avenue—CIrcle 6-0760

Exchange Head—Herman Gluckman.

General Sales Manager—Morris Epstein.

Office Manager—Sidney Picker.

Salesmen—Anthony Ricci, New Jersey; David Black, Brooklyn; Dave Sohmer, New York City; Robert J. Fannon, Long Island, Upstate.

Bookers—Jen Dennett, Anna Plisco, Pearl Goldstein.

SACK AMUSEMENT

723 Seventh Avenue

In charge—Lester J. Sack.

SYNDICATE

630 Ninth Avenue—CIrcle 6-8866

President—Melvin Hirsh.

Salesmen—Bert Kulick, Larry Kulick, Sidney Kulick.

Booker—Larry Kulick.

TIMES PICTURES

630 Ninth Avenue—CIrcle 6-0980

Managers—Moe Kerman, Dave Rosengarten.

Salesmen—Harry Goldstone, New York; Lenny Rosengarten, Brooklyn; Morris Cohen, Jersey.

Booker—"Dixie" Birstein.

TREO FILM EXCHANGE

630 Ninth Avenue—CIrcle 6-4724

20th CENTURY-FOX

345 West 44th Street—CIrcle 6-6700

Branch Manager—H. H. Buxbaum.

Sales Manager—J. J. Lee.

Office Manager—Moe Sanders.

Salesmen—Moe Kurtz, New Jersey; Seymour Florin, Upstate; J. St. Clair, Long Island; Willie Schutzer, Brooklyn; Abe Blumstein, New York City.

Bookers — George Blenderman, head booker; Al Mendelson, New Jersey; Lou Kuttler, New York City; Pete Fishman, Brooklyn, Long Island; Norma Bernstein, newsreels.

UNITED ARTISTS

630 Ninth Avenue—CIrcle 6-5480

District Manager—Charles Stern.

Branch Manager—Clarence Eisman.

Assistant Branch Manager—Nat Beier.

Office Manager—Eddie Mullen.

Salesmen—Sam Rifkin, New Jersey; Dave Burkan, New York City; S. Stern, Brooklyn; Larry Brown, New York State.

Bookers—Herb Richek, Ben Levine, Tony Agoglia.

UNIVERSAL

630 Ninth Avenue—CIrcle 6-4747

District Manager—A. J. Herman.

Branch Manager—David A. Levy.

Sales Manager—Max Cohen.

Assistant Manager—Nat Goldberg.

Salesmen—Ben Price, Bronx, New York City; Phil Winnick, New Jersey, Staten Island; Jules "Sonny" Liggett, Upstate, Long Island; Harry Furst, Brooklyn.

Bookers—Sam Phillips, Harold Weisenthal, New York City; Leo Simon, New Jersey; James Cummings, Brooklyn, Long Island.

WARNERS

315 West 44th Street—CIrcle 6-1000

District Manager—Ed. M. Schnitzer.

New York and Brooklyn Manager—Harry P. Decker.

New Jersey Manager—Harry Hummell.

Office Manager—Sam Lefkowitz.

Sales Supervisor New York and Brooklyn —Gus Solomon.

Short Subjects Sales Supervisor — Paul Swift.

Salesmen—Leo Jacobi, New York and Brooklyn; I. Rothenberg, Upstate, Long Island and Brooklyn; A. Berish, New Jersey.

Bookers—S. Macomber, head booker; Max Fried, Upstate and Long Island; Dan Ponticelle, New Jersey; Peter Saglembeini, New York; Al Blumberg, Brooklyn. P. Levine, non-theatrical.

WORLD PICTURES CORPORATION

729 Seventh Avenue — MEdallion 3-2943

President—Irvin Shapiro.

Sales Manager—Archie Mayers.

Asst. Sales Manager—Ed Barison.

Booker—Ann Litman.

BETTER MANAGEMENT

A MONTHLY SECTION DEVOTED TO THE PHYSICAL THEATRE
. ITS DESIGN, CONSTRUCTION, REMODELING, EQUIPMENT,
SUPPLIES, MAINTENANCE, AND MANAGEMENT.

JANUARY, 1940
VOLUME III, NUMBER I

BE PROFIT-WISE! MODERNIZE WITH RCA PHOTOPHONE MAGIC VOICE OF THE SCREEN!

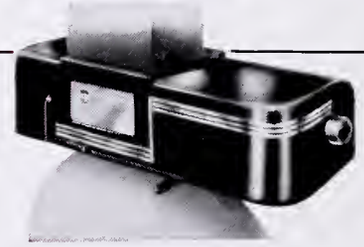
It's the only movie sound equipment with Rotary Stabilizer plus Shock-proof Drive! Is available at low cost to theatres of every size!

IN THIS AGE OF SOUND, movie-goers have sharp ears. They lay their cash on the line to *listen* as well as look. And that's why Hollywood studios spend fortunes on sound recording equipment.

Without spending a fortune, you can greatly stimulate your takes by stimulating your sound with this new RCA Photophone Equipment.

The new Magic Voice of the Screen was specifically designed for true reproduction of modern movie sound. It is the good sound you need for good box-office. There are models and prices for theatres of every size. Get full details today from your RCA Photophone representative.

Better sound means better box office—and RCA Tubes mean better sound



Only the New Magic Voice of the Screen offers all these Features!

Constant film speed is assured by famous RCA Rotary Stabilizer! This new Magic Voice also offers you new styling, new protection, new convenience, new added reserve power and many other outstanding features!

. . .

RCA Photophone's service organization has a low cost theatre service plan in which you'll be interested.

RCA **PHOTOPHONE**

MAGIC VOICE OF THE SCREEN

MAGIC VOICE of the SCREEN

RCA Manufacturing Company, Inc., Camden, N. J. • A Service of the Radio Corporation of America

Of Particular Interest

•

PRACTICAL OBSERVATIONS ABOUT MAINTENANCE ..... PAGE 5

By LEWEN PIZOR

A veteran exhibitor who currently operates 14 theatres in Eastern Pennsylvania gives somes of his experiences in theatre operation, in a fashion that should prove of interest.

THE PUBLIC KNOWS WHAT IT WANTS TO HEAR..... PAGE 6

By LEWIS SANFORD MENTLIK

Jitterbugs and Philharmonic Orchestras, despite what one might think, have had a decided effect on sound in theatres, all of which is covered quite thoroughly in an especially interesting article.

PICTURING THE NEW IN THEATRES ..... PAGES 11–18

HYATTSVILLE THEATRE, HYATTSVILLE, MARYLAND.

PALACE THEATRE, BALDWINSVILLE, NEW YORK.

TYSON THEATRE, PHILADELPHIA, PENNSYLVANIA.

BETTERING THEATRE GROSSES... PAGE 26

EQUIPMENT DEVELOPMENT ..... PAGE 19

SOME LEGAL DECISIONS..... PAGE 24

TELEVISION HIGHLIGHTS ..... PAGE 10

•

BETTER MANAGEMENT

VOL. III No. 1 JANUARY, 1940

• IT SEEMS TO US

IF ANYONE should make a survey of theatremen to find out the most popular development within the past five years or so, we would wager that the result would show that rebuilding and renovation, with other attendant improvements, has been the most profitable accomplishment. What is shown on screens, of course, is still the most important item in theatre management but it is often surprising how quickly good projection, comfortable seats and a harmonius and eye-pleasing interior can make the patron feel the picture he is viewing is just a bit better than would be the case otherwise.

SEASONAL HINT: *Mother Nature doesn't hang any "50 degrees cooler." When Mother Nature says "it's 50 degrees cooler outside," it's time to do your air-conditioning shopping early.*

IF THERE ARE still some individuals who haven't had the pleasure of hearing P. A. McGuire, International Projector Corporation advertising and publicity chief, expound the virtues of good projection, they still have plenty of time to get in under the wire. P. A. is now entering his third decade in the business (it was 1919 when he first entered the field) and as the years roll around he seems to be getting even more energetic. His was, for a while, almost a one-man campaign on behalf of better projection. The results are now beginning to show and we know the credit is well deserved.

ODD NOTE: *Some exhibitors who booked "Gone With the Wind" were so overwhelmed by the magnitude of the picture that they ordered a general cleaning up and refurbishing of the house before they felt it was worthy to play the 228 minute show. Which only proves what a big picture can really do.*

• THE COVER THIS MONTH

BUILT FOR TODAY AND TOMORROW is Interboro Circuit's Trylon, Queens Boulevard, Forest Hills, Long Island, New York City, designed by architect Joseph Unger. Taking its name from the World's Fair of 1939 and 1940, it shows, in this view of the upstage lounge, some of the modern ideas incorporated in this theatre. It is a worthy addition to a progressive and growing metropolitan circuit.

These Theatres have installed AMERICAN Bodiform RESTFUL CHAIRS

Since these great theatre chairs first appeared *one year ago!*

Why not visit the theatre listed below which is nearest you? Ask the manager what he thinks about the American Bodiform Chairs. Then let us show you why.

NEW ENGLAND

Palace.....Penacook, N. H.
Opera House.....Bellows Falls, Vt.
Bates.....Attleboro, Mass.
Middleboro.....Middleboro, Mass.
Greendale.....Worcester, Mass.
Avon.....Stamford, Conn.
Jewett.....Jewett, Conn.
Plaza.....Windsor, Conn.
Hippodrome.....Bridgeport, Conn.
Whitney.....Hamden, Conn.

NEW YORK

Newsreel.....New York City
State.....Endicott, N. Y.
Century.....Buffalo, N. Y.
Flatbush.....Brooklyn, N. Y.
Court House.....Watertown, N. Y.
Century.....New York, N. Y.
RKO 81st St.....New York, N. Y.
New Theatre.....New York, N. Y.
Chancellor's Hall.....Albany, N. Y.
Riviera.....Syracuse, N. Y.
Strand.....Brooklyn, N. Y.
New Theatre.....New York City

MIDDLE EAST

Stonehurst.....Upper Darby, Pa.
Mack.....Chester, Pa.
Mile.....Bethlehem, Pa.
Fox.....Philadelphia, Pa.
Met.....Oxford, Pa.
Opera House.....Waynesburg, Pa.
Penn.....West Reading, Pa.
Palace.....Pittsburgh, Pa.
Shore.....Wildwood, N. J.
Adams.....Newark, N. J.
Cameo.....Newark, N. J.
Towers.....Camden, N. J.
Alvin.....Guttenberg, N. J.
Fair Lawn.....Washington, D. C.
Earle.....Washington, D. C.

SOUTH EAST

Millwald.....Wytheville, Va.
Colony.....Portsmouth, Va.
Lynwood.....Grundy, Va.
Buckingham.....Arlington, Va.
New Theatre.....Pearisburg, Va.
New Theatre.....Danville, Va.
Robinson-Grand...Clarkshurg, W. Va.
Browns...Cabin Creek, W. Va.
Capitol.....Wheeling, W. Va.
Pleasant Valley
Wheeling, W. Va.

SOUTH EAST (Continued)

Parker.....Parkersburg, W. Va.
New Theatre.....Marmet, W. Va.
Liberty.....Whitesville, W. Va.
State.....Bethesda, Md.
Hyattsville.....Hyattsville, Md.
Rialto.....Atlanta, Ga.
Duncan Hall.....Auburn, Ala.
Madison.....Memphis, Tenn.
Minosa.....Morgantown, N. C.
Broward.....Ft. Lauderdale, Fla.
New Theatre.....Lake Worth, Fla.
Palace.....Leesburg, Fla.
New Sparks.....Winter Park, Fla.

MIDDLE WEST

Valentine.....Defiance, Ohio
Madison.....Cincinnati, Ohio
Forest.....Cincinnati, Ohio
RKO Schubert.....Cincinnati, Ohio
RKO Palace.....Cincinnati, Ohio
Granada.....Cleveland, Ohio
RKO Keiths.....Dayton, Ohio
RKO Grand.....Cincinnati, Ohio
Times.....Cincinnati, Ohio
Mt. Lookout.....Cincinnati, Ohio
Shea's Palace.....Ashtabula, Ohio
RKO Keiths.....Dayton, Ohio
Hines.....Portland, Ind.
Strand.....Shelbyville, Ind.
Park.....Indianapolis, Ind.
Alhambra.....Shelbyville, Ind.
Illinois.....Jacksonville, Ill.
State.....Quincy, Ill.
RKO Virginia.....Champaign, Ill.
Family.....North Branch, Ill.
Telenews.....Chicago, Ill.
Lincoln.....Belleville, Ill.
Four Star.....Grand Rapids, Mich.
Center.....Cadillac, Mich.
Senate.....Detroit, Mich.
Marshall.....Marshall, Mich.
Oz Theatre.....Fremont, Mich.
Cozy.....Decatur, Mich.
Community.....Harbor Beach, Mich.
Regent.....Muskegon, Mich.
Maxine.....Croswell, Mich.
Regent.....Allegan, Mich.
Garden.....Flint, Mich.
Gladmer.....Lansing, Mich.
Sun.....Bangor, Mich.
Northtown.....Lansing, Mich.
Regent.....Flint, Mich.
Westown.....Lansing, Mich.
Strand.....Holland, Mich.
Nortown.....Flint, Mich.

MIDDLE WEST (Continued)

Lyric.Traverse City, Mich.
Harper.....Detroit, Mich.
Mack-Uptown
Detroit, Mich.
University
Ann Arbor, Mich.
Grand...Crookston, Minn.
Lux.....Perham, Minn.
Main Street
Sauk Center, Minn.
American Legion
Gaylord, Minn.
Crystal....Glencoe, Minn.
Arrowhead
Omamia, Minn.
Avalon
White Bear Lake, Minn.
Pix.....Sleepy Eye, Minn.
Canby.....Canby, Minn.
Madelia...Madelia, Minn.
Hollywood.....Tracy, Minn.
Vogue.....St. Mathews, Ky.
Liberty.....Lincoln, Nebr.
Broadway.....Cape Girardeau, Mo.
Isis.....Kansas City, Mo.
Auditorium.....Marshall, Mo.
Pageant.....St. Louis, Mo.
Plaza.....Kansas City, Mo.
De Graw.....Brookfield, Mo.
Riverview.....St. Louis, Mo.
Palace.....Wichita, Kans.
Miller.....Wichita, Kans.
Juliar.....Baraboo, Wis.
Modjeska.....Milwaukee, Wis.
Plaza.....Dyersville, Ia.
Hardacre.....Tipton, Ia.
Palace.....Cedar Rapids, Ia.
Wampas.....Keosauqua, Ia.
Rialto.....Pocahontas, Ia.
Palace.....Muscatine, Ia.

WEST

New Fox.....Sterling, Colo.
Broadway.....Denver, Colo.
Court House.....Denver, Colo.
Fox.....Longmont, Colo.
Granada.....Monte Vista, Colo.
Pioneer.....Lamar, Colo.
Salida.....Salida, Colo.
Pantages.....Sioux Falls, S. D.
Grand.....Lemmon, S. D.

SOUTHWEST

Texas.....Wapahachie, Tex.
Rosewin.....Dallas, Tex.
Palace.....Marlin, Tex.
Majestic.....Houston, Tex.
Grand.....Cooper, Tex.
Texas.....Sherman, Tex.
Navaway.....Houston, Tex.
River Oaks.....Houston, Tex.
Ritz.....Blytheville, Ark.
Duncan.....Duncan, Ariz.
Clovis.....Clovis, N. M.
Fox Mission.....Mesilla Park, N. M.

CALIFORNIA

La Reina.....Van Nuys
Meralta.....Los Angeles
Harvey.....San Francisco
State.....Long Beach
Brayton.....Long Beach
De Anza.....Riverside
News Reel.....San Francisco
Paramount.....Los Angeles
Porter.....Woodland
Glendale.....Glendale
Fox.....Palo Alto
Academy.....Inglewood
Tower.....Fresno
Los Angeles.....Los Angeles
Ventura.....Ventura
Fox Orpheum.....Oakland
Maywood.....Los Angeles
River.....Oildale

NORTHWEST

Dikon.....Wapato, Wash.
State.....Spokane, Wash.
Liberty.....LaGrande, Ore.
Roxy.....Fargo, N. D.
Munroe.....Rolla, N. D.
Grand.....Oakes, N. D.
Walhalla.....Walhalla, N. D.
State.....Bottineau, N. D.
Fox.....Helena, Mont.
Fox Babcock.....Billings, Mont.
Liberty.....Great Falls, Mont.
Castle.....Newcastle, Wyo.
Empress.....Laramie, Wyo.

EXPORT

Royal.....Trinidad, Spain
Cine Ayenida.....Lima, Peru
New Theatre.....Montreal, Canada
Princess.....Sault Ste. Marie, Canada
Riviera.....San Juan, P. R.
Madello.....San Juan, P. R.
Pylon.....Toronto, Ont., Can-
Roxy.....San Juan, P. R·
20th Century.....Juneau, Alaska
New Theatre.....Havana, Cuba
Matienzo.....San Juan, P. R.
New Theatre..Montreal, Ont., Canada

In addition to the theatres listed, American Bodiform chairs are installed in 47 school and other auditoriums.

American Seating Company
GRAND RAPIDS, MICHIGAN
Pioneers and pacemakers in theatre, auditorium, school, church, stadium and transportation seating
Branch Offices and Distributors in Principal Cities

PRACTICAL OBSERVATIONS *about*

MAINTENANCE of the THEATRE and its EQUIPMENT

By Lewen Pizor

ANYONE WHO has had the privilege of reading the material carried in the Better Management section for the past few years must by this time be a strong believer in modern theatres, and the privilege accorded me to write of my experiences as a practical theatre operator must, I know, come as the result of my belief.

At present, as the result of expansion during 1939, I operate, buy and book for 14 houses*, of which the Hippodrome, Pine Grove, Pennsylvania, is open in the smallest town, less than 4,000, while the four holdings in Philadelphia cater to residents in a city of 2,000,000 population.

Naturally, my experiences have been varied, as must be apparent. Country tastes differ from those of city residents, and the problems of maintenance in the various sectors likewise.

Only recently, contracts were awarded for the renovation of the last of this group of houses, which sees the culmination of a program on which between $300,000 and $400,000 was spent. This varied from rebuilding to new marquees, sidewalks, etc. and numerous details in others.

ONE might ask, naturally, if I feel that this expensive program of modernization and renovation has proved worth while. I am spending my 28th year in the business, and although the field was never so competitive there was never a time that I did not know that every dollar spent in renovation and modernization of a house was being invested wisely. Some say that the picture means the difference between profit and loss, but it became apparent to me very early in my experience that even the best picture could not attract patrons to a house which was not inviting and comfortable.

Even now, in situations where the run is not of the best, the houses are on the profit side of the ledger solely because the people of the neighborhoods have come to learn that it pays to wait to see a picture in a clean, modern, up-to-date theatre, equipped with the best mechanisms money can buy and so inviting they have become real family institutions.

OUR managers are instructed to keep a careful eye on the condition of their houses. The daily inspection by the maintenance man, cleaners, etc. is, of course, part of the regular routine, but, in addition, there is a careful, special monthly checkup, a complete report on which is made by the manager and then sent to the home office. This is prepared in chart form by the home office assistants and proper steps are taken to insure that every matter is taken care of as soon as possible.

In addition, personal inspection of the houses is made monthly, making special note of the verbal report from the managers. In the Philadelphia houses, Charles Segall, my associate, has charge of this department.

The charts kept in the home office prove a guide, letting us know at any time just what the condition of the houses may be. These charts are kept permanently.

We also find that by this careful checkup that we get longer life of the things we buy as there is less chance for serious trouble. This, in the long run, becomes another method of saving money.

THE MAJOR problem confronting us, as it must other theatres, is that of vandalism, especially on Saturday matinees when the theatres are crowded with children. We go to great lengths to keep a watchful eye on them, even to the extent of seating our theatre staff in various parts of the houses watching for the first signs of destructive tendencies. Our ushers are always patrolling the aisles to detect whether the urge to slash or cut is noticeable.

In this manner, we have been able to cut down some of the attendant expense, and through a system of education of the children we have been able to point out to them that "what they wouldn't do in their own home they should not do here."

AT THE present time, every one of our houses is in A-1 shape, even down to the smallest theatre, although business during the past year was not always too profitable. However, I have found that keeping a theatre up-to-date should not be based on earnings, but on the long pull. Profits within a theatre are affected by business conditions and the drawing power of the pictures, but, the condition of the theatre always comes first.

Roughly, I would estimate the value of the 14 theatres at between $1,000,000-$1,500,000, and it would seem penny wise and pound foolish to stint on a comparitively few dollars and imperil such a huge investment.

DURING my travels throughout the country in organization work, I have made it a point to sound out opinions of other theatremen as well on renovation and modernization of theatres, and I was not surprise to learn that they, too, are pretty well sold on the value of the idea.

So much has been done to educate the exhibition faction by the equipment companies and the tradepapers that it is impossible for a theatreman to crawl into his shell and not know what is going on outside.

A vote of thanks, I know, should be forthcoming to these industry institutions which have taken upon themselves over a long period of time to preach the gospel of more efficient operation, for it has been through their efforts that the present vogue of keeping up-to-date has been made possible.

IN CLOSING, let me say this. Each theatre represents a different type of operation and every exhibitor's problems are his own, but there can be a blanket rule about renovation, modernization and maintenance. Don't look at the money spent to keep your houses up-to-date as an expenditure of the moment—it is more than that. It represents confidence in the future of our business and a permanent advertisement to your patrons that you are doing everything within your power to make your theatre the best there is.

STRICTLY PERSONAL

Lewen Pizor, a veteran of 28 years experience in the business, operates 14 houses in the Philadelphia and Eastern Pennsylvania area. For many years he has been president of the United Motion Picture Theatre Owners of Eastern Pennsylvania, Southern New Jersey and Delaware, Inc., and is on the national board of directors of the Motion Picture Theatre Owners of America.

In addition to his industry activities, he is also a director of the Broad Street Trust Company of Philadelphia, president of the West Philadelphia Federal Savings and Loan Association, director in two Philadelphia hospitals, prominent in fraternal work, and also plays a big part in civic endeavors.

Prominent among film men of the area, and well known to others in other parts of the country because of his organization contacts, he is happily married, and recently became the father of a baby girl. He says that his hobby is work, and his activities prove it.

Ace, Apollo, Cedar, Chelten, Tioga, Philadelphia; and Pennsylvania houses: Rialto, Colonial, Phoenixville; Lyric, Opera House, Minersville; Penn, Royersford; Music Hall, Lansdale; Royal, Broad Street, Nazareth; Hippodrome, Pine Grove,

Jitterbugs and Philharmonic Orchestras Would Seem To Have Little Connection With Good Sound But The Following Article Will Prove To Every Reader They Do

The Public Knows What It Wants To Hear

By Lewis Sanford Mentlik

TODAY, it seems, everyone and his maiden aunt are sound conscious. High school students and jitterbugs are wont to sit home and turn on the radio or listen to swing recordings on their phonographs. They know when the tone and reproduction are bad. By the same token, their elders may be listening to the Philharmonic Orchestra, a dramatic program, or the same modern music as their children. They, too, expect more than a mere approximation of the original sound.

To the exhibitor who thinks the world is his simply because he has sound equpment which gives out with noises and sounds of any sort, the lead paragraph may serve as somewhat of a shot in the arm. It's in the cards that you no longer can drive to work in a 1914 Haynes. And when offering movie-goers sound pictures, the exhibitors can no longer get away with having Clark Gable reciting his lines as if he were an anemic frog.

WE were out in Camden, New Jersey, not so long ago. On the third floor of Building Number 7 (there are 12,000 employes working in 50-odd buildings) of the Radio Corporation of America properties, we visited Max C. Batsel, chief engineer of the RCA Photophone Division. We talked with the slight, 45-year-old gentleman for a short while and learned a number of facts which we pass on at this point.

Although sound reproduction in theatres has definitely not reached a point of perfection, it has reached a state where any improvements in the performance of the equipment now available will have to be slight affairs. Mr. Batsel, one of the tops among sound engineers, can't think of any radical changes in the equipment now available which can be expected in the future. There may be, he opines, some supplementary equipment to keep pace with more modern recording methods. As a matter of fact, sound recording is more advanced today than the reproduction. Because of that, engineers find it necessary to make minor distortions on the sound track so that it can be co-ordinated with the projection equipment.

DIVISION'S CAHILL
Manager of the entire RCA Photophone division is W. C. Cahill.

Despite talking pictures' lack of perfection, some theatres are offering their patrons the nearest thing to perfect reproduction they've heard. People have become educated enough to realize that when sound is bad it is no fault of the recording. There's something wrong with the projection equipment and if it isn't serviced or changed in a hurry, they'll see their next picture show around the corner where the various tonal effects are carried as faithfully as possible directly to the audience.

ENGINEERING'S BATSEL
Chief engineer of the RCA Photophone division is Max C. Batsel

RCA, sound pioneer and manufacturer of the famous Photophone system, recently sent out a bulletin stating that as of January 1, 1939, 12,278 theatres in the United States were "using obsolete, inadequate, sound equipment from five to 10 years old." If those figures are correct, and we have no reason to doubt their veracity, then the following statement might be the answer to bad grosses in a lot of spots: "Seventy percent of the theatres doing business were employing antiquated sound equipment."

THEATRE SALES' SNOOK
As manager of RCA Photophone sales to theatres is H. B. Snook.

Because of RCA's important position in the development of both sound recording and reproduction and the ever-increasing importance of good reproduction, it would not be a bad idea to trace the miraculously swift growth of sound reproduction for films. E. T. Jones, manager, Photophone advertising, was a great help in getting these facts together and any direct quotations used are either his or Mr. Cahill's, manager, Photophone division.

ABOUT a dozen years ago, RCA engineers, already famous in the sound field, went to work on getting sound on film ready for practical use. Once it was "perfected," the Hollywood revolution took place. The entire star set-up underwent radical changes; producers outdid each other in constructing sound stages and installing recording equipment; and exhibitors began leasing reproducing apparatus, while the more obsolete houses just upped and closed their doors forever. The theatre equipment in those days wasn't what one would call too good. The motor generators and batteries being utilized went out of gear as often as they were in working order. At that time, a flutter or "wow" was ever-present in the recording. RCA research men developed a "magnetic drive recorder" which soon eliminated that objection.

The improved recording was such that the old reproducing equipment turned out to be incapable of faithfully carrying the sound to the audiences. "High Fidelity"

Announcing ... THE SMART NEW

IDEAL *Streamliners*

PATENTS PENDING

★ *The Aristocrat (shown)*
Truly the Aristocrat of Theatre Chairs.

★ *The Mercury*
A streamlined edition of the chair that has made history.

★ *The Challenger*
An unsurpassed value which challenges all competition.

EXCLUSIVE POINTS OF SUPERIORITY OF THE *Aristocrat*

- Die formed steel seat bottoms especially designed for allowing more passing room between rows and eliminating all hazard of tearing clothes.
- Die formed full-length steel back panels extend below seat level fully protecting the seat when in raised position. Rolled edges protect upholstering on top and sides of backs.
- The maximum in comfort and correct posture for the individual can ONLY be attained through the use of deep spring seats and fully padded or spring backs which mold to the individual body. This is the type of construction which has proven most comfortable and durable and has been universally adopted by fine furniture and automobile manufacturers. Seats and backs are easily removable for reupholstering.
- Perfect posture assured by adjustable wings holding the heavily padded or spring upholstered backs.
- Silent, full-floating, frictionless hinges with easily accessible outside adjustment of spring tension on self-raising device which makes it unnecessary to remove seat cushions to make adjustments.
- Ideal Chairs are durably constructed of quality materials throughout and are subjected to gruelling factory tests to prove their ability to withstand abuse way beyond that encountered in common usage.

"THERE'S AN IDEAL CHAIR TO FIT EVERY BUDGET"

—a comfortable chair that can compete with those beside the thousands of radios in your community . . . a chair with a definite box office value.

"America's Preferred Public Seating"

IDEAL *Seating Co.*

GRAND RAPIDS, MICHIGAN

ALEXANDER SMITH
GUARANTEED BY
GOOD HOUSEKEEPING
AS ADVERTISED THEREIN

"Just like CRESTWOOD . . ."

The next time someone tells you his carpet is "just like CRESTWOOD," remember this:

No other carpet can be just like CRESTWOOD for the same reasons no other automobile can be just like Cadillac or no other piano just like Steinway.

There is *only one* CRESTWOOD and it is made *only* by Alexander Smith.

ALEXANDER SMITH
CRESTWOOD
CARPET

ALEXANDER SMITH & SONS, 295 FIFTH AVENUE, NEW YORK

equipment, the major sound reproducing up to that time, made its bow in 1932 in answer to a need for better apparatus. The key part of the new machinery was the "Rotary Stabilizer" sound head attachment "which employed a new method of drive to assure constant speed of the film past the scanning light beam. The combination of magnetic drive assuring constant speed in recording, and the rotary stabilizer, assuring constant reproducing speed, was unbeatable . . . it was realized for the first time that close coordination of development work in the recording and reproducing arts would eventually result in perfection." High Fidelity's first real test came in December, 1932, when it came through with flying colors at the opening of the huge Radio City Music Hall.

In that same year, RCA dropped the leasing plan and the overburdened exhibitors had a bit of the load taken from their backs. Instead of leasing the equipment, theatre owners received title to the apparatus after completing lightened payments.

ULTRA-VIOLET LIGHT recording and printing was a cogent force in overcoming distortion in recording and printing; "push-pull" recording allows for extended volume range, an important factor in musical reproduction; and other improvement for the general benefit of the production and exhibition ends of the industry were other RCA contributions.

The first step in getting more natural sound reproduction was the introduction of the directional baffle loudspeaker which was placed behind the screen. About six years ago, the two-way multicellular speaker system was evolved. This "separated the high frequencies from the low frequencies and directed them uniformly throughout the auditorium. This has been improved continuously during the past few years.

Once again, may we repeat that the public is sound conscious. Every Tom, Dick, and Harry has a radio or phonograph. And every Tom, Dick, and Harry knows the difference between good sound and poor sound. The installation of sound equipment doesn't run into pennies. We know it's a right big investment, but we also know that if an investment is to pay dividends, it must be a wise one. Penny-pinching is okay at times, but pulling it on sound doesn't seem quite the logical thing.

Recently many re-issues have been hitting the market. These pictures were made anywhere from three to eight years ago and were pretty hot stuff in their day. They may be interesting as re-issues, but movie-goers of 1940 laugh at the sound. In 1935, those same folk thought the sound was perfect. We can't think of a better means of showing how steadily sound reproduction has improved over the years. It will continue to do so.

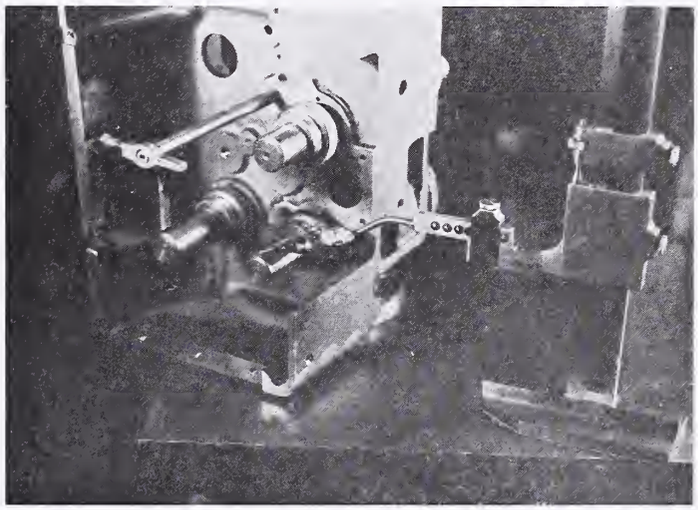
Another RCA statement hits home: "Neglected reproducer systems in more than 10,000 theatres are strangling the entertainment and box-office value of modern films." We are prone to agree.

OUR father, a sage gent, always used to tell us that "it pays to spend five dollars anytime you can make six in return."

Making of RCA Photophone Equipment Is Told in Pictures

THE GEARS START

Machinist A. Malgier turns down the second gear blank to the correct size preparatory to the teeth being cut. When completed the gears form a part of the main drive assembly.



THE HIGH IS MEASURED

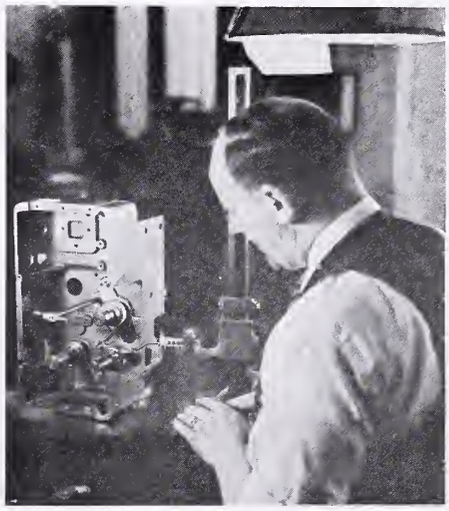
A vernier gauge is being used, in conjunction with a dial-test indicator, in order to check the alignment of bushings in relation to each other and to the soundhead base.

MAIN BEARING

Machinist M. Pearson faces the main bearing bracket of the soundhead with the milling machine, maintaining trueness.

POINT OF ORIGIN

The Indianapolis plant of RCA, where the majority of RCA Photophone equipment is manufactured, is shown here



THE VERNIER GAUGE

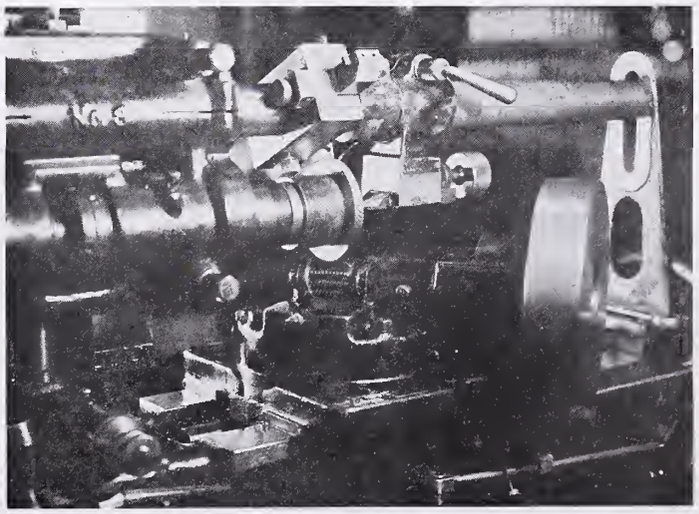
Technician C. G. Strang checks, with a vernier gauge, the alignment of bushings. The indicator shows the deviations.

RADIAL DRILL

Machinist C. Bersing drills holes in the soundhead casting, preparatory to insertion of bushings. Advantage of this machine is that the casting is fixed, with the drill being moveable.

HOBBING MACHINE

The hob, shown beneath the gear, rotates and the gear turns slowly at the same time. The hob cuts the teeth in the gear, and, when it has rotated a full turn, the operation is complete.



TYPHOON AIR CONDITIONING

WILL SUIT YOU . . . . . TO A

The Penn Theatre in Butler, Pa., is equipped with a TYPHOON AIR CONDITIONING SYSTEM.

There is a TYPHOON AIR CONDITIONING SYSTEM to meet the exacting requirements of every size and type of theatre regardless of the location.

PROP - R - TEMP
MECHANICAL SYSTEM

ICEDAIRE
COOLING WITH ICE

LEV - L - LOAD
COMBINATION OF PROP-R-TEMP AND ICEDAIRE FOR ECONOMICAL OPERATION

HYDROKOOL
WELL-WATER COOLING

BREEZAIRE
BLOWER SYSTEM

All TYPHOON SYSTEMS are tailor made, efficient, dependable and economical.

Now is the time to write or call a Typhoon Engineer for an estimate.

TYPHOON AIR CONDITIONING

TYPHOON AIR CONDITIONING CO., INC.

252 West 26th Street, New York, N. Y.
2439 Fairmount Ave., Philadelphia, Pa.
96 Suffolk Street, Holyoke, Massachusetts
6530 31st Street, Washington, D. C.

WAGNER

Multiple-Size Silhouette Letters and 3-in-1 Mounting Units (Glass-in-frame Construction.) Send for literature.

WAGNER SIGN SERVICE, Inc.
CHICAGO NEW YORK DETROIT TORONTO

NOVELTY SCENIC STUDIOS

Interior Decoration • Curtains • Draperies
Murals • Acoustic Wall Treatments
320 West 48th Street, New York City

Frequency Modulation Discussed by FCC

WASHINGTON—In view of the growing interest in frequency modulation and filing of applications to begin regular broadcast service as distinguished from experimental service on frequencies above 25,000 kilocycles, the Federal Communications Commission announced last month that it will inquire fully into the possibilities of this system of modulation, as well as amplitude modulations, for aural broadcasting. Accordingly an informal engineering hearing will be held before the full commission, beginning February 28.

About 20 applications are pending action by the FCC for new stations desiring to use frequency modulation. There are now 34 amplitude modulated stations and 20 frequency modulated stations authorized by the FCC.

Before a permanent policy can be established with respect to either or both systems of modulation on frequencies above 25,000 kilocycles for regular broadcasting service, studies and investigations must be made regarding the relative values of the two systems, the patent situation, the frequency needs of all radio services, and whether amplitude or frequency modulation, or both systems, should be recognized for other services as well as broadcasting. It is also necessary to consider the possible future effect that broadcasting on ultra high frequencies may ultimately have upon standard broadcasting in the band 550 to 1,600 kilocycles.

The frequency bands above approximately 25,000 kilocycles are sometimes referred to as "very high frequencies," "ultra high frequencies," or "ultra short waves." These frequencies possess relatively short distance characteristics, as compared with the lower bands. The signals are subject to rather wide diurnal and seasonal variations in signal strength at distances beyond the horizon; therefore, as a practical matter, these frequencies may be said to be useful for broadcast service up to about 100 miles only.

The claimed chief advantages of the two methods are set forth, briefly, as follows:

AMPLITUDE MODULATION—(1) It utilizes a much narrower band of frequencies (about one-fifth of the frequency band required for wide-band frequency modulated signals of equal fidelity). (2) It may be used on all frequencies throughout the radio spectrum, whereas frequency modulation has proved useful only on the very high frequency bands. (3) It is the only system which has been used successfully for television on the frequencies allocated by the FCC for television service.

FREQUENCY MODULATION—(1) It possesses characteristics whereby it is possible to reduce the effects of all kinds of disturbances, including atmospheric static, electrical noises, and background signal interference. (2) A frequency modulated station employing low power will provide greater service than a similar station using amplitude modulation. However, if the power of the two stations is substantially increased, the percentage increase in service area of the frequency modulated signal will be materially reduced. (3) A frequency modulated receiver will accept only the strongest signal or noise as the case may be when the ratio of the desired to the undesired signal strength is approximately two to one. In the case of amplitude modulation, the ratio must be 20 to one for good broadcast service. Consequently, it is possible to operate frequency modulated stations at relatively close geographical locations without interference. (4) Frequency modulation has definite advantages over amplitude modulation in operating the low power services, such as forestry, police, aircraft, etc.

Brief Glances At TELEVISION HIGHLIGHTS

"Wind" Brings Tele Premiere

NEW YORK CITY—The electric eye of television was used for the first time to reproduce the events and personalities of a Broadway premiere, when "Gone With the Wind" opened.

The show preceding the show was broadcast visually as well as orally from the lobby and foyer of the Capitol, where the Selznick-International Technicolor production opened simultaneously with the Astor, down the street.

In turning another page in amusement, as well as radio, history, the NBC utilized its latest developments in the way of mobile relay units. A "field station," consisting of two 26-foot motor trucks, were established directly across the street from the Capitol. The iconoscope cameras were placed on either side of the main entrance to the theatre; another camera was located on the sidewalk at the point where notables attending the opening descended from their motor cars. Cable-attached television apparatus picked up the entry of prominent persons and followed them in their journey through the lobby and foyer, where they were interviewed for the benefit of the listening audiences.

New RCA Screen Ready

NEW YORK CITY—Engineering work on the Radio Corporation of America's television for theatre-size screens has been completed and a demonstration was scheduled January 15. Latest improvements are said to furnish an image entirely suitable for theatre presentation. David Sarnoff, president, mentioned this in his annual report, stating confidently that these large-screen images are now entirely possible through projection improvements.

One Big Union Advocated

LOS ANGELES—Pointing out that, of the $1,000,000 budgeted by one company for television broadcasts, only $26,000 was allocated for story and acting, Kenneth Thompson, executive secretary of the Screen Actors Guild a month ago advised members that television's development has emphasized the need for speed in organizing "one big union" of actors.

THE FRONT is decidedly unusual in design. The lower facade is semi-circular and is finished in two shades of face brick. The front of the marquee follows the contour of the front elevation with the sides extending straight out. Theatre name sign, in the unusual capital and lower case, was erected as part of the building. Attraction boards were erected on the lawn, leaving the marquee free of billing.

In Colonial days, Bladensburg, Maryland, was a thriving commercial center, whence sailed argosies laden with tobacco and other crops. As time marched on, and both Man and Nature altered the course of events, Bladensburg slid into obsolescence. After the establishment of the District of Columbia and the ascendency of the City of Washington, Hyattsville, just to the north of Bladensburg, started its development as one of the National Capital's major suburbs, the while clinging to its Colonial heritage. As the Capital City grew, so also developed Hyattsville. For some time the city has had a theatre, but so great has been the growth of Hyattsville (now with a population of nearly 5,000) that the 350-seat Arcade no longer was adequate to meet the demands. To remedy this situation the Globe Amusement Company commissioned New York Architect John Eberson to design an 800-seat theatre which should give Hyattsville a theatre than which not even the National Capital should have any better. On these three pages are seen what Architect Eberson accomplished. Under the operating direction of Sidney B. Lust, who directs five other theatres in Maryland and two in the District of Columbia, the theatre may well serve the best interests of the community and Mr. Lust, be a lasting tribute to Mr. Eberson's imagination, and a testimonial to the memory of Joseph Makover, late president of the owning company.

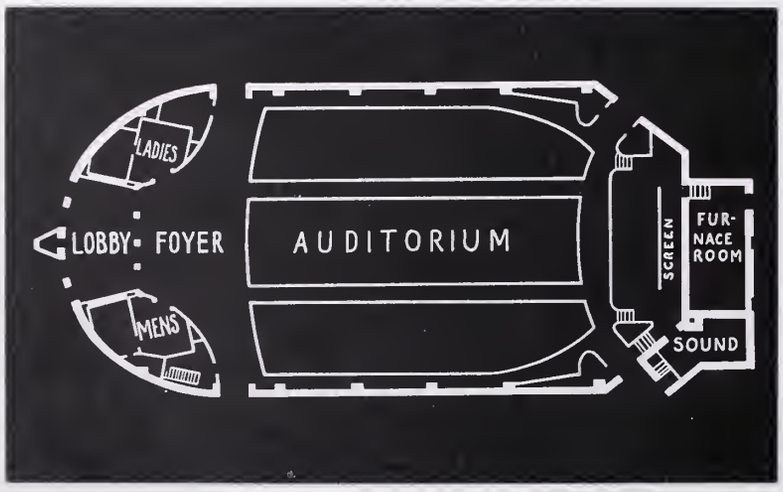
1940 PRESENTATION No. 1

The New
HYATTSVILLE
Hyattsville, Md.

Owner: Globe Amusement Co.
Architect: John Eberson

THE AUDITORIUM has been designed for perfect sight from every vantage point. Color scheme near the proscenium is decidedly a darker blending of the various shades used in the rest of the auditorium. White statuettes have been set in illuminated coves near the proscenium.

THE LADIES' LOUNGE has been exquisitely appointed and is a fine example of thoughtfulness for the lady patron.



REFERENCE FACTS:

Size of Lot: Irregular 97'-60' x 223'-19'

Seating Capacity: 802

Cost Without Ground: Not Available

Acoustical Treatment—Textured plaster, and rockwool over fabric.

Air Conditioning—Westinghouse refrigeration. Installed by Combustioneer Corporation.

Carpets—Alexander Smith. Manufactured by Alexander Smith & Sons Co.

Chairs—Full upholstered, spring edge seat. Manufactured by American Seating Co.

Construction Material—Face brick, concrete, steel.

Curtain Controls—A.D.C. Manufactured by Automatic Devices Co.

Decorator—Rambusch Decorating Co.

Draperies and Stage Curtains—Manufactured by Charles H. Kenney Studios, Inc.

Furniture—Manufactured by Thonet Brothers.

Generators—Stabilarc. Manufactured by Automatic Devices Co.

Lighting Fixtures—Manufactured by Charles J. Weinstein & Co., Inc.

Sign and Marquee—Fabricated and erected by Beacon Sign Co.

Sign Letters—Adler. Manufactured by Adler Sign Letter Co.

Sound—RCA. Manufactured by RCA Mfg. Co.

Supply Dealer—Ben Lust.

Projection Machines—Motiograph. Manufactured by Motiograph, Inc.

Rubber Mats—Manufactured by Puritan Rubber Co.

THE AUDITORIUM, looking toward the rear, allows a broader visualization of the spaciousness of this room. Varying shades of old rose, gold and midnight blue form the color schemes which results in a feeling of warmth. A large space separates the outside walls from the rockwool and fabric for better acoustics.

THE LOBBY is spacious and well carpeted to deaden the noise of patron traffic to and from the theatre. In this photo, a straight-on view of the doors leading to the outer lobby is obtained. On either side of these doors are the rest rooms, the entrances being set in recesses from the lobby proper.

1940 PRESENTATION No. 2

The Renovated

PALACE

Baldwinsville, N. Y.

Owner: S. & C. Theatre Corporation
Architect: Michael DeAngelis

Always a horrible thought to theatre owners is that of fire. In recent years theatres have been to a great extent spared that eventuality, but the possibility is still present, even in what are constructed as strictly fireproof theatres, and in that contingency necessitate costly renovations. On these pages we present a renovation, accomplished by New York Architect Michael J. DeAngelis, and one into which the owners of the Palace Theatre, Baldwinsville, New York, were forced by the ravages of fire. In this case, however, the actual building and decorating costs were kept so low as to seem nil in comparison with the magnitude of the benefits reaped.

THE AUDITORIUM is shown here as it appeared after its renovation. Well prepared plans and a business-like execution of them are responsible for the results obtained. Decorations, draperies, and wall fabrics have been chosen to blend harmoniously, with intermediate decorative friezes balancing the wall treatment in an effective manner.

THE AUDITORIUM before the renovation. This shell was transformed into an attractive and modern interior.

THE LOBBY before the decorative treatment, looked cold and uninviting. A well-executed renovation transformed it.

REFERENCE FACTS:

Size of Lot: 70 x 150

Seating Capacity: 850

Cost of Renovation Excluding Equipment $18,000

Acoustical Treatment—Velour and Celotex. Celotex manufactured by The Celotex Corp.

Air Conditioning—American Blower System. Manufactured by American Blower Co.

Carpets—National Mastland Wilton. Manufactured by Alexander Smith & Sons Co.

Chairs—Full upholstered with spring edge seat. Manufactured by American Seating Co

Curtain Controls—A.D.C. Manufactured by Automatic Devices Co.

Decorator—Novelty Scenic Studios, Inc.

Furniture—Royal Chrome. Manufactured by Royal Metal Mfg Co.

Generators—Hertner. Manufactured by Hertner Electric Co.

Lighting Fixtures—Manufactured by Ruby Fixture Co.

Projection Lamps—Peerless Magnarc. Manufactured by J. E. McAuley Mfg. Co.

Projection Machines—Simplex E-7, Super Simplex Bases. Manufactured by International Projector Corp.

Screen—Walker. Manufactured by Walker American Corp.

Sign and Marquee—Fabricated and erected by Flexlume Sign Co.

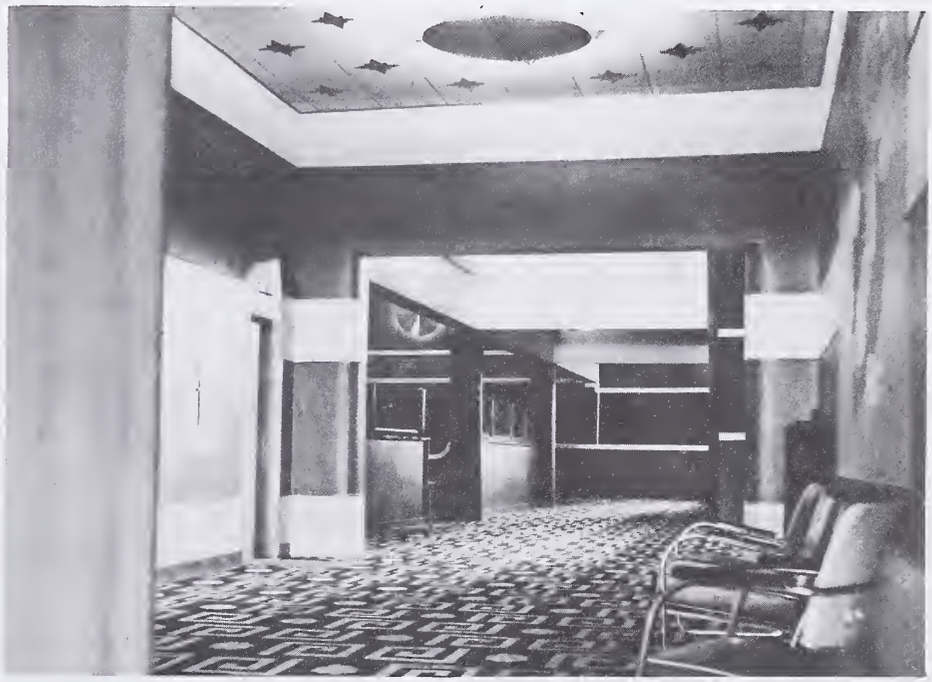
Sign Letters—Wagner. Manufactured by Wagner Sign Service, Inc.

Sound—Simplex 4 Star. Manufactured by International Projector Corp.

Ticket Register—General. Manufactured by General Register Co.

Supply Dealer—National Theatre Supply Co.

THE AUDITORIUM, looking toward the rear, affords a splendid view of the overall effect created by the smart handling of the decorative treatment. The decorative friezes used on the walls are plainly visible here.



THE FOYER looking toward the standee room. This view illustrates a continuity of decorative treatment, blending the lobby and foyer into one room. Indirect lighting has been used in these areas exclusively.

THE FOYER, looking toward the outside lobby and exits again we have an illustration of the blending of rooms through the use of a general decorative treatment. Both rooms being large, a broad treatment was required. Note the mural.

1940 PRESENTATION No. 3

The New

TYSON

Philadelphia, Pa.

Owner: Leo Posel
Architect: David Supowitz

Latest addition to the rapidly lengthening chain of neighborhood cinemas, operated by Philadelphia's Leo Posel, is the Tyson Theatre, located in the newly developed Castor Gardens section of Philadelphia. Here, from the plans of Philadelphia Architect David Supowitz, has been brought into being a theatre which eloquently bespeaks the owner's avowed purpose: to bring to residential areas (where, of course, the zoning regulations permit) their own particular theatres, showhouses which shall be the equal in appointments and comfort, as well as in pictorial entertainment offered, of any of the generally accepted first-run, down-town theatres. That Architect Supowitz and all those whose artistry and artisanship went into the erection and the equipping of the theatre materialized Mr. Posel's ideas may be observed on this and the two following pages. Plainness, almost severe at times, is the general theme, but, after all, "the picture's the thing," especially when it can be viewed in such comfortable surroundings as these—and here there is comfort.

THE EXTERIOR, finished in red and ivory structural glass, is of plain but definitely modern design. A stainless steel trim on the structural glass and the stainless steel boxoffice are additions worthy of mention. The wide facade offers many showmanship possibilities.

THE AUDITORIUM, looking toward the rear, gives a better view of the murals painted on Thermax acoustical material, and of the dado in natural wood paneling. Especially to be noted is the curvature of the rear wall near the ceiling, with the acoustical material forming a broad band all around the auditorium for the improvement of sound. Darker toned Thermax for the mid-section of wall adds a variation.

THE PROSCENIUM is simply designed but gayly decorated with drapes and valances. From this, across the ceiling, run broad bands centered in which are the Anemostats for air distribution. In the standee rail, we also note, grilles for air distribution. Here novel and interesting additions are the padded leather arm rest and the back lighted glass block aisle heads.

THE FOYER shows, perhaps most forcefully, the effectiveness of simplicity. The doors, finished to bring out the beauty of the natural grain, offer the contrast to the monotone of the ceiling. The back-lighted glass-brick columns flanking the drinking fountain add further to the trim appearance of the area.

THE OUTER LOBBY continues the motifs of the foyer, with the natural wood-grain doors again the striking element of the decorative scheme. The treatment of the built-in display frames offers a matter-of-fact presentation of coming attractions that is compelling by reason of the absence of either garish adornment or blatant blobs of color.

REFERENCE FACTS:

Size of Lot: 59 x 146

Seating Capacity: 700

Cost Without Ground: Not Available

Acoustical Treatment—Thermax used on walls. Thermax manufactured by Northwest Magesite Co.

Air Conditioning—General Electric refrigeration system. Installed by S. S. Fretz, Jr., Inc.

Carpets—National Crestwood. Manufactured by Alexander Smith & Sons Co.

Chairs—Leather spring edge seat, full upholstered mohair back. Manufactured by Irwin Seating Co.

Construction Material—Vitrolite structural glass, face brick, concrete and steel. Vitrolite manufactured by Libbey-Owens-Ford Glass Co.

Curtain Controls—Vallen. Manufactured by Vallen, Inc.

Decorator—Paramount Decorating Co

Draperies and Stage Curtains—Manufactured by Paramount Decorating Co.

Furniture—Royal Chrome. Manufactured by Royal Metal Manufacturing Co.

Lighting Fixtures—Manufactured by Phillip Bortman.

Projection Lamps—Brenkert Enarc. Manufactured by Brenkert Light Projection Co.

Projectors—Super Simplex. Manufactured by International Projector Corp.

Rubber Mats—Manufactured by O. W. Jackson Co.

Screen—Dalite. Manufactured by Dalite Screen Co.

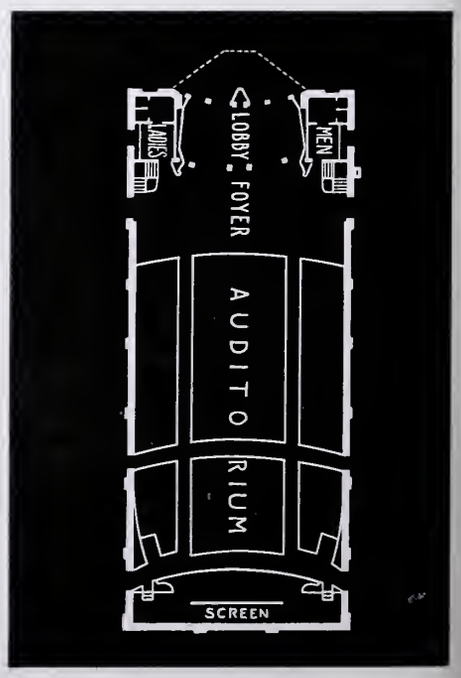
Sign and Marquee—Fabricated and erected by Apex Sign Co.

Sign Letters—Adler. Manufactured by Adler Sign Letter Co.

Sound—Simplex 4 Star. Manufactured by International Projector Corp.

Supply Dealers—National Theatre Supply Co. and Penn Theatre Equipment Co.

Ticket Machine—General. Manufactured by General Register Co.



Brief Summaries Of EQUIPMENT DEVELOPMENT

NTS Announces New Line Of RDR Address Systems

New York City—Extending its services to the field of public address equipment for theatres, National Theatre Supply Company announced last fortnight a new line of fully licensed public-address systems to be marketed under the name of RDR equipment. According to National, this new line will be the first line of licensed public-address sound to be sold with an unqualified one-year guarantee and installation supervision by Altec. A number of RDR public address installations have already been made in the Brandt circuit houses here and various Times Square theatres.

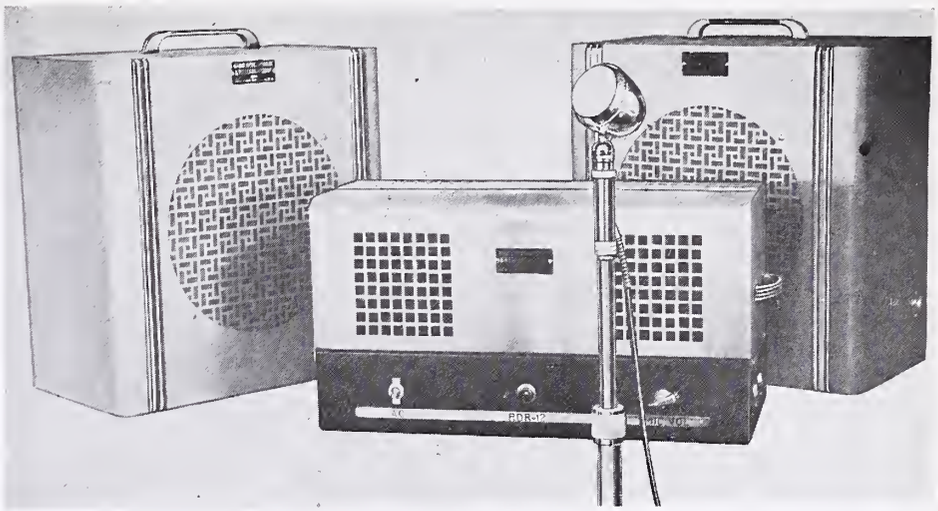
RDR public-address equipment is exclusive with National in all of its 29 branches. The line has been developed for NTS by the Radio Development and Research Corporation, comprising a group of well-known engineers and sound technicians, specializing in the public address field.

Units in the RDR line, as announced by National, range from a portable system rated at 8 watts and selling for $79.50 to a de luxe theatre type system with an undistorted output of 35 watts and listing at $875.00. Included in the line are two types of 12-watt systems, two types of 24-watt units, special systems for both phonograph and microphone reproduction and various intermediate popular-priced units suitable for theatres of 700 to 5,000 seats.

According to National, there is a wide market for a line of quality public-address equipment which will give sound reproduction comparing favorably with the best types of theatre sound systems. National claims that its new RDR line, being fully licensed, guaranteed for one year and with installation supervised by Altec, will provide a quality of sound reproduction and service equalled only by the most costly and elaborate studio type units.

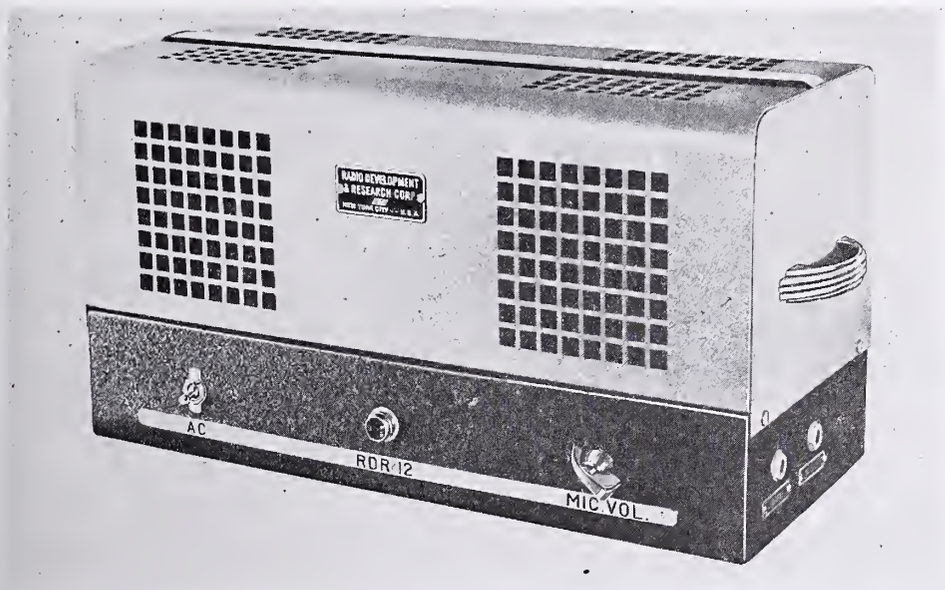
Ideal for use in theatres for "Screeno" and other games, lobby displays, box-office ballyhoo, vaudeville performances, stage presentations either for one or two microphones, the RDR public-address units are also well adapted for night clubs, orchestras, dance halls, meeting rooms, chuches and many similar spots. A feature of RDR public-address equipment is that any part of the basic systems may be re-adapted and combined to take care of any special installations. This, states National Theatre Supply, makes possible virtually tailor-made units for theatre use.

Plenty of eye appeal has been built into RDR public address systems. Amplifier cabinets are in a combination of black and gray crackle, smartened by plenty of chromium trim. Controls are simple, conveniently placed and easily operated. Wiring layouts are claimed to be superior to any comparable units. The speakers are of the permanent magnet type and the purchaser has his choice of different microphones, including crystal, dynamic and Western Electric mikes. National Theatre Supply Company is now preparing for its new RDR line a complete manual showing technical specifications and other data on the RDR public address equipment.



Radio Development and Research's PA-121

Here is the complete PA-121 public-address system of the Radio Development and Research Corporation, distributed by the National Theatre Supply Company, developed exclusively for theatre use. This PA-121 system is rated at 12 watts and is complete with amplifier, microphone, floor stand, two 10-inch speakers, special baffles, cables, plugs, and complete assembly, including tubes.



Radio Development and Research's PA-12 Amplifier

Shown here is one of the new amplifiers in the Radio Development and Research Corporation's line of licensed public-address equipment for theatre use, and distributed by the National Theatre Supply Company. This model is the PA-12, rated at 12 watts, and is styled in black and silver-gray crackle, chromium trimmed, with all controls conveniently placed.

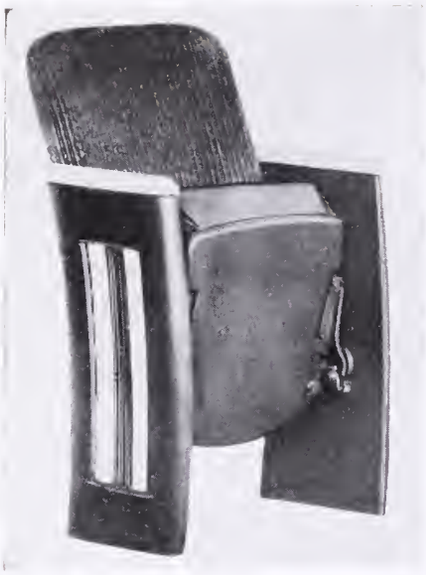
NTS Branch Sets Record

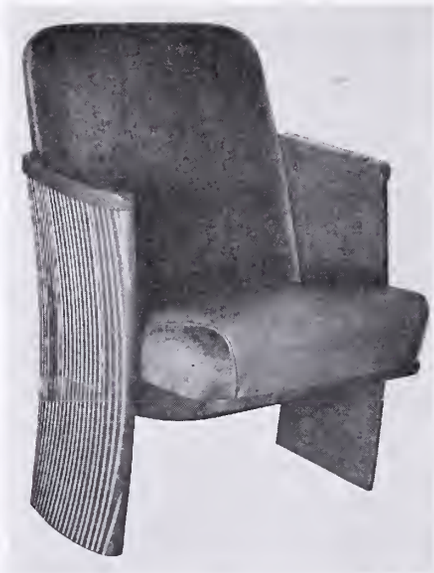
New York City — National Theatre Supply Company's New York branch set a new high record in sound sales for Simplex Four-Star Sound last month, according to manager James Frank, Jr., who said the office was one of the leading branches in National's successful country-wide campaign on Simplex Sound which closed December 15.

Said Frank:

"Circuits and independents alike are adopting Simplex sound. Typical examples of installations in the New York area are the famous Eighth Street Playhouse operated by Rugoff and Becker, and the Century Circuit's Fantasy, Rockville Center, Long Island. Our branch also booked orders for the Ambassador, West 49th Street, New York City; the Fisk, Woodside, Long Island; the Liberty Bernardsville, New York; the Paramount, Peekskill; the Wagner, Brooklyn; the Bardavon, Poughkeepsie; the Paramount, Middletown; and the Academy, Wappinger Falls."

According to Frank, the features of Simplex Four-Star Sound which are meeting with the special approval of large and small exhibitors alike are the accessibility of parts, neatness of wiring and general good practice from an installation and maintenance standpoint. Another technical advantage of Simplex Sound is the permanent magnet fields in the Simplex speaker units.





THE IDEAL SEATING COMPANY'S STREAMLINER GROUP

Seen here are pictures of the Streamliner group of theatre chairs, announced by the Ideal Seating Company. At the left is the Challenger, in the center the Aristocrat, and at the right the Mercury. Comfort is emphasized throughout the entire line that provides a chair to meet the needs of every theatrical situation and every exhibitor pocketbook.

Streamliner Group Described by Ideal

GRAND RAPIDS, MICHIGAN — Many exclusive points of superiority are claimed for the Aristocrat, one of three lines comprising the Ideal Streamliner Group, now being made available through dealers everywhere and which is said to provide a modern chair to fit every budget, according to announcement of the Ideal Seating Company last week.

Die-formed, full-length steel back panels extend below the seat level fully protecting the seat when in raised position. Rolled edges protect the upholstering on the top and sides of the backs.

It is the contention of the manufacturer that the maximum in comfort and correct posture for the individual can only be attained through the use of deep spring seats and fully padded or spring backs, which mould to the individual's body. The company says this is the type of construction which has proven most comfortable and durable and has been universally adopted by fine furniture and auto manufacturers. The seats and backs are easily removable for reupholstering.

The die-formed steel bottoms have been especially designed for allowing more passing room between rows and are designed to eliminate all hazards of tearing clothes. Perfect posture is assured by adjustable wings which hold the heavily padded or spring upholstered backs. The hinges are full-floating, frictionless, and silent in operation. Outside adjustment of the spring tension on the self-raising device makes it unnecessary to remove seat cushions to make adjustments. The center standards are especially designed with solid panels.

The Mercury is a practical streamlined edition of a long popular chair. It offers silent, all steel, full ballbearing, full compensating and self-adjusting hinges. There are six ball bearings, six cushioning stops, and one positive stop in each hinge. Ballbearings are fully enclosed and packed in special grease at the factory, eliminating the necessity of periodical servicing and greasing.

It is available with full upholstered or spring back. The steel back panels are formed with a top flange to protect the upholstering material. A full line of upholstered seats with die-formed steel bottoms is available.

All the Streamliners are durably constructed of quality materials throughout and are subjected to gruelling factory tests to prove their ability to withstand abuse which exceeds that encountered in common usage. The Challenger is a custom built chair designed for the medium price field. The hinges are ballbearing with compensating and adjustable features. The heavy cast iron standards fit every floor incline. Relaxon spring construction is a feature, while the improved metal back and seat panels have flanges that protect the upholstered material.

ADLER Dominant Marquee Display at Outstanding "HARPER", Detroit
EXCLUSIVE *Locked-in-Line*

MULTI-DECKER, GLASS-IN-FRAME CONSTRUCTION for Interchangeable Use of 8"-10"-12"-16"-24" LETTERS

6" SIZE ALSO AVAILABLE

Showing the famous ADLER combination of 24"—16"—10" Slotted Letters in the brilliant Harper marquee, Detroit.

SETS DIRECTLY IN SIGN GROOVES—NO CLIPS TO SCRATCH THE SURFACE—LETTERS SLIDE FREELY FROM FRAME TO FRAME — JOINTS ARE LIGHT-TIGHT.

24" AND 16" ADLER LETTERS LINE UP PERFECTLY WITH 10". USE THEM AS INITIALS OR COMPLETE WORDS.

PROTECTED BY NATIONAL PATENT CORPORATION CHICAGO

Fully Covered by U. S. and Canadian Patents

ADLER SIGN LETTER CO.

2909-E Indiana Ave., CHICAGO
33-E West 60th St., NEW YORK CITY
CHICAGO - - NEW YORK - - TORONTO, CAN.
LONDON, ENG.

LISTED BY UNDERWRITERS' LABORATORIES, INC.

The Strong Mogul

HIGH INTENSITY AUTOMATIC REFLECTOR ARC LAMP

- Projects a tremendously increased volume of light at a lower cost per light unit.
- Strong guaranteed products are your guide to better projection.
- An independent Theatre Supply Dealer will arrange a demonstration in your theatre.

THE STRONG ELECTRIC CORPORATION
2501 LAGRANGE STREET · TOLEDO, OHIO
Export Office: Room 2002, 220 W 42nd Street, New York City

Irwin Seating Company Introduces "Crusader"

THE IRWIN SEATING COMPANY'S CRUSADER

Pictured above is the Irwin Seating Company's new Crusader, designed especially to "promote the cause of better theatre seating." For the chair, the company claims superior mechanical features, beauty and unprecedented comfort.

GRAND RAPIDS, MICHIGAN — News was made last month when the Irwin Seating Company brought forth its new chair, dubbed "The Crusader."

Of the merits of the new chair, the company points out the following items:

"The chair will aggressively promote the cause of better theatre seating. It is decidedly superior in mechanical features, with breath-catching beauty and unprecedented comfort, a tangible asset.

"Theatre seating, unlike a chair in the home, is a built-in and integral part of the theatre structure; therefore, it is both an engineering and architectural problem. The various floor inclines, modern ventilation systems, and other technical factors make co-operation between the seating company, distributor, contractor, and architect all important.

"DESIGN. The design of the aisle standards and general appearance of the chair in the color schemes available form a unit where color and design are well correlated and form a chair in which all parts exist not as individual units but as a part of the complete chair.

"COMFORT. The pitch of the back, size of the seat, and resiliency of the springs in the seat have all been carefully worked out to assure extreme comfort.

"BACK. The back is full upholstered type with a steel back panel and is equipped with an aluminum rim. The aluminum rim serves three purposes: (1) it protects the covering material on the top and sides, (2) it extends over the rear face of the steel back panel, protecting the enamel finish on this panel, and (3) it also helps ushers and customers in readily locating unoccupied chairs in the darkened theatre, thus eliminating aisle congestion and confusion.

"SEAT. The upholstered seat consists of an integral coil-spring unit, with a greater number of coil springs being supplied on the wider chairs, so that the degree of spring stiffness is the same on all size chairs. The bottom of the seat and the entire hinge assembly is completely enclosed by a steel seat bucket, which covers up all bolts and nuts which might create a hazard of tearing or snagging clothes or stockings. The seat bucket also serves as a protection to the outside covering material on the seats. The embossing and design on the seat bucket correspond to the design on the aisle standard and are decorated in corresponding colors. The comfort of any chair is determined chiefly by the type of construction and materials put into the upholstered seat. While it istrue, of course, that the upholstering material and the padding in the back of the chair aids to its comfort, the finest chair that is made will still be uncomfortable without the right kind of a seat. The construction of the spring unit employed in the Crusader chair is, we believe, the finest type of spring available. The springs have a floating range or when occupied can be depressed approximately two and one-half to three inches, which is very important in giving the chair comfort.

"HINGE. The hinge is of the indirect compensating type and the indirect bracket member is cast from malleable iron. The hinge operates on fibre bushings which are die-swedged into the seat arms. The use of these fibre bushings assures a quiet, smooth-operating hinge action. The hinge is also equipped with rubber bumpers to soften the permanent up- and down-stops and eliminate the possibility of the seat hitting or stopping with a jar. The hinge proper is, of course, concealed so that no working parts of the hinge are exposed.

"SEAT LIFTER. The chairs are equipped with a self-rising seat mechanism with a counter-balanced spring so that the seat, when unoccupied, is automatically raised to a position approximately 30 degrees from the vertical. The counter-balancing spring throws the seat 30 degrees from the vertical and leaves it in a safe position.

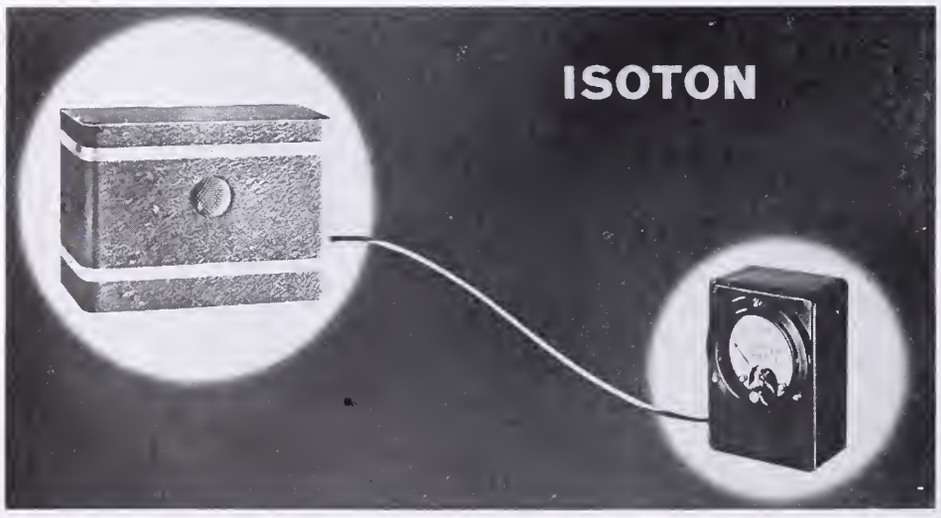
"KICK BOARDS. All chairs will be furnished with kickboards to protect the seat when in a folded position from occupants of the row behind placing feet on the surface covering material of the seat. The kickboard is high enough from the floor so that the chair occupants will not place their feet on it. To the degree that this is done, however, the kickboard has been made separate from the steel back panel so that it can be removed and re-enameled if necessary.

"CENTER STANDARDS. All center standards will be of H-steel and will be regularly furnished without filler panels which we strongly recommend. From a ventilation standpoint, the closing of center standards is undesirable. Where customers desire, filler panels will be supplied.

"INSTALLATION. Installation of the Crusader chair will be easier than with the standard line chair, as the seats will be shipped with hinges and seat buckets already assembled. When installing, the standards should be fastened to the floor, the backs attached to the standards, and then the seat and hinge assembly can be readily inserted into sockets on the standards.

"CONCLUSION. We believe that the Crusader chair represents the finest chair manufactured in the United States today, both from the standpoint of appearance and design, and, more importantly, from the standpoint of construction and comfort. A chair, in order to sell, must be well designed and have eye appeal, but more important than this, the chair must be comfortable and be built so that it will stand up over a period of years. These qualities, we feel, the Crusader chair has."

The Crusader chair is on display in the showrooms of branches of the National Theatre Supply Company.

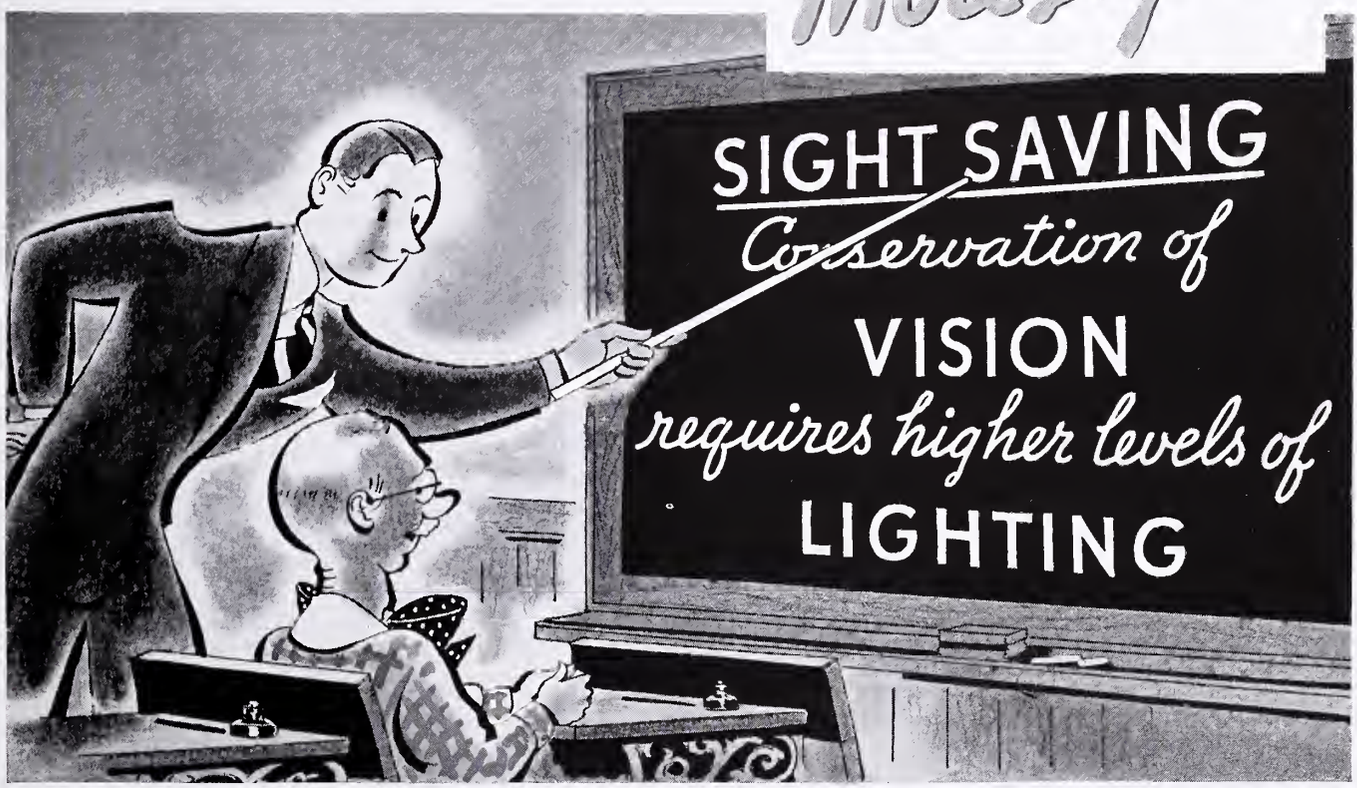


THE BODAR COMPANY'S ISOTON

Among electronic developments for the theatre is the Isoton, designed to meet the requests of many projectionists for a small unit to give a quick and accurate check of the actual sound level reaching the audience under varying conditions of projection. The Isoton is an "electric ear" located in any desired position in the theatre, converts accoustical energy into electrical, which registers on a meter in the booth.

THE PUBLIC

IS BEING TAUGHT TO DEMAND *More Light*



MORE LIGHT is the slogan of the day. From newspapers and magazines, the lecture platform and the school, the public is being taught the sight saving value of plenty of light.

Put your theater in step with this upward trend in light intensity. It has popular appeal. People like to enter a theater in which they can *see* their way to their seats. And they can do just that in the many theaters that are now equipped with high intensity projection.

Think this over if you still have low intensity projection. Those first minutes of blindness result from the low level of general illumination necessitated by lack of light on the screen. Don't let poor lighting drive your patrons to other theaters. Install Simplified High Intensity projection and attract that growing body of theater-goers who appreciate plenty of light.

Write for a free copy of the booklet, "The Eternal Triangle in Picture Projection."

SIMPLIFIED *High Intensity* PROJECTION

WITH "NATIONAL" "SUPREX" CARBONS

ECONOMICAL AND MODERN

NATIONAL CARBON COMPANY, INC.

Unit of Union Carbide and Carbon Corporation

CARBON SALES DIVISION, CLEVELAND, OHIO

General Offices: 30 East 42nd Street, New York, N. Y.

BRANCH SALES OFFICES: NEW YORK PITTSBURGH CHICAGO SAN FRANCISCO

The words "National" and "Suprex" are trade-marks of National Carbon Company, Inc.

ACCEPTANCE..

INSTALLATIONS
during the last 30 days.

LYRIC, BROOKLYN, N. Y.
VENUS, BROOKLYN, N. Y.
KENT, NEWARK, N. J.
FORREST, WEST HAVEN, CONN.
GLASTENBURY, GLASTENBURY, MASS.
FINE ARTS, WESTPORT, CONN.
RITZ, LEWISTON, MAINE
CHESHIRE, CHESHIRE, CONN.
VISULITE, NORFOLK, VA.
STRAND, BEVERLY, MASS.

•

The popular trend is to . . .

INTERNATIONAL

The THEATRE CHAIR of Tomorrow AND TODAY!

The Chair that over 6 Years ago pioneered and perfected the ALL METAL design that most contemporaries are now adopting.

•

Write for Our Latest Catalogue

INTERNATIONAL SEAT CORP., UNION CITY, IND.
Eastern Sales Offices: 1501 Broadway, N. Y.

SOLVE YOUR RESTROOM
"STINK BOMB"
PROBLEM

The OZONE GENERATOR

eliminates all foul air odors, germs and bacteria, and constantly provides air of mountain top and seashore freshness.

It provides the long-sought substitute for incense, perfumes, etc., which only cover one objectionable odor with another.

Nature's way of purifying air is by generating OZONE during electrical storms. The OZONE-AIR GENERATOR puts the thunderstorm result at your command.

Can also be used in connection with circulating warm air systems. Noiseless. Lasts for years. Can never get out of adjustment. Nothing to be replenished. Installed by simply plugging in lamp socket. Nominal current consumption.

Model 16 for restrooms $18.95

OZONE-AIR, CO.
928 Cherry St., Grand Rapids, Mich.
Export Department: Room 2002
220 W. 42nd St., New York City, U.S.

"Business Is Booming" Says NTS President

NEW YORK CITY—Business is booming, according to President W. E. Green, National Supply Company, whose organization has just concluded one of the most successful sales drives in its history. In the 11 weeks from October 2 to December 15, NTS closed orders for 135 complete Simplex Four-Star Sound Systems, together with an exceptional number of sound modernization jobs, totaling over $200,000 in sales.

"Company equipment sales as a whole have been excellent," Green said, "but the extent of exhibitor response to the box-office value of new sound surprised even us. Each and every one of our 29 branches the country over closed deals with theatres for Simplex sound. In the New York territory alone, 10 sound sales were made, including circuits and independents. Both new and old theatres accounted for the remarkable volume of Simplex sound orders booked by the NTS organization.

NTS sound sales, in the areas served by THE EXHIBITOR, were (by NTS branch offices):

ALBANY—Schine, Gloversville, New York.

BALTIMORE — Clinchco, Clinchco, Virginia; Strand, Covington, Virginia; Hasi, Hasi, Virginia.

BOSTON—Cambridge High School, Cambridge, Massachusetts; Paradise, Millbury, Massachusetts; Gorham Opera House, Gorham, New Hampshire; Hudson, Hudson, Massachusetts.

BUFFALO—Park, Geneva, New York; Eastman Kodak Company, Rochester, New York; Schine's Regent, Geneva, New York.

NEW HAVEN — Devon, Devon, Connecticut; Groton, Groton, Connecticut; Cheshire, Cheshire, Connecticut; General Electric Company, Bridgeport, Connecticut.

NEW YORK CITY — Fisk, Woodside, Long Island; Fantasy, Rockville Center, Long Island; Liberty, Bernardsville, New York; Paramount, Peekskill, New York; Academy, Wappinger Falls, New York; Bardavon, Poughkeepsie, New York; Paramount, Middletown, New York; Eighth Street Playhouse, Wagner (Brooklyn); Ambassador.

PHILADELPHIA—Towers, Camden, New Jersey; Sherwood, Philadelphia; Andra, Catawissa, Pennsylvania; Earle, New Oxford, Pennsylvania; Tyson, Philadelphia; Grant, Philadelphia; Globe, Marcus Hook, Pennsylvania; Congress, Marcus Hook, Pennsylvania.

All Simplex Four-Star Sound System installations were made by the Altec Service Corporation.

Brief Glances At SOME LEGAL DECISIONS

(EDITOR'S NOTE: *Legal decisions affecting operation of theatres should be of interest to all readers of Better Management. As the more important basic rulings occur, they will be brought to the attention of the followers of this department.*)

Floors Entail Liability

Defendant was held liable for injuries caused by the slippery and dangerous condition of the outer lobby floor in its theatre, in an opinion filed by President Judge Oliver of Court of Common Pleas No. 7 of Philadelphia County in Copelan et uxor versus Stanley Company of America (March term, 1938, no. 1475).

It there appeared that the wife plaintiff, while leaving defendant's theatre at about 7:30 p.m., walked across the outer lobby and, as she neared the pavement edge, stepped onto the outer step of the theatre on the same level as the lobby, floor. As she did so, her foot slipped outward, carrying her part way across the step, although she did not actually fall to the ground. The wife plaintiff testified that, while the conditions complained of were not visible to her as she walked across the lobby, after she had slipped she looked back and saw that the step sloped downward toward the sidewalk, that it was slippery and well worn, and that there was a crack where the step had separated from the tile floor of the lobby.

The existence of these conditions was corroborated by an architect who examined the step after the accident and who testified further that it had settled in the center and also toward the sidewalk, as the result either of faulty foundations or lack of steel reinforcement. The step, which was of a terrazzo composition, was very slippery from long-continued use. Defendant's manager testified that the step had been in the same condition ever since he had been at the theatre, a period of four years. There was further evidence that, because of the tendency of such terrazzo composition to become smooth and slippery, it was customary to put some abrasive into the compound, which was not done in this instance.

After reviewing and outlining this testimony, Judge Oliver defined the extent and degree of duty owed by defendant, saying:

"The defendant, as operator of a motion picture theatre, invited the public upon payment of an admission fee to attend its theatre. It was not an insurer of the safety of its patrons; but it was bound to use reasonable care to see that its theatre, and the theatre entrance and exit, were in a reasonably safe condition for the contemplated uses thereof and the purposes for which the invitation was extended."

He found that the defendant had failed to exercise the degree of care which the circumstances and relations of the parties imposed upon it and that there was nothing which as a matter of law showed the wife plaintiff to be guilty of contributory negligence.

Judge Oliver concluded:

"In the case before us, the testimony is even stronger in favor of the plaintiff than it was in the cases cited above, because she definitely testified that the condition of the step 'was not visible as one walked out of the theatre.' Her testimony in that respect was corroborated by the architect who was sent by plaintiff shortly after the accident to examine the step on her behalf. The testimony for plaintiff, therefore, established by inference at least that she had looked at the step on her way out and had not noticed its defective condition, and it established directly that, had she looked, she would not have been able to see it. Plaintiff, therefore, went further in her proof in the present case than was required and definitely established an absence of contributory negligence. The defendant made no effort to contradict the testimony above referred to."

Here it is.... The IRWIN CRUSADER

an Outstanding Achievement in Modern Theater Seating

IF you're thinking of theatre chairs for either a new theatre or a remodeling project, here's a bet you certainly should not miss. Compared on all points—beauty, comfort, convenience and durability—it is in our opinion by far the most theatre chair that has ever been wrapped up in one package.

Design and color schemes available are beautifully correlated, with seat buckets embossed and finished to match aisle standards. Equipped with seats and backs that are simply luxurious—steel back panel with protecting aluminum rim, self-rising seat, jar-proof compensating hinges and many other structural superiorities. See it. Sit in it. Then you're bound to agree that is it the last word in modern theatre seating—the best dividend producing investment you could possibly make.

The CRUSADER is now on display at all **NATIONAL THEATRE SUPPLY COMPANY BRANCHES.**

Complete details sent on request.

IRWIN Seating Company

GRAND RAPIDS • MICHIGAN

How Other Theatres BETTER THEIR THEATRE GROSSES

"Rebecca"

New York City—A thorough-going drive to bring a film story before almost every potential ticket buyer in all walks of life is being conducted by United Artists for David O. Selznick's production of "Rebecca," adapted from the best-selling novel by Daphne du Maurier.

Splitting the campaign into two parts, the force of the publicity is being centered on magazines on the one hand, and on daily newspapers. For magazines full-length treatments of the book "Rebecca" are being used, while newspapers are using the novel in serial form.

Starting the campaign was "Ladies' Home Journal," which recently printed the book in its entirety in a special supplement. In the newspaper field, evidence of the great reader interest in "Rebecca" is shown in its syndication by McClure Syndicate to its clients from coast to coast.

"Village Barn Dance"

Hollywood—Earl Kurtze, head of Republic's radio contact department, announced last fortnight completed deals with the Signal Oil Company and Pinex, cough syrup manufacturers, for exploitation of various headliners in "Village Barn Dance." Signal Oil will devote most of its magazine, Signal News, to the plugging of Vera Vague and will, in addition, distribute over 2,000 Signal Oil cards, publicizing the actress and the picture. Pinex, sponsors of the Lulu Belle & Scotty, radio program over WLW, Cincinnati, will hand out 50,000 window strippers to various drug stores.

"Pinocchio"

New York City—Eight states have officially announced text books for this year built around Walt Disney's subjects as part of their regular department of education requirements. The newest book for school children, which is expected to be included on the list, is "Pinocchio," an adaptation by Dorothy Baruch from the feature-length Technicolor production, soon to be released by RKO-Radio. The school books, now in use in class rooms, include stories of Mickey Mouse, Donald Duck, the Three Little Pigs, Goofy, and other Disney characters.

"Charlie McCarthy, Detective"

Syracuse, New York — Manager Bill Burke, RKO-Schine Eckel, placed a Charlie McCarthy on a bannered and painted box in front of a downtown store during busy hours. Invisible wires connecting young man hidden inside store to intercommunicating phone in box enabled him to talk with pedestrians and bally the show. Five thousand numbered heralds were passed out around schools.

"Hunchback of Notre Dame"

New York City—Very often stills from major productions may be placed for display purposes with leading business establishments and book stores in the city where the film is to be shown. A good example of this was current here, where RKO-Radio and the Radio City Music Hall publicity departments furnished to Liggett's, Whelan's, and the Pennsylvania drug stores, and Brentano's, New York's most prominent book store, with an exhibit of stills from "The Hunchback of Notre Dame," the tie-in being made currently with the run of the picture at the Radio City Music Hall. The stills, used for window display purposes, served as a background for various editions of the Victor Hugo novel and were featured in the companies' stores in Radio City.

Wilmington, Delaware—Manager Lewis S. Black, Warner, exploiting "The Hunchback of Notre Dame," arranged a trip to Washington for Mrs. Helen Barrett, Journal-Every Evening motion picture editor, on the train with Charles Laughton for an interview which was carried in the News-Journal publications. Black also got out 5,000 heralds, 5,000 paper napkins for restaurants and soda fountains, 2,000 trick cards, 22 24-sheets, extra newspaper advertising, and window cards, spot announcements over the radio and contacts with libraries and schools.

Norwich, Connecticut—For the RKO-Radio production, "The Hunchback of Notre Dame," manager Joseph Miklos, Broadway, had an usher made up as a perfect hunchback cross the stage, carrying a half-filled burlap bag through every showing of the picture's trailer, starting a week before the playdate. Green footlights helped to give the desired weird effect. A three-sheet was pasted and shellacked on the lobby floor for one full week. Also, manager Miklos posted date strips for the seven 24-sheets around town.

Syracuse, New York—Manager Harry Unterfort, RKO-Schine Keith's, used a seven-foot book mounted on a truck. Truck also carried theatre cards and banners with stars, dates and theatre.

"The Invisible Man Returns"

Providence, Rhode Island — Principal stunt arranged in behalf of this Universal thriller by manager George French and exploiteer Bill Morton, RKO-Albee, was a man who walked the downtown streets in civilian clothes with his head bandaged and wearing a pair of dark glasses in the Invisible Man manner. Street bally man wore a stiff shirt on which was lettered "The Invisible Man Returns—RKO Albee Now!" Man lunched at Child's at a street window table, with shirt front exposed, also made calls at all the hotels.

To schools and colleges went the dot fill-in stunt suggested in the press book with offer that the 25 neatest solutions of the puzzle turned in to the theatre would win guest tickets.

In the theatre lobby and also in Ludham's pet shop downtown on Washington Street were placed gold fish bowls full of colored water, agitated slightly by hidden fans. The fish bowls were placarded, "Can you find the Brazilian invisible fish?"

Shaffer Believes in Dailies

Staunton, Virginia—A firm believer in newspapers as perhaps the best medium for receiving 100 cents' worth for every dollar spent in exploitation, Frank Shaffer, manager, Dixie, utilized the morning News-Leader and the evening Ledger to advantage recently.

Among his recent activities along this line were his special institutional Christmas advertisements and the planting of special art for "Four Wives." For "Ninotchka," Shaffer ran a series of teaser advertisements on the society page of the News-Leader, and imprinted (in red) 500 copies of the January 4 issue of the Leader with "Garbo Laughs! At the Dixie Today."

Shaffer's activities are not restricted to features, for special short subjects receive their share of attention. For example, the timeliness of The March of Time's "Newsfronts of War—1940" was given extra reader space, and special art was used on the Pete Smith Specialty, "Set 'Em Up."

Notables of Shaffer's recent achievements with the press is the planting for the first time in the history of the News-Leader, the serialization of a moving-picture story. And for that on "We Are Not Alone," the paper went along by contributing a 30-inches-by-three-columns announcement advertisement The serialization was furnished the paper in mat form.

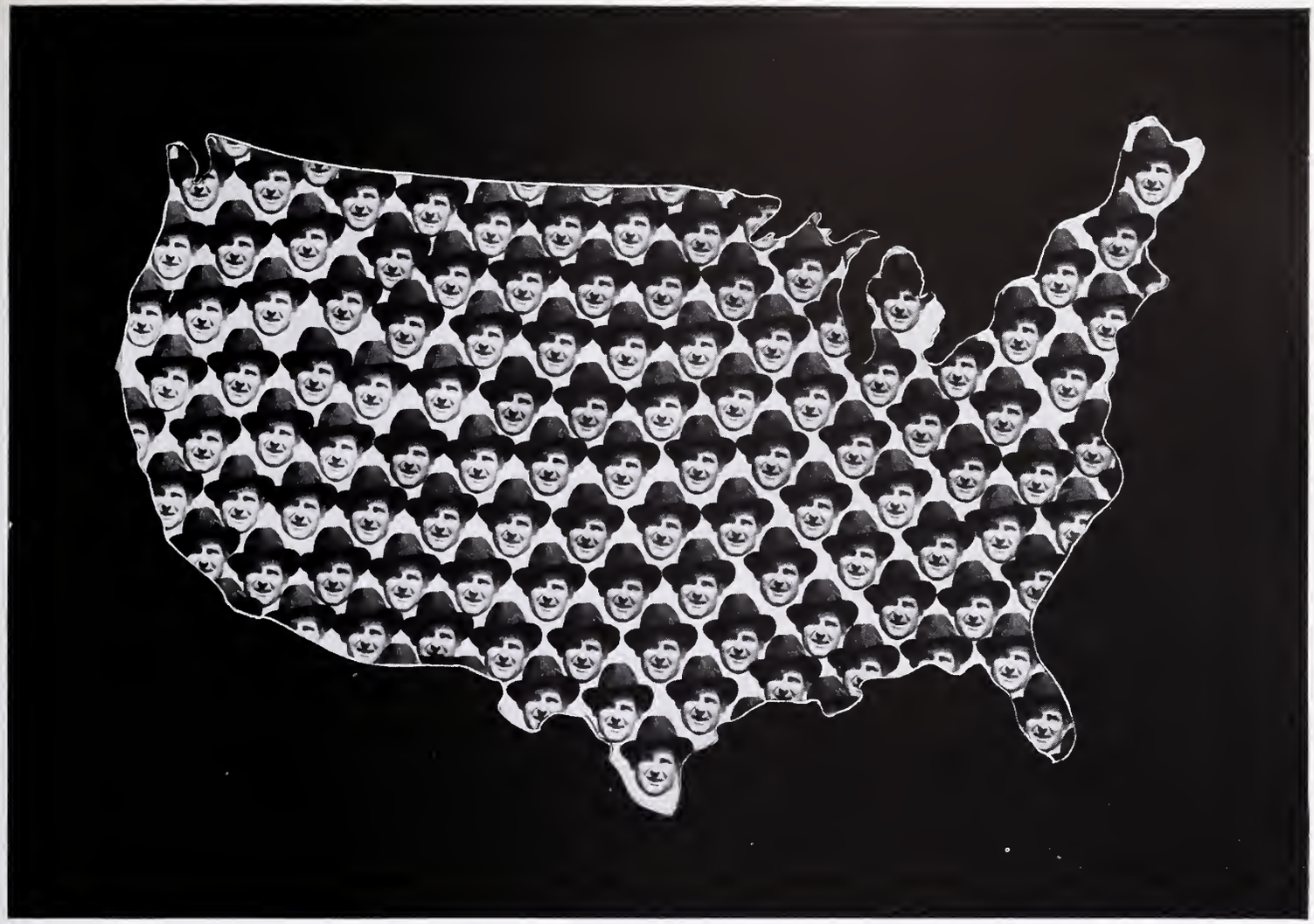
Many a theatreman has discovered that, perhaps next to word-of-mouth advertising, space taken in newspapers is the most valuable way to put the theatre's message before the most people for the least unit cost. Shaffer's activities along this line are typical of countless hundreds of progressive theatremen throughout the U. S.

"Four Wives"

Elmira, New York—Eddie Yarbrough, Keeney manager, got good selling by a tie-up with the two largest stores in the city. All their bags used in both markets were imprinted with "Four Wives" copy and illustration and serially numbered, with memo to save bag and check with winning numbers at end of week. Winners were announced by large window display of the "Four Wives" shopping and tie-up copy, and by 40x60 signs in each market. Eddie Yarbrough was successful in getting newspaper to carry feature time schedules daily for theatres, a policy that the newspapers has always been against, and it took a lot of selling on manager's part. Picture was plugged by a contest in Elmira College newspaper read by all students, and tickets were awarded for fashion drawing contest.

"Gulliver's Travels"

Norwich, Connecticut—For the opening of the Paramount-Fleischer "Gulliver's Travels," manager Joseph Miklos, Broadway, arranged to have the American Legion Bugle and Drum Corps stage a gala parade in the center of the city. The band painted the town red, and many kids could not resist the temptation of marching behind the band and joining in the parade. After the parade, the band played songs from "Gulliver's Travels" in front of the theatre for a half hour.



Everywhere in the United States ...Your Altec Service Man

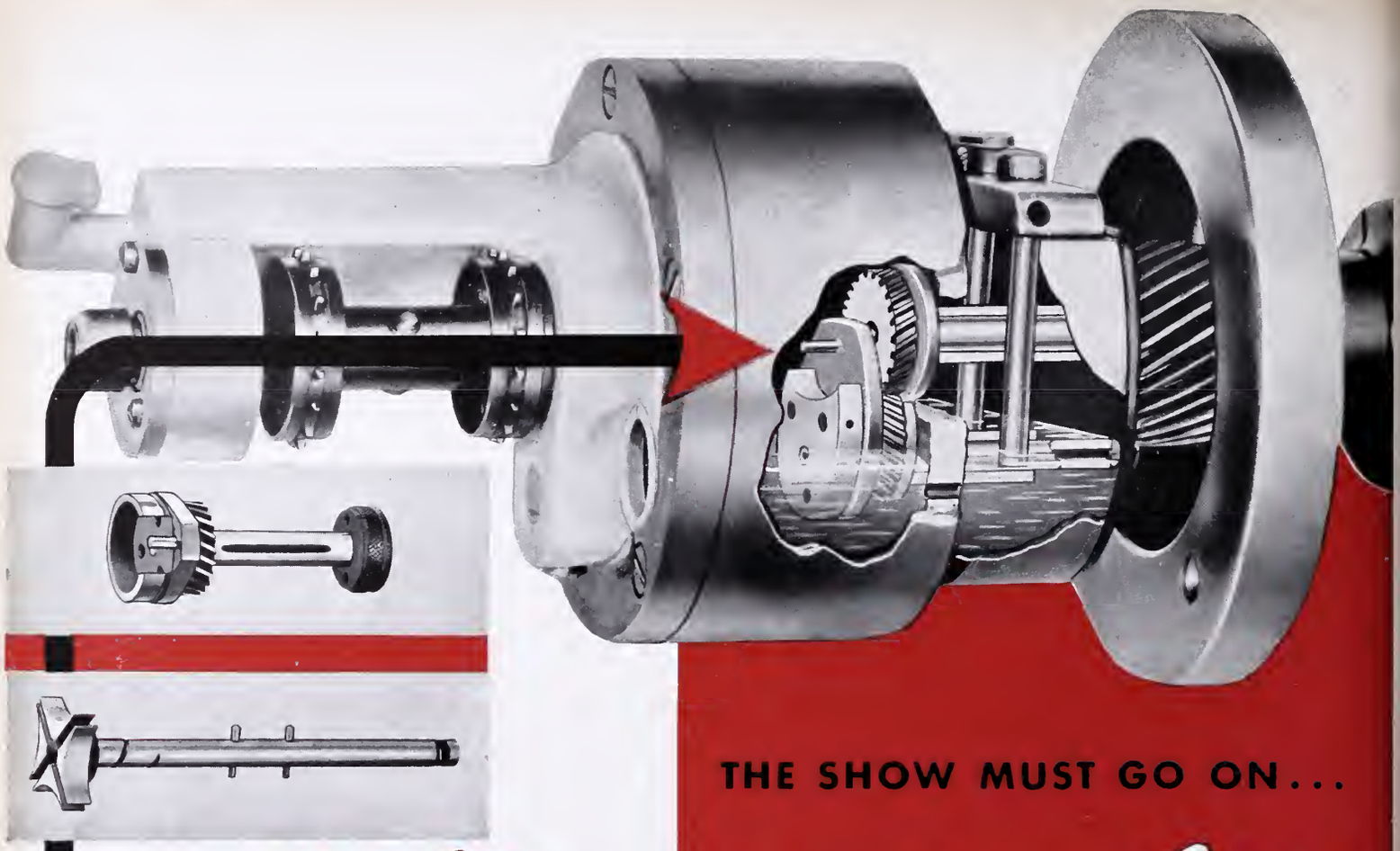
THE NATION-WIDE Altec organization, composed of scientists, engineers and practical technicians, provides exhibitors with a time-tested, dependable service for sound motion picture and other specialized theatre equipment, maintaining it at its highest possible efficiency, no matter what the age, the model, or the make of the equipment. Altec Service Corporation maintains warehouses and emergency stock points strategically located throughout the country, containing the largest inventory of emergency parts of any organization in the field. Stock points operate on a twenty-four-hour-a-day basis. Exhibitors recognize Altec protection as good business judgment.

ALTEC
SERVICE CORPORATION

250 West 57th Street, New York City

Branch Offices in Atlanta, Boston, Chicago, Detroit, Cincinnati, Kansas City, Dallas, Philadelphia and Los Angeles and stock offices in thirty-eight cities.

THE SERVICE ORGANIZATION OF THE MOTION PICTURE INDUSTRY



Simplex

INTERMITTENT

A VITAL PART OF Simplex PROJECTORS

Made of specially selected tool steel hardened and ground to 1/10,000 part of an inch **STANDS THE GRUELING GRIND OF STARTING AND STOPPING THE FILM *189,216,000 TIMES A YEAR***

THE RIGHT MEN, METHODS *and* MATERIALS ***plus*** many years experience are necessary to manufacture a product that will stand such a strain.

Simplex

DEPENDABILITY KEEPS THE SHOW GOING

THE SHOW MUST GO ON...

Simplex

REG U S PAT OFF

DEPENDABILITY

KEEPS THE SHOW GOING

MANUFACTURED BY
INTERNATIONAL PROJECTOR CORPORATION
88-96 GOLD STREET, NEW YORK, N.Y.

Simplex SOUND PROJECTION System

DISTRIBUTED BY
NATIONAL THEATRE SUPPLY COMPANY
BRANCHES IN PRINCIPAL CITIES

THE FEATURE CHECK-UP

Published Every Other Issue

COLUMBIA

(1938-1939 releases from 9001 up; 1939-1940 releases from 1001 up.)

AMAZING MR. WILLIAMS, THE—C—Melvyn Rouglas, Joan Blondell, Edward S. Brophy — Top-ranking comedy—86m.—see Nov. 29 issue—(1007).

BEHIND PRISON GATES—MD—Brian Donlevy, Jacqueline Wells—Nabe dual support—62m.—see Aug. 9 issue—(9033).

BEWARE SPOOKS!—C—Joe E. Brown, Mary Carlisle—So-so Brown—68m.—see Nov. 15 issue—(1011).

BLONDIE BRINGS UP BABY—CD—Penny Singleton, Arthur Lake, Larry Simms—Top-half of dualler, or nabe single feature—69m. — see Nov. 15 issue—(1013).

BLONDIE TAKES A VACATION—C—Penny Singleton, Arthur Lake, Larry Simms—Above-average Blondie—71m.—see July 26 issue—(9010).

CAFE HOSTESS—MD — Preston Foster, Ann Dvorak, Douglas Fowley—Bottom dualler—63m.—see Dec. 13 issue—(1030)—(A).

COAST GUARD—MD—Randolph Scott, Frances Dee—Okay programmer, can be effectively exploited—72m.—see Aug. 9 issue—(9008).

FIVE LITTLE PEPPERS AND HOW THEY GREW—MD—Edith Fellows, Dorothy Peterson — Fair as lower half of double bill—60m.—see Sept. 6 issue—(9017).

FUGITIVE AT LARGE—MD—Jack Holt, Patricia Ellis—Okay for Holt fans — 66m. — see Aug. 9 issue—(1026).

GOLDEN BOY—D—Barbara Stanwyck, Adolphe Menjou—Top bracket attraction with popular appeal—101m.—see Sept. 6 issue—(9002).

HIDDEN POWER—D — Jack Holt, Gertrude Michael, Dickie Moore—Standard Holt—60m.—see May 31 issue—(1025).

HIS GIRL FRIDAY—CD—Cary Grant, Rosalind Russell, Ralph Bellamy—Should hit high grosses—92m.—see Jan. 10 issue—(1003).

KONGA, THE WILD STALLION—W—Fred Stone, Rochelle Hudson—Just a dualler—65m.—see Sept. 20 issue—(9034).

MAN THEY COULD NOT HANG, THE—D—Boris Karloff, Lorna Gray—Good chiller-thriller—65m.—see Aug. 23 issue—(9018).

MIRACLE ON MAIN STREET—MD—Margot, Walter Abel—Weak dualler—78m.—see Nov. 15 issue—(1032).

MR. SMITH GOES TO WASHINGTON—CD—Jean Arthur, James Stewart, Claude Rains — Sure-fire money-maker—130m.—see Oct. 18 issue—(1101).

MUSIC IN MY HEART—MDMU—Tony Martin, Rita Hayworth, Andre Kostalanetz—Pleasing musical dualler—70m.—see Dec. 27 issue—(1018).

MY SON IS GUILTY—D—Bruce Cabot, Jacqueline Wells, Harry Carey—Lower-half nabe dualler—63m.—see Jan. 10 issue—(1033).

OUTPOST OF THE MOUNTIES—AD—Charles Starrett, Iris Meredith—Okay for the season's starter—63m.—see Nov. 1 issue—(1201).

RIDERS OF BLACK RIVER—W—Charles Starrett, Iris Meredith — Good Starrett—54m.—see Sept. 20 issue—(9209).

SCANDAL SHEET—MD—Otto Kruger, Ona Munson, Edward Norris—Pleasing newspaper meller — 67m.—see Nov. 1 issue—(1031).

STRANGER FROM TEXAS, THE—W—Charles Starrett, Lorna Grey, Sons of the Pioneers—Near the top for Starrett—54m.—see Dec. 13 issue—(1202).

TAMING OF THE WEST—W—Bill Elliott, Iris Meredith—Plenty fast Elliott opus—55m.—see Oct. 18 issue—(1211).

THOSE HIGH GREY WALLS—MD — Walter Connolly, Onslow Stevens, Iris Meredith—Strong dualler; may be featured—82m.—see Oct. 4 issue—(1015).

TWO-FISTED RANGERS — W — Charles Starrett, Iris Meredith, Bob Nolan—A good Starrett getting better—62m.—see Jan. 10 issue—(1203).

U-BOAT 29—D—Conrad Veidt, Valerie Hobson, June Duprez—Exploitable British program—79m. — see Oct. 4 issue—(English-made)—(1010).

TO BE REVIEWED OR IN PRODUCTION

BLONDIE ON A BUDGET — Penny Singleton, Arthur Lake, Larry Simms, Daisy.

BULLETS FOR RUSTLERS — Charles Starrett, Lorna Grey, Sons of the Pioneers—(1204).

CONVICTED WOMEN—Rochelle Hudson, Frieda Inescourt, June Lang, Lola Lane, Glenn Ford.

FIVE LITTLE PEPPERS AT HOME — Edith Fellows, Dorothy Peterson, Clarence Kolb.

I MARRIED ADVENTURE—Jungle picture produced by Osa (Mrs. Martin) Johnson.

LONE WOLF STRIKES, THE—Warren William, Joan Perry, Alan Baxter.

OUTSIDE THE THREE-MILE LIMIT—Jack Holt, Irene Ware, Eduardo Cianelli.

PASSPORT TO ALCATRAZ—Jack Holt, Noah Beery, Jr., C. Henry Gordon.

PIONEERS OF THE FRONTIER — Bill Elliott, Linda Winters—58m.—(1212).

TEXAS EXPRESS—Charles Starrett, Iris Meredith, Dick Curtis, Sons of the Pioneers—(1205).

TOO MANY HUSBANDS—Jean Arthur, Fred MacMurray, Melvyn Douglas.

METRO

(1938-1939 releases from 901 up)
1939-1940 releases from 1 up)

ANDY HARDY GETS SPRING FEVER—C—Lewis Stone, Cecilia Parker, Mickey Rooney, Helen Gilbert, Hardy Family—Top-bracket Hardy; best of the series—85m.—see July 26 issue—(944).

ANOTHER THIN MAN—CD—William Powell, Myrna Loy, C. Aubrey Smith—In the better grosses—102m.—see Nov. 29 issue—(13).

BABES IN ARMS—CDMU—Mickey Rooney, Judy Garland, Charles Winninger—Top-notch attraction—97m.—see Oct. 4 issue—(9).

BAD LITTLE ANGEL—D—Virginia Weidler, Gene Deynolds—Good entertainment for family trade; preachment is softened with delightful comedy—72m.—see Nov. 1 issue—(10).

BALALAIKA—DMU—Nelson Eddy, Ilona Massey, Charles Ruggles—Expensive production; exploit for best box-office returns — 102m.—see Dec. 27 issue—(17).

BLACKMAIL—MD—Edward G. Robinson, Ruth Hussey—Sell Robinson—81m.—see Sept. 20 issue—(5).

DANCING CO-ED—Lana Turner, Richard Carlson, Artie Shaw and Orchestra—Better-than-average dual support—84m.—see Oct. 4 issue—(3).

EARL OF CHICAGO, THE—CD—Robert Montgomery, Edward Arnold, Reginald Owen—Highly exploitable program—87m.—see Jan. 10 issue—(18).

FAST AND FURIOUS—MY—Franchot Tone, Ann Sothern—Good comedy-mystery program—73m. — see Oct. 18 issue—(6).

GONE WITH THE WIND — D — Clark Gable, Vivien Leigh, Olivia de Havilland, Leslie Howard, Thomas Mitchell—Par excellence—228m.—see Dec. 27 issue—(Technicolor)—(A).

HENRY GOES ARIZONA—W—Frank Morgan, Virginia Weidler, Guy Kibbee — Pleasing western-comedy dualler—67m.—see Dec. 13 issue—(2).

JOE AND ETHEL TURP CALL ON THE PRESIDENT—CD—Ann Sothern, William Gargan—Pleasing nabe dualler—70m.—see Dec. 13 issue—(14).

JUDGE HARDY AND SON—CD—Lewis Stone, Mickey Rooney, Cecilia Parker—Top-ranking Hardy—90m.—see Dec. 27 issue—(16).

LADY OF THE TROPICS—D—Robert Taylor, Hedy Lamarr—Sell the names—91m.—see Aug. 23 issue—(947)—(A).

LAMBETH WALK—C—Lupino Lane, Sally Gray—Just a dualler-importation—80m.—see Aug. 23 issue, under Foreign—(22).

MARX BROS. "AT THE CIRCUS"—F—Marx Brothers, Kenny Baker, Florence Rice, Nat Pendleton—Headed for the higher grosses—87m.—see Nov. 1 issue—(8).

MIRACLES FOR SALE — MD — Robert Young, Henry Hull, Florence Rice—With exploitation, picture is okay top attraction on duals—71m.—see Aug. 9 issue—(948).

NICK CARTER, MASTER DETECTIVE—MD — Walter Pidgeon, Rita Johnson, Henry Hull—Fast-moving action meller; dualler—60m.—see Dec. 27 issue—(15).

NINOTCHKA—CD—Greta Garbo, Melvyn Douglas, Ina Claire—Garbo smiles; ditto for the exhibitor—110m.—see Oct. 18 issue—(7).

REMEMBER?—C—Robert Taylor, Greer Garson, Lew Ayres—Will have to be sold—83m.—see Nov. 15 issue—(11).

SECRET OF DR. KILDARE, THE — D — Lew Ayres, Lionel Barrymore, Helen Gilbert—Standard Kildare—82m.—see Nov. 29 issue—(12).

SHOP AROUND THE CORNER, THE—CD—Margaret Sullavan, James Stewart, Frank Morgan—Good entertainment with box-office names—100m.—see Jan. 10 issue—(20).

THESE GLAMOUR GIRLS—CD—Lew Ayres, Lana Turner, Ann Rutherford—Routine college fare—78m.—see Sept. 6 issue—(948).

THUNDER AFLOAT — MD — Wallace Beery, Chester Morris, Virginia Grey—Timely fare that can be exploited for good results—95m.—see Oct. 4 issue—(4).

WIZARD OF OZ, THE—Fantasy—Judy Garland, Billie Burke, Jack Haley, Bert Lahr, Ray Bolger, Margaret Hamilton, Frank Morgan—In the industry's front rank—101m.—see Aug. 23 issue—(Technicolor)—(949).

WOMEN, THE — D—Norma Shearer, Joan Crawford, Rosalind Russell, Paulette Goddard, Phyllis Povah, Joan Fontaine—Headed for the higher grosses—134m.—see Sept. 6 issue—(1)—(A).

TO BE REVIEWED OR IN PRODUCTION

AROUSE AND BEWARE—Wallace Beery, John Howard, Dolores Del Rio—(24).

BROADWAY MELODY OF 1940—Fred Astaire, Eleanor Powell, George Murphy—(21).

CONGO MAISIE—Ann Sothern, John Carroll, Rita Johnson—(19).

FLORIAN—Robert Young, Helen Gilbert, Charles Coburn.

FORTY LITTLE MOTHERS—Eddie Cantor, Rita Johnson, Bonita Granville.

I TAKE THIS WOMAN—Spencer Tracy, Hedy Lamarr, Kent Taylor, Verree Teasdale.

NEW MOON—Jeanette MacDonald, Nelson Eddy, Dick Purcell.

NORTHWEST PASSAGE—Spencer Tracy, Robert Young, Walter Brennan, Laraine Day — (Technicolor) — (25).

STRANGE CARGO—Clark Gable, Joan Crawford, Ian Hunter, Peter Lorre—(23).

YOUNG THOMAS EDISON—Mickey Rooney, Virginia Weidler, Fay Bainter.

MONOGRAM

(1938-1939 releases from 3801 up; 1939-1940 releases from 3901 up.)

CRASHING THROUGH—AD — James Newill, Warren Hull, Jean Carmen, Milburn Stone—Saturday matinee filler—55m.—see Oct. 4 issue—(3936).

DANGER FLIGHT—MD—John Trent, Marjorie Reynolds, Tommie Baker—Nice action show for the family trade—61m.—see Nov. 15 issue—(3816).

FATAL HOUR, THE—MY—Boris Karloff, Grant Withers, Marjorie Reynolds—Wong wows 'em—68m.—see Jan. 24 issue—(3907).

FIGHT FOR PEACE—Documentary—Story by Hendrik Willem Van Loon, narration by David Ross—Highly saleable topical picture—65m.—see 1st May, 1938, issue, under Miscellaneous—(3831)—(A).

FIGHTING MAD—AD—Jimmy Newill, Sally Blane—The kids should like it—55m.—see Nov. 15 issue—(3937).

FOUR JUST MEN, THE—see The Secret Four.

READ CAREFULLY

Pictures are here listed under producers' names, Miscellaneous, and Foreign. Listed are the name of the production, the type, principal players, estimate as carried in Six-Point Reviews, latest available running time, and issue in which the complete review was published. All pictures are considered of family appeal, except where (A) [for Adult] is added at the completion of the reference. Read the complete review in the Six-Point Reviews. This Feature Check-Up is your guide to all major productions released nationally since July 14, 1939.

AD—Action Drama	MU—With Music
C—Comedy	MY—Mystery Drama
D—Drama	O—Operetta
MD—Melodrama	W—Western

GENTLEMAN FROM ARIZONA, THE—WMU—J. Farrell MacDonald, Joan Barclay, John Kiug—Pleasing dual supporting fare; color should help—71m. —see Dec. 27 issue—(Cinecolor)—(3912).
GIRL FROM RIO—MD—Movita, Warren Hull — Fair nabe duallerr—62m.—see Aug. 9 issue—(3825).
HEROES IN BLUE—MD—Dick Purcell, Bernadene Heyes —Cops-and-robbers for the family—58m.—see Nov. 15 issue—(3919).
IRISH LUCK—AD—Frankie Darro, Dick Purcell—Fast moving Darro—58m.—see Sept. 6 issue—(3826).
MAN FROM TEXAS—W—Tex Ritter, Rutb Rogers—Fast western, plenty of action—59½m.—see Aug. 9 issue—(3865).
MR. WONG IN CHINATOWN—MY—Boris Karloff, Marjorie Reynolds—Best of the Wongs—70m.—see July 26 issue—(3807).
MUTINY IN THE BIG HOUSE—MD—Charles Bickford, Barton MacLane—One of Monogram's best—83m.—see Oct. 18 issue—(3803).
OKLAHOMA TERROR—W—Jack Randall, Al Saint John —Good Randall — 50m. — see Sept. 6 issue—(3856).
OVERLAND MAIL, THE—W—Jack Randall, Claire Rochelle—Just about tops for Randall and Monogrem—52m.—see Nov. 15 issue—(3857).
PHANTOM STRIKES, THE—MY—Wilfrid Lawson, Sonnie Hale, Louise Henry—Okay English mystery program—58m.—see Nov. 29 issue—(3923).
RAIDERS OVER ENGLAND — see Sborts Check-Up—(3830).
RIDERS OF THE FRONTIER—W—Tex Ritter, Jack Rutherford—Typical Ritter—58m.—see Aug. 28 issue—(3866).
ROLL WAGONS ROLL—W—Tex Ritter, Nelson McDowell, Muriel Evans—Standard Ritter — 54m. — see Dec. 13 issue—(3951).
SECRET FOUR, THE (The Four Just Men)—MY—Hugh Sinclair, Griffith Jones, Francis L. Sullivan—High-rating English melodrama—79m.—see Dec. 13 issue —(English-made)—(3918).
SKY PATROL—MD—John Trent, Marjorie Reynolds—Well continues a good series—61m.—see Sept. 20 issue—(3815).
WESTBOUND STAGE — W — Tex Ritter, Nelson MacDowell, Muriel Evans—Good Ritter — 58m.—see Jan. 10 issue—(3952).
YUKON FLIGHT—MD—Jamee Newill, Louise Stanley, Dave O'Brien—Standard bottom duallerr—57m.—see Dec. 13 issue—(3938).

TO BE REVIEWED OR IN PRODUCTION

CHASING TROUBLE—Frankie Darro, Marjorie Reynolds, Milburn Stnoe, Mantan Moreland.
CHEYENNE KID, THE—Jack Randall—(3962).
COVERED WAGON TRAILS—Jack Randall—(3963).
CRIME OF DR. ORLOFF—Bela Lugosi.
DANGER AHEAD—James Newill—(3939).
EAST SIDE KIDS—Billy Helop, Bobby Jordan, Vincenct Barnett, Dennis Moore, East Side Kids—(3924).
HIDDEN ENEMY—Warren Hull, Kay Linaker—(3922).
MURDER ON THE YUKON—James Newill—(3940).
PHANTOM PILOT—James Newill—(3941).
PIONEER DAYS—Jack Randall—(3961).
RHYTHM OF THE RIO GRANDE—Tex Ritter—(3953).
SON OF THE NAVY—Martin Spellman, Jean Parker.
TOM BOY—Jackie Moran, Marcia Mae Jones.

PARAMOUNT

(1938-1939 releases from 3801 up; 1939-1940 relaases from 3901 up)

ADVENTURE IN DIAMONDS—MD—George Brent, Isa Miranda, John Loder—Miranda's possibilities should help—76m.—see Jan. 24 issue.
ALL WOMEN HAVE SECRETS—CD—Virginia Dale, Josepb Allen, Jr., Jean Cagney—Lower-half duallerr—70m.—see Dec. 13 issue—(3914)—(A).
BEAU GESTE—MD—Gary Cooper, Susan Hayward, Ray Milland, Robert Preston, Brian Donlevy—High-rating production, can ba sold for the money—114m. —see July 26 issue—(3902).
CAT AND THE CANARY, THE—CMY—Bob Hope, Paulette Goddard, John Beal—Okay programmer for tha kids and mystery fans—74m.—see Oct. 18 issue—(3909).
DEATH OF A CHAMPION—CMY—Lynne Overman, Robert Paiga, Virginia Dale—Just a duallerr—67m.—see Sept. 6 issue—(3901).
DISPUTED PASSAGE—D—Dorothy Lamour, Akim Tamiroff, John Howard—Can do big biz, if sold properly—91m.—see Oct. 4 issue—(3908).
EAGLE AND THE HAWK, THE—MD—Fredric Marcb, Cary Grant, Carole Lombard, Jack Oakie—Sell the men to the women—75m.—see Mar. 22 issue—(3866)—(re-issue).
EMERGENCY SQUAD — AD — William Henry, Louise Campbell, Richard Denning—Lower nabe duallerr—57½m.—see Dec. 27 issue—(3917).
GERONIMO!—MD—Preston Foster, Ralph Morgan, Andy Devine, Ellen Drew—Highly exploitable—90m.—see Nov. 29 issue—(3918).
GREAT VICTOR HERBERT, THE—DMU—Walter Connolly, Allan Jones, Mary Martin—Can be sold big—91m.—see Dec. 13 issue—(3916).
GULLIVER'S TRAVELS—Fantasy—Full-lengtb cartoon, produced by Max Fleischer—Can be exploited for big returns—77m.—see Dec. 27 issue—(Tecbnicolor)—(3915).
HONEYMOON IN BALI—CD—Fred MacMurray, Madeleine Carroll, Akim Temiroff—Profit-making laugh carnival—96m.—see Sept. 20 issue—(3904).
ISLAND OF LOST MEN—MD—Anna May Wong, J. Carrol Naish—Just a meller duallerr—64m.—see Aug. 9 issue—(3848).
JAMAICA INN—COD—Charles Laugbton, Leslie Banks, Maureen O'Hara—Deserving of bsst selling feclilities —99m.—see Oct. 4 issue—(English-made)—(3906)—(A).
LAW OF THE PAMPAS—W — William Boyd, Russell Heyden, Sidney Toler—Top-notch western—74m.—see Nov. 1 issue—(3955).
LIGHT THAT FAILED, THE — MD—Ronald Colman, Walter Huston, Muriel Angelus—SeH Colman, Kipling names—99m.—see Dec. 27 issue—(3921).
LLANO KID, THE—MD—Tito Guizar, Gale Sondergaard —Highly saleable western—70m.—see Nov. 15 issue—(3913).
MAGNIFICENT FRAUD, THE — Lloyd Nolan, Akim Tamiroff, Patricia Morison—Nice dual program—78m.—see July 12 issue—(3847).
MILLION DOLLAR LEGS—Betty Grable, Jackie Coogan, Donald O'Connor—For lower-half of twin bills—65m.—see July 12 issue—(3846).
NIGHT OF NIGHTS, THE—MD—Pat O'Brien, Olympe Bradna, Roland Young—Good cast helps make this pleasing duallerr — 86m. — see Dec. 13 issue—(3912).
NIGHT WORK—CD—Cherles Rnggles, Mary Bolend—Minor nebe dual fare—62m.—see Aug. 9 issue—(3849).
$1,000 A TOUCHDOWN—C — Joe E. Brown, Marthe Raye, Susen Hayward—Bottom-helf duallerr—73m. —see Oct. 4 issue—(3903).
OUR LEADING CITIZEN—MD—Bob Burns, Susan Hayweird—Below par for Burns—89m.—see Aug. 9 issue—(3850).
OUR NEIGHBORS, THE CARTERS—CD—Fay Bainter, Frank Craven, Edmund Lowe—High-reting fare for small town and naba houses—84m.—see Nov. 1 issue—(3911).
RANGE WAR—W—William Boyd, Russell Hayden—Standard Hopalong—66m.—see Aug. 22 issue—(3954).
REMEMBER THE NIGHT—D—Barbara Stanwyck, Fred MacMurray, Beulah Bondi—Sell this for good grosses —94m.—see Jan. 10 issue—(3919).
RENEGADE TRAIL—W—William Boyd, Charlotte Wynters—Good nabe western reaction—58m.—see Apr. 19 issue—(3859)
RULERS OF THE SEA—D—Douglas Fairbanks, Jr., Will Fyffe, Mergaret Lockwood—Can be sold for the money; get behind it—97m.—see Sept. 20 issue—(3910).
SANTA FE MARSHAL—W—William Boyd, Russell Hayden, Bernadene Hayes—Standard Hopalong—68m. —see Jan. 10 issue—(3956).
SEVENTEEN — C — Jackie Cooper, Betty Field, Otto Kruger — Pleasing program—78 m.— see Nov. 1 issue.
STAR MAKER, THE—MU—Bing Crosby, Ned Sparks, Linda Ware, Lonise Campbell — Musical bonanza with smart exploitation—94m.—see Aug. 23 issue —(3851).
TELEVISION SPY—MD—William Henry, Judith Barrett, William Collier, Sr.—Exploitable lower-half duallerr—59m.—see Oct. 18 issue—(3907).
THIS MAN IS NEWS—MYD—Barry K. Barnes, Valerie Hobson—Pleasing English picture, with a slow start, a smash finish—75m.—see July 26 issue—(3865).
WHAT A LIFE!—CD—Jackie Cooper, Betty Field—Juvenile program; can be sold—79m.—see Sept. 20 issue—(3905).

TO BE REVIEWED OR IN PRODUCTION

AT GOOD OLD SIWASH—William Holden, Bonita Granville, Judith Barrett, Vaughan Glaser.
BISCUIT EATER, THE—Billy Lee, Cordell Hickman, Richard Lane.
BUCK BENNY RIDES AGANI—Jack Benny, Eddie Anderson, Ellen Drew, Phil Harris, Andy Devine.
DR. CYCLOPS—Albert Dekker, Janice Logan, Victor Killian, Tom Coley—(Tecbnicolor).
DOWN WENT McGINTY—Brian Donlevy, Akim Tamiroff, Muriel Angelus.
FARMER'S DAUGHTER, THE—Martha Raye, Charles Rugles, William Frawley.
FRENCH WITHOUT TEARS—Ray Milland, Ellen Drew —(English-made).
GOLDEN GLOVES—Richard Denning, Jean Cagney, Robert Paige.
HIDDEN GOLD—William Boyd, Russell Hayden—(3958).
KNIGHTS OF THE RANGE—Russell Hayden, Jean Parker, J. Farrell MacDonald.
LIGHT OF WESTERN STARS—Victory Jory, Jo Ann Sayres, Russell Hayden, Noah Beery, Jr.
OPENED BY MISTAKE—Charles Ruggles, Janice Logan —67m.
PAROLE FIXER—William Henry, Robert Paige, Virginia Dale—59m.—(3920).
ROAD TO SINGAPORE, THE — Bing Crosby, Dorothy Lamour, Bob Hope, Judith Barrett.
SAFARI—Madeleine Carroll, Douglae Fairbanks, Jr., Tullio Carminati.
SHOWDOWN—William Boyd, Russell Hayden, June Clayton, Britt Wood—(3957).
SIDEWALKS OF LONDON, THE — Charlee Laughton, Vivien Leigh—(English-made).
TYPHOON — Dorothy Lamour, Robert Preston, Lynne Overman—(Tecbnicolor).
UNTAMED—Ray Millend, Patricia Morison, Akim Tamiroff—(Technicolor)—83m.
WAR ALONG THE TRAIL—William Boyd, Russell Hayden, Julie Carter—(3959).
WAY OF ALL FLESH, THE—Akim Tamiroff, William Henry, Gladys George.
WOMEN FROM HELL, THE—William Henry, Jean Cagney, Richard Denning.
WOMEN WITHOUT NAMES—Ellen Drew, Judith Berrett, Robert Paige, Louise Beavers.

PRODUCERS DIST. CORP.

BEASTS OF BERLIN—see Goose Step.
BURIED ALIVE—MD—Beverly Roberts, Robert Wilcox —Exploitable prison duallerr—71m.—see Dec. 13 issue.
GOOSE STEP (Hitler—Beast of Berlin; Beasts of Berlin)—MD—Roland Drew, Steffi Duna—Exploitebla, topical meller, with obvious selling angles—85m.—see Nov. 1 issue.
HITLER—BEAST OF BERLIN—see Goose Step.
INVISIBLE KILLER, THE—MD—Grace Bradley, Roland Drew, William Newell—Fast-moving duallerr—65m. —see Jan. 24 issue.
TORTURE SHIP—MD—Lyle Talbot, Jecqueline Wells, Irving Pichel—Entertaining Inde programmer—62m. see Nov. 1 issue.

TO BE REVIEWED OR IN PRODUCTION

MAN FROM OKLAHOMA, THE—George Houston.
MERCY PLANE—James Dunn, Frances Gifford.
SAGEBRUSH FAMILY TRAILS WEST, THE — Bobby Clark, Earle Hodgins, Nina Guilbert.
TEXAS RENEGADES—Tim McCoy, Nora Lane, Kenneth Duncan.

RKO-RADIO

(1938-1939 relaases from 901 up; 1939-1940 releases from 001 up.)

ABE LINCOLN IN ILLINOIS — D — Raymond Massey, Gene Lockhart, Mary Howard, Ruth Gordon — A great picture; to be exploited to the limit—110m. —see Jan. 24 issue—(009).
ALLEGHENY UPRISING — MD — Claire Trevor, John Wayne, George Sanders—Exploitable frontier drama —81m.—see Nov. 1 issue—(006).
BACHELOR MOTHER—CD—Ginger Rogers, David Niven, Charles Coburn—Big money comedy riot—82m.—see July 12 issue—(932).
BAD LANDS—W—Robert Barret, Douglas Walton—A new type of western—70m.—see Aug. 9 issue—(933).
CONSPIRACY—AD—Allan Lane, Linda Hayes—Strong dual support—59m.—see Aug. 23 issue—(935).
DAY THE BOOKIES WEPT, THE—C—Joe Penner, Betty Grable—Okey for tha Penner fans—64m.—see Sept. 6 issue—(002).
ESCAPE TO PARADISE—CDMU—Bobby Breen, Kent Taylor, Marla Shelton — Mild offering for lower brackets—62m.—see Dec. 13 issue—(945).
EVERYTHING'S ON ICE—CD—Irene Dare, Edgar Kennedy, Roscoe Karns—Pleasent programmer, ballyhoo Irene Dare—67m.—see Sept. 20 issue—(946).
FIFTH AVENUE GIRL—C—Ginger Rogers, Walter Connolly, James Ellison—Sell Rogers—83m.—see Aug. 23 issue—(934).
FIGHTING GRINGO, THE—W—George O'Brien, Lupita Tovar—Satisfactory O'Brien action-western—59m.—see Sept. 6 issue—(936).
FLYING DEUCES, THE—C—Stan Laurel, Oliver Hardy, Jean Parker—Lower-bracket attraction; will satisfy confirmed Laurel and Hardy fans—69m.—see Oct. 18 issue—(010).
FULL CONFESSION—D—Victor McLaglen, Josepb Calleia—Just a programmer; top duallerr in spots—73m.—see Aug. 23 issue—(003).
HUNCHBACK OF NOTRE DAME, THE — D — Charles Laughton, Sir Cedric Hardwicke, Thomas Mitchell—Immense production, worthy of elaborate exploitation—117m.—see Dec. 27 issue—(015)—(A).
IN NAME ONLY—MD—Carole Lombard, Cary Grant, Kay Frencis—Headed for the high grosses—94m.—see Aug. 9 issue—(936).
LEGION OF THE LAWLESS—W—George O'Brien, Virginia Vale—Okay for O'Brien fans—59m.—see Nov. 29 issue—(082).
MARRIED AND IN LOVE—MD—Alan Marshall, Barbara Read, Patric Knowles—Program; duallerr, chiefly for women—59m.—see Dec. 27 issue—(014).
MARSHAL OF MESA CITY, THE—W—George O'Brien, Virginia Vale—Top-notch O'Brien—62m.—see Oct. 18 issue—(081).
MEET DR. CHRISTIAN—D — Jeen Hersholt, Dorothy Lovett—Good femily and nebe entertainment; radio following should help at box office—70m.—see Nov. 1 issue—(005).
MEXICAN SPITFIRE—C—Lupe Velez, Leon Errol, Donald Woods—Good slapstick comedy—67m. — see Dec. 27 issue—(016).
NURSE EDITH CAVELL — D — Anna Neagle, George Sanders, Edna Mae Oliver—Very timely; can be sold for the money if properly handled—97m.—see Sept. 6 issue—(001)
QUEEN OF DESTINY (Sixty Glorious Years) — D — Anna Neagle, Anton Walbrook, C. Aubrey Smith—Box-office importation, if exploited—95m.—see Nov. 30, 1938, issue—(Technicolor)—(English-made)—(061).

RENO—D—Richard Dix, Gail Patrick—Nice program; okay top dualler — 73m.—see Nov. 15 issue—(008).
SIXTY GLORIOUS YEARS—see Queen of Destiny.
SPELLBINDER, THE—MD—Lee Tracy, Barbara Reed—Nabe dualler—69m.—see July 26 issue—(931).
SUED FOR LIBEL—MY—Kent Taylor, Linda Hayes—Exploitable dualler—66m.—see Oct. 18 issue—(012).
THAT'S RIGHT, YOU'RE WRONG—CMU—Kay Kyser & Orchestra, Adolphe Menjou, Lucille Ball—Money musical—95m.—see Nov. 29 issue—(011).
THREE SONS—D—Edward Ellis, William Gargan, Kent Taylor—Dualler—72m.—see Oct. 4 issue—(004).
TWO THOROUGHBREDS—D—Jimmy Lydon, Joan Brodel, Arthur Hohl — Very nice family dualler; a sleeper which might surprise—62m.—see Dec. 13 issue—(013).
WAY DOWN SOUTH—MD—Bobby Breen, Steffi Duna—For Breen fans; nabe duals—63m.—see July 26 issue—(947).

TO BE REVIEWED OR IN PRODUCTION

AND SO GOODBYE — Jean Parker, Richard Carlson, Charles Winninger.
BILL OF DIVORCEMENT, A—Maureen O'Hara, Adolphe Menjou, Fay Bainter, Dame May Whitty.
BULLET CODE—George O'Brien, Virginia Vale, Robert Stanton—(083).
HEART OF DARKNESS—Orson Welles, Edgar Barrier, Everett Sloan, Ray Collins.
IRENE — Anna Neagle, Alan Marshall, Ray Milland, Billie Burke.
ISLE OF DESTINY—Wallace Ford, June Lang, William Gargan, Katherine DeMille—(Cosmocolor).
LITTLE ORVIE—John Sheffield, Ernest Truex, Ann Todd, Kathleen Howard.
MARINES FLY HIGH, THE—Richard Dix, Chester Morris, Lucille Ball, Steffi Duna.
MILLIONAIRE PLAYBOY—Joe Penner, Linda Hayes, Dick Lane, Frank Faylen.
MY FAVORITE WIFE—Irene Dunne, Cary Grant, Randolph Scott, Gail Patrick.
PASSPORT TO LIFE—Cary Grant.
PINOCCHIO—Full-length cartoon, produced by Walt Disney—(Technicolor).
PRIMROSE PATH, THE—Ginger Rogers, Joel McCrea, Marjorie Rambeau.
SAINT'S DOUBLE TROUBLE, THE—George Sanders, Helene Whitney, Bela Lugosi.
SWISS FAMILY ROBINSON, THE — Thomas Mitchell, Edna Best, Freddie Bartholomew, Terry Kilburn, Tim Holt—(019).
VIGIL IN THE NIGHT—Carole Lombard, Brian Ahearn, Anne Shirley—(007).

REPUBLIC

(1938-1939 releases from 801 up; 1939-1940 releases from 901 up.)

ARIZONA KID, THE—W—Roy Rogers, George Hayes, Sally March—Okay Rogers western—61m.—see Oct. 18 issue—(951).
CALLING ALL MARINES—MD—Donald Barry, Helen Mack—Just a dualler—66m.—see Sept. 20 issue—(912).
COLORADO SUNSET—W—Gene Autry, Smiley Burnette—High-rating Autry—64m.—see Aug. 9 issue—(846).
COVERED TRAILER, THE, THE HIGGINS FAMILY IN—CD—James, Lucile, Russell Gleason, Tommy Ryan—Entertaining Higgins entry—66m.—see Nov. 29 issue—(915).
COWBOYS FROM TEXAS—W—Robert Livingston, Raymond Hatton, Duncan Renaldo, Carole Landis—How are the great fallen!—57m.—see Dec. 13 issue—(962).
DAYS OF JESSE JAMES — W — Roy Rogers, George Hayes, Donald Barry—Rogers' best—63m.—see Dec. 27 issue—(953).
FLIGHT AT MIDNIGHT—MD—Phil Regau, Jean Parker—Good top dualler—66m. — see Sept. 6 issue—(911).
IN OLD MONTEREY—W—Gene Autry, June Storey—Best of the Autrys—73m. — see Aug. 9 issue—(847).
JEEPERS CREEPERS—C—Weaver Brothers & Elviry, Roy Rogers, Maris Wrixton—Strictly for the provinces—69m.—see Nov. 15 issue—(914).
KANSAS TERRORS, THE—W—Robert Livingston, Raymond Hatton, Duncan Renaldo—Okay western—57m.—see Nov. 1 issue—(961).
MAIN STREET LAWYER — D — Edward Ellis, Anita Louise, Robert Baldwin—Pleasing family program—72m.—see Nov. 15 issue—(905).
MONEY TO BURN, THE HIGGINS FAMILY IN—C—James, Lucile, Russel Gleason, Harry Davenport—Pleasing nabe dualler—69m.—see Jan. 10 issue—(917).
NEW FRONTIER — W — John Wayne, Ray Corrigan—Mesquiteers fall down—57m.—see Aug. 23 issue—(868).
ROVIN' TUMBLEWEEDS—W—Gene Autry, Smiley Burnette, Mary Carlisle—Weak Autry—64m.—see Nov. 29 issue—(848).
SABOTAGE — MD — Arleen Whelan, Gordon Oliver, Charles Grapewin—Lower-half dualler; plug timelness—69m.—see Oct. 18 issue—(913).
SAGA OF DEATH VALLEY—W—Roy Rogers, George Hayes, Doris Day—One of Rogers' best—58m.—see Nov. 29 issue—(952).
SHOULD HUSBANDS WORK?—C—James, Lucille, Russell Gleason—Good supporting fare—65m.—see July 26 issue—(816).
SMUGGLED CARGO—MD—Barry Mackay, George Barbier, Rochelle Hudson—Fast-moving Inde meller—62m.—see Sept. 6 issue—(825).
SOUTH OF THE BORDER — W—Gene Autry, Smiley Burnette, June Storey—Auspicious entry for the new series—71m.—see Dec. 13 issue—(941).
THOU SHALT NOT KILL—D—Charles Bickford, Owen Davis, Jr., Doris Day—Dualler—68m.—see Dec. 27 issue—(916).
WALL STREET COWBOY — W — Rog Rogers, George Hayes—So-so Rogers—66m.—see Sept. 20 issue—(857).

TO BE REVIEWED OR IN PRODUCTION

DARK COMMAND, THE—John Wayne, Claire Trevor, Walter Pidgeon, Roy Rogers.
HEROES OF THE SADDLE—Robert Livingston, Raymond Hatton, Duncan Renaldo—56m.—(963).
VILLAGE BARN DANCE—Richard Cromwell, Doris Day, Lulu Belle & Scott.
WOLF OF NEW YORK, THE—Edmund Lowe, Rose Hobart, James Stephenson.

20th CENTURY-FOX

(1938-1939 releases from 901 up; 1939-1940 releases from 001 up.)

ADVENTURES OF SHERLOCK HOLMES, THE—MY—Basil Rathbone, Ida Lupino, Nigel Bruce—High-rating mystery programmer—82m.—see Sept. 6 issue—(005).
BARRICADE—MD—Alice Faye, Warner Baxter—Just a programmer—71m.—see Nov. 29 issue—(026).
CHARLIE CHAN AT TREASURE ISLAND—MY—Sidney Toler, Cesar Romero—Standout Chan—74m.—see Aug. 23 issue—(006).
CHARLIE CHAN IN CITY IN DARKNESS—MD—Sidney Toler, Lynn Bari, Harold Huber—Run-of-the-mill Chan dualler—74m.—see Nov. 1 issue—(021).
CHICKEN WAGON FAMILY—CD—Jane Withers, Leo Carrillo—Okay for the Withers fans—64m.—see Aug. 9 issue—(002).
CISCO KID AND THE LADY, THE—W—Cesar Romero, Cris-Pin Martin, Virginia Fields—Pleasing outdoor drama—73m.—see Nov. 13 issue—(012).
CITY OF CHANCE, THE — MD—Lynn Bari, Donald Woods, C. Aubrey Smith—Pleasing dualler—57m.—see Jan. 10 issue—(027).
DAY-TIME WIFE—C—Tyrone Power, Linda Darnell—Sell the names—72m.—see Nov. 29 issue—(020).
DRUMS ALONG THE MOHAWK—MD—Claudette Colbert, Edna May Oliver, Henry Fonda—High rating—103m.—see Nov. 1 issue—(Technicolor)—(015).
ELSA MAXWELL'S HOTEL FOR WOMEN—MD—Ann Sothern, Linda Darnell, Elsa Maxwell, James Ellison—Highly exploitable programmer—83m. — see Aug. 9 issue—(Cosmopolitan)—(001).
ESCAPE, THE—D—Kane Richmond, Amanda Duff, Edward Norris—Well-knit, tear-jerking dualler—58m.—see Sept. 6 issue—(010).
EVERYTHING HAPPENS AT NIGHT—CD—Sonja Henie, Ray Milland, Robert Cummings—Can be sold—77m.—see Dec. 27 issue—(029).
FIRST WORLD WAR, THE—Compilation — Edited by Laurence Stallings, narration by Pedro de Cordoba—Depends on selling—78m.—see Oct. 18 issue—(reissue)—(062)—(A).
FRONTIER MARSHAL — W — Randolph Scott, Binnie Barnes, Cesar Romero—Dualler; can be featured—71m.—see Aug. 9 issue—(951).
HE MARRIED HIS WIFE — CD—Joel McCrea, Nancy Kelly, Mary Boland—Fair program; plug the cast—83m.—see Jan. 10 issue—(023).
HEAVEN WITH A BARBED-WIRE FENCE—D—Jean Rogers, Raymond Walburn—Just a filler—62m.—see Oct. 18 issue—(019).
HERE I AM, A STRANGER—MD—Richard Greene, Richard Dix, Brenda Joyce — Strong program — 83m.—see Oct. 4 issue—(009).
HIGH SCHOOL—CD—Jane Withers, Joe Brown, Jr., Lloyd Corrigan—Swell for the 'teen-agers—74m.—see Dec. 13 issue—(028).
HOLLYWOOD CAVALCADE — D—Don Ameche, Alice Faye, J. Edward Bromberg — Highly exploitable everywhere—96m.—see Oct. 18 issue — (Technicolor)—(007).
HONEYMOON'S OVER, THE—CD—Stuart Erwin, Marjorie Weaver—Okay dual program — 70m. — see Nov. 15 issue—(024).
INSPECTOR HORNLEIGH ON HOLIDAY—CMY—Gordon Harker, Alastair Sim, Linden Travers—Pleasant English murder mystery—74m.—see Dec. 13 issue—(English-made)—(022).
MAN WHO WOULDN'T TALK, THE—MD—Lloyd Nolan, Jean Rogers, Richard Clarke—Well-made dramatic dualler—72m.—see Dec. 27 issue—(030).
NEWS IS MADE AT NIGHT—CD—Preston Foster, Lynn Bari—Good news-murder comedy yarn for the nabes—72m.—see July 12 issue—(953).
PACK UP YOUR TROUBLES—C—Ritz Brothers, Jane Withers—Good comedy offering, with timely angle—75m.—see Sept. 20 issue—(014).
QUICK MILLIONS, THE JONES FAMILY IN—CD—Jed Prouty, Spring Byington—Above par for the Joneses—61m.—see Aug. 9 issue—(004).
RAINS CAME, THE—D—George Brent, Tyrone Power, Myrna Loy—Money in the bank—103m.—see Sept. 20 issue—(011).
ROAD TO GLORY, THE—MD—Fredric March, Lionel Barrymore, Warner Baxter, June Lang—Big production throughout—101m.—(re-issue)—(061).
SHIPYARD SALLY—CMU—Gracie Fields, Sydney Howard—Just a nabe dualler—79m.—see Oct. 18 issue—(English-made)—(018).
STANLEY AND LIVINGSTONE — D — Spencer Tracy, Sir Cedric Hardwicke, Richard Greene, Charles Coburn, Walter Breunar, Nancy Kelly—The kind of show which can be exploited for big returns—101m.—see July 26 issue—(003).
STOP, LOOK AND LOVE—C—Jean Rogers, William Frawley—Pleasant dual entertainment—57m.—see Sept. 6 issue—(008).
SWANEE RIVER—DMU—Don Ameche, Al Jolson, Andrea Leeds—Should do well, if sold properly—86m.—see Jan. 10 issue—(Technicolor)—(017).
TOO BUSY TO WORK, THE JONES FAMILY IN—CD—Jed Prouty, Spring Byington, Ken Howell—Jonses get more life—65m.—see Oct. 18 issue—(016).
20,000 MEN A YEAR—MD—Randolph Scott, Margaret Lindsay, Preston Foster—Exploitable air dualler—84m.—see Nov. 1 issue—(Cosmopolitan)—(013).
WARE CASE, THE—MD — Olive Brook, Jane Baxter, Barry Barnes—Well-made English meller, for the houses that can play the British product—72m.—see May 31 issue, under Gaumont British—(8013).

TO BE REVIEWED OR IN PRODUCTION

BLUE BIRD, THE—Shirley Temple, Sybil Jason, Gale Sondergaard, Nigel Bruce—(Technicolor)—(025).
CHARLIE CHAN IN PANAMA—Sidney Toler, Jean Rogers, Kane Richmond—(035).
DANCE WITH THE DEVIL—Tyrone Power, Dorothy Lamour, Edward Arnold, Lloyd Nolan, Lionel Atwill, Charles Grapewin.
EARTHBOUND — Warner Baxter, Andrea Leeds, Lynn Bari—(034).
FOR WOMEN ONLY—Lynn Bari, Joan Davis, Joan Valerie, Henry Wilcoxon—(037).
GIRL MUST LIVE, A—Margaret Lockwood, Lilli Palmer, Renee Houston—(English-made).
GRAPES OF WRATH, THE—Henry Fonda, Doris Bowdon, John Carradine—(040).
I WAS AN ADVENTURESS — Vera Zorina, Richard Greene, Peter Lorre, Eric von Stroheim—(038).
LITTLE OLD NEW YORK—Alice Faye, Richard Greene, Fred MacMurray—(031).
SHOOTING HIGH—Jane Withers, Gene Autry, Marjorie Weaver—(041).
SO THIS IS LONDON—Robertson Hare, Alfred Drayton, George Sanders, Berton Churchill—(English-made).
THEY CAME BY NIGHT—Will Fyffe, Anthony Hulme, Phyllis Calvert, Wally Patch—(English-made)—(033).
VIVA CISCO KID—Cesar Romero, Jean Rogers, Cris-Pin Martin—(039).
YOUNG AS YOU FEEL, THE JONES FAMILY IN—Jed Prouty, Spring Byington—(032).

UNITED ARTISTS

(Arranged by producers)

SAMUEL GOLDWYN

RAFFLES—CD—David Niven, Olivia de Havilland, Dame May Whitty—Light meller—71m.—see Dec. 27 issue.
REAL GLORY, THE—AD—Gary Cooper, Andrea Leeds, David Niven—High-rating action program—96m.—see Sept. 20 issue.
THEY SHALL HAVE MUSIC—DMU—Jascha Heifetz, Joel McCrea, Walter Brennan, Andrea Leeds—A top-notch attraction, can be sold for big returns if properly exploited—101m.—see July 26 issue.

ALEXANDER KORDA

FOUR FEATHERS—AD—Ralph Richardson, S. Aubrey Smith, John Clements, June Duprez—Can be sold big—112m.—see June 28 issue—(technicolor)—(English-made).

HAL ROACH

HOUSEKEEPER'S DAUGHTER, THE—C—Joan Bennett, John Hubbard, Adolphe Menjou—Top-bracket comedy—80m.—see Sept. 20 issue.
OF MICE AND MEN—D—Burgess Meredith, Betty Field, Lon Chaney, Jr.—May be a big surprise, if properly sold—104m.—see Jan. 10 issue—(A).

DAVID O. SELZNICK

INTERMEZZO, A LOVE STORY—D—Leslie Howard, Ingrid Bergman, Edna Best — High-rating dramatic piece for class audiences—70m.—see Oct. 4 issue.

EDWARD SMALL

MAN IN THE IRON MASK, THE—MD—Louis Harward, Joan Bennett—A big budget picture with a saleable title; can be exploited—111m.—see July 12 issue.

WALTER WANGER

ETERNALLY YOURS—CD—Loretta Young, David Niven, Hugh Herbert—High-ranking comedy—91m. — see Oct. 18 issue.
SLIGHTLY HONORABLE—MD — Pat O'Brien, Edward Arnold, Jean Terry, Broderick Crawford—Not too strong murder yarn; play up cast—80m.—see Jan. 24 issue.
WINTER CARNIVAL—MD—Ann Sheridan, Helen Parrish, Richard Carlson—Can be exploited; has all the angles—91m.—see July 26 issue.

TO BE REVIEWED OR IN PRODUCTION

CHUMP AT OXFORD, A—Stan Laurel, Oliver Hardy—(Roach).
HOUSE ACROSS THE BAY—Joan Bennett, George Raft, Gladys George—(Wenger).
LION HAS WINGS, THE—Merle Oberon, Ralph Richardson—(English-made)—(Korda).
MY SON, MY SON!—Madeleine Carroll, Brian Aheern, Josephine Hutchinson, Louis Hayward, Henry Hull—(Small).
1,000,000 B. C.—John Hubbard, Victor Meture, Carol Landis, Lon Chaney, Jr.—(Roach).
OVER THE MOON—Merle Oberon, Rex Harrison, Zene Dare, Ursula Jeanes—(Technicolor)—(foreign-made)—(Korda).
PRODUCTION No. 6—Charles Cheplin, Paulette Goddard, Reginald Gardner—(Chaplin).
REBECCA—Laurence Olivier, Joan Fontaine, Judith Anderson, George Sanders—(Selznick).
THIEF OF BAGDAD, THE—Sabu, Conrad Veidt, Jean Dupres—(technicolor)—(English-made)—(Korda).
TWO'S COMPANY—Stan Laurel, Oliver Hardy, James Finleyson—(Roach).
WESTERNER, THE—Gary Cooper, Walter Brennan, Fred Stone, Doris Davenport—(Goldwyn).

UNIVERSAL

(1938-1939 releases from 3001 up; 1939-1940 releases from 4001 up.)

ALL QUIET ON THE WESTERN FRONT—D—Louis Wolheim, Lew Ayres, John Wrey—To be seen—93m.—see Oct. 4 issue—("Uncensored Version")—(4073).
BIG GUY, THE—MD—Victor McLaglen, Jackie Cooper, Edward Brophy—Top duallier, okey for McLaglen following—78m.—see Dec. 13 issue—(4016).
CALL A MESSENGER—CD—Billy Halop, Huntz Hall, Robert Armstrong, Mary Carlisle—Nabe dual filler 65m.—see Oct. 4 issue—(4020).
CHARLIE McCARTHY, DETECTIVE—CMD—Edgar Bergen, Charlie McCarthy, Robert Cummings, Constance Moore—Okay for the Bergen-McCarthy fans—77m.—see Dec. 27 issue—(4011).
CHIP OF THE FLYING U—W—Johnny Mack Brown, Bob Baker, Doris Weston—Up to the series' high standard—55m.—see Nov. 15 issue—(4060).
DANGER ON WHEELS—AD—Richard Arlen, Andy Devine, Peggy Moran—Okay Arlen-Devine entry—see Jan. 24 issue—(4055).
DESPERATE TRAILS—W—Johnny Mack Brown, Bob Baker, Fuzzy Knight, Frances Robinson—Good opener for the series—58m.—see Sept. 6 issue—(4058).
DESTRY RIDES AGAIN—W—James Stewart, Marlene Dietrich, Cherles Winninger, Mischa Auer, Brian Donlevy—High-rating, highly exploitable—94m.—see Dec. 13 issue—(4002).
FIRST LOVE—CD—Deanna Durbin, Robert Steck, Eugene Pallette—It rings the bell again—84m.—see Nov. 15 issue—(3002).
FRAMED—AD—Frank Albertson, Frances Robinson, Sidney Blackmer—Aadequate bottom-duallier—60m.—see Jan. 10 issue.
GREEN HELL—D—Douglas Fairbanks, Jr., Joan Bennett, John Howard—Highly exploitable program—87m.—see Jan. 10 issue—(A).
HAWAIIAN NIGHTS—MU—Johnny Downs, Constance Moore—Pleasing musical programmer—65m.—see Aug. 23 issue—(4024).
HERO FOR A DAY—D—Anita Louise, Dick Foran—Just a duallier—66m.—see Sept. 20 issue—(4035).
I STOLE A MILLION—D—George Raft, Claire Trevor, Dick Foran—Exploitable drama; okay for top billing—80m.—see July 26 issue—(3007)—(A).
INVISIBLE MAN RETURNS, THE—MD—Sir Cedric Hardwicke, Vincent Price, Nan Grey—Can be sold—81m.—see Jan. 10 issue.
LAUGH IT OFF—CD—Constance Moore, Johnny Downs, Marjorie Rambeau—Pleasing duallier—63m.—see Nov. 15 issue—(4026).
LEGION OF LOST FLIERS—AD—Richard Arlen, Andy Devine, Anne Nagel—Okay action yarn for duals—63m.—see Oct. 4 issue—(4053).
LITTLE ACCIDENT—C—"Baby Sandy," Richard Carlson, Joy Hodges—Family program, lower-half duallier—65m.—see Nov. 1 issue—(4019).
MAN FROM MONTREAL—AD—Richard Arlen, Andy Devine, Anne Gwynne—Nabe duallier—60m.—see Nov. 15 issue—(4054).
MIKADO, THE—Operetta—Kenny Baker, D'Oyly Carte Players—Top-notch production; deserves the best of selling—91m.—see Mar. 22 issue—(Technicolor)—(English-made)—(4044).
MISSING EVIDENCE—MY—Preston Foster, Irene Hervey, Inez Courtney—Nabe dual support—64m.—see Oct. 18 issue—(4028).
MUTINY ON THE BLACKHAWK—MD—Richard Arlen, Andy Devine, Constance Moore—Duallier—66m.—see June 28 issue—(4051).
OH, JOHNNY, HOW YOU CAN LOVE—MDMU—Tom Brown, Peggy Moran, Juanita Quigley—Pleasing musical duallier—63m.—see Jan. 24 issue.
OKLAHOMA FRONTIER—W—Johnny Mack Brown, Bob Baker, Fuzzy Knight—Good—58m.—see Oct. 18 issue—(4059).
ONE HOUR TO LIVE—MY—Charles Bickford, Doris Nolan—Strong duallier—59m.—see Sept. 20 issue—(4030).
RIDERS OF PASCO BASIN—W—Johnny Mack Brown, Bob Baker, Fuzzy Knight, Frances Robinson—High-rating member of the series—56½m.—see Dec. 27 issue—(4062).
RIO—MD—Basil Rathbone, Sigrid Gurie, Victor McLaglen, Leo Carrillo—Below par; will have to be sold—77m.—see Oct. 4 issue—(4014).
ROAD BACK, THE—MD—John Emery, Spring Byington, Andy Devine, John King—Topical version has selling angle—79m.—see Nov. 15 issue—("Outspoken Version")—(4074)—(A).
TOWER OF LONDON—MD—Basil Rathbone, Boris Karloff, Barbara O'Neill—Exploitable for best returns—92m.—see Nov. 29 issue—(4012).
TROPIC FURY—AD—Richard Arlen, Andy Devine, Beverly Roberts—Strong duallier—62½m.—see Aug. 23 issue—(4052).
TWO BRIGHT BOYS—MD—Jackie Cooper, Freddie Bartholomew, Dorothy Peterson—Pleasing program; top duallier—70¼m.—see Sept. 20 issue—(4017).
UNDER-PUP, THE—CD—Robert Cummings, Gloria Jean, C. Aubrey Smith, Billy Gilbert, Beulah Bondi, Nau Grey—Looks like money on a long pull; good production for a new name—88m.—see Sept. 6 issue—(4010).
WEST OF CARSON CITY—W—Johnny Mack Brown, Bob Baker, Fuzzy Knight—High-rating western—55m.—see Nov. 29 issue—(4061).
WHEN TOMORROW COMES—D—Irene Dunne, Charles Boyer—Good program, with strong femme angles—91m.—see Aug. 23 issue—(3003).
WITNESS VANISHES, THE—MY—Edmund Lowe, Wendy Berrie—Okay mystery duallier—66m.—see Oct. 4 issue—(4027).

TO BE REVIEWED OR IN PRODUCTION

BLACK FRIDAY—Boris Karloff, Bela Lugosi, Anne Nagel.
DOUBLE ALIBI—Wayne Morris, Margaret Lindsay, William Gargan, Roscoe Karns.
HONEYMOON DEFERRED—Edmund Lowe, Margaret Lindsay, Elizabeth Risdon.
HOUSE OF SEVEN GABLES—Vincent Price, Margaret Lindsay, George Sanders.
IT HAPPENED IN KALOHA—Deanna Durbin, Kay Francis, Lewis Howard.
MY LITTLE CHICKADEE—Mae West, W. C. Fields, Joseph Calleia, Dick Foran, Anne Nagel.
RIGADOON—Lola Lane, James Craig, Eduardo Cianelli, Samuel S. Hinds.

WARNERS-FIRST NATIONAL

(1938-1939 releases from 301 up; 1939-1940 releases from 401 up)

(FN)—First National; (W)—Warners

ANGELS WASH THEIR FACES, THE—MD—Ann Sheriden, Ronald Reagan, Dead End Kids—High-rating action program—85m.—see Aug. 9 issue—(FN)—(367).
BRITISH INTELLIGENCE—MD—Boris Karloff, Margaret Lindsay, Bruce Lester—Average programmer, duallier—62m.—see Jan. 10 issue—(W)—(416).
BROTHER RAT AND A BABY—C—Eddie Albert, Wayne Morris, Priscille Lane—Pleasing comedy program—87m.—see Jan. 10 issue—(W).
CALLING PHILO VANCE—MD—James Stephenson, Margot Stevenson, Henry O'Neill—Better than average dual fare—63m.—see Jan. 10 issue—(W)—(421).
CHILD IS BORN, A—Jeffrey Lynn, Gladys George, Geraldine Fitzgerald, Gale Page—Well made; it deserves handling of a special nature—79m.—see Aug. 9 issue—(W)—(415)—(A).
COWBOY QUARTERBACK, THE—C—Bert Wheeler, Marie Wilson—For lower half of twin bills—56m.—see July 12 issue—(FN)—(366).
DAUGHTERS COURAGEOUS—CD—John Garfield, Claude Rains, the Four Lane Sisters, Jeffrey Lynn, Fay Bainter, Mae Robson, Donald Crisp—Good program—107m.—see June 28 issue—(FN)—(360).
"DEAD END" KIDS ON DRESS PARADE, THE—MD—Dead End Kids, John Litel, Frankie Thomas—Okay dual program—62m.—see Nov. 15 issue—(W)—(413).
DUST BE MY DESTINY—MD—John Garfield, Priscilla Lane—Top-bracket attraction—88m.—see Aug. 23 issue—(FN)—(461).
EACH DAWN I DIE—MD—James Cagney, George Raft, Jane Bryan, George Bancroft—Plug it for big returns—92m.—see July 26 issue—(FN)—(356).
ESPIONAGE AGENT—MD—Joel McCrea, Brenda Marshell, Jeffrey Lynn, George Bancroft—High-rating exploitable programmer—83m.—see Oct. 4 issue—(FN)—(462).
EVERYBODY'S HOBBY—CD—Irene Rich, Henry O'Neill—Entertaining program; duallier—54m.—see Sept. 20 issue—(FN)—(376).
FIGHTING 69th, THE—D—James Cagney, Pat O'Brien, George Brent—A blue-chip special—90m.—see Jan. 24 issue—(451).
FOUR WIVES—CD—Claude Rains, May Robson, Jeffrey Lynn, the Lane Sisters—Good domestic fare; should sell big to screen Lane fans—99m.—see Dec. 13 issue—(FN)—(453).
GRANNY GET YOUR GUN—CD—May Robson, Harry Davenport, Hardie Alhright—Nice duallier—55m.—see Jan. 10 issue—(W)—(422).
INDIANAPOLIS SPEEDWAY—AD—Pat O'Brien, John Payne, Gale Page, Frank McHugh, Ann Sheridan—Plug title and players—82m.—see July 26 issue—(W)—(315).
INVISIBLE STRIPES—D—George Raft, Jane Bryan, William Holden—Sell names in cast for good grosses—82m.—see Dec. 27 issue—(408).
JUAREZ AND MAXIMILIAN—see The Mad Empress.
KID NIGHTINGALE—C—John Payne, Jane Wyman, Walter Catlett—Okay for dual support—57m.—see Oct. 4 issue—(W)—(411).
MAD EMPRESS, THE (Juarez and Maximilian)—D—Mede Novara, Conrad Nagel, Lionel Atwill—Duallier—72m.—see May 3 issue, under Miscellaneous, and Nov. 5 issue—(FN)—(481).
NANCY DREW AND THE HIDDEN STAIRCASE—MY—Bonita Grenville, John Litel—Another good entrant in the Drew series—60m.—see Aug. 23 issue—(W)—(419).
NO PLACE TO GO—MD—Dennie Morgen, Gloria Dickson, Fred Stone—Just another duallsr—57m.—see Sept. 6 issue—(FN)—(469).
OLD MAID, THE—MD—Bette Davis, George Brent, Miriam Hopkins—Another acting triumph for Bette Davis; must be sold—95m.—see Aug. 9 issue—(FN)—(452)—(A).
ON YOUR TOES—CMU—Vere Zorina, Eddie Albert, Alan Hele—Good entertainment—94m.—see Oct. 18 issue—(FN)—(463).
PRIDE OF THE BLUE GRASS—MD—Edith Fellows, James McCallion—Good entertainment for the family trade—65m.—see Oct. 4 issue—(W)—(418).
PRIVATE DETECTIVE—MY—Jane Wyman, Dick Foran—Okay for dual support—55m.—see Nov. 29 issue—(471).
PRIVATE LIVES OF ELIZABETH AND ESSEX, THE—COD—Bette Davis, Errol Flynn, Olivia de Havilland—Celluloid masterpiece; get behind it—106m.—see Oct. 4 issue—(Technicolor)—(W)—(402).
RETURN OF DOCTOR X, THE—MD—Wayne Morris, Humphrey Bogart, Rosemary Lane—Enjoyable action-pecked melodrema—62m.—see Nov. 29 issue—(FN)—(464).
ROARING TWENTIES, THE—MD—James Cagney, Priscilla Lane, Humphrey Bogart—Top-notch meller, needed for big returns—106m.—see Nov. 1 issue—(W)—(403).
SMASHING THE MONEY RING—MD—Ronald Reegan, Margot Stevenson—Good action duallier—57m.—see Nov. 1 issue—(FN)—(470).
TORCHY PLAYS WITH DYNAMITE—MD—Jane Wyman, Allen Jenkins—Neat, swift Torchy yarn—59m.—see Aug. 9 issue—(W)—(326).
WE ARE NOT ALONE—D—Paul Muni, Jane Bryan, Flora Robson—Excellent drama for discriminating audiences—112m.—see Nov. 15 issue—(FN)—(458).

TO BE REVIEWED OR IN PRODUCTION

BAD BOY—John Garfield, Brenda Marshell, Donald Crisp.
CASTLE ON THE HUDSON, THE—John Garfield, Ann Sheridan, Pat O'Brien, Burgess Meredith—(FN).
FUGITIVE FROM JUSTICE—Morgan Conway, Roger Pryor, Sheila Bromley.
GAMBLING ON THE HIGH SEAS—Wayne Morris, Jane Wyman.
GRANNY GET YOUR GUN—May Robson, Margot Stevenson, Harry Davenport.
IT ALL CAME TRUE—Ann Sheridan, Jeffrey Lynn, Humphrey Bogart.
KING OF THE LUMBERJACKS—John Payne, Gloria Dickson, Stanley Fields.
MAGIC BULLET, THE—Edward G. Robinson, Ruth Gordon, Otto Kruger, John Litel.
MURDER IN THE AIR—Ronald Reagan, Lya Lys, Eddie Foy, Jr., John Litel.
SATURDAY'S CHILDREN—Ann Shirley, Claude Rains, Frank McHugh, Una Merkel.
TEAR GAS SQUAD—Dennis Morgan, John Payne, Gloria Dickson.
THREE CHEERS FOR THE IRISH—Priscilla Lane, Rosemary Lane, Thomas Mitchell, Dennis Morgan.
VIRGINIA CITY—Errol Flynn, Miriam Hopkins, Randolph Scott, Humphrey Bogart—(W).
WE SHALL MEET AGAIN—Merle Oberon, George Brent, Pat O'Brien, Binnie Barnes.

MISCELLANEOUS

Listed here ere only those independently produced pictures, not handled by companies of nation-wide scope.

ADVENTURES OF THE MASKED PHANTOM, THE—W—Monte Rawlins, Larry Mason, Betty Burgess—Low-grade western—55m.—see Dec. 27 issue—(Equity).
BAD BOY—D—Johnny Downs, Rosalind Keith, Helen MacKellar—Very weak Inde, sell Downs—65m.—see Dec. 27 issue—(Atlas)—(A).
BEYOND BENGAL—Travel—Produced by Harry Schenck—Maybe yes, and maybe no—70m.—see July 26 issue—(Showmen's Pictures).
BLACK LIMELIGHT—MY—Raymond Massey, Joan Marion—Routine murder mystery for houses that see play English product—68m.—see July 12 issue—(English-made)—(Alliance).
BURNING QUESTION, THE (Tell Your Children)—MD—Lilian Miles, Dave O'Brien, Thelma White—Exploitable anti-marijuana film—62m.—see Dec. 13 issue—(G. & H. Productions).

CHAMPIONS OF THE GRIDIRON—Sports Commercial—Players, coaches, executives of the National Professional Football League—Excellent sports film—50m. (also a 10m. abridgment)—see Apr. 19 issue—(Industrial Pictures).
CITY, THE—Documentary—From an original by Pare Lorentz, with narration by Morris Carnovsky—Excellent; can be exploited—44m.—see May 31 issue—(Civic Films).
CODE OF THE CACTUS — W — Tim McCoy, Dorothy Short, Ben Corbett—Top-rating McCoy western—57m.—see May 17 issue—(Victory).
DAUGHTER OF THE TONG—AD—Evelyn Brent, Grant Withers—Minor nabe dualler support—56m.—see Aug. 24 issue—(Metropolitan).
DEATH GOES NORTH — AD—Edgar Edwards, Sheila Bromley, Dorothy Bradshaw, Jameson Thomas—Better-than-average independent action drama—61m.—see May 31 issue—(Warwick).
DUKE IS TOPS, THE—MU—Ralph Cooper, Lena Horne—High-rating all-Negro musical—72m.—see June 28 issue—(Million Dollar Productions).
FIGHTING RENEGADE—W—Tim McCoy, Joyce Bryant—High in horse-opera scale—54m.—see Sept. 20 issue—(Victory).
FLAMING LEAD—W—Ken Maynard, Eleanor Stewart—Okay inde oatie—57m.—see July 12 issue—(Colony).
FLIRTING WITH DEATH—see They Went to War.
GANG SMASHERS—MD—Nina Mae McKinney, Mantan Moreland, Laurence Criner—Nice all-Negro mellor for colored theatres—56m.—see June 14 issue—(Million Dollar Productions).
HITLER'S REIGN OF TERROR — Documentary—Narrated by Edwin C. Hill, photographed by Cornelius Vanderbilt, Jr.—Exploitation offering—56m.—see Nov. 29 issue—(Samuel Cummins).
KEEP PUNCHING — MDMU — Henry Armstrong, Mae Johnson, Willie Bryant—Should gross okay in Negro nabes—81m.—see Dec. 13 issue—(M-C Pictures).
LAND OF LIBERTY—Documentary—Compiled by and for the Industry and the MPPDA—Fine motion picture achievement—138m.—see July 12 issue—(MPPDA).
LET'S PRETEND WE'RE SWEETHEARTS — see They Went to War.
LOST ON THE WESTERN FRONT—D—Paul Cavanaugh, Marcelle Chantel—Exploitable dualler—63m.—see Nov. 1 issue—(Standard).
MAD YOUTH—MD — Mary Ainslee, Betty Compeon—Saleable sexer—60m.—see Oct. 18 issue—(Willis Kent)—(A).
MARIJUANA MADNESS (The Pace That Kills)—MD—Lois January, Noel Madison—Only for sensational type exploitation—65m.—see Aug. 9 issue—(Kent)—(A).
MESQUITE BUCKAROO—W—Bob Steele, Carolyn Curtis—Low grade western—59m.—see Aug. 23 issue—(Metropolitan).
MIDDLETON FAMILY AT THE WORLD'S FAIR, THE—MD—Marjorie Ford, James Lydon—Might be tried as filler with high-bracket feature—50m.—see Oct. 4 issue—(Technicolor)—(Modern Talking Picture Service).
MOON OVER HARLEM—MD—Bud Harris, Cora Green—Weak, even for all-Negro audiences—67m.—see July 26 issue—(Meteor).
MYSTIC CIRCLE MURDER—MY—Betty Compeon, Robert Fiske—Weak dualler—69m.—see Oct. 18 issue—(Fanchon Royer).
ONE DARK NIGHT—DMU — Mantan Moreland, Betty Treadville, Josephine Pearson—Tops for Negro audiences—81m.—see Dec. 13 issue—(Million Dollar Productions).
PACE THAT KILLS, THE—see Marijuana Madness.
POCOMANIA—MD—Nina Mae McKinney, Jack Carter, Ida James—Top Negro entry—65m.—see Dec. 13 issue—(Lenwal).
PORT OF HATE—MD—Polly Ann Young, Kenneth Harlan—Weak inde for bottom of nabe duals—57m.—see Aug. 23 issue—Metropolitan).
REFORM SCHOOL—MD—Louise Beavers, Harlem's Tuff Kids, Monte Hawley—Top product for Negro houses—76m.—see June 28 issue—(Million Dollar Productions).
RIDERS OF THE SAGE—W—Bob Steele, Claire Rochelle—Run of the mill—56m.—see Oct. 18 issue—(Metropolitan).
RIDIN' FOOL, THE—W—Bob Steele, Francis Moore—Low grade western—58m.—see Oct. 18 issue—(Metropolitan).
SHE GOES TO WAR—MD—Eleanor Boardman, John Holland—War from the women's angle—55m.—see Nov. 15 issue—(Mitchell Leichter).
SMOKY TRAILS—W—Bob Steele, Jean Carmen—Okay Steele—56m.—see Apr. 19 issue—(Metropolitan).
SONGS AND SADDLES—W—Gene Austin, Lynne Berkeley—Exploitable—65m.—see Dec. 28, 1938, issue—(Road Show Attractions).
SPECIAL INSPECTOR—MD—Charles Quigley, Rita Hayworth—Pleasing action programmer—62m. — see Apr. 6 issue—(Warwick).
STRAIGHT SHOOTER—W—Tim McCoy, Julie Sheldon, Ben Corbett, Ted Adams—All McCoy and an hour long!—60m.—see Nov. 15 issue—(Victory).
TELL YOUR CHILDREN—see The Burning Question.
TEN NIGHTS IN A BARROOM—MD—Hal Skelly, Zita Johann—Those nights are here again!—61m.—see Nov. 15 issue—(B&M Pictures).
TEXAS WILDCATS—W—Tim McCoy, Joan Barclay, Ben Corbett, Ted Adams—Top-rating McCoy—56m.—see June 28 issue—(Victory).
THEY WENT TO WAR (Let's Pretend We're Sweethearts; Flirting With Death)—CD—Lola Lane, Chic Chandler, George Meeker—Better than average independent—68m.—see May 31 issue—(Imperial).
TRIGGER FINGERS—W—Tim McCoy, Ben Corbett—Okay western—53m.—see Sept. 6 issue—(Victory).
TWO GUN TROUBADOUR—W—Fred Scott, Claire Rochelle—Speedy inde oatie entry—58m.—see July 26 issue—(Spectrum).
TUMBLEWEEDS—W—William S. Hart, Barbara Bedford—Revival which can get results if exploited—88m.—see May 17 issue—(Astor).
TYPHOON TREASURE—MD—Campbell Copelin, Gwen Munro—Adventure yarn for lower half on duals—68m.—see July 12 issue — (Australian-made)—(Commonwealth).
WHY THIS WAR?—Documentary—No credits—Exploitable documentary—81m.—see Nov. 1 issue—(Samuel Cumins).

FOREIGN

Listed here are imported productions and all foreign-language pictures of whatever origin, when such pictures are not a part of the regular release schedule of an independently listed producer-distributor.

ADVENTURE OF GIACOMO CASSANOVA—see Avventura di Giacomo Cassanova.
AFFAIR LAFONT, THE (Conflict)—D—Corinne Luchaire, Annie Ducaux—For the arty—84m.—see Oct. 18 issue—(Trans-Atlantic Films)—(A).
ALEXANDER NEVSKY—SP—Nicolai, N. P. Okhlopkov—Box office for foreign, art houses—94m.—see Apr. 5 issue—(Amkino).
ALLERGI MASNADIERI (The Make-Believe Pirates)—CMU—Assia Noris, C. Pilotto—Very good Italian comedy—72m.—see Oct. 18 issue—(Americo Pullini).
ALPINE PASSION (Amore sulle Alpi)—MD—Gustave Diesel, Simona Bourday—Esperia has done better—74m.—see Nov. 15 issue—(Esperia)—(A).
AMANGELDY—D—Elubai Umurzakov, Shara Dzhandarbekova—Inferior Russian film—79m.—see June 28 issue—(Amkino).
AMORE SULLE ALPI—see Alpine Passion.
ARIA DEL CONTINENTE, L'—see The Continental Way.
AVVENTURA DI GIACOMO CASANOVA (Adventure of Giacomo Casanova) — CD—Nerio Bernardi, Leda Gloria—Best for Italian houses, audiences—70m.—see June 14 issue—(Amerital).
BATTELLER DE LA VOLGA, LE—see The Volga Boatman.
BATTLES IN THE SHADOW (Lotta nell' Ombra)—MD—Antonio Centa, Renato Cialente—Pleasing Italian thriller—86m.—see June 28 issue—(Esperia).
BETRAYAL—D—Annie Vernay, Suzy Prim, Pierre-Richrad Willm—French box-office success—80m.—see Oct. 4 issue—(World).—(A).
BIG FELLA—MDMU—Paul Robeson, Elisabeth Welsh—Pleasing programmer, but watch out for the racial problem — 70m. — see Feb. 22 issue — (Retlaw Films).
BIZARRE BIZARRE—F—Louis Jouvet, Francoise Rosay—Rib-tickler for French fans—see Apr. 5 issue—(Lenauer).
BLACK PIRATE, THE—see Il Corsaro Nero.
BOMBS OVER LONDON—AD—Charles Farrell, Fritz Kortner—Plug timeliness and Farrell for best results—78m.—see Sept. 20 issue—(Film Alliance).
BOUQUETS FROM NICHOLAS—MD—Noel-Noel, Jacques Varennes, Janine Noel-Noel—Can play the right nabes; swell for the arty, French—75m.—see Mar. 22 issue—(Walch Films).
BOYS' SCHOOL (Les Disparus de Saint Agil)—MY—Eric von Stroheim, Michael Simon, Armand Bernard, Serge Grave—Outstanding Gallic show—91m.—see June 14 issue, under Columbia—(Columbia).
BRIVELE DER MAMEN, A (A Letter to Your Mother)—D—Lucy Gehrman, Alexander Stein—Yiddish cinematic triumph—104m.—see October 4 issue—(Sphinx).
CHALLENGE, THE—D—Robert Douglas, Jean Gardner—High-rating importation—77m.—see May 17 issue—(Film Alliance).
CHANGED MAN, THE—see Elceerelt Ember.
CITADEL DE SILENCE, LA—see The Citadel of Silence.
CITADEL OF SILENCE, THE (La Citadel de Silence)—D—Annabella, Pierre Renoir, Bernard Lancret—Swell art and French stuff—90m.—see Jan. 10 issue—(Film Alliance)—(A).
CONFLICT—see The Affair Lafont.
CONCENTRATION CAMP—D—O. Jakov, S. Shirokova—Too much Communist propaganda for the average house—66m.—see Apr. 5 issue—(Amkino).
CONQUESTS OF PETER THE GREAT, THE—D—Nikolai Simonov, Alla Tarasova—For Soviet houses only—96m.—see Sept. 20 issue—(Amkino).
CONTINENTAL WAY, THE (L'Aria del Continente)—CD—Angelo Musco, Leda Gloria—Excellent Italian comedy—82m.—see Nov. 29 issue—(Esperia).
CORSARO NERO, IL (The Black Pirate)—MD—Ciro Verrati, Silvana Jachino — For foreign-language, particularly Italian, houses—96m.—see Dec. 27 issue—(Esperia).
CRISIS—Documentary—Produced, directed by Herbert Kline, narrated by Leif Erickson—For liberal, intelligent; an exploitation challenge to average exhibitor—86m.—see Mar. 22 issue—(Mayer-Burstyn).
CURTAIN RISES, THE (Entree des Artistes)—MD—Louis Javet, Janine Darcey—Pleasing French import—85m.—see May 3 issue—(Kassler).
DEAD MEN TELL NO TALES—MD—Evelyn Williams, High Williams, Marius Goring—Tops for murder—70m.—see May 31 issue—(Alliance).
DEMON BARBER OF FLEET STREET, THE—MD—Tod Slaughter, Eve Lister—British entrant, strictly for the "horror" trade—67m.—see Sept. 6 issue—(Select Attractions)—(A).
DENARO E D'AMORE (Money and Love)—CD—Elsa Merlini, Tina Lattanzi—Pleasing Italian comedy-drama—86m.—see July 12 issue—(Amerital).
DEVIL IS AN EMPRESS, THE (Le Jouer d'Echees)—D—Conrad Veidt, Francoise Rosay, Micheline Francey—Among the better French films—75m.—see Dec. 13 issue—(Columbia).
DISPARUS DE SAINT AGIL, LES—see Boys' School.
DOCTOR ANTONIO (Il Dottor Antonio)—D — Ennio Cerlesi, Maria Gambarelli, Lamberto Picasso—Box-office success for Italian nabes—103m.—see Dec. 27 issue—(Itala Films).
DOTTER ANTONIO, IL—see Doctor Antonio.
DOUBLE CRIME ON THE MAGINOT LINE—D—Victor Francen, Vera Korene—Excellent for art, French houses; exploitation — 83m.—see May 3 issue—(Tower Pictures).
ELCSERELT EMBER (The Changed Man)—MD—Ferenc Kiss, Margit Dakya, Gero Maly — Just for Hungarians—84m.—see Mar. 8 issue—(Hungaria).
END OF THE DAY, THE (Fin du Jour)—D—Victor Francen, Louis Jouvet—Superb Gallic production—95m.—see Sept. 20 issue—(Juno Films).
ENTENTE CORDIALE—D—Victor Francen, Gaby Morlay, Arlette Marchal—Timely Gallic import—93m.—see Jan. 10 issue—(Concord).
ENTREE DES ARTISTES—see The Curtain Rises.
ERAVAMO SETTE SORELLO—see We Were Seven Sistere.
ESCAPE FROM YESTERDAY—D—Jean Gabin, Annabella—Infinitely superior French product—95m.—see May 17 issue—(Hoffberg)—(A).
FAMILLE LEFRANCOIS, LE—see Heroes of the Marne.
FIRST FILM CONCERT, THE—MU — No production credits available—Extremely attractive fare for the arty—52m.—see Nov. 15 issue—(World).
FOR MEN ONLY (Per Uomini Soli)—CD—Carlo Buti, Paola Barbara—Great show for Italian nabes—78m.—see May 17 issue—(Esperia).
FIN DU JOUR—see The End of the Day.
GANG'S ALL HERE, THE—CD—Jack Buchanan, Google Winters—Just fair comedy; nabe lower-half dualler—75m.—see Apr. 19 issue—(Associated British).
GIOVANNI DE MEDICI, THE LEADER—D—Luis Trenker, Loris Gizzi, Laura Nucci — Okay for Italian audiences—88m.—see Jan. 24 issue—(Esperia).
GOLDEN KEY, THE—Fantasy—Puppets and voices operated by A. Shagin, et al.—Corking foreign fantasy—70m.—see Jan. 10 issue—(Amkino).
GREAT COMMANDMENT, THE—D—John Beal, Maurice Muscovich, Albert Dekker—Worth watching; has universal appeal—85m.—see Oct. 18 issue—(Cathedral Films).
HARVEST (Regain)—MD—Gabriel Gabrio, Edouard Delmont—For the art customers—80m.—see Aug. 9 issue—(French Cinema Center)—(A).
HEARTBEAT—MD—Orane Domazia, Fernandel — Fair Gallic product—88m.—see Sept. 20 issue—(French Motion Picture Corporation)—(A).
HEROES OF THE MARNE (Le Famille Lefrancois)—Raimu, Germaine Dermoz—Chiefly for foreign, art houses—88m.—see May 3 issue—(Spectrun)—(A).
HO PERDUTO MIO MARITO—see My Husband Is Lost.
HOMME ET SA FEMME, UN—see A Man and His Wife.
HOUSEMASTER—CD—Otto Kruger, Diana Churchill—Fair support for duals; plug American names—85m. see Apr. 19 issue—(Associated British).
IDEAL MARRIAGE (Un Matrimonio Ideale) — CD — Assia Noris, Umberto Melnati, Gino Cervi—Very good Italian product—84m.—see Dec. 27 issue—(Esperia).
I MET A MURDERER—D—James Mason, Sylvia Coleridge—Artistic success; can be exploited—78m.—see Oct. 18 issue—(York).
IN SOVIET RUSSIA TODAY—Documentary—No credits—Propaganda for radical audiences—100m. — see Oct. 4 issue—(Amkino).
INDISCRETIONS—CD—Sascha Guitry, Betty Daussmond—For art, French houses, exclusively—80m.—see May 17 issue, under Foreign—(Tri-National)—(A).
IRELAND'S BORDER LINE—CD—Jimmy O'Dea, Myrette Morven—Top Irish product—64½m.—see Nov. 1 issue—(William Alexander).
JAAKARIN MORSIAN—see Soldier's Bride.
JOUER D'ECHEES, LE—see The Devil Is an Empress.
JUBILEE—Documentary—Edited by the Rev. James H. Griffiths, narrated by the Rev. Vincent Genova—For Catholics; exploit its timeliness—60m. — see Feb. 22 issue—(King Cole).
JUST LIKE A WOMAN—CD—Gertrude Michael, John Lodge—Fair English production—73m.—see Nov. 1 issue—(Alliance).
KATIA—D—Danielle Darrieux, John Loder—Superb Gallic production; exploitable—80m. — see Dec. 13 issue—(Mayer-Burstyn)—(A).
KING OF DIAMONDS (Re de Denari)—CD — Angelo Musco, Rosina Anselmi, Mario Pisu—Great Italian comedy—84m.—see Jan. 10 issue—(Esperia).
KLIATSHE, DI—see Light Ahead.
KOL NIDRE—MD—Lili Liliana, Leon Leibgold—Well-titled show for Yiddish audiences—90m.—see Sept. 20 issue—(Joseph Seiden).

THE SHORTS CHECK-UP

COLUMBIA

Two Reel

COMEDIES (26)

Mooching Through Georgia (F)
A. Clyde .....Aug. 11 18m.
Trouble Finds Andy Clyde (F)
A. Clyde .....July 28 18m.

'39-'40 (26)

All American Blondes (G)
A. Clyde .....Oct. 20 17m.
Andy Clyde Gets Spring Chicken (F)
A. Clyde .....Dec. 15 19m.
Awful Goof, The (G)
C. Chase .....Dec. 22 17m.
Ceiling All Curs (F)
3 Stooges .....Aug. 25 17½m.
Glove Slingers (G)
N. Beery, Jr.....Nov. 24 18m.
Heckler, The
C. Chase .....Feb. 16 —m.
Mr. Clyde Goes to Broadway
A. Clyde .....Feb. 2 —m.
Nothing But Pleasure
B. Keaton .....Jan. 5 17½m.
Oh, You Nazty Spy
3 Stooges .....Jan. 19 —m.
Oily to Bed, Oily to Rise (G)
3 Stooges .....Oct. 6 18½m.
Rockin' Thru the Rockies
3 Stooges .....Mar. 8 —m.
Skinny the Mooocher (F)
C. Chase .....Sept. 8 16½m.
Static in the Attic (F)
W. Catlett .....Sept. 22 19m.
Teacher's Pest (G)
C. Chase .....Nov. 3 16½m.
Three Sappy People (E)
3 Stooges .....Dec. 1 18½m.

SERIALS (4)

Overland with Kit Carson (G)
B. Elliot, I. Meredith.July 21 15 ep.

'39-'40 (4)

Deadwood Dick ..... —ep.
Green Archer, The ..... —ep.
Terry and the Pirates... —ep.
Shadow, The (E)
V. Jory, V. Borg.....Jan. 5 15 ep.

One Reel

CINESCOPES

'39-'40 (6)

Threads of a Nation, The.Jan. 19 —m.
World of 1960 (E)....Dec. 22 9m.

COLOR RHAPSODIES (12)

Hollywood Sweepstakes (F) .....July 28 8m.

'39-'40 (16)

Boy, a Gun and Birds, A (F) .....Jan. 12 7½m.
Crop Chasers (G) .....Sept. 22 8m.
Dreams on Ice (F).....Oct. 20 6½m.
Happy Tot's Expedition, The .....Feb. 9 6½m.
Jitterbug Knights (F)..Aug. 11 7m.
Mother Goose in Swingtime (G) .....Dec. 8 7m.
Mountain Ears (G) ....Nov. 3 7m.

COMMUNITY SINGS

'39-'40 (10)

No. 1 — Bing Crosby Songs (G) .....Aug. 4 9m.
No. 2 — Old-Time Songs (F) .....Sept. 8 9½m.
No. 3—College Songs (G).Oct. 13 10m.
No. 4—Stephen Foster Songs (E) .....Nov. 17 11m.
No. 5—Gypsy Songs....Dec. 29 —m.
No. 6 .....Feb. 2 —m.
No. 7 .....Mar. 15 —m.

FABLES

'39-'40 (6)

Little Lost Sheep (F)...Oct. 6 7m.
Park Your Baby (F)....Dec. 22 6m.
Practice Makes Perfect..Apr. 5 6m.

READ CAREFULLY

THE SHORTS CHECK-UP gives title, cast information, release date, running time of shorts released since July 14, 1939.

INDEXES to short subjects will be found in THE BLUE SECTION, on pages 128 and 129, 179, 229, 325 and 326, 374, and 427—a complete record since September, 1937.

REVIEWS of all short subjects are printed in THE SHORTS PARADE, appearing fortnightly in THE BLUE SECTION.

THE RUNNING TIME IN THE SHORTS CHECK-UP IS THE LATEST AVAILABLE.

LAST DESIRE—D—Raimu, Jacqueline Delubac, Pierre Brasseur—Sell sex—77m. — see Jan. 24 issue—(Transatlantic)—(A).

LETTER TO YOUR MOTHER, A—see A Brivele der Mamen.

LENIN IN 1918—D—B. V. Shchukin, M. G. Gelovani—Outstanding Soviet motion picture — 150m. — see July 12 issue—(Amkino).

LIGHT AHEAD (Di Kliatshe)—D—Izidore Casher, Helen Beverly—Superb Yiddish photoplay—103m. — see Oct. 4 issue—(Carmel).

LOST ATLANTIS, THE—MD—No cast credits—Just film —70m.—see June 14 issue—(Road Show Attractions).

LOTTA NELL' OMBRA—see Battles in the Shadow.

MADEMOISELLE MA MERE—F—Denielle Darrieux, Marcel Simon—Breezy Gallic affair; Darrieux tops exploitation possibilities—80m.—see Oct. 4 issue —(Hoffberg)—(A).

MAKE-BELIEVE PIRATES, THE — see Allergi Masnadieri.

MAN AND HIS WIFE, A (Un Homme et Sa Femme)—MD—Harry Baur, Suzy Vernon—Fair for French, arty; lower-half duelier for nabes—77m.—see Apr. 5 issue—(French Film Exchange)—(A).

MARSEILLAISE — D — Pierre Renoir, Lise Delamare—Fair French cineme—80m.—see Nov. 15 issue—(World Pictures).

MATRIMONIO IDEALE, UN—see Ideal Marriage.

MILL ON THE FLOSS, THE—D—Geraldine Fitzgerald, Frank Lawton — Outstanding British attraction—78m.—see Nov. 15 issue—(Standard).

MIO DESTINO, IL (My Destiny)—D—Emma Gramatica, Luigi Cimari — For Italian and foreign-language houses—76m.—see July 26 issue—(Roma Film).

MIRELE EFROS—MD—Berta Gersten, Michael Rosenberg—Should pull tears and cash—87m.—see Nov. 1 issue—(Credo Pictures).

MR. MAX (Il Signor Max)—C—Vittoria DeSico, Assia Noris—Outstanding Italian comedy—86m.—see Oct. 18 issue—(Esperia).

MONEY AND LOVE—see Denaro e d'Amore.

MUSICA IN PIAZZA—CD—Milly, Enrico Viarisio—For Italian audiences only—66m.—see July 12 issue—(Amerital).

MUTINY ON THE ELSINORE—MD—Paul Lukas, Kathleen Kelly, Lyn Harding, Michael Martin-Harvey—High-rating sea thriller—72m.—see Feb. 22 issue—(Krellberg).

MY DESTINY—see Il Mio Destino.

MY HUSBAND IS LOST (Ho Perduto Mio Marito)—CD—Nino Besozzi, Paola Borboni—Okay Italian comedy—87m.—see Nov. 1 issue—(Esperia)—(A).

MY SON—DMU—Gustav Berger, Fannia Rubina—Highrater for Yiddish consumption—91m.—see May 31 issue—(Jewish Talking Picture).

NEW HORIZONS—D—Boris Chirkov, Vera Kibardina—For radical houses only—92m.—see May 31 issue—(Amkino).

NORTH SEA PATROL—MD—Geoffrey Toone, Judy Kelly—Pleasing, timely programmer that can be sold—69m.—see Nov. 15 issue—(Alliance Films).

ON HIS OWN—D—V. O. Massalitinova, M. Troyanovsky—Okay for left-wingers—100m.—see Sept. 20 issue—(Amkino).

OPPENHEIM FAMILY, THE—D—V. F. Balashov, I. M. Tolchanov, A. I. Voitsik—Exploitable U. S. S. R. product; deserves playing time—97m.—see June 14 issue—(Amkino).

OUR FIGHTING NAVY—see Torpedoed.

QUAI DES BRUMES, LE—see Port of Shadows.

PEOPLE, ETERNAL, A—D—Conrad Veidt, Marie Ney—Weak Yiddish offering—65m.—see Nov. 15 issue—(Henry Lynn).

PER UOMINI SOLI—see For Men Only.

PORT OF SHADOWS (Le Quai des Brumes)—MD—Jean Gabin, Michel Simon—Beautiful, well worth seeing; a 7-award film—90m.—see Oct. 18 issue—(Film Alliance of U. S.).

PRISONER OF CORBAL, THE—COD—Nils Asther, Noah Beery—Nabe dual filler—73m.—see Sept. 6 issue—(English-made)—(Syndicate).

PURITAN, THE—D—Jean-Louis Barrault, Alla Donell—Can be exploited for fair money—85m.—see Mar. 22 issue—(Lenauer)—(A).

RANGLE RIVER—"W"—Victor Jory, Margaret Dare—Pleasing Australian import with a "western" flavor —72m.—see May 17 issue—(Hoffberg).

RASPUTIN—D—Harry Baur, Marcelle Chantal—Superb Gallic production—93m.—see Nov. 1 issue—(Concord Films)—(A).

RE DI DENARI—see King of Diamonds.

REGAIN—see Harvest.

RETURN OF THE FROG, THE—MY—Gordon Herker, Una O'Connor—Okay British mystery programmer—71m.—see Sept. 6 issue—(Select Attractions).

ROYAL DIVORCE — D — Ruth Chatterton, Pierre Blanchar—Worthwhile duelier—82½m.—see Oct. 4 issue—(Select Attractions).

SCIPIO AFRICANUS MAJOR—see Scipione l'Africano.

SCIPIONE L'AFRICANO (Scipio Africanus Major)—D—Annibale Ninchi, Camillo Pilotti, Isa Miranda, Frances Francesca—Bonanza for Italian customers—115m.—see Oct. 4 issue—(Esperia).

SECOND BUREAU—D—Marta LaBarr, Charles Oliver—Okay spy drame—66m.—see Nov. 1 issue—(Film Alliance of U. S.).

SHORS—D—E. Samoilov, I. Skuratov — For left-wing audiences—92m.—see Nov. 29 issue—(Amkino).

SIGNOR MAX, IL—see Mr. Max.

SOLDIER'S BRIDE (Jaakarin Morsian)—MD—Tuulikki Paananen, Ritva Aro, Tuli Arjo — Should make dough for Finnish houses—83m.—see Dec. 27 issue —(Werner F. Savela).

SONG OF THE STREET—D—Vladimir Sokoloff, Madeleine Ozeray—Weak oreign offering — 77m. — see Sept. 6 issue—(Mayer-Burstyn).

SONG OF YOUTH—Documentary—Produced in U. S. S. R. by Soyus Film Chronica—Superior Russian documentary—53m.—see June 28 issue — (Amkino).

SORPRESE DE UN MATRIMONION, LE—see The Surprises of Matrimony.

SOS MEDITERRANEAN — MD — Pierre Fresnay, Rolf Wanka, Kim Peacock, Nadine Vogel—Should make money for foreign and art theatres—78m.—see Jan. 24 issue—(Vedis Films).

SOTTO LA CROCE DEL SUD—see Under the Southern Cross.

SOVIET BORDER—MD—E. Piapkina, E. Fedorova, N. Kriuchkov, S. Krilov, N. Vinogradov—Propaganda film for the radical—94m.—see Mar. 8 issue—(Amkino).

SPAIN FIGHTS ON—see The Will of a People.

SPY BUREAU—Same as Second Bureau, q. v.

SPY OF NAPOLEON—MD—Richard Barthelmess, Dolly Haas—For class spots, nebe with limitations—77m. —see May 17 issue—(Standard).

SURPRISES OF MATRIMONY, THE (Le Sorprese de un Matrimonion)—CD—Vittorio DeSica, Elisa Gegani —For Italians only—118m.—see Nov. 1 issue—(Columba)—(A).

SQUADRONE BIANCO, LO (The White Squadron)—D—Fosco Giachetti, Antonio Centa, Fulvia Lanzi—Good drama for the ert-foreign, Italian houses—98m.—see Nov. 29 issue—(Esperia).

TEVYA—MD—Maurice Schwartz, Miriam Riselle, Rebecca Weintraub—Box office for Yiddish houses—93m.—see Jan. 24 issue—(Mayman).

THAT THEY MAY LIVE—D—Victor Francen, Line Noro, Marie Lou, Jean-Max—Spectacular French anti-war piece—73m.—see Nov. 1 issue—(Mayer-Burstyn) —(A).

THEY WANTED PEACE — D—F. Bagashvili, Tamara Markarova, S. Smirnova—Left-wing fare—73m.—see Jan. 24 issue—(Amkino).

THREE WALTZES—Operetta—Yvonne Printemps, Pierre Fresnay—Natural for art, foreign-policy theatres—92m.—see May 8 issue—(Vedis Films).

THUNDER OVER PARIS—D—Erich von Stroheim, Mareille Balin—Plug timeliness and Von Stroheim—82m.—see Nov. 29 issue—(Transatlantic)—(A).

TORPEDOED (Our Fighting Navy)—AD—H. B. Warner, Richard Cromwell, Noah Beery—Must ride on its timeliness; plug Americans—66m.—see Sept. 20 issue—(Film Alliance).

TREACHERY ON THE HIGH SEAS—MY—Bebe Daniels, Ben Lyon, Charles Farrell—Okay Britisher for nabe dual support—68m.—see Oct. 4 issue—(Film Alliance).

TWO'S COMPANY—C—Ned Sparks, Mary Brian, Patric Knowles—Bottom duelier for houses which can play British product—64m.—see Dec. 27 issue — (B. & D.).

UNDER THE SOUTHERN CROSS (Sotto la Croce del Sud)—D—Doris Duranti, Antonio Centa—Tops for Italian houses — 81m.—see June 28 issue—(Esperia).

U. S. S. R. ON THE SCREEN, 1939—Documentary—No credits given—Left wing attraction—94m.—see Aug. 23 issue—(Amkino).

VOLGA BOATMAN, THE (Le Batteller de la Volga)—D—Pierre Blanchar, Vera Korene—Best for foreign, art houses—78m.—see Apr. 5 issue—(Hoffberg).

WALLY, LA—DMU—Germana Paolieri, Carlo Minchi—For Italian audiences only—83m.—see July 26 issue—(Amerital).

WE WERE SEVEN SISTERS (Eravamo Sette Sorello)—CD—Nino Besozzi, Antonio Gandusio, Sergio Tofano —Excellent for Italian audiences—87m.—see June 28 issue—(Esperia)—(A).

WILL OF A PEOPLE, THE (Spain Fights On)—Documentary—No cast or production credits—For liberal houses—55m.—see Feb. 22 issue—(L. Frank).

WINGS OVER AFRICA—MD—Joan Gardner, Ian Colin—Weak duelier; may be exploited—62m.—see Aug. 9 issue—(Merit).

WHITE SQUADRON, THE—see Lo Squadrone Bianco.

WHITE SAVAGE (Uncivilized)—D—Dennis Hoey, Margot Rhys, Ashton Jarry—Duelier, but can be exploited to advantage—72m.—see Dec. 27 issue—(Box-Office Attractions)—(A).

WITHOUT A HOME—D—Alexander Marten, Vera Gunn —For strictly Yiddish-policy houses — 99m.—see Apr. 19 issue—(Foreign Cinema Arts).

WORLD IS OURS, THE—CD—Voskovec, Werich—Excellent foreign product—96m.—see Aug. 23 issue —(Kassler).

YOUTH IN REVOLT—MD—Jean-Louis Barrault, Fabien Loris, Cherles Daurot—Fair art entry—91m.—see May 31 issue, under Columbia—(Columbia).

FOOLS WHO MADE HISTORY

'39-'40 (6)

Goodyear, Charles, The Story of (G) ..... Oct. 6 10½m.
Howe, Elias, The Story of (G) ..... Sept. 1 11m.

HAPPY HOUR SPECIALS

'39-'40

Building of Boys (E) ... Oct. 12 11m.
Book of Books, The (E). Oct. 6 10m.

NEWS WORLD OF SPORTS (10)

Big Fish (F) ..... Aug. 18 10m.
There Goes Rusty (G). July 15 10½m.

'39-'40 (12)

Bows and Arrows (E) .. Oct. 6 9m.
Flying Targets ..... Feb. 22 —m.
Jai Alai (G) ..... Nov. 30 8½m.
Skiing Technique ..... Jan. 19 —m.

PHANTASIES

'39-'40 (10)

Charm Bracelet, The (F). Sept. 1 6½m.
Man of Tin ..... Feb. 23 —m.
Millionaire Hobo (B) ... Nov. 24 7m.
Mouse Exterminator, The. Jan. 26 6½m.

SCREEN SNAPSHOTS (12)

No. 12 — Stars of the Past (Anniversary Reel) (E) ..... July 28 10m.

'39-'40 (12)

No. 1—Art of Make-Up (E) ..... Sept. 22 9½m.
No. 2 — Animal Actors and Trainers (E) .... Nov. 10 10m.
No. 3—Outdoor Parties (G) ..... Dec. 1 10m.
No. 4 (G) ..... Jan. 5 10m.
No. 5 ..... Feb. 9 —m.
No. 6 ..... Mar. 15 —m.

TOURS (6)

In Morocco (F) ..... Aug. 11 10½m.

'39-'40 (8)

Beautiful Switzerland (G). Nov. 17 10m.
Historic Cities of India (G) ..... Oct. 27 10m.
Holland and the Zuyder Zee (B) ..... Sept. 15 10m.
Life in Paris ..... Dec. 22 11m.
New Hampshire ..... Jan. 26 —m.

WASHINGTON PARADE (4)

No. 4 — Library of Congress (E) ..... Aug. 4 10m.

'39-'40 (6)

No. 1—Smithsonian Institution (G) ..... Nov. 10 11m.
No. 2—U. S. Treasury .. Dec. 29 11m.
No. 3 — Federal Bureau of Investigation ..... Feb. 9 —m.

METRO

Two Reel

CRIME DOESN'T PAY (6)

Drunk Driving (E) ..... Oct. 28 21m.
Think First! (E) ..... Sept. 9 21m.

'39-'40 (6)

Pound Foolish (E) ..... Dec. 23 20m.

One Reel

CARTOONS (11)

(Technicolor)

Blue Danube, The (E) .. Dec. 16 7m.
Bookworm, The (E) .... Aug. 26 9m.
Goldilocks and the Three Bears (F) ..... July 15 11m.
One Mother's Family (E) Sept. 30 9m.

'39-'40 (18)

Mad Maestro, The (G) .. Dec. 30 8m.
Peace on Earth (E) .... Dec. 9 8m.

FITZPATRICK TRAVELTALKS

(Technicolor)

'39-'40 (12)

Day on Treasure Island, A (G) ..... Sept. 2 11m.
Land of Alaska Nellie (F) ..... Dec. 23 9m.
Natural Wonders of Washington State (E) ..... Oct. 7 9m.
Old Natchez on the Mississippi (G) ..... Dec. 30 9m.
Quaint Saint Augustine (E) ..... Nov. 4 9m.
Valient Venezuela (G). Nov. 25 9m.

MINIATURES

'39-'40 (9)

Ash Can Fleet, The (E) Sept. 9 11m.
Failure At Fifty, A (E). Oct. 7 10m.
Mendelssohn's Wedding March (G) ..... Nov. 4 8m.
(Technicolor)
Miracle at Lourdes (E). Dec. 30 11m.
Rhumba Rhythm (G) G. Murphy ..... Sept. 2 10m.
When Turf Meets Surf .. Jan. 6 11m.

OUR GANG COMEDIES (12)

Auto Antics (F) ..... July 22 10m.

'39-'40 (8)

Captain Spanky's Showboat (F) ..... Sept. 9 11m.
Dad for a Day (G) .... Oct. 21 11m.
Time Out for Lessons (G) ..... Dec. 2 11m.

PASSING PARADE (10)

One Against the World (E) ..... Aug. 19 11m.
Story That Couldn't Be Printed (E) ..... July 22 11m.
Unseen Guardians (G) .. Aug. 26 11m.

'39-'40 (8)

Forgotten Victory (E) .. Dec. 9 11m.

PETE SMITH SPECIALTIES (15)

Football Thrills of 1938 Sept. 16 10m.
Set 'Em Up (E) ..... 10m.
Take a Cue (E) ..... Aug. 12 9m.

'39-'40 (13)

Let's Talk Turkey (G) .. Oct. 28 10m.
Romance of the Potato (G) ..... Dec. 9 9m.
Ski Birds (E) ..... Nov. 18 8m.

ROBERT BENCHLEYS

'39-'40 (4)

Day of Rest, The (F) ... Sept. 16 9m.
See Your Doctor (G) ... Dec. 16 8m.
That Inferior Feeling ... Jan. 20 9m.

PARAMOUNT

One Reel

BETTY BOOP (12)

Yip, Yip, Yippy (F) ... Aug. 11 6m.

COLOR CLASSICS

(Technicolor)

'39-'40 (6)

Busy Little Ants ..... Feb. 23 —m.
Fresh Vegetable Mystery, The (G) ..... Sept. 29 7m.
Little Lambkin ..... Feb. 2 —m.

COLOR CRUISES (7)

(Cinecolor)

Colombia (F) ..... July 21 10m.

'39-'40 (7)

Chile (B) ..... Nov. 10 10m.
Cuba ..... Jan. 5 —m.
Ecuador (F) ..... Sept. 1 10m.
Isle of Clumbus ..... Feb. 9 —m.
Peru (F) ..... Oct. 6 9m.

HEADLINERS (15)

Sweet Moments (G) R. Morgan and Orchestra ..... Aug. 18 11m.

'39-'40 (10)

Artie Shaw's Class in Swing (E) A. Shaw & Orchestra. Sept. 8 10m.
Flo Rito, Ted, and Orchestra (G) ..... Oct. 6 11m.
Here's Hal (E) H. Kemp & Orchestra. Nov. 24 10m.
Moments of Charm of 1940 (E) P. Spitalny & All-Girl Orchestra ..... Oct. 27 10m.
(Technicolor)
Paramount Presents Frankie Masters (F) F. Masters & Orchestra ..... Dec. 29 11m.
Dorsey, Jimmy, & Orchestra ..... Feb. 2 —m.

PARAGRAPHICS (13)

Breaking the News (G). Aug. 25 10m.

'39-'40 (10)

Bits of Life (G) ..... Nov. 17 11m.
Busy Little Bears (F) .. Oct. 20 10m.
Paramount Pictorial ... Feb. 16 —m.
Public Hobby Number One (G) ..... Sept. 22 11m.
Touchdown Review (G). Dec. 22 10m.
Windward, Ho! ..... Jan. 19 —m.

POPEYE CARTOONS (12)

Ghosks Is the Bunk (F). June 16 7m.
Hello How Am I (F) .. July 14 6m.
It's the Natural Thing to Do (F) ..... July 28 7m.

'39-'40 (12)

Females Is Fickle ..... Feb. 23 —m.
Never Sock a Baby (G). Nov. 3 6m.
Shakespearean Spinach .. Jan. 19 —m.

POPULAR SCIENCE (6)

(Cinecolor)

No. 6 (G) ..... Aug. 4 11m.

'39-'40 (6)

No. 1 (G) ..... Sept. 15 11m.
No. 2 (E) ..... Nov. 3 11m.
No. 3 (G) ..... Dec. 15 10m.
No. 4 ..... Feb. 16 —m.

SPORTLIGHTS

'39-'40 (13)

Aqua-Rhythm (G) .... Nov. 24 10m.
Bowling Skill ..... Jan. 26 —m.
Catching Whoppers (F). Oct. 13 10m.
Desert Adventure, A (G). Sept. 22 10m.
Dog Is Born, A (G) .... Nov. 3 10m.
Hydro-Maniacs (G) ... Sept. 1 10m.
Judo Experts (G) ..... Dec. 15 10m.

STONEAGE CARTOONS

'39-'40

Way Back When a— Triangle Had Its Points ..... Jan. 26 —m.
Night Club Was a Stick ..... Feb. 16 —m.

SYMPHONIC SERIES

'39-'40 (3)

Blue Danube, The (E) .. Sept. 29 10m.
Merry Wives of Windsor (E) ..... Oct. 27 9m.
William Tell (E) ..... Nov. 24 11m.

UNUSUAL OCCUPATIONS

(Cinecolor)

'39-'40 (6)

No. 1 (G) ..... Oct. 13 11m.
No. 2 (E) ..... Nov. 17 11m.
No. 3 ..... Jan. 19 —m.

RKO-RADIO

Two Reel

EDGAR KENNEDY COMEDIES

'39-'40 (6)

Act Your Age (G) ..... Oct. 6 18m.
Kennedy the Great (G). Dec. 1 19m.
Slightly at Sea (F) .... Feb. 9 16m.

HEADLINER COMEDIES (4)

Sales Slip (F) E. Truex ..... July 21 17m.

LEON ERROL COMEDIES

'39-'40 (6)

Truth Aches (G) ..... Nov. 3 19m.
Wrong Room (G) ..... Sept. 22 19m.
Scrappily Married (F) .. Mar. 1 20m.

THE MARCH OF TIME (13)

No. 12 — The Movies March on (E) ..... July 7 22m.
No. 13—Metropolis, 1939 (E) ..... Aug. 4 18m.

'39-'40 (13)

No. 1 — Soldiers With Wings (E) ..... Sept. 1 19m.
No. 2—The Battle Fleets of England (E) ..... Sept. 29 19m.
No. 3 — Uncle Sam, the Farmer (G) ..... Oct. 27 18m.
No. 4 — Newsfronts of War, 1940 (E) ..... Nov. 24 19m.
No. 5—Crisis In the Pacific (G) ..... Dec. 22 17m.

RADIO FLASH COMEDIES (4)

Marriage Go Round (F). July 28 18m.

'39-'40 (8)

Blamed for a Blonde (F) R. Atwill ..... Oct. 20 16m.
Chicken Feed (B) B. Gilbert ..... Jan. 19 18m.
Coat Tales (G) J. Prouty ..... Nov. 17 18m.
Twincuplets (G) Stroud Twins ..... Apr. 12 20m.

SPECIAL

Five Times Five (E) Dionne Quintuplets .. July 21 19m.

WESTERN MUSICALS

'39-'40 (4)

Bandits and Ballads (F). Dec. 29 17m.
Cupid Rides the Range (G) ..... Sept. 8 18m.

One Reel

INFORMATION PLEASE

'39-'40 (13)

No. 1—Rex Stout (E) .. Sept. 8 11m.
No. 2—Gene Tunney (E). Oct. 6 11m.
No. 3—Clarence Budington Kelland (G) ..... Nov. 3 10m.
No. 4 — Deems Taylor (E) ..... Dec. 1 11m.
No. 5 ..... Jan. 19 —m.

REELISMS (13)

Pack Trip (G) ..... Aug. 18 9m.
Zoo (G) ..... July 21 9m.

'39-'40 (13)

Acres of Plenty (F) .... Oct. 13 9m.
Amerilan Royal (G) .... Nov. 10 9m.
Men of Muscle (G) ..... Jan. 5 9m.
Nevada Unlimited (G) .. Sept. 15 8m.
West Wall, The (E) .... Dec. 8 10m.

SPORTSCOPES (13)

Kennel Kings (G) ..... Aug. 11 9m.

'39-'40 (13)

Aquapoise ..... Jan. 19 —m.
Gun Play (F) ..... Sept. 1 9m.
Hunting Hounds (G) ... Sept. 29 9m.
Ice Cutters (F) ..... Oct. 27 9m.
Sky Game (E) ..... Dec. 22 9m.
Winter Playground (E). Nov. 24 9m.

WALT DISNEY CARTOONS (18)

Autograph Hound, The (E) ..... Sept. 1 8m.
Donald's Penguin (E) .. Aug. 11 8m.
Pointer, The (E) ..... July 21 8m.

'39-'40 (18)

Officer Duck (E) ..... Sept. 22 8m.

REPUBLIC

SERIALS (4)

Dick Tracy's G-Men (G) R. Byrd, P. Isley .... Sept. 2 15 ep.
Zorro's Fighting Legion R. Hadley, S. Darcy .. Dec. 16 12 ep.

'39-'40 (4)

Drums of Fu Manchu H. Brandon ..... 15 ep.
Jimmy Valentine Strikes Again ..... 12 ep.
King of the Royal Mounted ..... 12 ep.
Lone Texas Ranger, The. 15 ep.

20th CENTURY-FOX

One Reel

ADVENTURES OF A NEWSREEL CAMERAMAN

'39-'40 (4)

Conquering the Colorado (E) ..... Aug. 18 11m.
Filming the Fleet (E) .. Oct. 27 11m.
Sky Fighters ..... Dec. 8 —m.

DRIBBLEPUSS PARADE

'39-'40 (6)

"Monkies Is the Cwazlest People" (G) ..... Sept. 29 10m.
Silly Season, The (F) .. Jan. 5 10m.

FASHION FORECAST

(Technicolor)

'39-'40 (4)

No. 5—Fall Fashions (G) ..... Sept. 15 10m.
No. 6—Winter Fashions (E) ..... Dec. 22 10m.

MAGIC CARPET OF MOVIETONE

'39-'40 (6)

Aghileen Pinnacles, The (G) ..... Nov. 10 11m.
Birthplace of Icebergs (E) ..... Aug. 4 11m.
Evergreen Empire, The (G) ..... Oct. 13 11m.
Valley of Ten Thousand Smokes (E) ..... Feb. 16 10m.
Kangaroo Country, The. Feb. 2 —m.

SPORTS REVIEWS (6)

Youth in the Saddle (G). July 21 10m.

'39-'40 (6)

Big Game Fishing (F). Sept. 1 10m.
Clocking the Jockies (G). Nov. 24 11m.
Topnotch Tennis ..... Jan. 19 —m.

TERRYTOONS (26)

Old Fire Horse, The (G). July 28 7m.

'39-'40 (26)

Black and White

Edgar Runs Again .... Jan. 26 —m.
Dog in a Mansion (B) .. Jan. 12 7m.
Golden West, The (B) .. Aug. 25 7m.
Hitch-Hiker, The ..... Dec. 1 7m.
Ice Pond, The (F) ..... Dec. 15 7m.
One Mousa in a Million (F) ..... Nov. 3 7m.
Sheep in the Meadow (G) ..... Sept. 22 7m.
Watchdog, The (F) ... Oct. 20 7m.

Technicolor

First Robin, The (F) .. Dec. 29 7m.
Harvest Time ..... Feb. 9 —m.
Hook, Line and Sinker (F) ..... Sept. 8 7m.
Orphan Duck, The (G) .. Oct. 6 7m.
Two Headed Giant (F). Aug. 11 7m.
Wicky-Wacky Romance (F) ..... Nov. 17 8m.

UNITED ARTISTS

One Reel

WORLD WINDOWS (12)

(Technicolor)

Arabian Bazaar (G) .... Sept. 1 10m.
Eternal Fire (G) ..... 10m.
Fox Hunting in the Roman Campagna (E) 10m.
Jerusalem (E) ..... 10m.
Petra the Lost City (E). Aug. 1 10m.
Roma Symphony (E) ... 10m.
Ruins of Palmyra ..... Oct. 1 —m.
Wanderers of the Desert (G) ..... July 1 10m.

UNIVERSAL

Two Reel

COMEDY RE-ISSUES

Ooh, La, La (F)
S. Summerville ..... Jan. 1 19m.
We, We, Marie (F)
S. Summerville ..... Jan. 1 20m.

MUSICALS (13)

With Best Dishes (F)
L. Roth, G. Kemper .. Aug. 9 17m.

'39-'40 (13)

Boy Meets Joy (F)
P. Tomlin, J. Hodges. Sept. 6 17m.
Bullets and Ballads
Fanchonettes, Armida. Feb. 14 —m.
Rhumba Land (G)
W. Shaw ..... Nov. 15 18m.
Rhythm Jamboree
J. Starr ..... Jan. 17 18m.
Snow Follies (F)
L. Roth, King Sisters. Dec. 13 18m.
Swing Hotel (G)
D. Daly and Orchestra. Oct. 18 18m.

SERIALS

'39-'40 (4)

Flash Gordon Conquers the Universe
L. Crabbe ..... Apr. 9 12 ep.
Green Hornet, The (G)
G. Jones, A. Nagel .. Jan. 9 13 ep.
Phantom Creeps, The (G)
B. Lugosi, D. Arnold. Oct. 17 12 ep.

SPECIAL

'39-'40 (1)

March of Freedom, The (E) ..... Sept. 6 20m.
(Pre-released June 7)

One Reel

GOING PLACES (13)

No. 65 (F) ..... July 17 9m.

'39-'40 (15)

No. 66 (G) ..... Sept. 25 9m.
No. 67 (F) ..... Oct. 16 9m.
No. 68 (G) ..... Nov. 13 9m.
No. 69 (G) ..... Dec. 11 8m.
No. 70 (G) ..... Dec. 25 8m.
No. 71 (G) ..... Jan. 15 9m.
No. 72 ..... Feb. 5 —m.

STRANGER THAN FICTION (13)

No. 65 (G) ..... Aug. 7 9m.

'39-40 (15)

No. 66 (G) ..... Sept. 18 8½m.
No. 67 (G) ..... Oct. 9 9m.
No. 68 (F) ..... Nov. 6 9m.
No. 69 (G) ..... Dec. 4 9m.
No. 70 (G) ..... Dec. 18 9m.
No. 71 (G) ..... Jan. 8 9m.
No. 72 ..... Jan. 29 —m.

WALTER LANTZ CARTUNES (26)

Arabs With Dirty Fezzes (G) ..... July 31 7m.
Silly Superstition (F) ... Aug. 28 7m.
Slaphappy Valley (G) .. Aug. 21 7m.
Snuffy's Party (F) .... Aug. 7 7m.

'39-'40 (13)

(Technicolor)

A-Haunting We Will Go (G) ..... Sept. 4 7m.
Andy Panda Goes Fishing. Jan. 22 8m.
Life Begins for Andy Panda (G) ..... Oct. 9 8½m.
Sorambled Eggs (G) ... Nov. 20 9m.
Sleeping Princess, The (G) ..... Dec. 4 9m.

VITAPHONE

Two Reel

BROADWAY BREVITIES (22)

Seeing Red (G)
R. Skelton ..... Aug. 26 20m.
Swing Opera, A (F) .... July 22 18m.

'39-'40 (10)

Alex in Wonderland .... Mar. 9 —m.
Double or Nothing (E). 19m.
Ice Frolics (G)
E. Gardner, Merry Macs ..... Oct. 28 17m.
One for the Book (F) ... Feb. 3 20m.
Remember When? (E)
Eton Boys, R. Ragland. Jan. 20 20m.
Slapsie Maxie's (E)
M. Rosenbloom ... Sept. 16 17m.
World's Fair, Jr. (F)
Kiddie Revue ..... Dec. 9 20m.

TECHNICOLOR PRODUCTIONS (8)

Bill of Rights, Tha (G). Aug. 12 22m.
Quiet, Please (G)
F. Feld, C. Foy .. July 22 18m.
Ride, Cowboy, Ride (E)
D. Morgan ..... Sept. 9 22m.

'39-'40 (8)

Monroe Doctrine (E) ... Oct. 14 22m.
Old Hickory (E)
H. Sothern, V. Killian. Dec. 23 17m.
Royal Rodeo (E)
J. Payne ..... Nov. 25 15m.
Teddy the Roughrider ... Feb. 24 —m.
Untitled ..... Apr. 6 —m.

One Reel

COLOR PARADE (13)

Mechanix Illustrated
No. 6—(F) ..... Aug. 5 9m.
Modern Methods (F) ... July 15 10m.

'39-'40 (10)

American Saddle Horses (E) ..... Nov. 11 10m.
Mechanix Illustrated
No. 1—(G) ..... Sept. 30 10m.
No. 2 ..... Dec. 2 —m.
No. 3 ..... Feb. 17 —m.
Men Wanted ..... Mar. 23 —m.
New Horizons (F) .... Jan. 6 10m.

FLOYD GIBBONS (13)

Three-Minute Fuse (G). July 29 11m.
Verge of Disaster (G) .. Aug. 26 9m.

LOONEY TUNES (16)

Porky's Picnic (G) .... July 15 7m.
Wise Quacks (F) ..... Aug. 5 7m.

'39-'40 (16)

Africa Squeaks ..... Jan. 27 —m.
Ali Baba Bound ..... Feb. 10 —m.
Film Fan, The (F) ..... Dec. 16 7m.
Jeepers Creepers (G) ... Sept. 23 7m.
Naughty Neighbors (F). Oct. 7 7m.
Pied Piper Porky (G) .. Nov. 4 7m.
Pilgrim Porky ..... Mar. 16 —m.
Porky's Hotel (G) .... Sept. 2 7m.
Porky's Last Stand (F). Jan. 6 7m.
Porky the Giant Killer (F) ..... Nov. 18 7m.
Slap Happy Pappy ..... Mar. 30 —m.

MELODY MASTERS (18)

DeLange, Eddie, and Orchestra (F) ..... Aug. 12 9m.
Osborne, Will, and Orchestra (G) ..... July 22 10m.
Shaw, Artie, and Orchestra (G) ..... July 22 10m.

'39-'40 (10)

Apollon, Dave, & Orchestra ..... Mar. 2 —m.
Coquettes, The (F)
F. Carroll ..... Feb. 17 10m.
Hoff, Carl, & Orchestra. Mar. 23 —m.
Lopez, Vincent, and Orchestra (G) ..... Sept. 30 10m.
Rubinoff and His Orchestra (G) ..... Nov. 11 8m.
Shaw, Artie, and Orchestra in "Symphony of Swing" (E) ..... Dec. 30 10m.
Swing Styles (G) ..... Sept. 2 10m.

MERRIE MELODIES (26)

(Technicolor)

Dangerous Dan McFoo (G) July 15 7m.
Detouring America (G). Aug. 26 7m.
Hare-um Scare-um (F). Aug. 12 7m.
Little Brother Rat (F). Sept. 2 7m.
Show Man's Land (G) .. July 29 7m.

'39-'40 (26)

Busy Bakers ..... Feb. 10 7m.
Curious Puppy, The (F). Dec. 30 —m.
Early Worm Gets Bird. Jan. 13 —m.
Elmer's Candid Camera .. Mar. 2 —m.
Fresh Fish (E) ..... Nov. 4 7m.
Good Egg (F) ..... Oct. 21 7m.
Fagin's Freshman (G) .. Nov. 18 7m.
Land of the Midnight Fun (E) ..... Sept. 23 7m.
Little Lion Hunter (G). Oct. 7 7m.
Mighty Hunters ..... Jan. 27 —m.
Screwball Football (F). Dec. 16 7m.
Sioux Me (G) ..... Sept. 9 7m.
Sniffles and the Bookworm (G) ..... Dec. 2 7m.
Untitled ..... Mar. 16 —m.
Untitled ..... Mar. 30 —m.
Untitled ..... Apr. 13 —m.

TECHNICOLOR SPECIALS (4)

Romance in Color (G). Aug. 19 10m.

VARIETIES (12)

One Day Stand (E) .... Aug. 19 10m.
Witness Trouble (G) ..
Grouch Club ..... July 29 10m.

'39-'40 (6)

No Parking
Grouch Club ..... Apr. 14 —m.
Organ Novelty, An (G)
The Crawfords ..... Jan. 13 9m.
Sword Fishing (E)
H. Hill ..... Oct. 21 10m.
Vote Trouble (G)
Grouch Club ..... Sept. 9 10m.

COMMERCIAL

All In One (G) ..... 10m.
Behind the Mike (E) ... 9m.
Circus Daze (G) .... 9m.
Current Flashes (G) .... 10m.
Hitting the Roof (G) . 10m.
Life Is What You Make It (F) ..... 10m.
Miami Miracle (G) .... 10m.
Modeled for Distinction (G) ..... 10m.
More Power to You (E) 10m.
New England Yesterday and Today (E) ..... 20m.
(Also a 10-minute version)
Radio Blockade (E) ... 9m.
Sea Food (G) ..... 12m.
Ski Trails of New France (G) ..... 11m.
Vacuum Control (E) ... 10m.

MISCELLANEOUS

Adventures in the Jungle (G) ..... 26m.
Afternoon at a Bull Fight (F) ..... 10m.
Anti-Mutuel Talk ..... 3m.
Aquabatics (G) ..... 9m.
Ave Maria, Our Lady of Chartres (G) ..... 10, 20m.
Behind Spanish Lines (F) 19m.
Birth of a Champion (G) 14m.
Birth of the Movies (E) 18m.
Broken Earth (G) ..... 8m.
California Today (F) .. 10m.
Calling on Cairo (G) ... 8m.
Champions of the Gridiron (—) ..... 10m.
(Condensation of feature: see Blue Section, page 297)
China Fights On (F) ... 18m.
Chinook's Children (E). 10m.
Dagestan (F) ..... 10m.
Diamond Minds (F) .... 10m.
Flying Frogs, The (G). 10m.
Footsteps of Saint Patrick (F) ..... 24½m.
Fountain of Bakhchisarai, The (G) ..... 10m.
Four Seasons (E) ..... 3m.
Frost Frolics (G) ..... 10m.
Future Admirals (G) .. 11m.
Gems of the Orient (E) 10m.
Getting Your Money's Worth (G) ..... 11m.
Great Train Robbery, The (—) ..... 10m.
Happy Landing, A (F). 8m.
Highlights of London (G) 10m.
Homes of Today (E) .. 11m.
Honoring a People's Poet (B) ..... 5m.
In Old Morocco (G) ... 8½m.
Irish Isle, The (F) .... 10m.
Island of Love (F) ..... 10m.
Journey to Normandy, A (G) ..... 10m.
Kilmainham Jail (G) ... 28m.
Let My People Live (G) 19m.
Makassar (G) ..... 10m.
Mat Maulers (E) ..... 10m.
Memory Lingers On, The (G) ..... 10½m.
Miracles of Modernization (F) ..... 9m.
Monsters of the Deep (F) 26m.
Montmartre (F) ..... 15m.
Mother, The (G) ..... 10m.
Musical Moments (F) .. 20m.
1939 — Year of Dark Contrasts (E) ..... Dec. 30 16m.
North Sea (G) ..... 24m.
Ocean, Thou Mighty Monster (G) ..... 11m.
One Night Before Christmas (G) ..... 13m.
Peasant's Wedding, The (F) ..... 38m.
Plant Power (G) ..... 10m.
Pope Pius XI, Pope of Peace (G) ..... 10m.
Raiders Over England (F) 18m.
Seabiscuit (G) ..... 19m.
Rembrandt (E) ..... 10, 20m.
School of Talent (G) .. 10m.
Service in Submarines (E) ..... 10m.
Serum to Windham (G). 9m.
She Shall Have Music (F) 35m.
Southern Beauties (F) .. 10m.
Spy Menace, The (F) ... 11m.
Starlight Night (G) ... 27m.
Story of Our Flag, The (F) ..... 11m.
Swing's the Thing (G) 18m.
Technicolor Test Reel (E) ..... 9m.
Terzo Annuale dell' Impero col Discorse del Duce (G) ..... 10m.
Touchdown (G) ..... 9m.
Warning, The (G) .... 36m.
Wild Innocence (—) .. 34, 44m.
Winners of the International Violin Contest (G) ..... 10m.
With These Weapons (E) 11m.
Zoo in Manhattan (G). 10m.

THE EXHIBITOR'S NATIONAL RELEASE DATE GUIDE

ANOTHER SERVICE OF THE JAY EMANUEL PUBLICATIONS CREATED IN THE INTERESTS OF BETTER MANAGEMENT

Pictures listed are in the order of their release by the several companies, placed as closely as possible to the correct date. This Guide is subject to changes in dates, titles, and casts, as made by the companies' home office. For convenience, series westerns are designated by a W following the title, not to be confused with (W) in the Warner-First National column, where the letter designates a Warner picture.

	COLUMBIA	METRO	MONOGRAM	PARAMOUNT	RADIO	REPUBLIC	20th-FOX	UNITED ARTISTS	UNIVERSAL	WARNERS FIRST NAT.
DEC 22		Judge Hardy and Son The Hardy Family Gone With the Wind C. Gable, V. Leigh (Technicolor) (Road-Show)	The Gentleman From Arizona J. MacDonald, J. Barclay, J. King (Cinecolor)	Gulliver's Travels M. Fleischer Feature-length Cartoon (Technicolor)	Escape to Paradise B. Breen, M. Shelton, K. Taylor	Days of Jesse James, W R. Rogers, G. Hayes, P. Moore	Everything Happens at Night S. Henie, R. Milland, R. Cummings	Slightly Honorable P. O'Brien, R. Terry, E. Arnold (Wanger)	Charlie McCarthy, Detective C. McCarthy, C. Moore, E. Bergen	Four Wives (FN) Lane Sisters, G. Page, C. Rains, J. Lynn, M. Robson
29	My Son Is Guilty B. Cabot, J. Wells, H. Carey	Balalaika N. Eddy, I. Massey, C. Ruggles		The Great Victor Herbert W. Connolly, M. Martin, A. Jones	The Hunchback of Notre Dame C. Laughton, M. O'Hara, C. Hardwicke, T. Mitchell	Thou Shalt Not Kill C. Bickford, O. Davis, D. Day	The Cisco Kid and the Lady C. Romero, M. Weaver	Raffles D. Niven, O. de Havilland, D. Digges (Goldwyn)	Destry Rides Again J. Stewart, M. Dietrich, M. Auer	Invisible Stripes (W) G. Raft, J. Bryan, H. Bogart
JAN 5	Two-Fisted Rangers, W C. Starrett, I. Meredith, D. Curtis	The Earl of Chicago R. Montgomery, E. Arnold, R. Owen	Danger Ahead J. Newill	Emergency Squad W. Henry, L. Campbell, R. Denning	Legion of the Lawless, W G. O'Brien, V. Vale	The Higgins Family in "Money to Burn" The Higgins Family	Swanee River D. Ameche, A. Leeds, A. Jolson (Technicolor)		Oh, Johnny, How You Can Love T. Brown, P. Moran, J. Quigley	A Child Is Born (W) J. Lynn, G. George G. Fitzgerald
12	Music in My Heart T. Martin, A. Kostalanetz, R. Hayworth	The Shop Around the Corner M. Sullavan, J. Stewart, F. Morgan	The Secret Four H. Sinclair, F. Lawton (English-made) The Fatal Hour B. Karloff	Geronimo! P. Foster, E. Drew, R. Morgan, A. Devine	Mexican Spitfire L. Velez, D. Woods, L. Hayes	Heroes of the Saddle 3 Mesquiteers, P. Parsons	The City of Chance L. Bari, C. Smith, D. Woods	Of Mice and Men B. Meredith, B. Field, L. Chaney, Jr. (Roach)	The Invisible Man Returns C. Hardwicke, V. Price, N. Grey	Brother Rat and a Baby (W) W. Morris, P. Lane, E. Albert
19	His Girl Friday C. Grant, R. Russell I Married Adventure O. Johnson (Special)	Congo Maisie A. Sothern, J. Carroll, R. Johnson	Hidden Enemy W. Hull, K. Linaker	Santa Fe Marshal, W W. Boyd, R. Hayden, B. Hayes	Married and in Love B. Read, A. Marshall, P. Knowles	Wolf of New York E. Lowe, R. Hobart, J. Stephenson	He Married His Wife J. McCrea, N. Kelly, M. Boland The Blue Bird S. Temple (Technicolor) (Road-Show)	The Lion Has Wings M. Oberon, R. Richardson (English-made) (Korda)	West of Carson City, W J. Brown, B. Baker, F. Knight	British Intelligence (W) B. Karloff, M. Lindsay
26	The Lone Wolf Strikes W. William, J. Perry, A. Baxter	Lambeth Walk L. Lane, S. Gray (English-made)	Pioneer Days, W J. Randall	Remember the Night F. MacMurray, B. Stanwyck, B. Bondi	Swiss Family Robinson T. Mitchell, E. Best, F. Bartholomew	Village Barn Dance R. Cromwell, D. Day, Lulu Belle & Scott	High School J. Withers, J. Brown, Jr., L. Corrigan		Green Hell D. Fairbanks, Jr., J. Bennett, J. Howard	The Fighting 69th (FN) J. Cagney, P. O'Brien, G. Brent, J. Lynn
FEB 2	Convicted Women R. Hudson, F. Inescort, Pioneers of the Frontier, W B. Elliott, L. Winters	Strange Cargo C. Gable, J. Crawford, I. Hunter	Chasing Trouble F. Darro, M. Stone, L. Elliott	Parole Fixer W. Henry, R. Paige, V. Dale	The Marines Fly High R. Dix, C. Morris, L. Ball		The Man Who Wouldn't Talk L. Nolan, J. Rogers, R. Clark		Danger on Wheels R. Arlen, A. Devine, P. Moran	Calling Philo Vance (W) J. Stephenson, M. Stevenson, H. O'Neill
9	Five Little Peppers at Home E. Fellows, D. Peterson, C. Kolb	Broadway Melody of 1940 F. Astaire, E. Powell, G. Murphy	East Side Kids V. Barnet, D. Moore	The Light That Failed R. Colman, W. Huston, I. Lupino	Isle of Destiny W. Gargan, W. Ford, J. Lang (Cosmocolor)		Little Old New York A. Faye, F. MacMurray, R. Greene		My Little Chickadee W. Fields, M. West, J. Calleia, D. Foran	The Castle on the Hudson (FN) J. Garfield, A. Sheridan, P. O'Brien
16		Arouse and Beware W. Beery, J. Howard, D. Del Rio	Murder on the Yukon J. Newill	The Sidewalks of London C. Laughton, V. Leigh (English-made)	Vigil in the Night C. Lombard, B. Ahearn, A. Shirley		Young as You Feel The Jones Family		Honeymoon Deferred E. Lowe, M. Lindsay, E. Risdon	Granny Get Your Gun (W) M. Robson, M. Stevenson H. Davenport
23	Blondie on a Budget P. Singleton, A. Lake, L. Simms	Northwest Passage S. Tracy, R. Young, L. Day (Technicolor)	The Cheyenne Kid, W J. Randall	Knights of the Range R. Hayden, J. Parker, J. MacDonald	Pinocchio W. Disney Feature-Length Cartoon (Technicolor)		They Came by Night W. Fyffe, A. Hulme, P. Calvert (English-made)		Framed J. Cowan, C. Moore, R. Armstrong	Virginia City (W) E. Flynn, M. Hopkins, R. Scott
MAR 1			Rhythm of the Rio Grande, W T. Ritter	Seventeen J. Cooper, B. Field, O. Kruger	Little Orvie J. Sheffield, E. Truex, A. Todd		Earthbound W. Baxter, A. Leeds, L. Bari			

PRODUCERS DISTRIBUTING CORPORATION

December 1: Invisible Killer—R. Drew, G. Bradley; January 14: The Sagebrush Family Trails West— B. Clark, E. Hodgins, N. Gilbert; January 21: The Man From Oklahoma—G. Houston.

MONEY TALKS

Spend your advertising dollars where they sell the most seats at lowest cost per ticket sold and your money will be talking for you in the only language that counts . . . **PROFITS!**

The Prize Baby of the Industry watches over SPECIAL ANNOUNCEMENT TRAILERS too here at NATIONAL SCREEN SERVICE

NATIONAL SCREEN TRAILERS reach more people . . . reach more customers . . . present more selling points from more different angles . . . quicker . . . more dramatically than any other advertising you can buy.

• That's how **NATIONAL SCREEN TRAILERS** have proven themselves the best seller in the business for more than twenty years . . . making more profits per dollar spent . . .

• The most concentrated . . . quick-action . . . lowest cost advertising in the field.

NATIONAL *Screen* SERVICE

THE EXHIBITOR

ELLIS RE-ELECTED PRESIDENT OF MP ASSOCIATES

UP-TO-DATE RECORDS ON 1939-40 PICTURES

WARREN STOKES COVERS THE HOLLYWOOD SCENE

SERVISECTION: 38 FEATURES, SHORTS REVIEWED

EDITORIAL:

"THE VETERAN EXHIBITOR OFFERS AN OPINION"

NEW YORK STATE EDITION

ENTERED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST OFFICE AT PHILADELPHIA, PA., UNDER THE ACT OF MARCH 3, 1879

JANUARY 24, 1940
VOL. 23 No. 11 PRICE 10 CENTS

ELECTED AGAIN!

The Annual Polls of the trade papers are in! First in Stars! First in Hits! First in the hearts of the ticket-buyers! Leo thanks the exhibitors and newspaper critics who elected him Champ again! Year in and year out it's the same story! It's reflected not only in a sound product but in friendly dealing with the trade. Already within the first days of 1940 M-G-M has revealed new triumphs. "THE SHOP AROUND THE CORNER" (*Margaret Sullavan, James Stewart*) has been picked by columnists as certain to be among the Ten Best of the new year. "STRANGE CARGO" (*Clark Gable, Joan Crawford*) is next to win national acclaim. "BROADWAY MELODY OF 1940" (*Fred Astaire, Eleanor Powell*) is positively the best of this famed series. "NORTHWEST PASSAGE" in Technicolor (*Spencer Tracy*) is destined to be one of the year's Biggest. Just a few of the early year, keeping up the electric pace that's the Talk of the Industry.

THE FRIENDLY COMPANY

E D I T O R I A L

THE

EXHIBITOR

Vol. 23, No. 11 January 24, 1940

MEMBER AUDIT BUREAU OF CIRCULATIONS

A Jay Emanuel Publication. Covering the film territories in the Metropolitan East. Published weekly by Jay Emanuel Publications, Incorporated. Publishing office: 1225 Vine Street, Philadelphia, Pennsylvania. New York City office, 1600 Broadway. West Coast office, 1119 Poinsettia Drive, Hollywood, California Representatives in Washington, D. C.; Albany, Buffalo, Boston, New Haven. Jay Emanuel, publisher; Paul J. Greenhalgh, business manager; Herbert M Miller, managing editor. Subscription rates: $2 for one year; $5 for three years. Address all communications to 1225 Vine Street, Philadelphia, Pennsylvania.

Just In Passing

"ABE LINCOLN IN ILLINOIS"

"Abe Lincoln in Illinois" is one of the finest motion pictures of this or any year. RKO's triumphant production of the early life of the Great Emancipator will go down into cinematic history as one of the "bests" of all time.

So much for the excellence of the picture. There will be no dissenting votes. There can not be, for the production will appeal to mass and class, to the critical and the non-intellectuals, to people of all races and creeds—yes, even the South.

But what you might ask, will be the box-office result? You will point to previous Lincoln pictures, made with sincerity, expensive casts with true reverence, and you will say that they failed to click at the box office as they should, that people may have all the respect in the world for Lincoln, but it can't be converted into selling tickets. To argue against what the record shows is difficult, but we are of the opinion that there must always be a first time in everything and it is our belief that this will be the first time that Lincoln will pay dividends at the box office.

The picture should be played by every theatre to the hilt, regardless; but inasmuch as ours is a business for profit, that element can't be ignored. It is not often that such a challenge is handed to the showmen of this country. But we insist: Such a picture can be made to register highs at the box offices, but only through effort and plenty of good, old-fashioned sweat. Handling it in any other guise is laying down on the job.

Here's a picture to be classed with "Birth of a Nation" and "Gone With the Wind"—powerful.

THE VETERAN EXHIBITOR OFFERS AN OPINION

The Veteran Exhibitor closed the bottle of red ink, put away his pen, turned in his swivel chair and addressed his remarks to his friend, Sam the Wondering Salesman.

"Sam," he said, "I am not by nature a suspicious man, but there are times when I could easily justify doubts in my mind."

"It's about this drive," began Sam, "we—"

"All in due course," interrupted the Veteran Exhibitor, "there are other problems which I desire to discuss. Now, for instance, take the Neely Bill."

"We win some money," patiently repeated Sam, "if we—"

"To my mind, the bill is being defended and attacked in countless ways," continued the Veteran Exhibitor, "but it would seem to me that the best service against the measure is being accomplished by those 70 percent pictures, of which three have already entered the field."

"All I want," began Sam, "is for the—"

The Veteran Exhibitor continued as if Sam were a baffle board. "Now a lot of my exhibitor friends are asking me if this 70 percent condition is likely to become common if the Neely Bill were passed and the distributor offers the pictures individually. As I said, I am not a suspicious man, but it does seem odd that just when the heat against the Neely Bill is being applied, three high percentage pictures should be offered by the distributors, and Lord knows what will be asked for some of the other big ones coming along."

"There's four weeks' salary to the winning branch," continued Sam, as if the Veteran Exhibitor's observations were still unspoken, "and that new car I need will cost—"

"I believe there's nothing in the Neely Bill," persevered the Veteran Exhibitor, "that says anything about what the distributor has to charge, so I must presume that he is within his legal rights to ask 50, 60, 70, or even 80 percent for big pictures, without necessarily guaranteeing a profit. I am stopping at 80 percent because I have yet to meet a distributor who thinks that he will ever be able to ask 90 percent. Certainly, the distributors who haven't yet started to sell the high percentage pictures won't let their fellow-exchangemen get away with it. You can certainly depend upon them to fall in line with some high bracket specials of their own."

The phone rang.

"Globe Theatre," cheerily sang the Veteran Exhibitor. "No, madam, it's the small plate tonight, and if you care to know what the picture is it's —." The lady evidently didn't care.

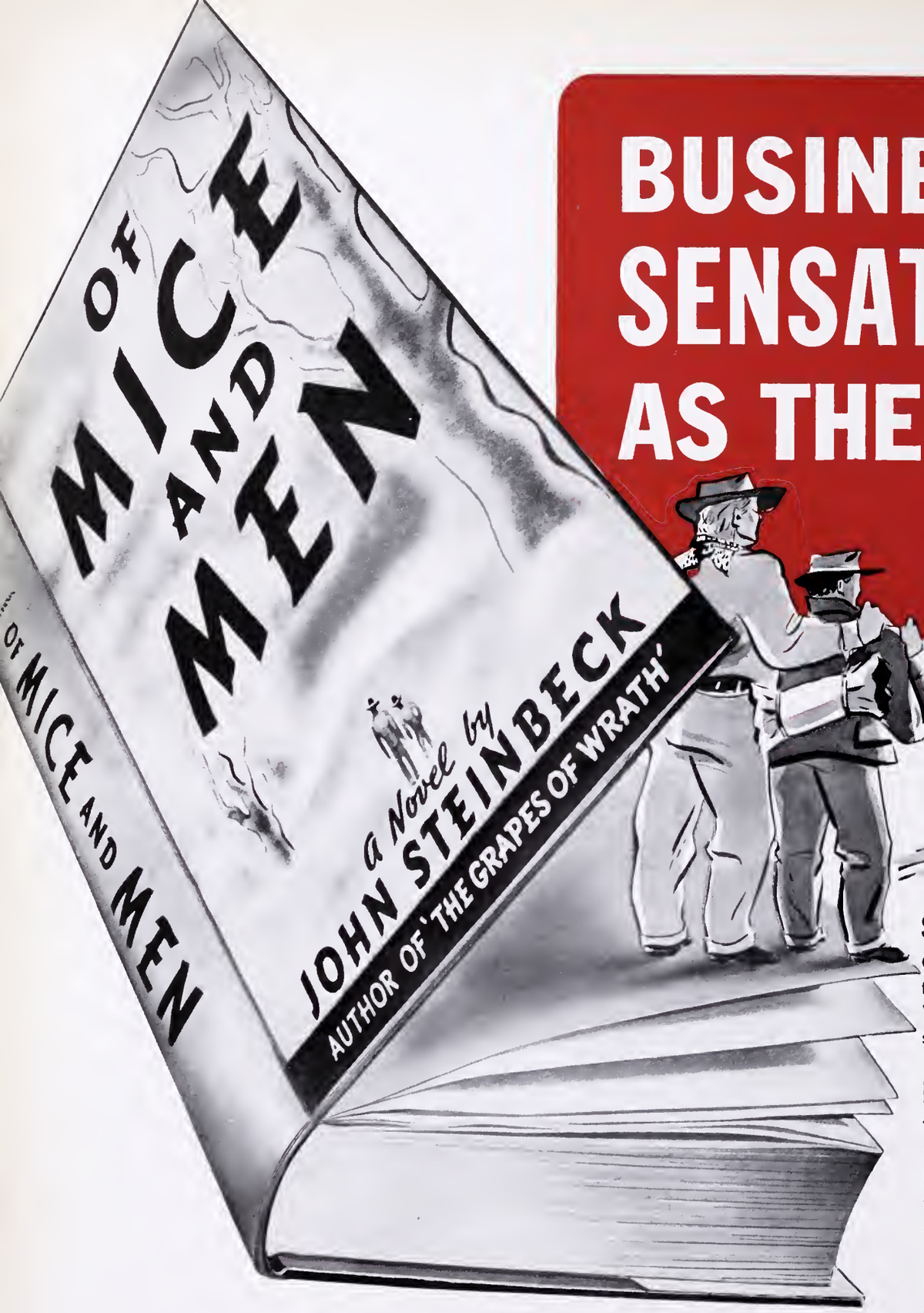
"As I was saying," he addressed his remarks once again to Sam, who by this time was seeing his chances of getting to two more accounts that night fading away, "for all I know, the distributors may secretly wish the Neely Bill be passed so they all could start raising terms on the big ones to their hearts' desire. But, as I once pointed out, I am not a suspicious man, so I guess my sentiments are not of order. Now," he turned to Sam, "what were you saying?"

"We are having a drive," murmured the now well-beaten Sam, "and if we—"

"How much do you want," interrupted the Veteran Exhibitor, "and why didn't you say so in the first place? That's the trouble with this business, too much talk, and too little said."

Jay Emanuel

BUSINESS AS SENSATIONAL AS THE BOOK!



SAN DIEGO, *California*

Opening week-end 180% of average. Best three days house has had in months. Fox Wesco doing handsprings over picture's success.

PHILADELPHIA, *Aldine*

Third day beat second day by more than $300. after spectacular opening, with Philadelphia Record raving "It stands with the finest pictures ever made!" The Inquirer applauding "It packs a terrific sock!"

CINCINNATI, *RKO Palace*

Thanks to E. V. Dinerman's marvelous handling of high pressure campaign, third day soared $1,500. over opening day. Full week's business in four days . . . one of the season's record opening figures.

LOS ANGELES, *Four Star*

Fourth week and the end of the engagement nowhere in sight as crowds continue to storm box-office.

LOUISVILLE, HOUSTON & DAYTON

Loew's started picture's engagements with special Thursday night previews instead of regular Friday openings, sending receipts zooming.

A HAL ROACH PRODUCTION

Burgess MEREDITH · Betty FIELD · Lon CHANEY, Jr.

Produced and Directed by LEWIS MILESTONE

Associate Producer FRANK ROSS

Screen Play by Eugene Solow

RELEASED THRU UNITED ARTISTS

"A picture of sustained power, an exciting drama." —*Liberty Magazine*

"A tremendous hit." —*Louella Parsons*

"Should rank among 1940's best!" —*Newsweek Magazine*

"A stirring picture in the running for Academy awards." —*Associated Press*

TERRITORIAL HIGHLIGHTS

"THE Fighting 69th" Becomes Issue in Council

Blast Over Recognizing Day Causes Tiff

New York City—A resolution introduced in the City Council last week to have January 24 designated as "Sixty-Ninth Day" in the city produced charges that the Council was being made an advertising medium for the Warner Brothers film "The Fighting Sixty-Ninth," which has its premier January 24.

Councilman Joseph T. Sharkey, Brooklyn Democrat who introduced the resolution, said the purpose of his measure was to pay tribute to the wartime Sixty-Ninth Infantry, now the 165th Regiment. Councilman Joseph Clark Baldwin, Manhattan Republican, said he had no quarrel with the purpose of the resolution and commended the gallantry of the regiment.

Kallet Into Woodridge

Woodridge—The Kallet-Comerford circuit, operating a large number of theatres in Pennsylvania, last fortnight crossed the New York line into Sullivan County, where it has acquired the Lyceum for $36,000.

It purposes also to lease the South Fallsburgh and Loch Sheldrake houses. Sam Rosenhein, manager in Loch Sheldrake, will supervise all three theatres. Sidney F. Cohen owned the Lyceum.

Rogers Drive Heads Set

New York City—District exchange center drive leaders for the annual Will Rogers National Theatre Week April 18 were set last week with 20th Century-Fox's Harry H. Buxbaum in charge in this area; 20th Century-Fox Sydney Samson handling Boston, and Columbia's Philip Fox heading the movement in the Albany area.

Cohoes Bans Sunday Shows

Albany—Cohoes, near this town and Troy, found itself with Sunday movies banned as a result of a surprise move by village council last week.

Two houses, Rialto, Regent, are operated by the Fabian circuit, which had no notice the closed-Sunday measure was even up for consideration, until newspapers told of the measure's passing.

Port Jervis Cut Blocked

Port Jervis—The two local theatres were unable last week to obtain a reduction in the special Sunday license from $25 to $5 weekly.

Jack Ellis Re-Elected As MP Associates Head

Holds Post For Third Time, Record

New York City—Jack Ellis, RKO salesman, will continue as president of the Motion Picture Associates, following his re-election last week. This is his third term, a record.

Other officers elected were Moe Streimer, first vice-president; Abe Blumstein, sergeant-at-arms; Jack Hattem, board of trustees, with the incumbents in other posts retained through vote of the members.

Grumbling over the close MPA election count reached a crescendo when Sanders' supporters claimed the 62-61 ballot which returned Ellis to the presidency of the charity group was illegal. They laid their claim on the fact that Ben Levine's proxy vote should have been tallied as was Dave Snaper's. Neither Sanders nor Ellis made any post-election comments.

Emil K. Ellis, brother, Jack, explained his presence at the MPA election meeting last week thusly: "Jack's running for president and if he lost by one vote because of my absence, I'd never hear the end of it."

Ellis defeated Sanders, 62-61.

Gans Upped With R-R

New York City—Simultaneously with the release of plans for the New Year came the announcement last fortnight of the appointment of Louis Gans, formerly city supervisor in Bloomfield, New Jersey, for Rapf and Ruden as New Jersey supervisor under Michael Ruden.

In addition to the Royal and Broadmoor, Bloomfield, territory now encompassed by Gans includes the Cort, Somerville; Park, Caldwell; Bellevue, Montclair.

As general manager of the Leff-Meyers circuit and other groups, Gans established a high reputation.

"Ecstasy" Move Barred

New York City—The Court of Appeals in Albany last week rejected petition of Eureka Productions, Inc., for permission to bring an appeal to that court from the Appellate Division upholding the state ban on "Ecstasy."

Eight Jersey Bills Would Affect Industry

Allied Watching Legislation's Progress

Trenton—Eight measures dealing with employment of labor, strikes and the Unemployment Compensation act introduced in the House and Senate of the New Jersey legislature affect the motion picture industry of the state, it appeared last week.

Legislative committee of Allied Theatre Owners, Inc., of New Jersey plans to oppose those bills not favored by the organization.

List of measures follows:

Senate 3. Introduced by Arthur F. Foran, Flemington, January 15. Provides for creation of a Labor Relations Board to promote equality of bargaining power and arbitration of industrial disputes. Referred to the Labor and Industries Committee.

Senate 5. Introduced by Arthur F. Foran, Flemington, January 15. To make it illegal to employ any alien unlawfully in the state or to permit such alien to be a member of a labor organization. Referred to the Labor and Industries Committee.

Senate 43. Introduced by Oscar Wilensky, Passaic, January 15. To eliminate employee contributions under the Unemployment Compensation Act; makes several amendments to bring the State Act in conformity with the recent amendment to the Federal Social Security Act; limits the payments of contributions at $3,000. Referred to the Taxation Committee.

Assembly 26. Introduced by Jacob Friedland, Jersey City, January 15. Provides for a board for mediation and arbitration of labor disputes. Referred to the Labor and Industries Committee.

Assembly 34. Introduced by Fred W. DeVoe, New Brunswick, January 15. To create a Labor Relations Commission to promote equality of bargaining power and encourage collective bargaining. Referred to the Labor and Industries Committee.

Assembly 41. Introduced by Harold A. Pierson, Morristown, January 15. An act to regulate and limit the issuance of restraining orders and injunctions in labor strikes and disputes. Referred to the Labor and Industries Committee.

Assembly 50. Introduced by John G. Sholl, Pitman, January 15. Provides for changes in the Unemployment Compensation Act to bring it in conformity with the Federal Social Security Act; makes employers contribution reports on a basis of wages paid instead of wages payable. Referred to the Unemployment Compensation Committee.

Assembly 51. Introduced by John G. Sholl, Pitman, January 15. Provides for amendment to the Unemployment Compensation Act; eliminates workers contributions; substitutes new experience rating system for the one now in force. Referred to the Unemployment Compensation Committee.

Charity Luncheon Due

New York City—The Hotel Astor will be the scene January 26 of the annual artists' luncheon of the New York and Brooklyn Federations of Jewish Charities.

IN THE SPOTLIGHT: PEOPLE AND EVENTS MAKE NEWSWORTHY CAMERA SUBJECTS

"THE FIGHTING 69th." Officers of the famed regiment extend to New York's Governor Herbert H. Lehman an invitation to a screening in New York City of the Warner picture. Left to right are Governor Lehman, Brigadier-General Alexander E. Anderson, Major William P. Cavanaugh, and Colonel John J. Mangan.

NEW BRANCH HEAD. Sam Lefkowitz, newly named Warners' New York City branch manager, poses with Mrs. Lefkowitz at home.

"GONE WITH THE WIND." Here are cashiers and special ticket booth at the State, Syracuse.

"GULLIVER'S TRAVELS." Manager Leo Rosen, Troy, Troy, had this advance lobby display for Max Fleischer's Technicolor cartoon feature, released by Paramount.

FIRST ANNUAL DINNER-DANCE. Staten Island Fabian theatres' employes held their first annual dinner-dance January 6, with Fabian's treasurer Samuel Rosen and the Island's general manager Harry Black, as guests of honor, with others from the home office and the Brooklyn and New Jersey theatres. Here are seen most of the merrymakers, during a lull in activity

LATE NEWS HIGHLIGHTS

"Abe Lincoln" Opens In Gala D. C. Premiere

Official Note Sounded At Debut

WASHINGTON—The nation's capital January 22 became its film captal when RKO Radio's "Abe Lincoln in Illinois" was given a star-spangled world premiere before a society audience of 1800 at RKO Keith's. Hollywood's invasion of Washington for the unveiling of the film version of Robert E. Sherwood's Pulitzer Prize play was headed by stars Raymond Massey, Ruth Gordon and Mary Howard; director John Cromwell and producers Max Gordon and Harry Goetz.

Mrs. Eleanor Roosevelt headed a brilliant throng of socialite and diplomatic circle celebrities attending the premiere, which was sponsored by the Newspaper Women's Club of Washington for charity.

Massey received a tremendous ovation from the most scintillating audience ever gathered under one roof here.

Even the balcony seats were loaded to capacity, wit hthe gallery gang numbering such big-wigs as Secretary of Agriculture Henry A. Wallace; Secretary of Navy Charles Edison; Major General Thomas Holeomb, commandant of the Marine Corps; Donald Richberg; Senators Sheridan Downey of California and Francis T. Maloney of Connectieut; and a glittering collection of socialites.

Honorary chairman of the affair, proceeds of which were devoted toward the maintenance of a bed in Children's Hospital and the Newspaper Women's Fellowship Fund, was Mrs. Nicholas Longworth, daughter of the late President Theodore Roosevelt.

The festivities were reported nationally through Pathe News and a 47-station hook-up via Station WMAL and the blue network of the National Broadcasting Company.

Station WJSV carried a color description from the lobby of RKO Keith's and broadcast a special program from the Hotel Raleigh, where the Newspaper Women's Club entertained more than 400 distinguished guests at a reception following the premiere.

A round of social activities centered about the first showing of the Sherwood drama, with the highlight occurring Sunday night, when Massey and the other Hollywood figures were dinner guests at the White House.

More than a seore of the capital's most popular debs acted as ushers and program girls.

RKO executives attending included S. Barret McCormick, director of advertising and publicity; John J. O'Connor, vice-president in charge of theatre operations; H. M. Richey, director of exhibitor relations; Fred Meyers, assistant to O'Connor. Also Charles Horstman, head of projection and sound division; Harry Mandel, theatre publicity chief; J. M. Brennan, Washington-Trenton divisional manager; Ken Hallam, radio director; Nat Levy, eastern district sales manager; and A. W. Smith, Jr., sales manager for the eastern United States and Canada.

Out-of-town exhibitors present included Jay Emanuel of Philadelphia, Harrisburg, Reading and other Pennsylvania cities; Sidney Bowden, Harry Valentine, Norfolk, Virginia; I. M. Rappaport, Baltimore, and David Kamsky, Neighborhood Theatres, Richmond, Virginia.

Eastern Pa. Group Opposes the Neely Bill

Pizor Re-Elected Head of UMPTO

PHILADELPHIA—At a general meeting of the United Motion Picture Theatre Owners of Eastern Pennsylvania, Southern New Jersey and Delaware January 19 at the Bellevue-Stratford Hotel, the organization went on record as being opposed to the Neely Bill. Exhibitor members urged to contact their Congressmen asking them to vote against it.

"Gone With the Wind" sales policy of 70 percent and 10 percent profit guarantee was discussed. Since this establishes a dangerous precedent, it is believed that exhibitor-members will protest at a later date.

Following officers were re-elected: Lewen Pizor, president; George P. Aarons, secretary and counsel; Morris Spiers, treasurer; Edward Jeffries and William Greenfield, vice-presidents; Charles Segall, chairman of the Board of Managers.

Following members were elected or re-elected to serve on the Board of Managers under chairmanship of Charles Segall: Lewen Pizor, Herman Coane, Sam Shapiro, Joe Hebrew, Ted Schlanger, Edward Jeffries, Edward Connolly, Joseph Wodock, William Hissner, M. J. O'Toole, Ralph Sobelson, M. H. Egnal, Lew Sablosky, William I. Greenfield, Lew Segall, Abe Sablosky, Morris Spiers, R. J. Budd, George P. Aarons.

This marks the 22nd consecutive year that Aarons has been counsel for the organization, a record.

Maine Theatre Burns

DOVER-FOXCROFT, MAINE—Star, two-story wooden movie house, was destroyed by fire last week. Damage to theatre and adjoining business block was estimated at $75,000.

May Fight Examination

NEW YORK CITY—Reports were current last week end that attorneys for defendants in the government's equity suit against the industry would oppose the proposal of the Attorney General's office for examination of certain defendants before trial.

Examinations are supposed to begin February 5.

"Lion Has Wings" Surprises on Broadway

Business Otherwise Normal In Area

NEW YORK CITY—Outshone only by the continuing big business of the "Gone With the Wind" showings, "The Lion Has Wings" did the surprising business of the week end, when the Alexander Korda—Royal Air Force show got a nice $3,900 on the first two days. The report, compiled by THE EXHIBITOR from usually authoritative sources, follows:

"THE AMAZING MR. WILLIAMS" (Columbia)—At Loew's State, opened January 18, is estimated to do $23,000 on the week, good.

"THE BLUE BIRD" (20th Century-Fox) — At the Hollywood (road-show), opened January 19, opened satisfactorily, but no fiscal report is available.

"GONE WITH THE WIND" (Metro)—At the Astor (road-show), opened December 19, is estimated to have done $21,000 on the fifth week, excellent.

"GONE WITH THE WIND" (Metro)—At the Capitol ("continuous"), opened December 19, is estimated to have done $60,000 on the fifth week, excellent.

"HE MARRIED HIS WIFE" (20th Century-Fox)—At the Roxy, opened January 19, with stage show, did $20,000 on Friday, Saturday, Sunday, fair.

"HIS GIRL FRIDAY" (Columbia)—At Radio City Music Hall, opened January 11, with the stage show, did $48,000 on Thursday, Friday, Saturday, Sunday, fair.

"INVISIBLE STRIPES" (Warners) — At the Strand, opened January 12, with Shep Fields & Orchestra, and the "Dead End" Kids headlining the stage show, did $17,500 on Friday, Saturday, Sunday of the second week, good.

"JUDGE HARDY AND SON" (Metro) — At Loew's Criterion, opened January 17, is estimated to have done $13,000 on the week, very good.

"THE LION HAS WINGS" (United Artists)—At the Globe, opened January 20, did $3,900 on Saturday, Sunday, very good.

"THE LIGHT THAT FAILED" (Paramount)—At the Rivoli, opened December 23, did $13,000 on the six days of the last (fourth) week, fair.

"REMEMBER THE NIGHT" (Paramount)—At the Paramount, opened January 17, with stage show, is estimated to have done $25,000 on the week, good.

"SHIPYARD SALLY" (20th Century-Fox) and "THE LLANO KID" (Paramount)—At the Central, opened January 17, did $3,200 on Saturday, Sunday, fair.

Stars Descend on NY

NEW YORK CITY—A deluge of Hollywood personalities descended upon the local industry last week end.

Among those who came in were Robert Stack, Universal star; Jack L. Warner, Pat O'Brien, Errol Flynn, Miriam Hopkins, James Cagney, Edward G. Robinson, Warners; Joseph M. Schenck, Darryl Zanuck, Harry Brand, 20th Century-Fox; Gene Markey and Mrs. Markey (Hedy LaMarr); Mr. and Mrs. Bill Boyd, Paramount; Gene Autry, Republic.

Goldwyn Shuts Down

HOLLYWOOD—Samuel Goldwyn last week closed his publicity department and two weeks' notice has been given to all other employees with the exception of a few executives, preparatory to a virtual shutdown February 3, when final pick-up shots on "The Westerner" will be completed.

Girl at the LeSieurs

NEW YORK CITY—It's an eight-pound girl, born last week, at the Howard LeSieurs. Father is UA production manager in the local home office.

Myers, Cole Re-Elected At Allied Board Meeting

Body Seeks Arbitration Within Industry

WASHINGTON—Re-election of Colonel H. A. Cole proved a highlight of the second day's meeting of the Allied board of directors here last week.

Abram F. Myers, board chairman and general counsel, was also returned to office. Other officers are Martin Smith, Ohio, treasurer; Herman Blum, Maryland, financial secretary; Charles H. Olive, Washington, secretary. On the executive committee are Colonel Cole, Sidney Samuelson, Al Steffes, M. A. Rosenberg, Jack Kirsch, Nathan Yamins, Smith.

The directors, in a prepared statement, said that the body would protect its members from being affected as the result of any general strike in which they are not parties. This referred specifically to the Coast situation, where a walkout might result if the unions and studios did not agree, with the possibility of union operators being called from their booth as a result.

Arthur Howard was appointed chairman of a committee to handle the Alexander Film situation. The deal with the commercial film unit is expiring and a new one may be arranged or other steps taken to provide a source of revenue. Howard, active in the Boston unit, will report to the board.

The board of directors went on record as favoring an arbitration system for settling industry disputes, with a setup similar to that outlined under the Code, except that the independent exhibitors would be given more representation on the arbitration board. Resolutions passed asked for fast action on the Neely Bill, asking distributors to stop 16mm. versions of their pictures in competition with exhibitors; rapping appearance of stars on the radio, and co-operation with the Yale University's parking problem survey.

A further statement is expected this week from Myers on other matters. Detroit gets the 1940 convention to be held in May or June.

Settlement in Schine Suit

ROCHESTER, NEW YORK—Edward J. Shea, real estate broker, last week won a $10,000 settlement after six days of a Supreme Court trial of his $30,000 suit for commissions in the sale of four Fenyvessy theatres to the Schines nearly two years ago for $600,000.

Endicott Objects

NEW YORK CITY—State Labor Relations Board last week end received objections from Endicott Circuit against the former's ruling that the circuit must be considered as a single collective bargaining agency instead of by individual houses.

Directors Confer with Mayor

NEW YORK CITY—Ernst Lubitsch and William Dieterle, directors, held conference at City Hall last week with Mayor LaGuardia and Glendennin J. Ryan, Jr., Commerce Commissioner.

Lloyd to Universal

NEW YORK CITY—Universal and Frank Lloyd, in association with Jack Skirball, this week closed a deal whereby Lloyd will produce exclusively for U under a long-term arrangement top budget pictures with big names as soon as he finished "Tree of Liberty" for Columbia. Lloyd was with U back in 1913-1914, and has since produced some of the industry's biggest pictures. Jack Skirball will be his production associate in the setup. He was last with Educational.

RKO Reorganization Ending

NEW YORK CITY—An order directing the Irving Trust Company, which has acted as trustee in the reorganization of Radio-Keith-Orpheum Corporation, to turn over to the reorganized company all assets of the old company was signed last week by Federal Judge William Bondy.

Delaware Bill Passes

WILMINGTON, DELAWARE—Bureau of Public Safety's fire prevention code was revised and passed by City Council last week end. Compromised passage limits legal standing in the designated section between rear seats and the foyer wall to not more than one person to every four square feet after deducting the necessary aisle width.

More "GWTW" Dates

NEW YORK CITY—Fourteen new "Gone With the Wind" engagements were announced over the week end by Metro. This brings the grand total of bookings thus far announced for the Selznick International Technicolor production to 156 in 143 cities.

Sabu Due in February

NEW YORK CITY—Sabu, Indian star of "Elephant Boy" and "Drums," will come to America early in February for a personal appearance tour in connection with the release of his latest picture, "Alexander Korda's "The Thief of Bagdad," it was announced last week.

THE EXHIBITOR

VOLUME 23, NUMBER 11 JANUARY 24, 1940

Advance Shots 15
Better Management 16, 18
Editorial Page 3
Hints on Newspaper Advertising 17, 19
In the Spotlight 6
Late News Highlights 7, 8
Mr. Mentlik Interviews I. Goldsmith 12
National Mirror 9, 10
National Mirror Picture Pages 14, 20
National Release Date Guide Inside Back Cover
News of the Territory 21, et seq.
Production Happenings 13, 15
Reviews (THE EXHIBITOR Servisection) Blue Section
Territorial Highlights 5
Warren Stokes Hollywood Newsreel 12

Material contained on this and the preceding page often represents new developments in stories to be found on other pages of this issue. If the reader will bear this in mind, it will avoid possible confusion. This section of THE EXHIBITOR goes to press last, with latest developments within the industry, where available.

President Crockett Again Leads Va. Exhibs

State Theatremen Oppose Neely Bill

RICHMOND, VIRGINIA—The MPTO of Virginia, holding its seventh annual midwinter convention at the John Marshall Hotel in Richmond last week, re-elected all officers and added several more members to the board of directors. Reports were heard from officers and committees on matters concerning the industry in Virginia.

Officers who will serve for another year are William F. Crockett, Virginia Beach, president; Benjamin T. Pitts, Fredericksburg, vice-president; Harold Wood, Richmond, secretary; Sam Bendheim, Jr., Richmond, treasurer. Directors are C. L. Abercrombie, Danville; A. Julian Brylawski, Washington; J. Frank Falls, Lynchburg; Sydney Gates, Norfolk; Nat-Glasser, Washington; Leonard Gordon, Newport News; H. H. Moody, Wytheville; J. C. Caldwell, Appomattox; D. F. Aleshire, Luray; Jeff Hofheimer, Norfolk; Elmore Heins, Roanoke; A. E. Lichtman, Washington; Ellison Loth, Waynesboro, A. Frank O'Brien, Richmond; R. C. Overbey, South Boston; Hunter Perry, Charlottesville; Frank B. Stover, Alexandria; W. F. Rippard, Farmville; Charles Roth, Harrisonburg; Herman Rubin, Petersburg, Allen Sparrow, Richmond; E. T. Warner, Cape Charles; Morton G. Thalhimer, Richmond; Dan Weinberg, Lexington; William S. Wilder, Norfolk; Robert Levine, Portsmouth.

Harry Brandt, president, ITO of New York, delivered the principal speech at the morning meeting, telling about his recent cross-country trip in behalf of the defeat of the Neely Bill. President Crockett named two members to work with his committee of 60 on this problem. Members are Morton G. Thalhimer and William S. Wilder. He also spoke briefly on arbitration.

Brandt was very much surprised to find that 15 percent of the Virginia exhibitors did not belong to the association and urged that they should be brought in.

Following his speech, resolutions were adopted in which the Virginia exhibitors reiterated their opposition to the Neely Bill, and President Crockett urged all members to have their friends send in wires to their representatives in Congress opposing the passage of the bill.

Colonel Robert Barton, counsel, spoke briefly on pending legislation and stated that at the present time it did not look as if the question of an admission tax would come at this General Assembly. He mentioned two other bills, however which might effect some of the members, namely, the Statewide Uniform Building Code which is now being drawn up and a bill to have registration of all billboards in the State.

At the afternoon session of the board of directors it was voted to co-operate with Herbert Hoover in his drive for Finnish Relief by allowing young ladies to solicit funds in the theatre lobbies February 18. They will also run a trailer.

SWISS FAMILY ROBINSON
Within the covers of this book the greatest adventure story ever written
NOW ON THE SCREEN!

SWISS FAMILY ROBINSON

The first produc
effort of that n
famous and succ
ful writing tea
GENE TOWNE
GRAHAM BAK

The screen's outstandin
thrill novelty... the pictur
that gives your theatre th
most unusual and differen
BIG SHOW you've had in
long, long time! . . . Some
thing NEW to advertise . .
Something UNUSUAL t
offer real movie-hungry mi
lions...something with suc
sure-fire pull and lure tha
it demands preferred time
longer time, in your mos
optimistic expectations o
what a REAL HIT can do

GENE TOWNE
presents
A THE PLAY'S THE THING Production

WITH
THOMAS MITCHELL · EDNA BEST
FREDDIE BARTHOLOMEW
TERRY KILBURN · TIM HOLT
BABY BOBBY QUILLAN

DIRECTED BY EDWARD LUDWIG
PRODUCED BY
GENE TOWNE *and* GRAHAM BAKER
SCREEN PLAY BY WALTER FERRIS

DISTRIBUTED BY
RKO RADIO PICTURES

THE NATIONAL MIRROR

Leading Executives To Be Examined in Suit

Government Takes Action Under Rules

NEW YORK CITY—Twenty-six leading executives of the business will be examined by the government beginning February 5, it was announced last week under the Federal Rules of Civil Procedure. They represent all the major defendants with the exception of United Artists.

Examination will continue until March 25, with all executives of each company to be handled as a group.

Examinations take place in the local Department of Justice office.

Schedule follows:

February 5—Harry Cohn, Jack Cohn and A. Montague, Columbia. February 12—Nate J. Blumberg, William A. Scully, Charles R. Rogers, Universal. February 19—George J. Schaefer, Ned E. Depinet, Jules Levy, RKO. March 4—Adolph Zukor, Barney Balaban, Neil F. Agnew, Y. Frank Freeman, Paramount. March 11—Harry M. Warner, Jack L. Warner, Joseph Bernhard, Gradwell L. Sears, Warners. March 18—Joseph M. Schenck, Sidney R. Kent, Darryl F. Zanuck, Herman Wobber, 20th Century-Fox, and Spyros Skouras, National Theatres. March 25—Nicholas M. Schenck, C. C. Moskowitz, William F. Rodgers, Louis B. Mayer, Loew's.

Examination will continue until finished.

Under the law, the defendants are given certain privileges, upon which they may call the court to act.

Judge Henry W. Goddard was assigned last week to preside at the trial, which is on the calendar for May 1.

Judge Goddard was appointed to the bench in 1923 by President Harding. He has heard several actions which have affected the film industry.

He was selected at a conference last week between counsel. At the same session, Judge Knox heard interrogatories by the majors on the government, with Colonel William Donovan alleging that the government had backed down on an agreement to adjourn all anti-trust suits until the New York case started. This was denied by government counsel, who said that the government would be willing to adjourn the other suits only if events did not make it necessary to prosecute them first.

Judge Knox asked for early agreement on matters in dispute so that the trial could start May 1.

Walter Wanger Elected President of Academy

Succeeds Capra in Coast Post

HOLLYWOOD—Election of Walter F. Wanger to succeed Frank Capra as president of the Academy of Motion Picture Arts and Sciences took place last week at a meeting of the board of governors.

Wanger's election was considered, according to an academy source, to indicate that the liberalization of the organization begun by Capra would continue.

The new president issued a statement saying in part that he hopes the academy will introduce a "closer understanding between film creators and their audiences."

Other officers elected were Capra, first vice president; Edward Arnold, second vice president; Robert Riskin, secretary; John Aalberg was elected treasurer.

Darryl F. Zanuck and Mervyn Leroy were confirmed, respectively, as chairman of the Research Council and chairman of the Awards Dinner Committee. Donald Gledhill will continue as executive secretary.

Republic Restrained

NEW YORK CITY—Federal Judge Alfred C. Coxe last week issued an injunction restraining Republic Productions, Inc., from interfering with negotiations for the sale of The Lone Ranger radio series for motion picture production. Judge Coxe also restrained the Republic from advertising its film, "The Lone Star Ranger," in a manner which would connect it with The Lone Ranger.

The court denied an application of the plaintiff, The Lone Ranger, Inc., to prevent Republic from releasing a Lone Ranger serial already produced.

Kuykendall Warns

NEW YORK CITY—Again rapping the Neely Bill, Ed Kuykendall, president, MPTOA last week issued another statement against the measure, winding up with a special plea as follows:

"Have you talked to your local Parent Teachers? Have you actually made any special effort to get the truth to your Congressman? The next meeting you attend about the Neely Bill should be a Parent Teachers or other civic club gathering and this should be done at once. Let us do our talking where it will do most good."

Week of April 18 Set For Annual Rogers Drive

Industry Charities To Benefit From Push

NEW YORK CITY—Major L. E. Thompson, RKO executive, and chairman of the annual campaign for Will Rogers National Theatre Week, after conferring with Will H. Hays last week, designated the seven-day period beginning April 18 for the observance of the 1940 drive.

Collaborating with Major Thompson this year are executive, heads of the five major circuits; Charles C. Moskowitz, Loew's, Joseph Bernhard, Warners; Leon Netter, Paramount; John J. O'Connor, RKO; Spyros P. Skouras, National; as well as Ed Kuykendall, MPTOA; Harry Brandt, ITOA; Dave Palfreyman, MPPDA; Max A. Cohen, ATO of NY; and Abram F. Myers, Allied.

Major Thompson announced that the following general sales managers have accepted appointments on the committee, representing the distributing companies—Neil F. Agnew, Paramount; Harry Buckley, United Artists; Edward Golden, Monogram; James R. Grainger, Republic; Ned E. Depinet, RKO; Abe Montague, Columbia; William F. Rodgers, Metro; William A. Scully, Universal; Gradwell L. Sears, Warners; Herman Wobber, 20th Century-Fox.

Harold Rodner, Warner Brothers executive, who heads the production committee, leaves for the Coast shortly to supervise the filming of the annual short subject, which is shown in the motion picture theatres throughout the United States during Will Rogers National Theatre Week. A. P. Waxman is again director of the campaign for Major Thompson.

Eastman-Kodak, Dupont, and Gevaert Companies are co-operating by contributing rawstock for the short subject. Herman Robbins, president, National Screen Service, is again lending the services of his company to handle the shipment of the prints.

Committees in the field include every branch manager and every salesman in the United States. General sales managers of the major companies have appointed their branch managers to act as zone chairmen for the 1940 campaign.

Hammons Examination Set

NEW YORK CITY—Earle W. Hammons, president, Grand National, will be examined February 19 by creditors of the company before the referee, it was announced last week. A temporary office is being opened at 300 Fourth Avenue to handle the affairs of the company, with Harry Fromberg, trustee, in charge.

Auction of local office fixtures was held last week.

Drive Arranged for Sussman

NEW YORK CITY—20th Century-Fox branches in William Sussman's division will participate in a drive March 31-April 27, it was announced last week as part of a special sales and play-date push on the part of the company.

Walker for Arbiter

NEW YORK CITY—Any move within the industry to appoint an arbiter as No. 1 industry man on problems arising in the trade cannot be completed without considering James J. Walker, ex-mayor of New York City.

Walker has a splendid reputation. During his industry days he made a name for himself as a fearless, fair square-shooter, and any consideration of an arbiter must include him.

If those who are sponsoring the arbiter move want a real man for the post, one who will be respected by all sides, let them remember Walker.

—J. E.

"Wind" Continues as Smash

NEW YORK CITY—Solid sellout business prevails, at the end of the fourth Broadway week of "Gone With the Wind," it was announced last week both at the Astor and Capitol Theatres capacity houses have greeted every performance, the Astor, with reserved seats, showing $22,700 for the week, and the Capitol, on an unreserved seat policy, just over $80,000.

Completing the fourth and final week at the Loew's, Reading, and Loew's, Harrisburg, "Gone With the Wind" registered $58,300 for four weeks in the former location, and $50,700 in Harrisburg for the same period, almost double the best previous record for each Pennsylvania house.

With announcement by Metro of 12 more "Gone With the Wind" engagements, total bookings to date for pictures are 127 in 114 cities.

Loew Boardmen Re-Elected

NEW YORK CITY—Members of the board of Loew's, Inc., were re-elected at the annual meeting of stockholders last week, with an attempt to add two names defeated. Several stockholders were present who asked for further information on salaries paid executives, stars, etc.

J. Robert Rubin, counsel, said that revenues for the last quarter would be affected by the loss in September and October revenues abroad, but that business was normal again in England. He said that the effect of the Neely Bill on the company would not be big.

All officers of the corporation were reelected by the board following the stockholders' session.

Neely Hearings in February

WASHINGTON—Hearings on the Neely Bill must wait until those on the transportation measure have ended, it was announced last week.

This is taken to mean that the motion picture bill discussion will be sometime in February.

Franklin to RKO

NEW YORK CITY—Harold B. Franklin was reported last week end about to step into an executive berth with RKO.

Dietz Optimistic On Return from Coast

Outlines Forthcoming "Big Ones"

NEW YORK CITY—Metro pictures now in various stage of production, and which will be nationally released during the next two months, comprise the most powerful group of box-office "naturals" in some time, in the opinion of Howard Dietz, director of publicity, advertising and exploitation for Metro, last week.

Dietz, who has just returned from a three-week visit to the Culver City studios, where he saw the new product, also revealed plans for advertising and exploitation campaigns on several of these films. He was especially enthusiastic about the recently completed "I Take This Woman."

Dietz also had highest praise for "The Shop Around the Corner" and "Congo Maisie," current releases, and "Strange Cargo," "Northwest Passage," filmed in Technicolor; "Broadway Melody of 1940" and "Young Tom Edison."

Both "Young Tom Edison," in which Mickey Rooney has the title role, and "Edison the Man," with Spencer Tracy carrying on as the man who ushered in modern progress, will be publicized in advertisements for the first of the two pictures, thus stressing a continuing story rather than two separate films.

Only a month will be between the release of the first and the second. First bows in at Port Huron, Michigan, February 11. Town was Edison's childhood home.

"Northwest Passage" gets its first showing at the Penny, Boise, Idaho, February 23, with other openings later.

Dietz praised William Ferguson, exploitation head, and staff for their swell "GWTW" job.

"Gone With the Wind" is exceeding every expectation, and the advance sale in all cases where tickets have gone on sale equals twice the gross taken by the complete run in those theatres of their previously most successful pictures.

Pascal Joins UA Group

NEW YORK CITY—Gabriel Pascal becomes a producer for United Artists under an exclusive three year contract concluded last week with Murray Silverstone, head of world-wide operations of the company.

The Pascal-George Bernard Shaw relations, will continue in his first UA production, which is to be "Major Barbara." Wendy Hiller, who had the leading role opposite Leslie Howard in "Pygmalion," will be seen in "Major Barbara." So will Robert Morley.

"Major Barbara" will be produced in England. Pascal's second UA production, to be selected from a list that includes the three George Bernard Shaw works, "The Doctor's Dilemma," "The Devil's Disciple" and "Caesar and Cleopatra," will probably be made in Hollywood.

Ed Grainger with Warners

HOLLYWOOD — Edmund Grainger has signed a production contract with Warners, it was announced last week.

Schines Win Victory

GLOVERSVILLE, NEW YORK—Notice was received here last week by the Schine Enterprises, Inc., that Federal Judge John Knight, Buffalo, had denied a preliminary injunction sought by the government to restrain the five-state chain from acquiring additional theatres. The Schines may go ahead with their expansion plans pending trial of the government's anti-trust suit, Judge Knight ruled.

The Court also allowed 22 demands in the Schine application for a bill of particulars, and gave 40 days, after service, to answer the new bill.

J. Myer Schine, president of the circuit, was enroute home from New York City and could not be reached for comment.

Louis W. Schine was in Montreal on a business trip.

Other home office sources would not comment except to say "off the record" that the initial decision appeared highly favorable.

Inde Poster Men Meeting

NEW YORK CITY—Independent poster renters from the entire country will attend the annual convention of the National Poster Service Association to be held February 9, 10, 11, in New York City.

Simon Libros, president of the independent poster men's association since its inception 10 years ago, in an interview stated that his organization was "ready to cope with any situation created by a concern which claims to have contracts to distribute posters for two or three producing companies."

The poster renters association, with a Warner Brothers contract—the first of its kind in the industry—under its belt, is conducting negotiations with the remaining film companies for the manufacture and distribution of their posters. It is expected that these contracts will be signed within a few weeks.

Jack Warner East

NEW YORK CITY—Jack Warner, head of Warner Brothers production, was due this week to attend reunion of the 69th Regiment January 24. Company's "The Fighting 69th" will be screened. Pat O'Brien and George Brent accompanied him.

Dinner is one of many throughout the country being held at the same time by 69th Regiment men everywhere.

Special air plugs, etc., were arranged.

The picture will have 365 simultaneous openings during the week of January 26, it was announced, as part of the tieup.

"Pinocchio" Bows Feb. 2

NEW YORK CITY—World premiere of Walt Disney's "Pinocchio" will take place at Rockefeller Center February 2. Opening will be strictly formal. Picture runs 75 minutes.

20th-Fox's "Russell" To Get Special Selling

Zanuck Reveals 1939-1940 Ideas in Conference

NEW YORK CITY—Darryl F. Zanuck intimated last week end that he expects to get much more than the usual high bracket percentage for "Lillian Russell" when that 20th Century-Fox special is ready for release.

After arriving from the coast to attend the premieres of "The Blue Bird" and "The Grapes of Wrath," the 20th Century-Fox production chief held sway during an informal press conference at the Hampshire House. In explaining his reasons he claimed that "it's only reasonable to ask a higher percentage on a picture into which I'm putting more money than I ever spent before. You must also realize the great foreign market loss and it has to be made up some way." He expects "Russell" to run about three hours and 20 minutes and is investing more than $2,000,000 in its production.

Twentieth Century-Fox will have three road-show productions Zanuck said. "Brigham Young," "Lillian Russell," and "Down to the Sea in Ships." The latter, originally made some years ago as a Clara Bow starrer, will take 14 or 15 months to produce and will go before the cameras during the summer.

Queried as to whether he had received a reply from Si Fabian regarding the "Drums Along the Mohawk" extended playing time controversy, Zanuck replied in the negative. However, he stated that the new contracts will be revised to provide for extra playing time for top bracket films.

While in New York, Zanuck will discuss forthcoming production plans with Sidney Kent, Joe Schenck, Herman Wobber, et al. Whether or not there will be a curtailment of output will be decided this week. In any event, he said, "we will continue to make the Jones Family and Charlie Chan series, both of which have proven extremely popular."

"I don't see why," stated Zanuck, when someone posed a question concerning the feasibility of Mayor LaGuardia's New York production scenes, "pictures can't be made here or anywhere else. But only in Hollywood can good pictures be made with a decent amount of consistency."

Other points of information garnered during the conference were "Jesse James" was the biggest grosser in the company's history with the exception of "Alexander"; pictures on the "heavy" side will be the next trend; 20th Century-Fox will do as much radio advertising as possible; there will be as few 20th Century-Fox stars as possible appearing as radio performers.

Zanuck arrived, appropriately enough, on the 20th Century. The train was more than two hours late, and Zanuck caught cold en route. Accompanying him on the trip were Mr. and Mrs. Gene Markey (Hedy LaMarr). Meeting the group at Grand Central besides the usual autograph hounds, cameramen and reporters, were 20th Century-Fox executives.

"Little Old NY" Set

NEW YORK CITY—Nineteen special pre-release engagements of "Little Old New York" have been set by 20th Century-Fox, to follow the premiere in Miami January 21, it was announced late last week.

In the territory served by THE EXHIBITOR, the pre-release engagements are as follows:

February 2—Roxy, New York City; and the Loew theatres in Bridgeport, New Haven, and Hartford, Connecticut, and in Worcester, Massachusetts.

February 3—New, Baltimore, Maryland.

February 9—Colonial, Elmira, New York; York, York, Pennsylvania; Majestic, Providence, Rhode Island.

February 11—Strand, Portland, Maine.

"Flotsam" First From L-L

NEW YORK CITY—First production plans of the David L. Loew-Albert Lewin Producing Company, which will make pictures for release by United Artists, were disclosed last week. The Company has purchased screen rights to Erich Maria Remarque's novel, 'Flotsam," from Metro and will swing into production as soon as the script is readied and the cast chosen. The head offices are now located on the Selznick International lot.

"Pot of Gold" Protested

DETROIT, MICHIGAN—Members of Co-Operative Theatres of Michigan do not feel that the answer to the "Pot of Gold" competition is to "double" the prize or even to offer to match it, but rather to drive the "aerial gambling" off the airways and to that end have filed a formal protest with the Federal Communications Commission in Washington, they announced last week.

Paramount Host to 17 Misses

NEW YORK CITY—Seventeen of the prettiest and most popular 17-year-old girls from 17 cities of the United States will go to Hollywood February 15 to attend the press preview of Paramount's film version of the famous Booth Tarkinton story, "Seventeen," it was announced last week.

Kingsberg Vice-President

NEW YORK CITY—At a meeting of the board of directors of Keith-Albee-Orpheum Corporation and B. F. Keith Corporation held January 18, Malcolm Kingsberg was elected executive vice-president.

He will continue to serve as vice-chairman of the board of both of these corporations.

MPPDA Meets on Fair

NEW YORK CITY—Top executives of the various film companies met with Harvey Gibson, president, New York World's Fair Corporation in the board room of the MPPDA yesterday (23) to discuss the industry's part in the Fair's second year.

"Village Barn" Premiere

NEW YORK CITY—World premiere of Republic's "Village Barn Dance" takes place January 26 in Greenwich Village's famous Barn. The rural-type nitery will provide eats and entertainment for those attending. Gene Autry will be present.

Circuit Court Hears Appeal in Mori Argument

Kirkpatrick Decision Attacked by Defendant

PHILADELPHIA—Attorneys for the defense in the anti-trust suit filed by Eugene Mori, Vineland, New Jersey, and others against the distributors and Stanley-Warner pleaded their case before the United States Circuit Court of Appeals last week end, and asked it to set aside a temporary injunction issued last November by United States District Judge William H. Kirkpatrick.

The Kirkpatrick ruling was attacked as "vague and indefinite."

The ruling was defended by State Senator Harry Shapiro, counsel for the Landis, Vineland, New Jersey, which with the aid of many Vineland civic leaders took up the battle.

Judge Kirkpatrick's ruling, a precedent-making one, was called "invalid and unenforceable" by the counsel for the movie companies, former Pennsylvania Attorney General William A. Schnader, and Morris Wolf.

For the "good" of the industry, they contended, the major companies should have the "right to choose their customers." If allowed to stand, they argued, the ruling would "upset" the motion picture industry.

The Landis brought the suit under the Sherman and Clayton anti-trust laws, charging the major companies with creating a monopoly.

Art Pictures Nominated

HOLLYWOOD—Twelve pictures—one each from the major producers—have been nominated for the Art Direction oscar of the Academy of Motion Picture Arts and Sciences.

The nominees:

Paramount's "Beau Geste," Hal Roach's "Captain Fury," Universal's "First Love," Selznick International's "Gone With the Wind," RKO-Radio's "Love Affair," Republic's "Man of Conquest," Columbia's "Mr. Smith Goes to Washington" Warners' "The Private Lives of Elizabeth and Essex," 20th Century-Fox's "The Rains Came," Walter Wanger's "Stagecoach," Metro's "The Wizard of Oz," and Samuel Goldwyn's "Wuthering Heights."

At the first meeting of the Art Direction Award Committee, Warners' Max Parker was elected chairman.

NY Exploitation Threat Up

NEW YORK CITY—Another threat to Broadway movie exploitation cropped up one day last week when Walter LaM. Sparry, first vice-president of West of Central Park Association, suggested the elimination of projecting signs as a means of improving and beautifying the Broadway district. His remarks were made at a luncheon meeting of the association at which several city officials, including Newbold Morris, president of the City Council, were present.

Warren Stokes' HOLLYWOOD NEWSREEL

They're at the Post!

• HOLLYWOOD'S BIG SHOTS are looking over the longshots at Santa Anita, getting close-ups of the bobtails and pegging them for future reference. Most of the bigwigs can tell you the past history of every nag in the stable, the qualifications of the newcomers, the status of the individual jockeys; and they place their bets based upon a complete knowledge of past and present performances. At the end of the season, they can tell you, through a complete check-up on their season's output of greenbacks, the profit and loss on each transaction, carrying this knowledge from season to season, as a perfect guide on their future racing activities. At this time of the year, Hollywood is definitely displaying a one-track mind.

The First Mile

• BEST RACE-TRACK BETS can be very readily ascertained by these well-versed pals of the paddock. You can find them in serious mood, handicapping the turf champions, deciding on the winners, slapping a grand on the nose without batting an eyelash, and they will slap another grand over the initial budgeted cost on a celluloid entry with the same enthusiasm, *minus the same preparation and judgment.* They can tell you for seasons back, just what certain bobtails did first run, second run, third run, and just how they fared in the home stretch. They can name without hesitation the also rans, has beens, and the promising yearlings. Question them on the celluloid entries however, for the past season, and it is a different story. In the majority of cases, their box-office selections are limited to the current entry which happens to be out in front in the first quarter.

Clocking the Clucks

• RACE-TRACK PROFITS can be quoted verbatim by the cinema biggies. Box-office profits are an unknown quantity. Hollywood is making a gamble out of the film track and a business out of the race track. The movie moguls have a complete history on all the bobtails and their respective jockeys. They know all the favorites of the turf through a conscientious survey of wire to wire records and public acclaim. When it comes to favorites of the screen they use snap judgment without allowing for improvement or discounting competition from the new entries in the celluloid handicap. They will even employ a salaried clocker to keep tabs on the ponies. They'll put a clocker on a percentage picture, but they make no attempt to clock the records of the general releases or the personalities connected in the making of the pictures. They'll follow a jockey or a yearling from season to season with a perfect tab on every run. They just follow a picture to the front gate of the studio and there, strange but true, their interest ends.

The Tote Board Tells

• THE HOLLYWOOD HANDICAPPERS would be money ahead if they would use the same system and effort on the various screen personalities, basing their current values on past performances, with the same interest displayed in handicapping the bobtails. If the producers will follow their celluloid entries from season to season, around the track of public opinion, and record their progress or failure to finish in the money, as reflected on the tote board of the nation's theatres, they will be able to eliminate the also rans, in writers, directors, stars and what have you, and determine the sure shorts on the celluloid track for the present and the future, through the same process of elimination, scratching the lame ducks as they fall behind, playing the favorites, selected by the paying patrons, whom they must someday realize, *constitute the real Tip-Off on the winners in the Hollywood Sweepstakes.*

City and Rural Tracks

• REPORTS FROM ALL TRACKS can be secured through closer co-operation between the production and exhibition end of this industry. Lizzie Glutz might be a favorite with the Hollywood scribes who pick her to win on a critical course, she might have what it takes to win their acclaim. What she does at the key city meets, and on the rural tracks, however, where the customers have to put it on the line, can only be ascertained through the exhibitor's ledger. Producers would be wise to consult the recognized exhibitor reports, from out-of-town tracks, with the same interest displayed in the racing form reports for the local area, discounting the Hollywood viewpoint expressed on trial runs, for the more accurate concensus based on actual performance under conditions as they really exist.

Exhib Real Tipster

• THE CELLULOID EXHIBITOR can give Hollywood the last word on all types of entries in the cinematic sweepstakes. He plays them to win but he keeps tabs on the weak offerings that fold in the stretch. He is not on the payroll of any particular stable. He clocks them for running time, notes the improvement in performance, has a complete record of today's favorites and yesterday's also rans. He is the cinematic tipster de luxe. He can, individually, and collectively, put the Hollywood stables on a paying basis, with a Tip-Off service second to none, computed through public likes and dislikes. Wise producers have the inside track to the results on the sound track if they will sound out the exhibitor and benefit by his sure fire tips. Closer contact with the nation's showmen will assure Hollywood of more box-office winners.

Our Mister Mentlik INTERVIEWS I. GOLDSMITH

NEW YORK CITY—Although he isn't planning any producing activities in America for the nonce, I. Goldsmith, the affable Britisher who produced the film version of Dr. A. J. Cronin's "The Stars Look Down," stated last week that "if I did make pictures in the States, I wouldn't go west; I'd make them right here in New York. I understand the mayor would help a bit."

Optimistic as to the box-office worth of "Stars," Goldsmith entertained the trade press at a luncheon in the swank Hotel Warwick's Blue Room, where everything from the present war situation to the state of the film business in India was discussed. He arrived on the SS. Rex a short while ago and is attempting to arrange a distribution deal with one of the majors for the film which he claims to be of "highly controversial" nature because of the manner in which it tackles the subject of bad working conditions in England's coal mining district.

America's motion picture interests are being well taken care of in England by Ambassador Joseph P. Kennedy who once had a few words to say about the industry here, according to Goldsmith, who had more than just a few words of praise for the Boston statesman.

Incidentally, while Goldsmith is peddling the distribution rights to "The Stars," he will also try to make arrangements for the American release of another English production not yet before the cameras. He asserts that his concerted effort for American playing time is the result of the effects of the war on Britain's foreign market. The colonies and dominions, he explained, do not account for more than a tiny percentage of any film's total gross. His current picture will come under the "double quota" classification.

The effect of the war upon England's movie makers was discussed at length and it was learned that technicians and producers were at such a premium that the government has exempted them from war service so that they will be able to get out as many pictures as possible. Goldsmith estimated that production there will be off not more than 40 percent. Many of the British studios are being used for storerooms and offices. American companies are allowed to use their frozen money for further English production.

"The Stars Look Down" was completed September 1, just 12 hours before war was declared and London tasted its first official blackouts. Goldsmith doubts whether the film could have been completed if it hadn't beaten the war declaration. He is planning, at present, to make an English version of "L'Alibi," the French picture starring Eric von Stroheim and distributed domestically by Columbia.

As an illustration of the war's effect upon the foreign market, Goldsmith cited the case of his brother-in-law, Metro chief for the Baltic states, who was stationed at Helsingfors. When the Russians started dropping bombs on Finland, the movies shut down and the brother-in-law is now in New York.

Arthur A. Lee, Goldsmith's American representative, and Jim MacFarland, his local publicist, also attended the luncheon.

THE NATIONAL MIRROR

Leading Executives To Be Examined in Suit

Government Takes Action Under Rules

NEW YORK CITY—Twenty-six leading executives of the business will be examined by the government beginning February 5, it was announced last week under the Federal Rules of Civil Procedure. They represent all the major defendants with the exception of United Artists.

Examination will continue until March 25, with all executives of each company to be handled as a group.

Examinations take place in the local Department of Justice office.

Schedule follows:

February 5—Harry Cohn, Jack Cohn and A. Montague, Columbia. February 12—Nate J. Blumberg, William A. Scully, Charles R. Rogers, Universal. February 19—George J. Schaefer, Ned E. Depinet, Jules Levy, RKO. March 4—Adolph Zukor, Barney Balaban, Neil F. Agnew, Y. Frank Freeman, Paramount. March 11—Harry M. Warner, Jack L. Warner, Joseph Bernhard, Gradwell L. Sears, Warners. March 18—Joseph M. Schenck, Sidney R. Kent, Darryl F. Zanuck, Herman Wobber, 20th Century-Fox, and Spyros Skouras, National Theatres. March 25—Nicholas M. Schenck, C. C. Moskowitz, William F. Rodgers, Louis B. Mayer, Loew's.

Examination will continue until finished.

Under the law, the defendants are given certain privileges, upon which they may call the court to act.

Judge Henry W. Goddard was assigned last week to preside at the trial, which is on the calendar for May 1.

Judge Goddard was appointed to the bench in 1923 by President Harding. He has heard several actions which have affected the film industry.

He was selected at a conference last week between counsel. At the same session, Judge Knox heard interrogatories by the majors on the government, with Colonel William Donovan alleging that the government had backed down on an agreement to adjourn all anti-trust suits until the New York case started. This was denied by government counsel, who said that the government would be willing to adjourn the other suits only if events did not make it necessary to prosecute them first.

Judge Knox asked for early agreement on matters in dispute so that the trial could start May 1.

Walter Wanger Elected President of Academy

Succeeds Capra in Coast Post

HOLLYWOOD—Election of Walter F. Wanger to succeed Frank Capra as president of the Academy of Motion Picture Arts and Sciences took place last week at a meeting of the board of governors.

Wanger's election was considered, according to an academy source, to indicate that the liberalization of the organization begun by Capra would continue.

The new president issued a statement saying in part that he hopes the academy will introduce a "closer understanding between film creators and their audiences."

Other officers elected were Capra, first vice president; Edward Arnold, second vice president; Robert Riskin, secretary; John Aalberg was elected treasurer.

Darryl F. Zanuck and Mervyn Leroy were confirmed, respectively, as chairman of the Research Council and chairman of the Awards Dinner Committee. Donald Gledhill will continue as executive secretary.

Republic Restrained

NEW YORK CITY—Federal Judge Alfred C. Coxe last week issued an injunction restraining Republic Productions, Inc., from interfering with negotiations for the sale of The Lone Ranger radio series for motion picture production. Judge Coxe also restrained the Republic from advertising its film, "The Lone Star Ranger," in a manner which would connect it with The Lone Ranger.

The court denied an application of the plaintiff, The Lone Ranger, Inc., to prevent Republic from releasing a Lone Ranger serial already produced.

Kuykendall Warns

NEW YORK CITY—Again rapping the Neely Bill, Ed Kuykendall, president, MPTOA last week issued another statement against the measure, winding up with a special plea as follows:

"Have you talked to your local Parent Teachers? Have you actually made any special effort to get the truth to your Congressman? The next meeting you attend about the Neely Bill should be a Parent Teachers or other civic club gathering and this should be done at once. Let us do our talking where it will do most good."

Week of April 18 Set For Annual Rogers Drive

Industry Charities To Benefit From Push

NEW YORK CITY—Major L. E. Thompson, RKO executive, and chairman of the annual campaign for Will Rogers National Theatre Week, after conferring with Will H. Hays last week, designated the seven-day period beginning April 18 for the observance of the 1940 drive.

Collaborating with Major Thompson this year are executive, heads of the five major circuits; Charles C. Moskowitz, Loew's, Joseph Bernhard, Warners; Leon Netter, Paramount; John J. O'Connor, RKO; Spyros P. Skouras, National; as well as Ed Kuykendall, MPTOA; Harry Brandt, ITOA; Dave Palfreyman, MPPDA; Max A. Cohen, ATO of NY; and Abram F. Myers, Allied.

Major Thompson announced that the following general sales managers have accepted appointments on the committee, representing the distributing companies—Neil F. Agnew, Paramount; Harry Buckley, United Artists; Edward Golden, Monogram; James R. Grainger, Republic; Ned E. Depinet, RKO; Abe Montague, Columbia; William F. Rodgers, Metro; William A. Scully, Universal; Gradwell L. Sears, Warners; Herman Wobber, 20th Century-Fox.

Harold Rodner, Warner Brothers executive, who heads the production committee, leaves for the Coast shortly to supervise the filming of the annual short subject, which is shown in the motion picture theatres throughout the United States during Will Rogers National Theatre Week. A. P. Waxman is again director of the campaign for Major Thompson.

Eastman-Kodak, Dupont, and Gevaert Companies are co-operating by contributing rawstock for the short subject. Herman Robbins, president, National Screen Service, is again lending the services of his company to handle the shipment of the prints.

Committees in the field include every branch manager and every salesman in the United States. General sales managers of the major companies have appointed their branch managers to act as zone chairmen for the 1940 campaign.

Hammons Examination Set

NEW YORK CITY—Earle W. Hammons, president, Grand National, will be examined February 19 by creditors of the company before the referee, it was announced last week. A temporary office is being opened at 300 Fourth Avenue to handle the affairs of the company, with Harry Fromberg, trustee, in charge.

Auction of local office fixtures was held last week.

Drive Arranged for Sussman

NEW YORK CITY — 20th Century-Fox branches in William Sussman's division will participate in a drive March 31-April 27, it was announced last week as part of a special sales and play-date push on the part of the company.

Walker for Arbiter

NEW YORK CITY—Any move within the industry to appoint an arbiter as No. 1 industry man on problems arising in the trade cannot be completed without considering James J. Walker, ex-mayor of New York City.

Walker has a splendid reputation. During his industry days he made a name for himself as a fearless, fair square-shooter, and any consideration of an arbiter must include him.

If those who are sponsoring the arbiter move want a real man for the post, one who will be respected by all sides, let them remember Walker.

—J. E.

"Wind" Continues as Smash

New York City—Solid sellout business prevails, at the end of the fourth Broadway week of "Gone With the Wind," it was announced last week both at the Astor and Capitol Theatres capacity houses have greeted every performance, the Astor, with reserved seats, showing $22,700 for the week, and the Capitol, on an unreserved seat policy, just over $80,000.

Completing the fourth and final week at the Loew's, Reading, and Loew's, Harrisburg, "Gone With the Wind" registered $58,300 for four weeks in the former location, and $50,700 in Harrisburg for the same period, almost double the best previous record for each Pennsylvania house.

With announcement by Metro of 12 more "Gone With the Wind" engagements, total bookings to date for pictures are 127 in 114 cities.

Loew Boardmen Re-Elected

New York City—Members of the board of Loew's, Inc., were re-elected at the annual meeting of stockholders last week, with an attempt to add two names defeated. Several stockholders were present who asked for further information on salaries paid executives, stars, etc.

J. Robert Rubin, counsel, said that revenues for the last quarter would be affected by the loss in September and October revenues abroad, but that business was normal again in England. He said that the effect of the Neely Bill on the company would not be big.

All officers of the corporation were reelected by the board following the stockholders' session.

Neely Hearings in February

Washington—Hearings on the Neely Bill must wait until those on the transportation measure have ended, it was announced last week.

This is taken to mean that the motion picture bill discussion will be sometime in February.

Franklin to RKO

NEW YORK CITY—Harold B. Franklin was reported last week end about to step into an executive berth with RKO.

Dietz Optimistic On Return from Coast

Outlines Forthcoming "Big Ones"

New York City—Metro pictures now in various stage of production, and which will be nationally released during the next two months, comprise the most powerful group of box-office "naturals" in some time, in the opinion of Howard Dietz, director of publicity, advertising and exploitation for Metro, last week.

Dietz, who has just returned from a three-week visit to the Culver City studios, where he saw the new product, also revealed plans for advertising and exploitation campaigns on several of these films. He was especially enthusiastic about the recently completed "I Take This Woman."

Dietz also had highest praise for "The Shop Around the Corner" and "Congo Maisie," current releases, and "Strange Cargo," "Northwest Passage," filmed in Technicolor; "Broadway Melody of 1940" and "Young Tom Edison."

Both "Young Tom Edison," in which Mickey Rooney has the title role, and "Edison the Man," with Spencer Tracy carrying on as the man who ushered in modern progress, will be publicized in advertisements for the first of the two pictures, thus stressing a continuing story rather than two separate films.

Only a month will be between the release of the first and the second. First bows in at Port Huron, Michigan, February 11. Town was Edison's childhood home.

"Northwest Passage" gets its first showing at the Penny, Boise, Idaho, February 23, with other openings later.

Dietz praised William Ferguson, exploitation head, and staff for their swell "GWTW" job.

"Gone With the Wind" is exceeding every expectation, and the advance sale in all cases where tickets have gone on sale equals twice the gross taken by the complete run in those theatres of their previously most successful pictures.

Pascal Joins UA Group

New York City—Gabriel Pascal becomes a producer for United Artists under an exclusive three year contract concluded last week with Murray Silverstone, head of world-wide operations of the company.

The Pascal-George Bernard Shaw relations, will continue in his first UA production, which is to be "Major Barbara." Wendy Hiller, who had the leading role opposite Leslie Howard in "Pygmalion," will be seen in "Major Barbara." So will Robert Morley.

"Major Barbara" will be produced in England. Pascal's second UA production, to be selected from a list that includes the three George Bernard Shaw works, "The Doctor's Dilemma," "The Devil's Disciple" and "Caesar and Cleopatra," will probably be made in Hollywood.

Ed Grainger with Warners

Hollywood — Edmund Grainger has signed a production contract with Warners, it was announced last week.

Schines Win Victory

GLOVERSVILLE, NEW YORK—Notice was received here last week by the Schine Enterprises, Inc., that Federal Judge John Knight, Buffalo, had denied a preliminary injunction sought by the government to restrain the five-state chain from acquiring additional theatres. The Schines may go ahead with their expansion plans pending trial of the government's anti-trust suit, Judge Knight ruled.

The Court also allowed 22 demands in the Schine application for a bill of particulars, and gave 40 days, after service, to answer the new bill.

J. Myer Schine, president of the circuit, was enroute home from New York City and could not be reached for comment.

Louis W. Schine was in Montreal on a business trip.

Other home office sources would not comment except to say "off the record" that the initial decision appeared highly favorable.

Inde Poster Men Meeting

New York City—Independent poster renters from the entire country will attend the annual convention of the National Poster Service Association to be held February 9, 10, 11, in New York City.

Simon Libros, president of the independent poster men's association since its inception 10 years ago, in an interview stated that his organization was "ready to cope with any situation created by a concern which claims to have contracts to distribute posters for two or three producing companies."

The poster renters association, with a Warner Brothers contract—the first of its kind in the industry—under its belt, is conducting negotiations with the remaining film companies for the manufacture and distribution of their posters. It is expected that these contracts will be signed within a few weeks.

Jack Warner East

New York City—Jack Warner, head of Warner Brothers production, was due this week to attend reunion of the 69th Regiment January 24. Company's "The Fighting 69th" will be screened. Pat O'Brien and George Brent accompanied him.

Dinner is one of many throughout the country being held at the same time by 69th Regiment men everywhere.

Special air plugs, etc., were arranged.

The picture will have 365 simultaneous openings during the week of January 26, it was announced, as part of the tieup.

"Pinocchio" Bows Feb. 2

NEW YORK CITY—World premiere of Walt Disney's "Pinocchio" will take place at Rockefeller Center February 2. Opening will be strictly formal. Picture runs 75 minutes.

20th-Fox's "Russell" To Get Special Selling

Zanuck Reveals 1939-1940 Ideas in Conference

NEW YORK CITY—Darryl F. Zanuck intimated last week end that he expects to get much more than the usual high bracket percentage for "Lillian Russell" when that 20th Century-Fox special is ready for release.

After arriving from the coast to attend the premieres of "The Blue Bird" and "The Grapes of Wrath," the 20th Century-Fox production chief held sway during an informal press conference at the Hampshire House. In explaining his reasons he claimed that "it's only reasonable to ask a higher percentage on a picture into which I'm putting more money than I ever spent before. You must also realize the great foreign market loss and it has to be made up some way." He expects "Russell" to run about three hours and 20 minutes and is investing more than $2,000,000 in its production.

Twentieth Century-Fox will have three road-show productions Zanuck said. "Brigham Young," "Lillian Russell," and "Down to the Sea in Ships." The latter, originally made some years ago as a Clara Bow starrer, will take 14 or 15 months to produce and will go before the cameras during the summer.

Queried as to whether he had received a reply from Si Fabian regarding the "Drums Along the Mohawk" extended playing time controversy, Zanuck replied in the negative. However, he stated that the new contracts will be revised to provide for extra playing time for top bracket films.

While in New York, Zanuck will discuss forthcoming production plans with Sidney Kent, Joe Schenck, Herman Wobber, et al. Whether or not there will be a curtailment of output will be decided this week. In any event, he said, "we will continue to make the Jones Family and Charlie Chan series, both of which have proven extremely popular."

"I don't see why," stated Zanuck, when someone posed a question concerning the feasibility of Mayor LaGuardia's New York production scenes, "pictures can't be made here or anywhere else. But only in Hollywood can good pictures be made with a decent amount of consistency."

Other points of information garnered during the conference were "Jesse James" was the biggest grosser in the company's history with the exeeption of "Alexander"; pictures on the "heavy" side will be the next trend; 20th Century-Fox will do as much radio advertising as possible; there will be as few 20th Century-Fox stars as possible appearing as radio performers.

Zanuck arrived, appropriately enough, on the 20th Century. The train was more than two hours late, and Zanuck caught cold en route. Accompanying him on the trip were Mr. and Mrs. Gene Markey (Hedy LaMarr). Meeting the group at Grand Central besides the usual autograph hounds, cameramen and reporters, were 20th Century-Fox executives.

"Little Old NY" Set

NEW YORK CITY—Nineteen special pre-release engagements of "Little Old New York" have been set by 20th Century-Fox, to follow the premiere in Miami January 21, it was announced late last week.

In the territory served by THE EXHIBITOR, the pre-release engagements are as follows:

February 2—Roxy, New York City; and the Loew theatres in Bridgeport, New Haven, and Hartford, Connecticut, and in Worcester, Massachusetts.

February 3—New, Baltimore, Maryland.

February 9—Colonial, Elmira, New York; York, York, Pennsylvania; Majestic, Providence, Rhode Island.

February 11—Strand, Portland, Maine.

"Flotsam" First From L-L

NEW YORK CITY—First production plans of the David L. Loew-Albert Lewin Producing Company, which will make pictures for release by United Artists, were disclosed last week. The Company has purchased screen rights to Erich Maria Remarque's novel, 'Flotsam," from Metro and will swing into production as soon as the script is readied and the cast chosen. The head offices are now located on the Selznick International lot.

"Pot of Gold" Protested

DETROIT, MICHIGAN—Members of Co-Operative Theatres of Michigan do not feel that the answer to the "Pot of Gold" competition is to "double" the prize or even to offer to match it, but rather to drive the "aerial gambling" off the airways and to that end have filed a formal protest with the Federal Communications Commission in Washington, they announced last week.

Paramount Host to 17 Misses

NEW YORK CITY—Seventeen of the prettiest and most popular 17-year-old girls from 17 cities of the United States will go to Hollywood February 15 to attend the press preview of Paramount's film version of the famous Booth Tarkinton story, "Seventeen," it was announced last week.

Kingsberg Vice-President

NEW YORK CITY—At a meeting of the board of directors of Keith-Albee-Orpheum Corporation and B. F. Keith Corporation held January 18, Malcolm Kingsberg was elected executive vice-president.

He will continue to serve as vice-chairman of the board of both of these corporations.

MPPDA Meets on Fair

NEW YORK CITY—Top executives of the various film companies met with Harvey Gibson, president, New York World's Fair Corporation in the board room of the MPPDA yesterday (23) to discuss the industry's part in the Fair's second year.

"Village Barn" Premiere

NEW YORK CITY—World premiere of Republic's "Village Barn Dance" takes place January 26 in Greenwich Village's famous Barn. The rural-type nitery will provide eats and entertainment for those attending. Gene Autry will be present.

Circuit Court Hears Appeal in Mori Argument

Kirkpatrick Decision Attacked by Defendant

PHILADELPHIA—Attorneys for the defense in the anti-trust suit filed by Eugene Mori, Vineland, New Jersey, and others against the distributors and Stanley-Warner pleaded their case before the United States Circuit Court of Appeals last week end, and asked it to set aside a temporary injunction issued last November by United States District Judge William H. Kirkpatrick.

The Kirkpatrick ruling was attacked as "vague and indefinite."

The ruling was defended by State Senator Harry Shapiro, counsel for the Landis, Vineland, New Jersey, which with the aid of many Vineland civic leaders took up the battle.

Judge Kirkpatrick's ruling, a precedent-making one, was called "invalid and unenforceable" by the counsel for the movie companies, former Pennsylvania Attorney General William A. Schnader, and Morris Wolf.

For the "good" of the industry, they contended, the major companies should have the "right to choose their customers." If allowed to stand, they argued, the ruling would "upset" the motion picture industry.

The Landis brought the suit under the Sherman and Clayton anti-trust laws, charging the major companies with creating a monopoly.

Art Pictures Nominated

HOLLYWOOD—Twelve pictures—one each from the major producers—have been nominated for the Art Direction oscar of the Academy of Motion Picture Arts and Sciences.

The nominees:

Paramount's "Beau Geste," Hal Roach's "Captain Fury," Universal's "First Love," Selznick International's "Gone With the Wind," RKO-Radio's "Love Affair," Republic's "Man of Conquest," Columbia's "Mr. Smith Goes to Washington" Warners' "The Private Lives of Elizabeth and Essex," 20th Century-Fox's "The Rains Came," Walter Wanger's "Stagecoach," Metro's "The Wizard of Oz," and Samuel Goldwyn's "Wuthering Heights."

At the first meeting of the Art Direction Award Committee, Warners' Max Parker was elected chairman.

NY Exploitation Threat Up

NEW YORK CITY—Another threat to Broadway movie exploitation cropped up one day last week when Walter LaM. Sparry, first vice-president of West of Central Park Association, suggested the elimination of projecting signs as a means of improving and beautifying the Broadway district. His remarks were made at a luncheon meeting of the association at which several city officials, including Newbold Morris, president of the City Council, were present.

Warren Stokes' HOLLYWOOD NEWSREEL

They're at the Post!

• HOLLYWOOD'S BIG SHOTS are looking over the longshots at Santa Anita, getting close-ups of the bobtails and pegging them for future reference. Most of the bigwigs can tell you the past history of every nag in the stable, the qualifications of the newcomers, the status of the individual jockeys; and they place their bets based upon a complete knowledge of past and present performances. At the end of the season, they can tell you, through a complete check-up on their season's output of greenbacks, the profit and loss on each transaction, carrying this knowledge from season to season, as a perfect guide on their future racing activities. At this time of the year, Hollywood is definitely displaying a one-track mind.

The First Mile

• BEST RACE-TRACK BETS can be very readily ascertained by these well-versed pals of the paddock. You can find them in serious mood, handicapping the turf champions, deciding on the winners, slapping a grand on the nose without batting an eyelash, and they will slap another grand over the initial budgeted cost on a celluloid entry with the same enthusiasm, *minus the same preparation and judgment.* They can tell you for seasons back. just what certain bobtails did first run, second run, third run, and just how they fared in the home stretch. They can name without hesitation the also rans, has beens, and the promising yearlings. Question them on the celluloid entries however, for the past season, and it is a different story. In the majority of cases, their box-office selections are limited to the current entry which happens to be out in front in the first quarter.

Clocking the Clucks

• RACE-TRACK PROFITS can be quoted verbatim by the cinema biggies. Box-office profits are an unknown quantity. Hollywood is making a gamble out of the film track and a business out of the race track. The movie moguls have a complete history on all the bobtails and their respective jockeys. They know all the favorites of the turf through a conscientious survey of wire to wire records and public acclaim. When it comes to favorites of the screen they use snap judgment without allowing for improvement or discounting competition from the new entries in the celluloid handicap. They will even employ a salaried clocker to keep tabs on the ponies. They'll put a clocker on a percentage picture, but they make no attempt to clock the records of the general releases or the personalities connected in the making of the pictures. They'll follow a jockey or a yearling from season to season with a perfect tab on every run. They just follow a picture to the front gate of the studio and there, strange but true, their interest ends.

The Tote Board Tells

• THE HOLLYWOOD HANDICAPPERS would be money ahead if they would use the same system and effort on the various screen personalities, basing their current values on past performances, with the same interest displayed in handicapping the bobtails. If the producers will follow their celluloid entries from season to season, around the track of public opinion, and record their progress or failure to finish in the money, as reflected on the tote board of the nation's theatres, they will be able to eliminate the also rans, in writers, directors, stars and what have you, and determine the sure shorts on the celluloid track for the present and the future, through the same process of elimination, scratching the lame ducks as they fall behind, playing the favorites, selected by the paying patrons, whom they must someday realize, *constitute the real Tip-Off on the winners in the Hollywood Sweepstakes.*

City and Rural Tracks

• REPORTS FROM ALL TRACKS can be secured through closer co-operation between the production and exhibition end of this industry. Lizzie Glutz might be a favorite with the Hollywood scribes who pick her to win on a critical course, she might have what it takes to win their acclaim. What she does at the key city meets, and on the rural tracks, however, where the customers have to put it on the line, can only be ascertained through the exhibitor's ledger. Producers would be wise to consult the recognized exhibitor reports, from out-of-town tracks. with the same interest displayed in the racing form reports for the local area, discounting the Hollywood viewpoint expressed on trial runs, for the more accurate concensus based on actual performance under conditions as they really exist.

Exhib Real Tipster

• THE CELLULOID EXHIBITOR can give Hollywood the last word on all types of entries in the cinematic sweepstakes. He plays them to win but he keeps tabs on the weak offerings that fold in the stretch. He is not on the payroll of any particular stable. He clocks them for running time, notes the improvement in performance, has a complete record of today's favorites and yesterday's also rans. He is the cinematic tipster de luxe. He can, individually, and collectively, put the Hollywood stables on a paying basis, with a Tip-Off service second to none, computed through public likes and dislikes. Wise producers have the inside track to the results on the sound track if they will sound out the exhibitor and benefit by his sure fire tips. Closer contact with the nation's showmen will assure Hollywood of more box-office winners.

Our Mister Mentlik INTERVIEWS I. GOLDSMITH

New York City—Although he isn't planning any producing activities in America for the nonce, I. Goldsmith, the affable Britisher who produced the film version of Dr. A. J. Cronin's "The Stars Look Down," stated last week that "if I did make pictures in the States, I wouldn't go west; I'd make them right here in New York. I understand the mayor would help a bit."

Optimistic as to the box-office worth of "Stars," Goldsmith entertained the trade press at a luncheon in the swank Hotel Warwick's Blue Room, where everything from the present war situation to the state of the film business in India was discussed. He arrived on the SS. Rex a short while ago and is attempting to arrange a distribution deal with one of the majors for the film which he claims to be of "highly controversial" nature because of the manner in which it tackles the subject of bad working conditions in England's coal mining district.

America's motion picture interests are being well taken care of in England by Ambassador Joseph P. Kennedy who once had a few words to say about the industry here, according to Goldsmith, who had more than just a few words of praise for the Boston statesman.

Incidentally, while Goldsmith is peddling the distribution rights to "The Stars," he will also try to make arrangements for the American release of another English production not yet before the cameras. He asserts that his concerted effort for American playing time is the result of the effects of the war on Britain's foreign market. The colonies and dominions, he explained, do not account for more than a tiny percentage of any film's total gross. His current picture will come under the "double quota" classification.

The effect of the war upon England's movie makers was discussed at length and it was learned that technicians and producers were at such a premium that the government has exempted them from war service so that they will be able to get out as many pictures as possible. Goldsmith estimated that production there will be off not more than 40 percent. Many of the British studios are being used for storerooms and offices. American companies are allowed to use their frozen money for further English production.

"The Stars Look Down" was completed September 1, just 12 hours before war was declared and London tasted its first official blackouts. Goldsmith doubts whether the film could have been completed if it hadn't beaten the war declaration. He is planning, at present, to make an English version of "L'Alibi," the French picture starring Eric von Stroheim and distributed domestically by Columbia.

As an illustration of the war's effect upon the foreign market, Goldsmith cited the case of his brother-in-law, Metro chief for the Baltic states, who was stationed at Helsingfors. When the Russians started dropping bombs on Finland, the movies shut down and the brother-in-law is now in New York.

Arthur A. Lee, Goldsmith's American representative, and Jim MacFarland, his local publicist, also attended the luncheon.

Brief Glances At PRODUCTION HAPPENINGS

West Coast News Items

HOLLYWOOD—So that its readers may keep abreast of the times, be in the know on the major developments and interesting sidelights, THE EXHIBITOR offers the following items from the various lots:

Columbia

Preparations are under way at this studio for the filming of "The Doctor Takes A Wife." This is a William Perlberg production to be directed by Alexander Hall. . . . Newest vehicle for Jack Holt is "Passport To Alcatraz," which marks his 24th year of stardom. . . . Lou Smith is now director of studio publicity, succeeding George Brown.

John Litel has been engaged for the principal role in "Men Without Souls." . . . Gail Patrick, Edmund Gwenn, and Reginald Gardner have been signed for "The Doctor Takes a Wife." . . . Arthur Caesar has been signed to write the story and treatment on "Jane Addams and Hull House," Charles R. Rogers' first production for the company. . . . "Outside the Three-Mile Limit" replaces "Criminal Cargo" as the title of the Jack Holt picture now in production. . . . Jack Holt has started on "Passport to Alcatraz."

The contract of Director John Brahm has been renewed for another year. . . . "Convicted Woman" is being readied for a January 31 release. . . . New Year ushered in a burst of activity in the shorts department: a new comedy was set to start each week for three weeks. The first is Buster Keaton's "Rolling Down to Reno," with Jules White producing and directing.

Globe

"Two on Tour" will be the title of the production originally known as "Storm in Paradise." David Boehm and Henri Verstappen are the authors. . . . James Roosevelt announced the purchase of Ursula Parrot's "Love Song."

Goldwyn

Samuel Goldwyn is negotiating with Sam Wood for screen rights to the novel "Trent of the Lone Hand." Wood purchased it in London about three years ago.

Lesser

Sol Lesser has started cameras on "Our Town." Cast to date includes Frank Craven, Thomas Mitchell, Fay Bainter, Beulah Bondi, Guy Kibbee and Stuart Erwin.

Metro-Goldwyn-Mayer

Elated over his performance with Fred Astaire and Eleanor Powell in "Broadway Melody of 1940," the powers that be have signed George Murphy to a new long term contract. . . . Pete Smith is getting the quiz craze and will fall in line with the times presenting a series of quiz films. First will be "What's Your I. Q.?" Pete will ask the audience questions, giving them 15 seconds to get the answer before he reveals the solution.

When "Babes on Broadway" goes into production, the stars, producer and director of "Babes in Arms" will be re-united. . . . Robert Taylor will be co-starred with Vivien Leigh in "Waterloo Bridge." . . . Ernst Lubitsch went to New York for a short vacation after completing "The Shop Around the Corner."

Acquired have been "To Own the World," by Dalton Trumbo; "White Chapel," by Leo Birnsky and Kurt Siodmak; and "First Aid for Spots," by Ernest P. Jones, Jr., and Robert E. Hyatt. . . . Lana Turner and George Murphy have the leads in "Two Girls on Broadway." . . . Contracts for writing have been given Marc Connelly, Richard Sherman, Harry Clark, Kurt Goetz, and George Froeschel. . . . Vicki Baum's unpublished "1417 Broadway" has been purchased. . . . "Calling on Colombia" is the newest FitzPatrick Traveltalk. . . . Patricia English, 16-year-old lion tamer, appears in the Pete Smith Specialty, "Facing the Lion." . . . Joan Blondell has been signed for "Two Girls on Broadway." . . . Gene Reynolds and Henry Travers were added to the "Edison the Man" cast.

Paramount

Ralph Murphy has been signed to direct the forthcoming Joan Blondell-Dick Powell co-starring picture, "I Want a Divorce," scheduled to go before the cameras the first of March. . . . "Hold Your Horses," Harry Sherman Hopalong Cassidy production, has been re-tagged "War Along the Stage Trail."

Following the completion of "North West Mounted Police," Madeleine Carroll will leave for England. . . . Paul Lukas has been added to "The Ghost Breakers." . . . "Mystery Ship" will go before the cameras at an early date. . . . Elizabeth Bergner joined the British production unit.

RKO-Radio

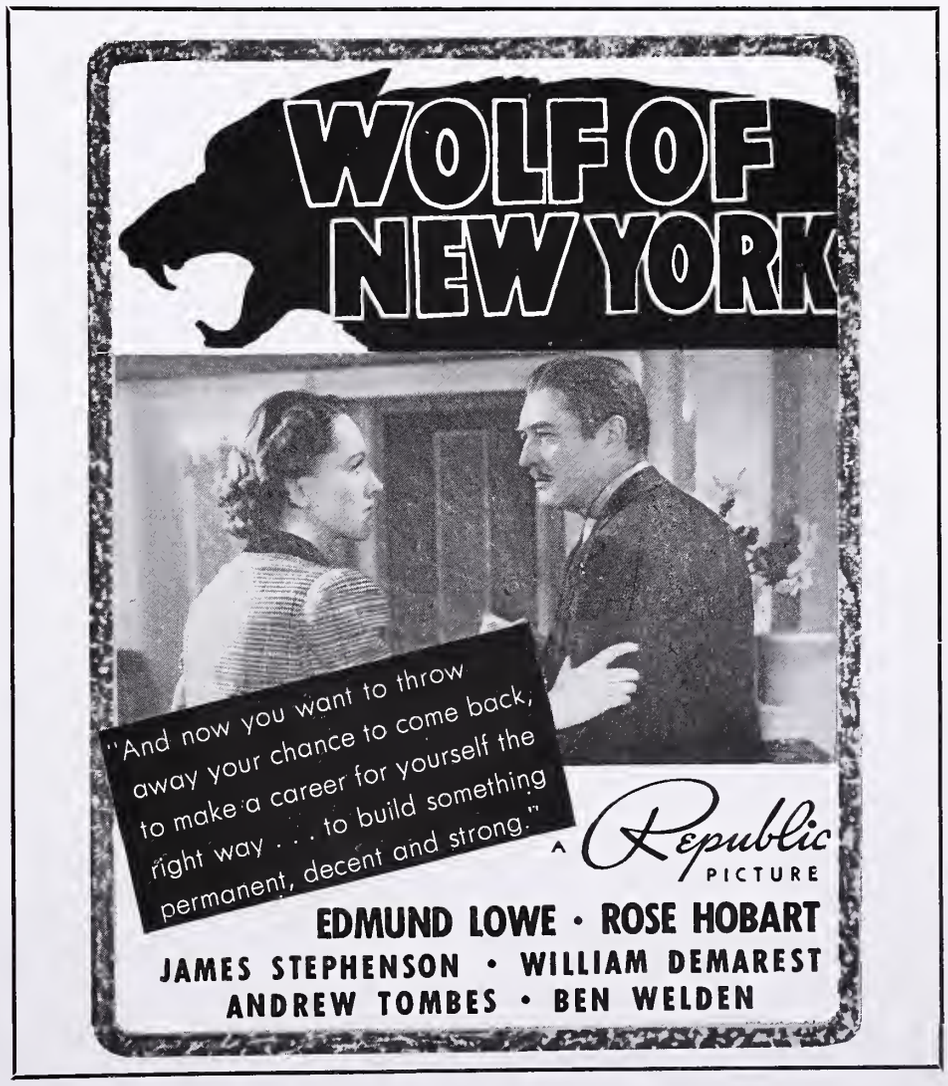
Howard Benedict's first picture since getting a production berth at this studio will be "Curtain Call," now ready to go before the cameras. John Archer, winner of "Gateway to Hollywood" talent quest, has the male lead opposite Barbara Read.

Selznick-International

Sigrid Bergman, last seen in "Intermezzo, a Love Story," has returned to this country after a vacation abroad. Her next picture is a story of Joan of Arc.

20th Century-Fox

Fay Bainter has been signed by Darryl F. Zanuck for a major role in the Technicolor production, "Maryland." She will share top honors with Walter Brennan, borrowed from Samuel Goldwyn. . . . Director Gregory Ratoff will do it with mirrors on his next Vera Zorina picture, "I Was an Adventuress." Ratoff intends to shoot Zorina against 42 life-size mirrors reflecting the star in the process of dressing and practicing her ballet steps.



RKO-RADIO'S "ABE LINCOLN IN ILLINOIS" PASSES HERE IN STILL REVIEW

Offered here is a still preview of RKO-Radio's "Abe Lincoln in Illinois." At the top of the page are seen studies of some of the principal characters, and, in the lower portion, a sketchy narrative summary. Notable for its similarity to a well-known picture is the "tintype" in the centre, with Mary Todd (Ruth Gordon) Lincoln, Robert (Edwin Mills), Willie (Sonnie Bupp), the President-to-Be (Raymond Massey), and Tad (Harry Blair). Gene Lockhart plays Douglas; Mary Howard, Ann Rutledge.

Director Norman Foster and 15 principals, with a company of 45 technicians, have gone to Sidona Basin, Arizona, for two weeks of shooting "Viva Cisco Kid." . . . Albert Shelby Levino has been signed to write the story for "Western Union." . . . Studio will not scrap Oakie town, built for "The Grapes of Wrath," saving it for its historical value. . . . Donald Meek, William Gargan, and Mary Beth Hughes have been added to "Twinkle, Twinkle, Little Star."

Wanger

Walter Wanger has signed Robert Benchley to add his wit to the scenario now in preparation for Alfred Hitchcock's production of "Personal History."

Warners

Elsa Maxwell's first two short subjects —"How to Give a Party" and "Riding into Society"—will be directed by William McGann. . . . "Saturday's Children" is the new title for the John Garfield-Anne Shirley film which started shooting as "Married, Pretty and Poor." . . . Director William K. Howard gets a new term contract effective February 1. . . . Studio announces a five-month production program which will include the filming of 16 "A" productions with a general budget of $22,000,000. The 16 features will be filmed under the supervision of J. L. Warner and Hal B. Wallis, executive producer. . . . Mary Anderson, one-time candidate for the Scarlett O'Hara role, has a new contract here as a result of present work in early scenes of "We Shall Meet Again," which stars Merle Oberon, George Brent, and Pat O'Brien.

"Years Without Days" became "The Castle on the Hudson." . . . Eddie Albert's first starrer will be "An Angel from Texas." . . . Bette Davis reported for "All This, and Heaven, Too." . . . "Magic Bullets" has shrunk to "The Magic Bullet." . . . Errol Flynn is vacationing. . . . Dennie Moore, Broadway stage actor, has reporter for work in "Saturday's Children."

Book Review

LORENZO GOES TO HOLLYWOOD. By Edward Arnold. 282pp. New York. Liveright Publishing Corporation.

Edward Arnold is one of our most active featured players. He also was included as one of the "poison" stars in the famed blast by an exhibitor organization not so long ago.

Readers might be interested in his reaction to it. First he wanted to start a suit, but then figured it couldn't do any harm. He points out then that following the blast he appeared in five pictures—"all successes": "The Crowd Roars," "You Can't Take It With You," "Let Freedom Ring," "Idiot's Delight,' "Man About Town."

Mr. Arnold is a bit misinformed on his five "successes." Most exhibitors can tell him otherwise about "Let Freedom Ring" and "Idiot's Delight," and perhaps a few about "The Crowd Roars."

Otherwise, "Lorenzo Goes to Hollywood" is the autobiography of an actor who seems pretty well satisfied with the progress he has made. The trade, outside of general reader interest, may be especially attracted by some angles which comment on production goings-on.

All in all, pleasant reading, if unimportant.

Advance Shots On COMING REVIEWS

New Pictures Tersely Told

PHILADELPHIA—Received too late at THE EXHIBITOR's office here to be included in this week's Blue Section were reviews of the following pictures. These Advance Shots are given pending the publication of the next issue of the Six-Point Reviews (Blue) Section.

Features

THE BLUE BIRD (20th Century-Fox) —Shirley Temple, Spring Byington, Nigel Bruce, Gale Sondergaard, Eddie Collins, Sybil Jason, Johnny Russell, Laura Hope Crews. 82m. A beautiful and enchanting version of a literary classic, which should be indelibly inscribed on the minds of old and young, is "The Blue Bird," based on Maurice Maeterlinck's description of the real source of happiness and contentment. It is the adventures of Myrtyl and her brother, who, with their cat and dog, search for the Blue Bird of Happiness in the past and the future, only to find that they actually had it in the present. The picture, possessing many exploitation angles, must, however, be sold in the "different" manner.

CONDOTTIERI (The Leaders), reviewed in this issue, is the new title for Esperia's "Giovanni de Medici, the Leader."

SIDEWALKS OF LONDON (Paramount)—Charles Laughton, Vivien Leigh, Rex Harrison, Larry Adler. 85m. This is a story of London's buskers (curbstone entertainers), of how one of them (Charles Laughton) develops a talented girl (Vivien Leigh), sees her go to the top, but himself failing in big time and returning to his busker troup. It is all Laughton and Leigh, albeit with plenty of entertainment to satisfy the patrons.

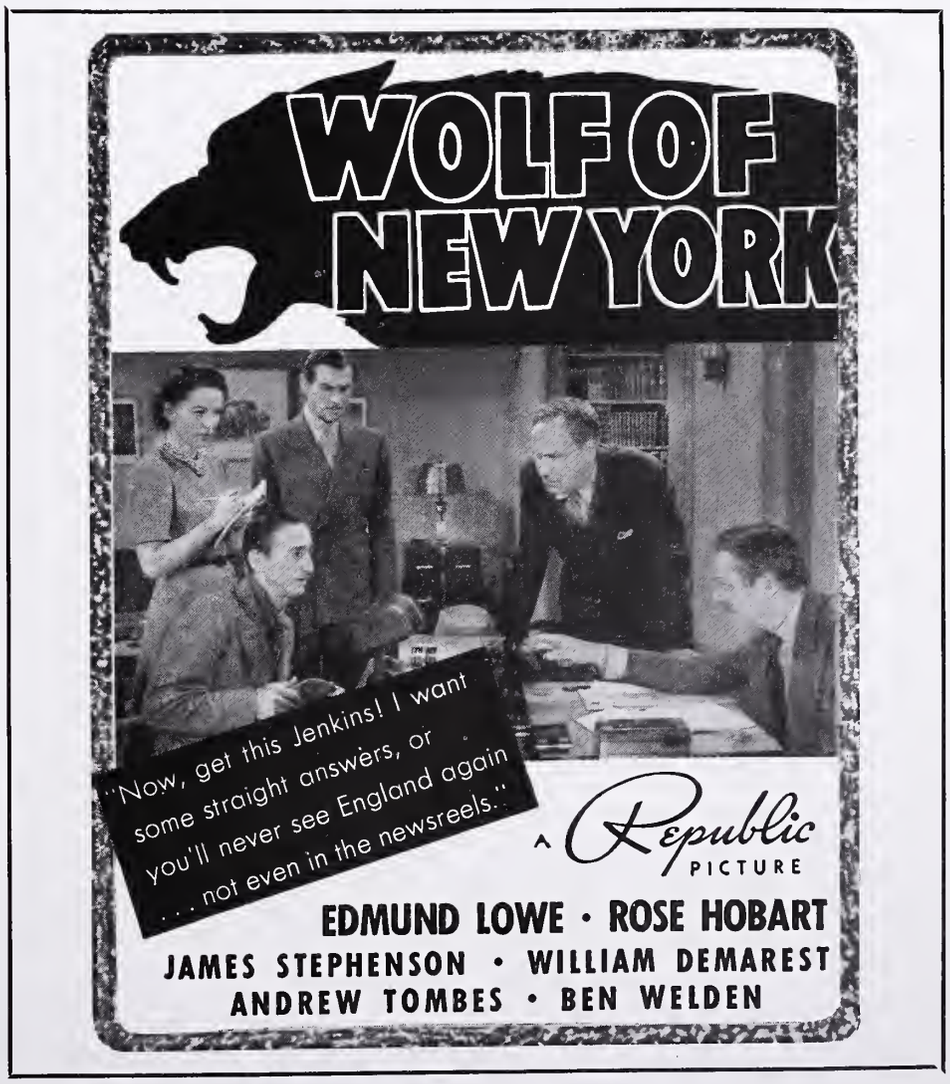
WOLF OF NEW YORK (Republic)—Edmund Lowe, Rose Hobart, James Stephenson, Jerome Cowan, William DDemarest. 69m. With Edmund Lowe turning in a smooth performance as the criminal lawyer turned district attorney, "Wolf of New York" happily shapes up as one of Republic's most entertaining entries. Although the film is loaded with familiar court room scenes, director William McCann refused to allow most of the court room and last-minute reprieve to bob up. The smaller situations will find this meller a swell attraction for the top spot.

Shorts

ANDY PANDA GOES FISHING (Universal—Walter Lantz Cartune). 8m. Fair.

GOODNESS A GHOST (RKO-Radio—Radio Flash Comedy). 15m. Fair.

INFORMATION PLEASE, No. 5 (RKO-Radio). 10m. Good.



BETTER MANAGEMENT

Selling Features

"A Child is Born"

SYRACUSE, NEW YORK—Manager Gene Curtis, RKO-Schine-Paramount, through co-operation of Dr. P. J. Rafle, State Department of Health, arranged a special matinee "For Women Only," notices of which were posted in the offices of state, county and city health departments. Announcements of this matinee and the picture were made over three radio programs conducted by Dr. Schoeneck over WFBL, by the Onondaga Health Association over WSYR and by the city health department over same station. Dr. Schoeneck, County Health Association, lectured to the ladies and a county nurse also was present in the theatre to answer questions.

Health department also furnished a portable incubator for advance display in the lobby as well as other interesting exhibits. As the incubator had been donated by the American Legion, announcements were made at Legion meeting regarding the display and picture. Newspaper stories were run in both daily papers in connection with the special matinee and the feature picture. An advance lobby card was used to sell the matinee.

Another outstanding feature of the lobby display was a set of 31 photographic teaching charts "Maternity Care in Pictures." This was prepared by the Maternity Association and is the same set that created comment at the New York World's Fair.

Further advance publicity was given the picture through the use of a 40-x-60 blow-up of Walter Winchell's column on "Things I never knew 'til now about babies."

For advance newspaper advertising, a series of short reader notices were run in both daily papers immediately following the birth notices. A window was built in department store window featuring cribs, baby clothing, etc., and also containing card reading "When 'A Child is Born,' come to Wetherills for baby's needs," followed by copy on the picture.

Book store windows and counter displays featured the book "A Child Is Born." Also attractive windows on greeting cards, using the theme "When A Child Is Born, use our greeting cards," were obtained. The Post Standard ran a large promotional ad headed "A Child Is Born" and giving credit to picture and theatre. A novelty herald, folded like a diaper and fastened with a safety pin, was promoted.

Post cards were mailed.

Both papers carried the stories of manager's search for the mother with the largest number of children, this mother being the guest of the theatre. Barker and doorman were in doctor's white uniform and the cashiers in nurses uniform.

"His Girl Friday"

HARRISBURG, PENNSYLVANIA—For the remake of "The Front Page," yclept "His Girl Friday," manager John F. Rogers, State, put on, with the collaboration of Columbia exploiter Ed Rosenbaum, a thorough campaign. Among the items were the following:

BILLING—Posted six 24-sheets on illuminated stands; ten three-sheets; one 22-x-28; five inserts, two sets of 16-x-20's; 26 8-x10's; 2,000 stock heralds; 1,000 doorknob hangers; silk valence; a six-foot standee; five 40-x-60's; three 30-x-40's; 1,000 blotters.

PROMOTION—Used a 40-x-60 teaser, with pressbook copy, in the lobby; had 10 boys with chalk marking street corners with "His Girl Friday"; used a sandwich man in top hat and fur coat for days; had special signs in a "five and ten" and an alarm-clock stunt, "His Girl Friday" sundaes, and silk badges for the clerks; obtained special window displays (toys, printing presses, exploitation stills) in six stores.

RADIO—Had daily plugs on WHP's "Little Brown Book" program; awarded guest tickets as prizes on two "Musical Quiz" programs; and held a special guessing contest.

NEWSPAPERS—Planted special stories and mats in all newspapers; special "guest column," written by Rosenbaum, in the Telegraph, during motion-picture editor Paul Walker's absence.

TRAILER—Used two weeks in advance; wrote special letters to all members of the Burns family listed in the phone book, with the opening of a "Burns Night," with souvenirs to all those answering to that name.

"Destry Rides Again"—"Oh, Johnny How You Can Love"

SYRACUSE, NEW YORK—Manager Harry Unterfort, RKO-Schine-Keith's, promoted a car from local agency which was bannered, "Destry Rides in a Nash," and also theatre and picture advertising. Cost of car, driver and fuel was paid for by distributor. A hidden turntable and amplifier was used to play exploitation record and song.

Both papers used stories telling all those possessing original copy of the song "Oh, Johnny" or old recording would be recipients of guest tickets to theatre.

"Four Wives"

HARRISONBURG, VIRGINIA—Manager Jack W. Fretwell, State and Strand here, put on a nice campaign for the engagement of "Four Wives." Some of the highlights of the campaign follow.

A Model T Ford (vintage of 1923) was tricked out in "just married" signs, and banners reading "The Four Daughters were just married and are now the 'Four Wives,' starting New Year's Eve at the State Theatre." Old shoes, cowbells, dinner bells, etc., were added, and made the Model T quite a noticeable feature as it covered the streets of Harrisonburg and several counties for three days prior to the midnight opening.

Taking advantage of a recent snow, a snow man was erected on the lot adjoining the theatre, with a card placed, reading "If I don't melt before New Year's Eve, I'm going to see the Lane Sisters in 'Four Wives' at the State Theatre." This stood the weather for three days, and was the cause of more word-of-mouth than any stunt in recent months.

A special cross-plug trailer was used in the B house a week in advance. Four special radio spots were taken, announcing the New Year's Eve show and the four days' engagement.

The churches of the city co-operated, on the request of manager Fretwell, by announcing theatres and playdates, and stressing the wholesome, family appeal.

A 24-sheet, two six-sheets, and two three-sheets were posted in the leading spots in town, and freely billed with New Year's Eve copy for the midnight show.

Free souvenirs, community sings, and novel home-town stage shows added to the color of the New Year's Eve, and resulting in the dusting off of the SRO sign.

Outstanding feature of the entire campaign, however, was the very low cost.

NORTH ADAMS, MASSACHUSETTS—Manager Francis Faille, Paramount, gave theatre a wedding effect by throwing rice and confetti around the front of the theatre, sidewalk and lobby. A street ballyhoo was arranged with an auto with a placard reading "Just Married Four Wives," with theatre credits and old shoes and tin cans on rear of car.

SYRACUSE, NEW YORK—Manager Bill Burke, RKO-Schine-Eckel, had boys on busy corners passing out cards "A Souvenir from a Bride's Bouquet as carried by the four daughters in their four belle picture Four Wives" at the Eckel A fresh flower was fastened on the corner of each card.

"Victor Herbert"

UNION CITY, NEW JERSEY—RKO Capitol held contest in conjunction with "The Great Victor Herbert." Scenes from film were published in newspapers and across each scene was several notes from a Victor Herbert song. Under the photographs were the titles of six songs composed by Victor Herbert and contestants had to name the song that each scene represented. Scenes from film appeared in newspapers for three days before start of showing at theatre and contestants had to send in three day's scenes. Winners received guest tickets.

LOUISVILLE

NEW YORK CITY

CHICAGO

LOUISVILLE

Of Course..its

HELD OVER for a SECOND WEEK

Special MIDNITE SHOW SUNDAY NITE NEW YEAR'S EVE

SYRACUSE, NEW YORK

HARTFORD, CONNECTICUT

OMAHA

HINTS ON NEWSPAPER ADVERTISING

No. 109—"Charlie McCarthy, Detective" (Universal)

The critics, of course, did not throw their hats into the air when they saw this one, and none expected they would. Strictly a gag picture, built to cash in on air popularity, this, however, might be used to record some surprising grosses.

We recommend for your special attention the Louisville holdover ad, extremely attractive; that from Hartford, Connecticut, which makes use of the McCarthy figure for some reverse plate copy, and the New York Rialto advertisement.

There is not any point in selling the plot structure, so the concentration should be on Bergen, McCarthy and Snerd, the trio that has to draw them in.

As we said before, the picture is not any cinematic masterpiece, but it might prove a surprise sleeper, especially in the small towns.

"Gone With the Wind"

WILMINGTON, DELAWARE — Manager J. Edgar Doob, Loew's, pepped up by the nine hours conference in Washington on "Gone With the Wind" promotion ideas, pushed the "GWTW" dress goods and merchandizing angle successfully. One notion store pushing "GWTW" prints had all of their salesgirls dressed in such material and also had the store buy 40 tickets for them to attend the show in body. A furniture store caught the idea and took a block of 50 tickets for giveaways to customers. A swanky jewelry store furnished 10,000 envelopes for the tickets without cost for a small dignified advertisement. Approximately 15 store windows were dressed up in special advertising, including "GWTW" dress materials and jewelry. A week before the opening, the house for the whole week was 90 per cent sold out.

ROCHESTER, NEW YORK—Lester Pollock, Loew's, took advantage of fame of "Gone With the Wind" to get notable free promotion. Largest department store between New York and Midwest devoted all windows to displays, while others used three windows each.

Howard Hosmer, Henry Clune and Jack Tucker, newspaper columnists, commenting at length, and radio commentators chimed in. Restaurants advertised special dinners before opening each evening and after-theatre suppers.

Manager Pollock added 35 college girls from Eastman staff to augment ushering corps and installed a water bar for comfort of patrons during intermission.

"Jeepers Creepers"—"Sabotage"

SYRACUSE, NEW YORK—Manager Harvey G. Cocks, RKO-Schine-Strand, put out 10,000 heralds advertising the return of vaudeville to Syracuse and the two pictures.

Heralds were put into each room of all leading hotels and distributed in better restaurants. Special menu cards were furnished the better eating spots.

Five thousand bags were furnished to markets and 2,000 to cany stores, each being imprinted with theatre copy. Cards were inserted in 3,500 copies of Look for home distribution. Two youths paraded the streets with banners and a sound truck was used before and during the run.

"Tower of London"

FALL RIVER, MASSACHUSETTS—A tall thin man in a "silver" suit of armor was the feature of manager W. S. Canning's advertising stunts for this picture at the Interstate Empire. On front and back, on the armor, was lettered the sentence, in striking black, "Tower of London." Living ad by his actions and talk attracted wide attention.

Decorative Lighting • Glass and Metal Work
Exit and Direction Signs • Ornamental Plaster
Drinking Fountains • Air Distribution Plaques
36 Years in Business Is Your Assurance of Our Reliability.
VISIT OUR SHOWROOMS OR WRITE US
VOIGT Designers-Engineers-Manufacturers
1745 N. 12th Street, Phila.

"Geronimo"

NORTH ADAMS, MASSACHUSETTS — For "Geronimo," manager Francis Faille, Paramount, had teaser placards placed throughout the lobby reading "Watch out for Geronimo." A six-sheet was pasted on lobby floor with spot-light on it. The word "Geronimo" was written in water colors across the show window of an empty store.

On the opening day, a local Boy Scout troop, headed by one of the Scouts, dressed in full Indian regalia, were guests of the management. A store window display of Indian relics, loaned by the Boy Scouts, was arranged. The public library co-operated with a display of Indian books dealing with the period represented in the picture with theatre credits. Placards advertising the picture were stuck in trees, with imitation arrows holding them in.

"Invisible Stripes"

FALL RIVER, MASSACHUSETTS—At the Interstate Empire, manager Bill Canning had wide black stripes painted on the three sides of the box office, from the top of the glass to the bottom. Wide black stripes were painted on all four outer doors, with white lettering on the stripes: "What are Invisible Stripes? Find out here Friday."

"Shop Around the Corner"

SYRACUSE, NEW YORK—Manager Frank Murphy, Loew's State, was host to the boys of the safety patrol of the city schools. They paraded from the City Hall. Two thousand copies of Movie Mirror were passed out, each bearing a sticker on front advertising the picture and theatre.

World Premiere Notes

"The Blue Bird" Open

NEW YORK CITY—Twentieth Century-Fox opened its road show of "The Blue Bird," Technicolor production, at the Hollywood last week end to a gala invited audience.

Best way to indicate the inclusiveness of the affair is to refer the reader to the pictures of the opening on page 20, where, among others, will be found:

TOP ROW—Associate producer Gene and Hedy Lamarr Markey; President Sidney R. and Mrs. Kent; production vice-president Darryl F. and Mrs. Zanuck; Movietonews' funnyman Lew and Mrs. Lehr.

SECOND ROW—Former RKO-Radio production vice-president Pandro S. and Mrs. Berman; Columbia's vice-president Jack Cohn; song-writer Irving Berlin; MPPDA's President Will H. and Mrs. Hays.

THIRD ROW — Board chairman Joseph M. Schenck (second from right) with Representative Warren G. Magnuson (Washington), Jay Paley, and Joan Castle; RKO circuit's chief film buyer Fred and Mrs. Meyer, theatre operations general manager John J. and Mrs. O'Connor, assistant film buyer Max and Mrs. Fellerman; Paramount's President Barney Balaban, Sam Dembow, Fred Meyer, 20th Century-Fox's general distribution manager Herman Wobber.

FOURTH ROW—Johnny Russell and parents; Metro's director Ernst Lubitsch; (insert) Shea circuit's general manager Edward C. Grainger; Andre Kostalanetz and Lily Pons; New York City theatreman Leo and Mrs. Brecher.

FIFTH ROW—(Left) Skouras theatres' Spyros and Mrs. Skouras, Gregory and Mrs. Taylor; (right) Skouras theatres' Charles and Mrs. Skouras, Richard and Mrs. Dwight.

BOTTOM ROW—Three views of the theatre exterior during the festivities.

Campaign Suggestions

"The Republic of Finland"

NEW YORK CITY—Always a subject to be ballyhoo'd with profit, the March of Time comes through again with a timely, exploitable issue for January, entitled "The Republic of Finland, 1919-1940." It is characterized as being a "vivid and enlightening film story of the Finnish people, who are today desperately fighting to defend their little 21-year-old nation from Soviet Russia."

In his announcement of the release, advertising director Alfred E. Sindlinger suggests the following as some of the items that might be included on the smart showman's agenda:

1. Work with your newspaper on this issue. Use readers. Screen the release for newspapermen. Plant stills.
2. Work with the local Finnish Relief Committee (Herbert Hoover, national chairman) and the Red Cross. The March of Time has been working with the FRC, which organization has already notified all its branches of the subject.
3. Work with the radio stations. Tie in on newscasts and suggest to program directors the idea of an all-Sibelius recorded program, with copy on the March of Time release. (A recent poll voted Sibelius as the year's greatest composer.)
4. Use the March of Time action-scene trailer (obtainable from the National Screen Service.)
5. Use your lobby and front. Get the latest headlines blown up and use the March of Time's accessories. (Forty-eight cents buys eight display pieces: one one-sheet, one window streamer, and six 11-x-14's—at all RKO-Radio branches.

Sindlinger suggests for those playing about that time that the week of February 4-10 has been designated as "Finland Week," a further source of tie-ups for the enterprising showman.

Exploitation Winners

"Angels" Winners Announced

NEW YORK CITY—Winners in the nationwide campaign contest on behalf of "Only Angels Have Wings," and the disposition of the $4000 in prizes were announced last week by Columbia. First prize of $1,000 went to Sid Holland for his campaign on the picture at the Elco, Elkhart, Indiana. Holland is now with the Schine circuit in Gloversville, New York. Ten prizes of $300 each were awarded as follows: Messrs. Jack Lexey, Al Zimbalist, Broadway, Philadelphia; James W. Walker, Fox Alcazar, Bell, California; Messrs. Richard D. Walsh, George H. McKenna, Lafayette, Buffalo, New York; Guy W. Martin, Colfax, South Bend, Indiana; David Kamsky, Neighborhood Theatre, Inc., Richmond, Virginia; Marion Parkinson, Iowa, Jefferson, Iowa; Jack Sidney, Loew's Poli, Bridgeport, Connecticut; W. Osborne, Warner's, Huntington Park, California; E. R. Hardwick, Lyceum, Clovis, New Mexico; Frank LaFalce, Earle, Washington, D. C.

NEW YORK CITY

MINNEAPOLIS

INDIANAPOLIS

SAN FRANCISCO

CHICAGO

MIAMI

CHICAGO

HINTS ON NEWSPAPER ADVERTISING

No. 110—"The Great Victor Herbert" (Paramount)

Please observe that while most of the layouts share the star attention between Allan Jones and Mary Martin, San Francisco goes all the way and gives Miss Martin the top spot in the pictorial department. We would say that this is because of the publicity given her through "My Heart Belongs to Daddy."

Oddly enough, Walter Connelly, who takes the title role, is well hidden in some of the entries.

As must be evident, the strength of the picture will be the appeal of the songs, backed up by the names in the show.

Minneapolis, through its space-eating ad, takes most of the attention on this page, and if space is cheap, it is not a bad layout.

The heart motif in the New York City contribution is interesting, while San Francisco certainly crams plenty into the space allotted, a bit too much, we would say.

BEFORE THE INDUSTRY'S GREAT, "THE BLUE BIRD" HATCHES IN NEW YORK

Before representatives of 20th Century-Fox in particular and of the industry in general, "The Blue Bird," starring Shirley Temple, had its premiere at New York City's Hollywood January 19. Here are seen but a few of the wigs, big and little, in attendance, headed by 20th Century-Fox's board chairman Joseph M. Schenck, producer Darryl F. Zanuck, associate producer Gene Markey, actress Hedy Lamarr. Further details appear on page 18, column two, under the heading, "World Premiere Notes."

NEWS OF THE TERRITORY

NEW YORK CITY

Crosstown

National Allied biggies Al Steffes, Ben Berger and Ray Branch payed a visit to the Stem before going on to the Washington meetings.

March of Time director Jack Glenn was in town on a visit from Washington. . . . Frank C. Walker, Comerford Thetres chief, went west to Butte, Montana, for the funeral of his sister. . . . A. L. Simon, former Loew publicist and present publicity director of WHN, may fly out to the coast on a vacation and take up Hy Gardner's "cuff" invite.

The Cinecitta has pledged five percent of one week's receipts to Herbert Hoover and the Finnish Relief Committee. A slide was also used to urge patrons to contribute to the fund. Eighth Avenue house is an Italian film showcase. . . . Cameo, first-run Soviet house, hit the headlines last week when it became known that it was the target for a planned bombing by a local Fascist group. . . . Bernard Shore, formerly with Maxon, Inc., is handling advertising and publicity for the French Cinema Center.

Final clearance of the world music rights on "Cheri-biri," French film starring Pierre Fresnay, was announced by Edwin Fadiman, National Pictures.

Following are some Broadway bookings which are really something for the books: 20th Century-Fox's "Grapes of Wrath" makes its Stem bow at United Artists' Rivoli; United Artists' "Of Mice and Men" gets its local premiere at 20th Century-Fox's Roxy at the same time; 20th Century-Fox's "Bluebird" is playing its world premiere engagement at Warners' Hollywood; Warners' "Brother Rat and a Baby" becomes the first WB picture to play the Roxy since "Earthworm Tractor" was shown there in 1936. It is tentatively marked in for January 26; extended run of "GWTW" at the Capitol has caused headaches aplenty re local Metro openings. Latest "Hardy Family," for instance, bows at the Criterion, the first Hardy to open away from the Capitol.

Film Alliance of the U. S. has readied two for release. "Face Behind the Scar" will be made available January 25 and "Suicide Squad" will be released February 10.

Bert Gold, formerly a newspaperman, is now managing the 55th Street Playhouse. . . . Although the wording would seem to the contrary, Assemblyman Bennett's chain store bill in the legislature, he says, doesn't apply to circuit houses. . . . The Brandt Carlton, Jamaica, has returned to vaudeville four days a week.

Bob Benjamin, attorney in the Phillips and Nizer office, is in Hollywood on business. . . . Herman Weinberg, formerly with the French Cinema Center, is handling publicity for Gil Josephson's World Cinema. . . . Speaking of the World, it looks as if "Harvest" is eventually nearing the end of a long and profitable run at the little 300-seater. Gil says he has booked Jean Giono's "The Baker's Wife" as his next offering. He's doing raves on it.

Dan Shepherd resigned as manager of Dave Rosenzweig's Taft to take up another job he hasn't made known as yet. . . . Metro Premium's Henry M. Mulstein and his missus celebrated their 23rd wedding anniversary last week with a dinner and show. . . . Circuit operator Dave Snaper is resting in St. Peter's Hospital, New Brunswick, following a slight illness. . . . Chester Didsbury, operator, house bearing his name in Walden, was in. . . . Irving Moskovitz returned to work after an illness which kept him away from the Amusement Supply offices for a few weeks. . . . Upon his return, he was surprised by a renovated sales room.

While racing to New York from Goshen, Wally Neithold picked up a ducat for speeding or some other type of traffic violation. His brother, Carlisle, is vacationing in Florida after stopping off in the Carolinas and Georgia. . . . Prudential's Eddie Seider returned from the Southlands. . . . Milton Schneiderman, formerly with Vitagraph here and Paramount in Buffalo, sailed for Panama for an important sales post with RKO.

New Jersey Allied's representatives at the eastern regional and board of directors meetings in Washington last week were to have given a report on their activities during yesterday's (23) general business meeting at local headquarters. Members were also to have discussed the posibilities of co-operating with Herbert Hoover and the Finnish Relief Fund. A buffet luncheon was held before the meeting.

Sixteenth annual conference of the National Board of Review will be held at the Hotel Pennsylvania February 1-3. . . . Warner Brothers had a cocktail party for Errol Flynn, William Dieterle and Miriam Hopkins at the Waldorf-Astoria January 19. . . . UA was host to Mr. and Mrs. Enst Lubitsch and Miss Ingrid Bergman, Selznick star, at a cocktail party January 18 at the River Club.

Twentieth Century-Fox Film Corporation filed an application for the dismissal of the anti-trust suit of Lenrose Amusement Corporation last week. Dismissal will be asked January 26. Twentieth Century-Fox is one of the defendants. . . . Ben Griefer, house manager, Paramount, was married to Elaine Conheim January 21.

Paramount's "Gulliver's Travels," Max Fleischer Technicolor feature length cartoon, closed its four-week run at the Paramount with total receipts for the complete engagement of $165,000, Robert M. Weitman, manager of the Paramount, reported.

Formal installation of the officers of the New York Film Board of Trade took place January 17, with a dinner at Sardi's following. . . . Arbitration committee on the Local 306—major circuits' dispute continued to meet last week, with another session scheduled for today (24).

Statistics for the territory served out of New York City, as revealed by the new edition of the New York Film Board of Trade theatre listing follows:

Total number of theatres is 1,197, with aggregate seating capacity of 1,343,883. Open theatres are 1,072, seating 1,240,304. Houses currently closed number 125, seating 103,579.

Figures for 1940 show 869 houses now operating in New York State, with capacity of 991,349. New Jersey for 1940 has 328 houses, seating 352,534.

Circuit theatres now number 771 and seat 1,023,016. Affiliated theatres of New York State total 129, seating 262,958. Affiliated in New Jersey number 66, seating 118,602. Unaffiliated in New York State are 450, seating 519,112. Unaffiliated in New Jersey number 126, seating 122,884.

Inde houses total 426, seating 420,867. Houses in New York State number 290, seating 209,279. In New Jersey there are 136, seating 111,588.

Number of sound theatres in the territory is listed at 1,179. Silent theatres currently are set at 18. Of the 125 theatres dark, 107 are equipped with sound.

Lee Newbury, New Jersey Allied head, was another of the exhibitors who left for Florida trip. . . . Walter Huston is supporting Mayor LaGuardia's campaign for eastern production. . . . Next meeting of Cinema Lodge, B'Nai B'rith will be held February 8 at the Edison Hotel, with A. W. Schwalberg in charge. Harold Rodner is program chairman.

Jimmy Dunn, publicity director for the United Artists Rivoli, returned to his desk following an illness of several weeks.

Paramount gets same alterations, with Otto H. Sprin the architect. . . . Pietro Garofolo, operator, Cine Roma, 53rd Street and Broadway, the only New York theatre displaying Italian films exclusively, opened another house of the same name at 215 West 49th Street, formerly the Ambassador. New Cine Roma opened with new RCA Photophone sound.

44th Street

METRO: Exchange chief and newly elected Film Board prexy Jack Bowen is Florida vacationing. . . . His secretary, Dorothy Kaplan, is back in town sporting a three-week Miami sun-tan. . . . Office manager Harold Goldgraben is another Florida vacationer. . . . Dunno what they meant by it, but some of the boys lay claim to wonderment regarding Alec "Dot" Arnswalder's "broad" grin lately.

WARNERS: Arthur Sachson's back from Florida. . . . Sam Obendorfer has been transferred from the contract department here to the Memphis branch office. . . . Saw some art on Sol Gerber's young 'un. As Max Fried says, "The kid's got personality." . . . The ping pong tourney is under way. . . . Following an unexpected move which resulted in the removal of Harry Hummell and Archie Berish from posts as Jersey manager and salesman respectively, this is the personnel lineup of the local exchange: Sam Lefkowitz, general sales manager of metropolitan branch; Harry Decker, in charge of Brooklyn; Leo Jacobi, in charge of New York City; Gus Solomon, in

Our Mister Joe Joel COMMENTS ON 44TH STREET

The 20th anniversary of Motion Picture Operators Local 384, IATSE, Hudson County, New Jersey, is being celebrated with a dinner and dance at the Top Hat Night Club, Union City. . . . Janet Ponzis, daughter, Russel P. Cohen, Dennis Games, Inc., gave birth to a six-pound baby boy January 11. Mother and child are doing nicely and is Grandpa Russ Cohen proud! . . .

Vera Stock, Loew's projector department, is now convalescing at her home after a very serious operation. She is the sister of Dorothy Kennedy, Loew's. Please, Vera, get well enough to return to your position as you co-workers certainly miss you. . . . Billy Benson wants his friends in Albany to know he is now with the Big U Exchange at 630 Ninth Avenue. He certainly would like to hear from them.

Phil Engel, Warner Brothers' eastern publicity representative, returned from a 14-day trip which took him to Boston, Providence, New Bedford, Portland, and a few other first-run situations in the New England territory, setting up the advance campaign for "Invisible Stripes" and "Four Wives." Following this carriage, Phil flew to Buffalo, assisting on the opening of "A Child Is Born" and "Four Wives", then on to Rochester, and finally into Albany. To start the ball rolling on "The Fighting 69th," Phil broadly states that every exhibitor is anxiously awaiting the release of "The Fighting 69th," and that business is better today as all the factories and stores are doing a wonderful business. . . . I paid a visit to the Cocalis circuit the other day and, much to my surprise, I met a gentleman whom I have known for the past 25 years. I refer to J. J. Thompson, and, from the reports I received from different exchanges, he is certainly well thought of by all with whom he comes in contact. . . . One would not know the Amusement Supply Company's store if he paid them a visit. The store has been entirely renovated and it is the only company that has everything on one floor. All their supplies and repairs are on the premises. . . . Messrs Masquef and Rosenkrantz, formerly with Grand National, film department, are now employed with the Big U Exchange.

Elias Barkey, a faithful employee who was with Grand National and First Division, head of the shipping department, since they started in business, and was also with the old Merit exchange with I. E. Chadwick, lost his job because the Grand National exchange closed, but I know with his record and ability he will not be long out of a position. . . . Mac Schwartzman, Mac-Bert Premium Company, returned from a very successful trip upstate. Mac says the Mac-Bert premiums are now being used in theatres which never used premiums before. . . . I am pleased to announce that Morris Goldsmith, RKO, poster department, has returned to work. . . . It is my earnest wish that the employees of the different exchanges poster department, who will transfer their business to National Screen Service, will all secure what they deserve —good positions. . . . It has been said that the girls in the United Artists film room are trying to start a hockey club.

Ernest Emerling spent part of last week in Dayton, Ohio, where his mother-in-law passed away.

HOME OFFICES

Columbia

Norma Cusack can be reached at the Evans Hotel, Miami, these wintry days. . . . Charlotte Walerstein, a publicity department aide, was another Florida vacationer. . . . Shorts subjects sales chief Max Weisfeldt celebrated a birthday January 15. . . . Office populated by Al Sherman, Jose Schorr, and Nan Klein did a strip-tease before the painters got at it last week.

Metro

Howard Dietz returned from the Coast and left after a few days.

The boys tossed a surprise luncheon party for Halsey Rains at the Woodstock last week.

Pandro Berman, new producer, came in for conferences before leaving for Florida and the Coast. . . . Dave Blum, foreign department, had a birthday last week. . . . Flu proved too much for hard-working Si Seadler so he was bedded for a spell.

Monogram

Milford Pastrich, late of George Washington's general staff in the Monogram mail room, has handed in his resignation and is now a member of the United States Coast Guard.

Paramount

Y. Frank Freeman, production chief, came to town for conferences, accompanied by Cliff Lewis, studio and publicity chief.

William Boyd, Paramount's popular western star known to theatre audiences all over the world as Hopalong Cassidy, arrived from Hollywood for a few days' vacation before going to Washington to attend the President's Birthday Ball. Boyd is accompanied by his wife, Grace Bradley.

Producers' Distributing Corp.

Dora Field is home ill.

RKO

Rutgers Neilson recently received the papers making him an honorary member of the New Jersey State Association of Chiefs of Police. . . . Henderson Richey and Frances Smith are still being kept busy by visitors to the Exhibitors' Lounge.

George J. Schaefer and Ned E. Depinet left for the Coast.

Roach

Grace Rosenfield is back at work after kayoing an attack of the grippe. She claims the illness came on when the train bringing Frank Seltzer in from the coast was late. . . . And it was cold, s'help us. . . . Another visitor from the coast was Lon Chaney, Jr., one of the leads in "Mice and Men." . . . Seltzer, Chaney, and Burgess Meredith trekked to Washington for the picture's opening and for

---

charge of New Jersey; and Irving Rothenberg, in charge of Long Island and upstate. Former chief booker Macomber fills in the office manager's spot vacated when Sam Lefkowitz was upped to his present post. Edward M. Schnitzer is district manager. . . . Booker Al Blumberg celebrated a natal anniversary last week. . . . Field representative Phil Engel was up at Vitagraph last week pretty much enthused about the build-up being given "Fighting 69th." He tells us there's to be a dinner in Rochester to co-incide with the big Waldorf affair in New York. . . . He also did a rave on the radio time being given the picture. Phil claims it tops anything ever given to any picture previously.

FINE ARTS: Dick Perry is in charge of the local branch, which will handle the Franklyn Warner productions, seven now being available, with a total of 26 features and 16 westerns to be released.

Staten Island

Staten Island Fabian managers Trilling, Firnkoess, Garzetta, Lane, Kasse, Sherkey, Glass, Evans and advertising director Edgar Goth were hosts at a dinner given in honor of Harry Black held at Lazzarie's. Occasion marked one year since Harry Black assumed duties as division manager of the local Fabian circuit. . . . Staten was selected as the new name for the remodernized New Dorp which opened January 18. Manager Michael Garzetta and advertising director Edgar Goth worked with division manager Harry Black and executed a comprehensive opening campaign including co-op ad sections in newspaper with stories, art, etc. Hollywood opening was arranged with kleig lights playing on the front of the theatre, parades, local, civic and political leaders as speakers. . . . Samuel Rosen was in town checking on progress of new Staten. . . . Ben Perse received a tremendous kick when Joe Hornstein won a broken-down theatre seat as one of the comedy prizes at the recent Fabian Theatres Employees' First Annual Dinner Dance. Trick comedy radio broadcast which started the evening festivities is the talk of the Island.

CIRCUITS

Brandt

Group of 24 houses of the circuit has signed for Warner product for the current season, it was announced last week.

Cinema

Ted Krassner, buyer and booker, was married last fortnight to Miss Jacquelyn Lassoff.

Loew's

Teddy Arnow, Westchester publicity man, was married recently to Deborah Fishman.

an audience with F. D. R. . . . Scenes from "Mice" were enacted by Chaney and Meredith on the latter's "Pursuit of Happiness" radio show.

Republic

President James R. Grainger hopped to the Virginia convention of exhibitors, and then went to Boston for a sales meeting.

Universal

Hank Linet went to Cleveland on company business.

Leo Abrams, Universal short subjects sales manager, left last week for an extended tour of the western exchanges, and is expected to be away for not less than four weeks. Abrams will also spend a few days at the Universal City studios in conference with the short subjects producers.

Morris Alin, house organ editor, hopped to Florida for a spell.

Warners

Bess Lebowitz, secretary to Phil Abrahams, was married recently to Albert Kaplan.

Errol Flynn, William Dieterle and Miriam Hopkins arrived to spend a few weeks in town.

NEW JERSEY

Bergen County

Oritani, Hackensack, was the scene of a cooking school conducted by a Hackensack newspaper. . . . Rialto, Ridgefield Park, started "Book Night." . . . Gangler Brothers' circus was presented on stage of the Queen Anne, Bogota.

—P. C.

Fort Lee

Residents are watching with interest the efforts of Mayor F. H. LaGuardia, New York City, to induce motion picture producers to return to the East, old timers recalling the decade between 1910 and 1920 when Fort Lee was the center of the motion picture industry and their backyards appeared as "the bad lands" in many a film. . . . In those days the Selznick, Universal, Paragon, Eclair and Fox studios were located in Fort Lee but today there are no motion picture studios there. . . . Now the old Paragon studios are used as a storage warehouse by William A. Brady. On the site of the old Universal studio is the film processing and printing plant of Consolidated Films, Inc., while adjacent to it is the plant of Jules Brulatour, Eastern agent for Eastman films.

Jersey City

Ed Rowe, Orient, is brushing up on his tricks and parlor jokes to spring at the kiddies on Saturday's performance of the Young Fun Club. . . . Dr. Zinbad Astrologist, was held over at the Orient.

Fred Weiber, Tivoli, is an ice skating enthusiast. . . . Dr. Zinbad, astrologist, appeared on the stage of the Orient. . . . Bill Goodman, State, likes his roller skating. . . . Dickinson, Ferris, Lincoln and Snyder High Schools celebrated Stephen C. Foster Appreciation Month in honor of noted composer and celebration coincided with presentation of "Swanee River," State. . . . Thomas Burns, manager, Apollo, has been transferred to the Monticello, while Meyer Phillips, Monticello manager, goes to the Apollo. . . . Ted Meyn, organist, Loew's Jersey City, introduced novachord at theatre.

George Dumond, manager, Loew's Jersey City, made arrangements for the New Jersey premiere of "Gone With the Wind" January 25 at his theatre that rivals those made for the world premiere of the film in Atlanta. . . . Jersey City permiere will have all the color of Atlanta and Hollywood with film stars present, a radio hookup over which celebrities will be asked to speak and an illumination system rivaling Broadway. Society will be out in full force and numerous theatre and cocktail parties have been arranged to precede the premiere, with the Hotel Plaza, Jersey City, planning a "Gone With the Wind" dinner with a southern menu.

Journal Square store are co-operating in ballyhooing with displays and the theatre will be decorated inside and out under direction of Jack Broderick and David Friedlander.

Arthur Egberts is in charge of publicity and exploitation for film with William Stillman, assistant manager, in charge of advance ticket sale; four extra treasurers engaged to take charge of advance sale.

—P. C.

NEW YORK STATE

Albany

Bill Sharpe, Paramount's home office advertising department, was in to work out details connected with the new accessories deal with National Screen Service. . . . NSS will have local office and shipping rooms in Paramount. . . . Mrs. Kline Hunter, was on the sick list. . . . Mr. and Mrs. Myer Schine planned to leave for Florida, where they will open their Miami Beach home. . . . Louis Schine will follow them February 14. . . . Also off for Florida was Fred Mausert, State Glens Falls, with his wife. They will spend the winter in the south.

Eddie Schnitzer, Warner distribution department executive, was intown for two days, conferring with branch manager Paul Krummenacker and theatre zone manager M. A. Silver, then heading for Buffalo. . . . Artie Newman, Republic, has taken up bowling. . . . Sam Rosen was a week-end visitor at Lake Placid, staying at the Marcy, which he and Si Fabian own. . . . Judy Garland was another celebrity visiting Lake Placid. . . . Dick Hayes, Paramount salesman, escaped without injury when a front tire blew out. . . . Bill Smalley's departure for Florida has again been delayed. . . . His plans now call for his leaving in February. . . . Jack Armm, Columbia, was off on a two week trip through his territory. . . . Oscar Kantor, Abbey Premiums, was seen in town. . . . Ben Smith, Pamo, was laid low with a cold. . . . Lou Golding, Fabian circuit division manager, will be heading for Havana on the Oriente. . . . Another who will pass up the charms of Florida is Warner film buyer Max Friedman, who intends spending a week in Atlantic City and another in Washington. . . . Sidney Kallett is carrying on Kallett circuit affairs while M. J. Kallett, with the missus, is spending two months (yes, you guessed it) in Florida.

Formation of an Albany Naval Reserve unit was discussed by 11 members of the United States Naval Reserve Officers' Association in their monthly meeting at the Ten Eyck Hotel. Among those active are Lieutenant-Commander Larry Cowen, Fabian circuit.

Nearly $2,000 worth of reserved seats for the area premiere of "Gone With the Wind" at Fabian's Palace were sold the first day tickets were placed on sale, according to Metro branch manager Ralph Pielow. Pielow quoted Fabian division manager Lou Golding as saying that "never in the history of theatre operation had he known of an attraction with such public interest and demand for seats." . . . Harry Berinstein, Berinstein Brothers circuit, was in town for conferences with Ralph Pielow concerning engagement of "GWTW" in Ithica, where it is scheduled for a week's showing at Berinstein's State. . . . February 7 will open a 10 day engagement of "GWTW" at Fabian's Proctor's, Schenectady.

Moe Grassgreen, 20th Century-Fox, was off on a vacation visit to Boston, while Fabian circuit's Lou Golding received a post card from Bernie Kranze, RKO, telling of bad weather in Florida, and

THE SECRET FOUR. Monogram's release of the English production sees Francis Sullivan, Frank Lawton and others in the spy thriller, with Anna Lee as the female.

saying he missed the Albany film boys. . . . Laura Denneau, Fabian circuit, home office in New York, was a week-end visitor at Lake Placid. . . . A movement to attract winter sports visitors to Tupper Lake is being sponsored by Charlie Girard, Lyric, Faust, Tupper Lake Junction, and Duke Elliot, manager, Schine's Palace, Tupper Lake. . . . Ralph Pielow Anniversay Month is breaking all January records at the Metro exchange. Pielow is planning a summer vacation of four weeks featuring a trip to Alaska.

C. A. Smakwitz, Warner theatres district manager, was on the committee of the Albany Chamber of Commerce's annual formal dinner addressed by Governor Herbert Lehman.

Buffalo branch of Fine Arts pictures will handle distribution in the local area, it was announced last week.

Marmon and Playford are advertising their Delmar, Delmar, and Bright Spot, Rennselaer, in the Albany papers. . . . Frank Kuras, Rialto, Massena, drove down to Albany for some booking, and had the worst trip in 20 years. He got stuck at Amsterdam and had to spend the night there. . . . Frank Dean has taken over the Arlington, East Arlington, Vermont, from John Bird. . . . And has re-opened the house after having closed it for remodelling. . . . Leon Herman, RKO salesman, is the row's most improved handball player. . . . C. A. Smakwitz, Warner theatres district manager, is the latest convert to the game, having joined at the Y.M.C.A. . . . Ernie Wolfe, Avalon, Lowville, is mourning the passing of his mother-in-law. He travelled to Ottowa, Canada, for the funeral. . . . Bill Clarke, Fort Covington and Waddington, paid the row one of his rare visits.

Sam Rosenblatt, who recently took over the Palace, Schenectady, from Sid Dwore, is also helping his brother Fred in promoting fights in Albany, as well as selling automobiles. . . . Davis is dusting off that SRO sign for February 4, when a big ski meet will draw winter sports enthusiasts from all over the state. . . . Monroe Greenthal, United Artists exploitation director, made a trip to Albany, his first in years, to discuss Hal Roach's "Of Mice and Men" with Warner zone manager M. A. Silver, district manager C. A. Smakwitz and advertising manager Jules Curley. . . . With Greenthal were Bert Stern and Charlie Stern, United Artists. . . . George Tucker, RKO salesman, is driving a new car. . . . Paul Krummenacker, Warner branch manager, was full of enthusiasm over the gross of "Brother Rat And A Baby" at the Strand. . . . George Thornton, Saugerties, is expecting a newcomer in his family around the first of the month. . . . Ruth Millberg, secretary to Warners' C. A. Smakwitz and Jules Curley, celebrated her first anniversary by taking a trip to New York. . . . Winnie Allen, 20th Century-Fox cashier, spent a few days in the big city during the course of her two week vacation. . . . Elmer Sichel, assitant booker, same exchange, back from his Florida vacation, is singing the praises of sunshine and oranges. . . . Scott Lester, 20th Century-Fox advertising salesman, is making plans for his vacation. . . . Ed Hinchey, Warner theatres home office booking department, was in town to confer with M. A. Silver, Max Friedman and Metro branch manager Ralph Pielow, regarding "Gone With the Wind" engagements in Troy and Utica. . . . Vic Burns, Casino, Waterford, was on the sick list. Bill Joyce, manager, James Spadaro's Shadowland, Ellenville and Spadaro's son-in-law, expects an addition to the family soon. . . . Schine circuit's Palace, Watertown, now operates part-time only; same goes for Pete Venakos' Strand, Watertown.

New pari-mutual legislation, designed to overcome the many and varied objections to the Dunnigan-Penny bill, will be introduced by Republican Senator William F. Condon of Yonkers. Condon is preparing three amendments to the bill he has already introduced—and which closely parallel the Dunnigan measure. Condon's amendments to his bill (1) require approval of the Board of Supervisors to any new track in a county; (this has the support of several upstate counties opposed to racing). (2) eliminate the controversial seating and parking amendments and (3) increase the membership of the State Racing Commission from three to five members.

Nat Beier, United Artists, was a visitor accompanied by salesman Larry Brown, who operates out of New York. . . . Monte Steele, area representative for UA, resigned, with no successor announced. . . . Joe Engel, Universal, is eagerly waiting prints of "My Little Chickadee" and "Green Hell," both of which he expects to ring the bell. . . . Tony Ryan, Universal, reported a temperature of 18 below at Cherry Valley. . . . Bill Benton, Benton-Schine circuit, threw a farewell party for Nicholas Schermerhorn, manager, Community, Saratoga Springs, on the eve of his transfer to Morristown, New Jersey for Walter Reade. . . . About 50 people attended, including Walter Reade, Jr. . . . C. A. Smakwitz attended the Elks Club "Meet the Manager" dinner. . . . Discovering that George Torporcer and James Cagney were schoolmates, Strand, supplied programs for the dinner, carrying a plug for "The Fighting 69th."

A more intensive drive for industries and increased tourist trade is scheduled for 1940 by the Albany Chamber of Commerce. . . . Times-Union critic Edgar S. Van Olinda suggests a colossal double-bill —"Gone With the Wind" and "Abe Lincoln in Illinois." . . . and now he's busy ducking Ralph Pielow and Moe Grassgreen. . . . Mr. and Mrs. Ben Hobbs, Dannemora, both sing in the Plattsburg Methodist church choir. . . . Jim Leonard, Newton Falls, spent several days in Albany. . . . Harry Berkson, Monogram franchise-holder, breezed in.

Batavia

Herman Gabriel, Frank Snyder, Joe Florio, New Family, as top bowlers enjoyed a steak dinner at the expense of the losers, Jerry Henderson, Nick Tunda, Don Smith. (As soon as the scouts report that Dean Emley has reached 100, he will be given a try-out on the bowling team.) . . . Ralph Booth, Family, expects to give away an automobile during Lent. . . . One-day revivals are being tried weekly by Booth.

Binghamton

Bud Shelton, manager, Enjoy, has recovered from the grippe. . . . Tommy Hanifan, manager, Strand, was hard at work for "Gone With the Wind." . . . Buddy Kornblite, Suburban, was named committee chairman for Junior Chamber of Commerce banquet. . . . A bedspread and bathroom set was presented by the Capitol employees to Frances Parmley Rolls, Capitol usherette, who was recently married. . . . Ralph Maw, Metro, and Sid Samson, 20th Century, were recent visitors of Tom Walsh, booker. . . . Jerry Burke, manager, Star, went to town on "South of the Border." . . . General manager, Ned Kornblite, will soon depart for the Southlands. . . . A mobile Cathedral was ballyhooed on the streets for the "Hunchback of Notre Dame" at the Capitol. . . . Archie Cayaffa, Star doorman, has recovered from his recent illness and expects to be back at work real soon. . . . A jitterbug contest was recently held at the Lyric, Endicott and Enjoy, Johnson City. . . . Cecily Reynolds and Marie Lake, Strand cashiers, are being kept busy with the advance ticket sale on "Gone With the Wind."

Doormen's bowling team took over the managers recently, 2 to 1. . . . Johnny Tighe, Strand doorman, and Eddie Charlier, Capitol doorman, were the high scorers. Managers finally won one game when Symphony manager, Harry Balin, decided to coach the doormen. . . . Marie Davis, Capitol usherette, has inherited $1500.

—F. D. R

Buffalo

Lou Blumenfeld, who for the past 12 years has been office manager and head booker at 20th Century-Fox, resigned January 13. Lou has been with the company since 1923 and came to Buffalo from Kansas City when John Nolan was branch manager. He is going into the steel supply business. He was at one time traveling booker, and left for New York, where he will take up his duties immediately. Mrs. Blumenfeld and the children will not move down to New York until March 1. . . . Boys and girls gave him a small farewell luncheon.

Irving Altshuler, auditor, Columbia, finished up here. . . . John J. Scully, branch manager, Universal, is sporting a brand new deluxe sedan. . . . Sayings along film row: One harrassed exchange employee heaved a sigh the other day and said "Oh, well, just so we are ready when the wagon comes." . . . Nick and Barbara Basil, who have been living in an apartment in town since early Fall, are planning on moving back to their Sheridan Drive home February 1. . . . Jake Lavene's many friends are glad to know he is recuperating and will soon be back on the job. . . . Reuben Farber, Commodore, postcarded from California that he is enjoying the best of health. . . . Due to the terrific snowstorm, Temple, Pulaski, was forced to close down one day. . . . Mr. and Mrs. Sydney Lehman, United Artists, are busy planning their itinery for their forthcoming vacation. . . . Murl Morse, former Shea's Bailey cashier, has replaced Bernice Maloney as cashier, Shea's Kensington. Bernice is now working at the Buffalo office. . . . Ed Frank, superintendent of buildings, Shea theatres, reports real progress in the two new Shea houses, the Lackawanna, Niagara.

Congratulations go to George Mackenna, manager, and Dick Walsh, publicity manager, Lafayette, whose entry in the "Only Angels Have Wings" advertising contest was awarded a prize of $300. . . . Jack Bellman, branch manager, Republic, announces their private screening room has been put in condition, their sound repaired and there will be frequent screenings. . . . Chief Barker Bob Murphy called a general meeting of the Variety Club Barkers January 22. . . . Imagine booker Bill Allbach's surprise when he was screening one of Republic's new serials, "Zorro's Fighting Legion" to recognize the leading character, Reed (Herring) Hadley, who is a Buffalo boy and was a classmate of Bill's. . . . Mr. and Mrs.

John Sitterly are entertaining a guest from New York. . . . We do not like to see any of our fellow workers leave our midst and it was with sincere regret that we looked upon the closing of the Grand National. . . . All hands at United Artists working overtime these days on the Stern Testimonial Drive.

Our deepest sympathy is extended to Nell Lyons, Gammel circuit, whose father passed away last week, after a brief illness. Nell's mother died a week ago Wednesday and the following Wednesday her father died. . . . Construction has been started on a new theatre at Trumansburg. . . . Ed Schnitzer, district manager, Warner Brothers, spent three days at the local exchange, conferring with branch manager Charles Rich. . . . Madelon Moore, red-headed stenog, Columbia, is taking riding lessons. . . . January 29 RKO is having a special preview at the Court Street at 10.00 P. M. for exhibitors, the press and leading civic leaders of "Abe Lincoln in Illinois." . . . Ray Pashley, Lakes, Interlaken, is looking around for an apartment in Buffalo. . . . Mr. and Mrs. Joe Montesano, Mount Morris; Joe and Sarah Tantillo, Cary Petrillo are leaving January 24 for an extended visit to Florida. . . . Vernon Grey, RKO publicity man, took an extended trip through the Buffalo and Albany territory, laying a campaign for RKO's "Swiss Family Robinson." . . . Murray Whiteman joined the film table after a protracted absence. . . . Howard Lurie, Lincoln, Rochester, reopened the Phelps, Phelps, January 19. . . . Syracuse salesmen were unable to get to Buffalo one day as they were completely snowbound. . . . Alex Weissman, Rochester salesman for Metro, spent a week end in town with Eva, who is recuperating from a recent illness. . . . Dolores Hayes, Shea's Buffalo cashier, went to the Sisters' Hospital for treatment to her hand.

Congrats go to Dick Walsh and George H. McKenna, Lafayette, who split a $300 prize between them in Columbia's "Only Angels Have Wings" contest.

Local industry was interested in the recent decision in the Schine case, which allows the circuit to go ahead with expansion plans pending outcome of the government's suit.

Last week provided the Phil Engel, Warner field representative and his coworkers with plenty of activity here. Four WB first runs were playing simultaneously: "We Are Not Alone," Hippodrome; "Invisible Stripes," Great Lakes; "Four Wives," Buffalo; and "A Child is Born," Century. Plans were also made, at the same time, for the "Fighting 69th" campaign.

Biggest thing ever to strike this town in the way of a motion picture is, of course, "Gone With the Wind." With tickets going on sale three weeks in advance at George Mason's Shea's Great Lakes, the overwhelming demand necessitated the installation of three new telephones, two new box offices and the full services of six men to handle reservations. . . . At the Cataract, Niagara Falls, it was necessary for the management to take over a store in the building to take care of reservations. . . . George Gammel, Gammel circuit, is up and around again, having recently recovered . . . Al and Lydia Behling, Ellen Terry, have taken an apartment at the Fairfax for the winter. . . . Variety Club, Tent No. 7, will have the annual installation of officers January 20, followed by a buffet supper. . . . Mrs. Jack Bellman, wife of Republic's branch manager, arrived from New York to spend the week end with her husband. . . . Clara Jones, Shea's Buffalo matron, is on the road to recovery after having been confined to the General Hospital. . . . Lights in the RKO exchange are burning nightly in preparation for the launching of the Ned Depinet Drive. First meeting with home office executives is scheduled for January 31, with drive leader Herb McIntyre and lieutenant Harry Gittleson conducting. . . . Mike Crato, Lafayette bowling team paced his team to a clean sweep over the Shea office team in the Theatres Bowling League. . . . Emma Clark is temporarily working at Universal in the inspection department.

Mike Wolfish, former head, poster department, RKO, wants it known that he is available now. . . . Sydney Samson, branch manager, 20th Century-Fox, held the first meeting for the Division Managers' Drive, which will run from February 4-April 27, honoring division manager William Sussman. . . . George O'Brien, Shea's projectionist, has undergone an appendectomy. . . . Visitors along film row were Howard Carroll, Strand, Rochester; Lou Pressler, Hornell; Charles Martini, Albion; Clyde Lathrop, Dunkirk; Ray Pashley, Interlaken; Richard DeToto, Clifton Springs; A. Scura, Mount Morris; Max Vogel, Rochester; Morris Zimmerman, Majestic, Rochester. . . . Edna Kozanowski, wife of Stanley, Rivoli, is a school girl again. . . . We understand that Bert Buchanan, Gammel's Little Seneca, had an accident, in which he broke his teeth. . . . George Roberts, district manager, 20th Century-Fox was in. . . . Plans are being made for a farewell dinner in honor of Lou Blumenfeld. . . . Carl Polvina, formerly operator, Phelps, Phelps, is now back with the Martinas. . . . Phil Fox, branch manager, Columbia, left for a trip to Albany, Binghamton and Elmira. . . . Mina (Feinsinger) Lewis, secretary to branch manager Ralph Maw, Metro, who has been confined to her home for the past two months, is well on the road to recovery and expected by at her post. . . . Arthur Pfleger, shipper, Warners, is on the sick list. . . . Laura Parker, 20th Century-Fox, dashing down Franklin Street looking very smart in her new mink-trimmed coat. . . . Myron Gross, booker, Metro, was confined to his home with the grippe. . . . Bert Freese, Syracuse salesman, Republic, is the proud owner of a new car.

—M. G.

Delmar

Roger Marmon, Marmon and Playford, Delmar, is showing movies of holiday decorations of public buildings and homes in the three villages of Delmar, Slingerlands and Elsmere, taken under his supervision.

Dunkirk

Jane Ostryne, service staff, Capitol, resigned. . . . Elizabeth Anglim takes her place. . . . Dalton Burgett, Capitol, will use a car giveaway. . . . Dalton Burgett drove to Jamestown for a conference with district manager Ralph Crabill and Allen Newhall, Palace. . . . Dalton Burgett is bringing back all request programs second run, for one matinee per week.

Ellenville

Pioneer Engine, one of three fire companies in Ellenville, weighted down by the maintenance cost of its large headquarters, Norbury Hall, has effected the lease of the ground floor for a 700-seat movie house. Company will continue to use the upper floor. It had received $275 a year rental for village use. Theatre will be called the Norbury.

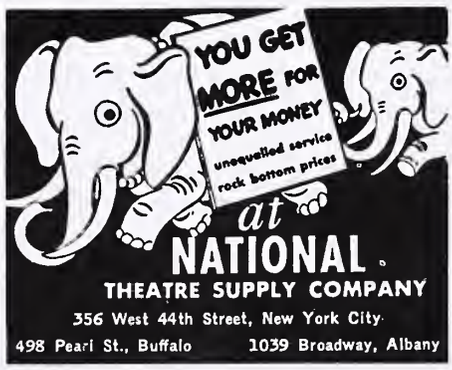
Elmira

Employees of the Warner Brothers' Keeney, Strand, held their anual Warner Club midwinter party. . . . Committee in charge of arrangements included Paul Shay, refreshments; Donald Edwards, food; Mel Conhaim, hall; Paul Johnson, decorations; Frank Turner, entertainment, and Daniel Decker, invitations. Officers of the club include Alden Allen, president; Byron Danks, vice-president; Daniel Becker, secretary. Board of directors includes Eddie Yarbrough, manager, Keeney; Mel Conhaim, manager, Regent; Ray Fahrenholz, Strand manager. Extreme cold and bad roads prevented out-of-towners from other theatres attending.

Nellie Carlton replaces Doris Wager, Regent. . . . Sid Brown is the new artist at the Regent. . . . "Bank Night" suit brought by George C. Whitman, October 15, 1937, against Warner Brothers' Elmira theatres, Keeney, Regent, Strand, was settled out of court for an undetermined amount. . . . Eddie Yarbrough, Keeney, is trying good stage show bookings every two weeks. . . . James Brennan, IA representative from New York, was in Elmira for conference with Paul Shay and others. . . . Mel Conhaim, Regent, was happy about those "Child is Born" grosses. . . . Eddie Yarbrough, Keeney; Ray Fahrenholz, Strand; Mel Conhaim, Regent; have been busy formulating Lenten plans. . . . Regent will continue with Community Singing and guest organists. . . . Challenge: John McAuliffe, artist, Palace, Jamestown, wants to take Alden Allen, assistant, Keeney, off that pedestal of ping pong champ and high bowler.

Hornell

Max Landman, owner, Hornell, besides having interests in many other city established businesses has just paid $10,000 for a silk mill. . . . Jimmy Macris is running "Circus Store Night" at the Majestic and as a grand prize after four weeks running will give away a kitchen stove



BINGO CARDS
MADE ON CARD — NOT PAPER!
WITH PUSHOUT TABS — LARGE
1,000 COMBINATIONS—SIZE 4½x5
$2.25 PER THOUSAND
JOSEPH FITZER
104 GORLAND AVE.
SYRACUSE, N. Y.

LUCKY — AND — **BINGO**
The ONLY GUARANTEED Theatre Games!
DENNIS GAMES, Inc.
N. E. Cor. 13th and Race Streets, Philadelphia
RUSS COHEN, 353 W. 44th Street, N. Y. C.
"Pioneer of Theatre Games"

by coupons. . . . Warner lease on Majestic expires in March and owner Fred Peters contemplates operating it himself.

Gloversville

Schine Home Office News

Semi-annual managers' meeting was held at the Schine home offices January 18 at which plans were made for "Gone With the Wind" showings in key Schine houses and the Neely bill discussed fully. Those announced as attending included Louis Lazar, Bellefonatine, Ohio and Kentucky zone manager; Lew Hensler, Lexington, Kentucky manager; Pat McGee, Ohio district manager; Frank M. Boucher, Maryland and Delaware district; Marsh Gollner, Maryland district; Bud Silverman, Rochester city manager; Clinton C. Young, Geneva, western New York state zone manager; William A. Tubbert, Watertown, northern New York district manager; Jerry Fowler, Cortland, Southern Tier manager; Harry Goldsmith, Buffalo, western New York district; Gus Lampe, Syracuse, RKO-Schine city manager; Sid Holland, Gloversville, Mohawk Valley district manager; Harry Thompson, Cleveland, Cleveland territory booker; Joel Golden, Cincinnati, Cinncy booker; Harold Raives, Buffalo, Buffalo district booker and all home office department heads.

Members of the Schiners' club of the home office enjoyed a gala day of winter sports, January 21 at North Creek. There was skating and tobogganing for all, with several impromptu snowball fights. Friends and wives of the club members were special guests at the outing. . . . Harold F. Sliter and Sandy Lazar have been busy on a local campaign for "GW TW" which they hope will set the pace all over the circuit. Picture will play here at the Glove starting February 25, and running for seven days consecutively. It will outrun the "Birth of A Nation" by one day, that other epic having played here six days. "Wind" run will be the longest for any picture in the city's history.

Alfred Marqusee, assistant to E. Douglas Leishman in the statistical department, has been promoted to the operations and publicity department, where he will be assistant to Harold F. Sliter. Al, one of the most popular members of the Schine organization, is president of the Schiners' club. He "rose from the ranks," having started as a Schine usher. . . . Charles Stern, Bert Stearn, United Artists, and Monroe Greenthal, advertising director for UA, were in for conferences with Messrs Lynch, Sliter, Marqusee and Lazar. . . . Schine home office is going for Winter sports in a big way, which accounts for the run on wool socks at local stores, and also for the fact that Dewey Lederer, who has been learning to ski, now eats all his meals standing up!

Congrats go to Sid Holland for his first prize of $1000 offered by Columbia in its "Only Angels Have Wings" contest. He was manager of the Elco, Elkhart, Indiana, at the time.

Highland Falls

Pete Bekeros, City, has negotiated a new contract with Altec covering complete service of all projection equipment in addition to his present sound service contract.

Jamestown

Plans are set for "GWTW" to play the Winter Garden early in February, Charlie Fish is making elaborate plans. . . . Ralph Crabill, district manager, is looking forward to a Florida vacation in February. . . . Allen Newhall, Palace, has a car giveaway sold to merchants in the works for pre-Easter attraction. . . . Virginia Callahane, Palace cashier, is photogenic. . . . John McAuliffe can prove. . . . Virginia Fischer, Shea's cashier, is a badminton enthusiast. . . . Girl friend from Ohio visited Joe Hockenberry, Roosevelt manager. . . . Happy birthday to Virginia Fischer and Ruth Kelley, January; to Charles Fish and Virginia Callahan, February. . . . Sandra Louise is the new baby daughter of doorman Arthur Kahle. . . . Jack Marpole, National Screen representative, New York City, was in. . . . Joe Florio, sound engineer, took over Ralph Crabill with some trick ping pong shots.

Charlie Fish, Winter Garden, discontinued "Wahoo" as Saturday night feature. . . . F. M. Westfall, Buffalo, and the missus were in. . . . Ralph Crabill, district manager, announced a shift of assistant managers in his territory. Frank Bartholomay who has been in Olean two years goes to the Babcock, Wellsville; Bill Kamas assistant, Wellsville theatres, for the past year and a half, transfers to Haven, Olean. . . . Virginia Traynor, Babcock, Wellsville cashier, was taken ill on the job and is confined to her home. . . . Night prices on Sunday matinee have gone into effect for the third week at Shea's and Palace as an experiment.

Jeffersonville

Pop Eisenberg, Maple, is sojourning in Florida.

Kingston

Joseph Lacalle, manager, Reade's Kingston for the past six months, has been transferred to the Community, Saratoga, and is being succeeded by John J. Gutteridge, Savoy, Manhattan. Nicholas Schermerhorn, who opened the Reade unit in Saratoga three years ago, goes to the Community in Moorestown, New Jersey.

Lake George

A petition asking a special village election for the purpose of voting $3,000 for publicity purposes is to be presented to the Board of Trustees, under Chamber of Commerce sponsorship.

Lake Placid

Over 300 persons were turned away from Lake Placid over the holiday when hotel accomodations were insufficient. . . . An early showing of the Walt Disney feature cartoon, "Pinocchio," distributed by RKO, is scheduled for Ernie Dodd's Palace, February 22.

Liberty

George Klemm, Liberty projectionist, is sporting a new car. . . . George Stark and Joe Dealy are vacationing in Florida. . . . George Bruener, Liberty projectionist, has been bitten by the photographic bug and is also a darned good cartoonist. . . . Milton Kutcher, former editor, Livingston Manor Times and now manager of the Liberty, is doing a swell job. Fourth Estate loses and show business gains. . . . Observed at the Triangle Dinner in an early morning discussion of the war were two veterans of the last scrap, Jack Carroll, U. S. Army, and George Klemm, German Army.

Medina

Raymond Majeski, chief of service, Diana, has been doubling as decorator. . . . Cliff Schaufele, Diana, runs a weekly revival picture one day, pictures requested by the public. He also uses "A Ham and Bacon Night," a give-away by coupons of meats, together with gags and stunts. Pay-Off Club also runs one night a week and "Bingo" one night.

Middletown

Paramount will install new Simplex Four-Star Sound System.

Newburgh

Manager Clint Lake, Ritz, Newburgh, presented Paul Whiteman's Band. . . . Harry Friedman again heads Newburgh's "march of dimes" campaign for President's birthday benefit.

Tenth session of the Netco (Insomnia) Bowling League was a series of upsets. Ritz defeated Park, 2-1; Managers defeated Art Department, 2-1; Cameo shut out Ushers; Operators defeated Broadway, 2-1; Clint Lake turned a 204 high single for the session. Teams now stand Park won 24, lost 6; Managers won 21, lost 9; Cameo won 21, lost 9; Ushers won 18, lost 12; Broadway won 16, lost 14; Art Department won 9, lost 21; Ritz won 7 lost 23; Operators won 4, lost 26. . . . Park started "Library Night" with an encyclopedia and dictionary giveaway. . . . Ken Helstern, Ritz projectionist, was slightly injured in a smashup. . . . James D. Tweed, business manager, Local 45, has been confined to his home. . . . Marianne Carroll was a patient at St. Luke's Hospital. . . . Jack (Golden Boy) Corwin and frau Betty were observed bowling. . . . Ernie Bryant, Ritz service staff, has been released after several months of hospitalization. . . . Flo Decker, Ritz cashier, has changed her address.

An action has been brought against Eugene Levy and the Netco Theatres Corporation to recover $50,000 for a broken neck allegedly suffered when a patron fell in leaving the Ritz, February 14, 1939, it was revealed with filing in Goshen of an order directing Saint Luke's Hospital to produce records of the injury for the defendant to copy. . . . Plaintiff in the action is Chauncey H. Townsend, and he is represented in the action by Bertrand L. Pettigrew, New York, and Henry Hirschberg, Newburgh. He charges that he suffered permanent injury as a result of the neck fracture. . . . Order was signed by Justice Graham Witschief, and it directs the hospital to produce the plaintiff's hospital records at the Newburgh court house on January 19, so the defendants may make photostats or other copies. The plaintiff had permitted an examination of the records, but refused to permit the hospital to let copies of them be made. The order was granted on aplication of Levy and the corporation. . . . Townsend contends that he fell while stepping from an elevated row of seats to an aisle, and he charges that the management failed to have the row of seats properly illuminated. . . . The application for the order also revealed that notice has been given by the plaintiff of his intentions to amend his complaint to increase the damages sought to $100,000.

Poughkeepsie

Bardavon will install new Simplex Four-Star Sound System. . . At a recent meeting of Local 499, the following officers were elected: President, Frank Van Etten; vice-president, D. Eighme; recording secretary, Louis Ross; financial secretary, treasurer and business manager, Kenneth Browne. . . . Among visitor were Elliot McManus, 20th Century; Harry Rubin, Paramount projection director; Jack Carroll, Altec; Ed Hartley, NTS.

Rochester

Manager Lester Pollock, Loew's, signs his name GWTW Pollock during buildup and run of "Gone With the Wind." Stunt was suggested by his secretary, Louise Wilson. . . . V. B. Faga, formerly operator of Embassy, took over Harold Harper's Plaza as Rochester's "permanent Italian theatre." . . . Mrs. Leah Irons, Clinton, installed new seats. . . . Wally Folkins moved from Dixie to State, switching houses with Buddy Freeman. . . . John Tucker, Monroe, Schine house, launched vaudeville for Saturday nights January 19 along with the Cameo as Madison dropped stage shows temporarily.

Howard G. Carroll, Strand, is giving away fur coats Thursday nights. Max Fogel, Webster, and Bill Tishkoff, Murray, tried it. . . . Bob Meagher, Riviera, took over advertising work for 12 Schine houses in Rochester area, following departure of Gene Curtis to Syracuse. . . . Weather turned warm just when manager Charlie Freeman, Century, tried to arrange a skating contest for Sonje Henie film. . . . Gene Chiaramonte, Lake, is acting as assistant manager, Riviera, during repairs to his house following $5,000 fire. . . . Bill Brimmer continues as house manager of the Madison under city manager Saul Silverman's new regime. . . . Harry Addison, New England district manager for Loew's, held meeting in the Sagamore here for Western New York managers in connection with plans for "Gone With the Wind." . . . Ralph Maw and Sid Samson, Buffalo, were in town calling on exhibs.

Schenectady

Jacob Barodkin, retired New York chain operator, is president of the H. and B. Theatre Corporation, which re-opened the former Mount Pleasant as the Metro. He contracted with RCA Photophone for new sound for the house.

Syracuse

James Constantino wonders why Syracuse exhibitors are not taking Florida vacations. . . . Tommy Roe, Liberty, has worn out most of the Beer Barrel Polka records. . . . Manager Harry Unterfort invited any four married sisters to bring their husbands to see "Four Wives" as his guests. . . . Never let it be said that William Maxon is not a go-getter in selling ads for the anniversary program. . . . Junior League bought Keith's for January 31 for their "Follies." . . . Gregory Peggs and Bill Burke are both hearing from Pat McGee. . . . James Barry is now chief of service at Paramount; Richard Clark assisting at the Eckel.

Robert Sardino has acquired a new name, i.e., Kingfish. . . . Farewell party was given Pat McGee at Luigi's by fellow managers Gus Lampe, Harry Unterfort, Bill Burke, Gene Curtis, Harvey Cocks, Max Rubin and their wives. Entertainment was furnished by Wally Brown and "Sahvo" Sherman appearing on local vaudeville bill. . . . Kenneth Wilcox passed another milestone. . . . We extend our sincere sympathy to Walter Scarfe and family, whose mother died in Miami. . . . There's a big dent in Howard (Fire-Chief) Kennar's fender. Maybe that's why he is studying Chinese. . . . When bigger and better padlocks are made you will find them on lockers of Loew's State projectionists.

Ed Labadie is wondering if there will be enough steak at the 25th banquet party. . . . We understand that James Constantino has definitely gone back to buttons. . . . Mitch Fitzer and party were recent patrons at the Regent to see "Drums Along the Mohawk." . . . Phil Rossomando will not be the ice man in the future as the car heater works too well. . . . Fay Woodward is reported leaning towards Cab Calloway's band for the banquet. . . . Members of the New York State Projectionists Association will meet in Syracuse January 30. . . . Watch for the battle of the evening gowns. . . . We understand Gus Lampe and H. M. Addison have offered to co-operate in securing entertainment for the coming banquet of Local 376. . . . Harry Gurnes will celebrate a birthday January 31. . . . George Raaflaub has been taking Walter Scarfe's place in booth at Loew's State during Walter's absence. . . . Welcome Howard Kennar, to THE EXHIBITOR reader circle. . . . John Eccles was forced to take time off due to his wife's sickness. . . . Latest quotations may be had from Carl Henry, chicken firm. . . . Fred Donohue wonders at the capacity of Jack Meaney and Harry Gurnes for coffee. . . . "Bennie" Coates is reported breaking out with spring fever. . . . Is Phil Rossomando happy that Jack Meaney is taking over the mortgage on the Schuyler Street house?

Added attraction for the 25th anniversary dinner of Local 376 will be fan dance by Johny Eccles, music by Howard Kennar. . . . Deep snow can't keep Fred Pettinger and Joe Patrick, Cato Show Print, from calling. . . . When car bearing license MK-9 comes down the street it belongs to Mike Kallet. . . . "Bill" Meany will soon offer a reward for the return of his arithmetic lessons. . . . Could that have been Jack (Silk Shirt) Meany swinging in the tree in Burnet Park? . . . Sid Grossman covered the south end of the city with colored window cards for "Mr. Smith Goes to Washington."

Bernard (Flash) McNulty is the latest member of Local 376, is also chief projectionist at Hymie Menter's Mayfair. (When Hymie is not around). . . . Phil Rossomando picks out the wrong time to deliver "Bingo" cards from the Rivoli to Jack Karp, Cameo. . . . Latest merger in Syracuse theatrical circles was formed by Carl Blair and "Mike" LaVine in subscribing for THE EXHIBITOR.

It is reported that a bitter court battle will be staged between Massachusetts Mutual Life Insurance Company, owners of the Gurney Building, and B. and S. Amusement Company over lease of the Empire. . . . Bill Doss would like to have Glen Humphreys explain how he knew Bill was asleep when the deer ran past.

Matter of the state convention was discussed and plans were made to secure it for Syracuse at session of Syracuse Alliedmen last week. Sidney L. Grossman, Jack Karp, both of Syracuse, and Ray Pashley, Interlaken, were appointed grievance committee members by regional vice-president Rap Merriman. Ed Souhami, state counsel, was in attendance. Next regular meeting will be held February 23.

James Constantino took pills left for Jack Kerley's dog and (The rest is censored.—Ed.) . . . Mary A. Davidson wonders whether the emblem on the last meeting notice was the I. A. or the double cross. . . . Mr. and Mrs. D. M. Cole (Altec service inspector, Rochester) expect to attend the banquet. . . . Lora Angier, Community, purchased a new home on Orchard Road. . . . We understand there is a new 5 and 10 on Hawley Avenue. . . . After having dinner with the Dick Sawyers at Phoenix, George (Altec) Brown is thinking of making it a regular stop. . . . Familiar figure of Les Wolfe, former manager, Brighton, was seen around the Cameo. . . . Fred Donohue and "Bob" Case were seen giving the flesh show at the Strand the once over. . . . Martin Bender, Altee engineer from New York, is scheduled to perform major operation of the sound equipment in the Cameo. . . . Sam Weltman, Avon manager, is wearing dark glasses. . . . It was a pleasure to see so many old faces at the last union meeting. . . .Adolph Den Haise may become personally acquainted with a finance company. . . . Walter Powers, city manager for Schine, Oswego, was caught in the act of feeding, clothing and providing lodging for a needy 17-year-old boy (nice work).

—J. J. S.

Wappingers Falls

Construction on the new Academy is progressing rapidly and from present indications should be ready for re-opening about the middle of February.

DANGER AHEAD. Last of the Renfrew series is "Danger Ahead," which stars Jimmy Newill and his sidekick, Dave O'Brien.

NEW YORK CITY EXCHANGE LISTING

ADVANCE

630 Ninth Avenue—CIrcle 6-6765

President—Emil Rosenbaum.

Salesmen—Mike Thomas, New York and Brooklyn; Al Spector, New Jersey.

ALLIANCE

630 Ninth Avenue—CIrcle 6-6660

Vice-President—Budd Rogers.

General Manager—Arthur Greenblatt.

Salesmen—Julius Levine, Brooklyn and Long Island; Jack Farkas, New York City and Upstate; Sidney Hess, New Jersey.

Booker—Louis Solkoff.

COLUMBIA

630 Ninth Avenue—CIrcle 6-0900

District Manager—Nat J. Cohen.

New York and Brooklyn Supervisor—Saul Trauner.

New Jersey, Upstate, Long Island Supervisor—Irving Wormser.

Office Manager—Edward Helouis.

Salesmen—Jack Sokoloff, Brooklyn; Moe Fraum, New Jersey, Upstate; John Wenisch, New Jersey; Seymour Schussell, Long Island, Upstate.

Bookers—Sam Feinblum, Head Booker; William Katz, Brooklyn; Jack Safer, New Jersey; Gilbert Fillet, Upstate, Long Island; Ira Michaels, city.

J. H. HOFFBERG CO., Inc.

729 Seventh Avenue—MEdallion 3-3813

President—J. H. Hoffberg

Sales Manager—Oliver Unger

Salesmen—Irving Grossman, Robt. Snyder.

Booker—Walter Klee

MERIT

630 Ninth Avenue—CIrcle 6-0271

Office Manager—Etta V. Segall.

Salesmen—Jack Farkas, Jerry Wilson.

Booker—Etta V. Segall.

Asst. Service Manager—Jerry Thomas.

METRO

630 Ninth Avenue—CIrcle 6-6200

District Manager—E. K. O'Shea.

New Jersey, Long Island, Upstate Manager —Ben Abner.

New York, Brooklyn Branch Manager—Jack Bowen.

Office Manager—Harold Goldgraben.

Salesmen—Harry Miller, Brooklyn; Howard Levy, New York City; Lou Allerhand, New Jersey; H. L. Ripps, Long Island, Upstate.

Bookers—Eddie Richter, New Jersey; Moe Rose, New York City; Johnny Cuniff, Brooklyn; Al Arnswalder, New Jersey; Harry Margolis, Upstate, Long Island.

Head Booker—Robert Ellsworth.

MONOGRAM

630 Ninth Avenue—CIrcle 6-8886

Branch Manager—Joseph J. Felder.

Office Manager—Sol Kravitz.

Salesmen—Irving Landes, Upstate and New Jersey; Charles Penser, Manhattan, Bronx; Ben Schwartz, Brooklyn, Long Island.

Bookers—Sol Kravitz, Phil Horowitz.

NATIONAL SCREEN SERVICE

630 Ninth Avenue—CIrcle 6-5700

Salesmen—Harold Bennett, Joe Friedman, Jack Judd, L. George Ross, Henry Reiner, Louis W. Vogel, Arnold Cohen, Charles Ost, Stanley Neal, Herman L. Booth, E. Feldberg, A. J. Edman.

PARAMOUNT

331 West 44th Street—CIrcle 6-6160

New York State District Manager—Milt Kusell.

Brooklyn Branch Manager—Henry Randel.

New York Branch Manager—Myron Sattler.

New Jersey Branch Manager—Edward Bell.

Salesmen—Ted Aber, Max Mendel, Brooklyn; Irwin Lesser, Jack Tuohy, New York; Herbert Kaufman, Albert Gebhardt, New Jersey.

New York Bookers—Kitty Flynn, Nat Stern, Irving Baron, Victor Bikel.

Brooklyn Bookers—L. Bergson, Sam Lake, Ruby Greenberg.

New Jersey Bookers—Jack Perley, Seymour Berkowitz, Richard Magan.

PRODUCERS DISTRIBUTING CORP.

630 Ninth Avenue—CIrcle 6-8866

Eastern District Manager—Harry Rathner.

Salesmen—Bert Kulick, Melvin M. Hirsh, Sidney Kulick, Larry Kulick.

Booker—Larry Kulick; assistant, Dora Fried

RKO

630 Ninth Avenue—CIrcle 6-4700

Branch Manager—R. S. Wolff.

Assistant Manager—F. L. Drumm.

Sales Manager—Phil Hodes.

Salesmen—Jack Ellis, New York City; Louis Kutinsky, Ed Carroll, New Jersey; John Dacey, short subjects; Harry Zeitels, Long Island, Upstate.

Bookers—F. Laurie, New York City; Jean Slade, Brooklyn; D. Post, Long Island, Upstate; H. Silverman, New Jersey.

REPUBLIC

630 Ninth Avenue—CIrcle 6-0760

Exchange Head—Herman Gluckman.

General Sales Manager—Morris Epstein.

Office Manager—Sidney Picker.

Salesmen—Anthony Ricci, New Jersey; David Black, Brooklyn; Dave Sohmer, New York City; Robert J. Fannon, Long Island, Upstate.

Bookers—Jen Dennett, Anna Plisco, Pearl Goldstein.

SACK AMUSEMENT

723 Seventh Avenue

In charge—Lester J. Sack.

SYNDICATE

630 Ninth Avenue—CIrcle 6-8866

President—Melvin Hirsh.

Salesmen—Bert Kulick, Larry Kulick, Sidney Kulick.

Booker—Larry Kulick.

TIMES PICTURES

630 Ninth Avenue—CIrcle 6-0980

Managers—Moe Kerman, Dave Rosengarten.

Salesmen—Harry Goldstone, New York; Lenny Rosengarten, Brooklyn; Morris Cohen, Jersey.

Booker—"Dixie" Birstein.

TREO FILM EXCHANGE

630 Ninth Avenue—CIrcle 6-4724

20th CENTURY-FOX

345 West 44th Street—CIrcle 6-6700

Branch Manager—H. H. Buxbaum.

Sales Manager—J. J. Lee.

Office Manager—Moe Sanders.

Salesmen—Moe Kurtz, New Jersey; Seymour Florin, Upstate; J. St. Clair, Long Island; Willie Schutzer, Brooklyn; Abe Blumstein, New York City.

Bookers — George Blenderman, head booker; Al Mendelson, New Jersey; Lou Kuttler, New York City; Pete Fishman, Brooklyn, Long Island; Norma Bernstein, newsreels.

UNITED ARTISTS

630 Ninth Avenue—CIrcle 6-5480

District Manager—Charles Stern.

Branch Manager—Clarence Eisman.

Assistant Branch Manager—Nat Beier.

Office Manager—Eddie Mullen.

Salesmen—Sam Rifkin, New Jersey; Dave Burkan, New York City; S. Stern, Brooklyn; Larry Brown, New York State.

Bookers—Herb Richek, Ben Levine, Tony Agoglia.

UNIVERSAL

630 Ninth Avenue—CIrcle 6-4747

District Manager—A. J. Herman.

Branch Manager—David A. Levy.

Sales Manager—Max Cohen.

Assistant Manager—Nat Goldberg.

Salesmen—Ben Price, Bronx, New York City; Phil Winnick, New Jersey, Staten Island; Jules "Sonny" Liggett, Upstate, Long Island; Harry Furst, Brooklyn.

Bookers—Sam Phillips, Harold Weisenthal, New York City; Leo Simon, New Jersey; James Cummings, Brooklyn, Long Island.

WARNERS

315 West 44th Street—CIrcle 6-1000

District Manager—Edward M. Schnitzer.

General Sales Manager, Metropolitan Branch—Sam Lefkowitz.

In Charge of Brooklyn—Harry P. Decker.

In Charge of New York City—Leo Jacobi.

In Charge of New Jersey—Gos Solomon.

In Charge of Long Island and Upstate—Irving Rothenberg.

Office Manager—S. Macomber.

Short Subjects Sales Supervisor — Paul Swift.

Salesmen— , New York and Brooklyn; I. Rothenberg, Upstate, Long Island and Brooklyn; A. Berish, New Jersey.

Bookers— , head booker; Max Fried, Upstate and Long Island; Dan Ponticelle, New Jersey; Peter Saglembeini, New York; Al Blumberg, Brooklyn. P. Levine, non-theatrical.

WORLD PICTURES CORPORATION

729 Seventh Avenue — MEdallion 3-2943

President—Irvin Shapiro.

Sales Manager—Archie Mayers.

Asst. Sales Manager—Ed Barison.

Booker—Ann Litman.

SIX-POINT FEATURE REVIEWS

METRO

Congo Maisie (19)

FAMILY MELODRAMA 70M.

Ann Sothern, John Carroll, Rita Johnson, Shepperd Strudwick, J. M. Kerrigan, E. E. Clive, Everett Brown, Tom Fadden, Lionel Pape, Nathan Curry, Leonard Mudi, Martin Wilkins, Ernest Whitman Directed by Henry C. Potter.

This is another edition of the "Maisie" series with Ann Sothern continuing the name role. Ann Sothern finds herself stranded in Africa where she tries to beat a hotel bill, stowing away on a river boat where she meets John Carroll, former doctor, now owner of a rubber plantation. The boat goes out of commission, and they are forced to seek shelter in an island medical station, run by Shepperd Strudwick and his wife, a station once operated by Carroll. Carroll, who has paid little attention to Sothern, becomes interested in Strudwick's wife, and then Sothern uses every trick in the bag to preserve the marital status. Strudwick needs an emergency operation and Maisie persuades Carroll to use his knowledge as a doctor and perform the chore. Weaned back to his medical profession, Carroll decides on the practice of medicine and Maisie, who saves his life by getting into her dancing costume when the witch doctors enlist the natives to kill him off, posing as a witch, taking credit for bringing on a rain storm, through magic tricks, sending the natives back to their huts convinced of her magic powers. Audience reaction was good.

ESTIMATE: *Dualler with selling angles.*

MONOGRAM

Chasing Trouble (3917)

FAMILY MELODRAMA 63M.

Frankie Darro, Marjorie Reynolds, George Cleveland, Alex Callam, Manton Moreland, Lillian Elliott, Milburn Stone, Tristram Coffin, Stanford Jolley, Willy Costello, Donald Kerr, Cheryl Walker. Directed by Howard Bretherton.

Bottom-half dualler fare, "Chasing Trouble" is one of the weakest and least plausible Frankie Darro vehicles Monogram has made. Still cast as a youngster, Darro is a delivery boy for George Cleveland's flower shop. He mixes graphology and "playing Cupid" with his job and gets into plenty of trouble thereby. He believes saboteur Alex Callam is a G-man and plays into his hands. Darro eventually sees the light of day; prevents Callam from blowing up an airplane factory. Marjorie Reynolds (she looks okay since she changed from a blonde to brunette) and Milburn Stone, the romantic interest, provide the brightest spots of the film. Manton Moreland does okay with the comic assignment.

ESTIMATE: *Weak dual support.*

The Fatal Hour (3907)

FAMILY MYSTERY DRAMA 68M.

Boris Karloff, Grant Withers, Marjorie Reynolds, Charles Trowbridge, John Hamilton, Craig Reynolds, Jack Kennedy, Lita Cheveret, Frank Puglia, Stanford Jolley, Jason Robards, Pauline Drake. Directed by William Nigh.

Chinese detective James Lee Wong, alias Boris Karloff, adds another successful solution to his list of sleuthing successes during the unreeling of this suspenseful mystery drama. It's the kind of film stuff which has the audience eating out of the screen's hand. When a detective is killed, police captain Grant Withers and Karloff trail their prey to San Francisco's Chinatown. Two suspects and an innocent man are also murdered before Charles Trowbridge breaks down and confesses all to Wong, who knew it, anyway. Marjorie Reynolds holds down the romantic lead opposite Withers, and Frank Puglia is okay as a gang-leading suspect. Karloff, as usual, gives a grand performance as the suave Oriental detective.

ESTIMATE: *Wong wows 'em.*

PARAMOUNT

Adventure in Diamonds

FAMILY MELODRAMA 76M.

George Brent, Isa Miranda, John Loder, Nigel Bruce, Elizabeth Patterson, Mathew Boulton, Rex Evans, Cecil Kellaway, Walter Kingsford, Ernest Truex, Ralph Forbes, Nikalayova, Charles Irwin, E. E. Clive, Edward Gargan, David Clyde. Directed by George Fitzmaurice.

Introducing Isa Miranda for the first time as an important star, Paramount has given the blond Italian charmer a role that fits her like a satin evening gown. Here, Miranda is something on the Dietrich type but has a little less smoulder and a little more fire than the German star. Women should envy but like her. In the story, she appears as a clever diamond thief, operating in South Africa with companions John Loder and Elizabeth Patterson. She vamps English officer, George Brent, into obtaining a pass for herself and Loder to inspect the diamond mines. Brent observes her receiving stolen diamonds from a confederate in the mines, saves her from detection by removing the gems from her handbag. She is convicted anyway, over Brent's vigorous protest, but Loder escapes. Promised a pardon, Miranda agrees to help Brent trap a band of murderous gem thieves. Trapped themselves by these men later, Brent and Miranda learn that Loder is their chief. Miranda pretends to desert Brent for Loder, tricks the gang, and police arrive in time to save her lovely skin for Brent who marries her.

ESTIMATE: *Miranda's possibilities should help.*

PRODUCERS DISTRIBUTING CORP.

The Invisible Killer

FAMILY MELODRAMA 60M.

Grace Bradley, Roland Drew, William Newell, Alex Callam, Frank Coletti, Sydney Grayler, Clen Wilenchick, Boyd Irwin, Jeanne Kelly, David Oliver, Harry Worth, Ernie Adams. Directed by Sherman Scott.

The usual girl reporter and policeman story, albeit with good selling angles, this is well done, with Grace Bradley, as the newspaper reporter who pops up through murder investigations carried on by Roland Drew, homicide squadder. District Attorney Clen Wilenchick, fighting gamblers, is patronized by reformer Boyd Irwin, to whose daughter (Jeanne Kelly) he is engaged. Kelly, however, becomes involved with lawyer Alex Callam at the scene of the first gambler murder, and Bradley helps her to escape. Bradley, looking for scoops, discovers that the men had been telephoning when they were murdered. Analysis proves that the victims had been poisoned first. Through hair-breadth escapes Bradley tracks down master-mind Callam, absolves Irwin and daughter. Drew and Bradley bicker debonnairly through the film, and she telephones her last story to the paper as they clinch. Bradley is cute, and the story is packed with action.

ESTIMATE: *Fast-moving dualler.*

RKO-RADIO

Abe Lincoln in Illinois (009)

FAMILY DRAMA 110M.

Raymond Massey, Gene Lockhart, Ruth Gordon, Mary Howard, Minor Watson, Alan Baxter, Harvey Stevens, Howard da Silva, Dorothy Tree, Aldrich Bowker, Maurice Murphy, Louis Jean Heydt, Glen Bevans, Harlan Briggs, Herbert Rudley, Andy Clyde, Roger Imhoff, Edmund Elton, Leona Roberts, Florence Roberts, Trevor Bardett, Elizabeth Risdon, Charles Middleton. Directed by John Cromwell.

A faithful pictorialization, produced by Max Gordon, of Robert Sherwood's immensely successful Broadway drama, "Abe Lincoln in Illinois," this emerges as one of the greatest, most warmly human films on the homely rail-splitter that Hollywood has ever turned out. Raymond Massey gives a moving performance in the title role, the best he has ever done on the screen, with Ruth Gordon, who also played in the original stage cast is splendid as Mary Todd, Lincoln's ambitious, prodding wife. The box-office possibilities of this picture are obvious. All sorts of tie-ups can be effected with schools, church groups, patriotic and other societies, etc.—all of whom will have a deep interest in this film. The story is almost an exact duplicate of the stage play, a few minor changes of course having been made. It opens with Lincoln as

a young man, struggling in a backwoods community to make a living and educate himself. He falls hopelessly in love with Ann Rutledge, is brokenhearted when she dies. His friends launch him on a political career during the course of which he meets the over-ambitious Mary Todd. He runs away from his wedding with her, wanders around, eventually returns and marries her. She goads and prods him to get ahead, makes him hate her and even insult her on the eve of his election to the presidency. The last scene, as Lincoln boards the train for the White House, is a stirring sight and superbly photographed—something that will not be soon forgotten. Memorable, too, is his inspired speech against slavery, delivered during a debate with Douglas, well played by Gene Lockhart.

ESTIMATE: *A great picture, to be exploited to the limit.*

Isle of Destiny (Cosmocolor) (017)

FAMILY MELODRAMA 83M.

William Gargan, Wally Ford, June Lang, Gilbert Roland, Etienne Girardot, Katherine De Mille, Grant Richards, Tom Dugan, Harry Woods, Ted Osborne. Directed by Elmer Clifton.

A trite story, weak acting, and poor color photography gang up on this film, leaving it to the lower spot on a dual program. Wealthy adventuress June Lang, sister of the marine commandant on the island of Palo Pango, is making a flight around the world in her amphibian plane. She lands on the island, where marines William Gargan and Wally Ford begin to vie for her favor and where villain Gilbert Roland gets the notion to kidnap her to safeguard his gun-running enterprises from marine interference. Gargan and Ford trail Roland to his jungle hideout, have a battle against the usual tremendous odds, save the gal. Roland is killed by his native wife (Katherine DeMille). Cosmocolor, a cheaper color process, proves itself markedly inferior, being grainy and not true in tone.

ESTIMATE: *Weak dual offering.*

The Saint's Double Trouble (021)

FAMILY MYSTERY DRAMA 67M.

George Sanders, Jonathan Hale, Helene Whitney, Donald MacBride, Thomas N. Ross, Elliott Sullivan, John F. Hamilton, Bela Lugosi, Byron Foulger, Pat O'Malley. Directed by Jack Hively.

Leslie Charteris' fictional character suavely continues foiling the police, capturing the criminals, and providing grand entertainment for the paying customers in this latest offering of the popular "Saint" series. Corking dualler entertainment, the Saint can be top-spotted in the smaller situations. As the Saint, George Sanders is faced with the problem of proving himself innocent of crimes committed by a jewel thief, also played by Sanders. After almost getting himself wiped out on at least a half dozen occasions, the Saint finally puts the screws on his double. Jonathan Hale and Donald MacBride do grand jobs in prominent cop parts. This time its Helene Whitney who is left holding the romantic ruins.

ESTIMATE: *Good Saint entry.*

REPUBLIC

Heroes of the Saddle (963)

FAMILY WESTERN 56M.

The Three Mesquiteers (Robert Livingston, Raymond Hatton, Duncan Renaldo), Patsy Lee Parsons, Loretta Weaver, Byron Foulger, William Royle, Vince Barnett, Jack Roper, Reed Howes, Ethel May Halls, Al Taylor, Patsy Carmichael. Directed by William Witney.

Not quite up to the usual Three Mesquiteers' standard, "Heroes of the Saddle" is okay stuff for the horse-opera regulars, but we fear it won't go a long way toward making converts of the regular run of movie-goers. When little Patsy Lee Parsons is left orphaned, the Mesquiteers (Bob Livingston, Raymond Hatton, Dunc Renaldo) take a paternal interest in her. They leave her with Byron Foulger's orphanage until they can raise enough cash to purchase their own home. On a visit to the asylum, they discover that Foulger and William Royle are embezzlers. Then comes the action: the entire mob of kids in the orphanage are kidnapped; ditto for the governor's committee; the crooks are brought to justice; and all is well. Loretta Weaver has little to do with her femme lead.

ESTIMATE: *Sub-par Mesquiteers.*

20th CENTURY-FOX

Charlie Chan in Panama (035)

FAMILY MELODRAMA 68M.

Sidney Toler, Jean Rogers, Lionel Atwill, Mary Nash, Sen Yung, Kane Richmond, Chris-Pin Martin, Lionel Royce, Helen Ericson, Jack La Rue, Addison Richards. Directed by Norman Foster.

A much better Chan than several previous efforts, this has spy activity in the Canal Zone as its plot basis. Charlie poses as a Panama hat merchant, but is forced to make known his identity when his dumb son keeps botching up his efforts. The authorities learn that a plot to bomb the locks when the fleet passes through is in the making, so it becomes a race against time. After a few murders (an American and a British agent are victims), Charlie eventually brings the showdown in one of the electrical plants operating the locks, and lo! and behold, the foreign agent responsible is Miss Finch, the Chicago school-teacher. Romance is slight, supplied by Kane Richmond, as an officer, and Jean Rogers, as a Czecho-Slovakian refugee, who is forced to sing in spy Jack La Rue's cafe for a living. All in all, it holds interest from the start.

ESTIMATE: *High rating Chan.*

The Jones Family in "Young as You Feel" (032)

FAMILY COMEDY DRAMA 58M.

Jed Prouty, Spring Byington, Russell Gleason, Joan Valerie, Ken Howell, George Ernest, June Carlson, Florence Roberts, Billy Mahan, Helen Erickson, George Givot. Directed by Malcolm St. Clair.

Back in 1931, a sly talking cowboy named Will Rogers did okay by himself in a picture entitled "Young as You Feel." Twentieth Century-Fox resurrected the work and we find Jed Prouty and his Jones Family falling a bit flat on it. The Joneses still give out fairly good nabe entertainment, but they will have to be provided with better stuff than this if they are to continue as one of the better series. A chain outfit buys out Prouty's drugstore and the family goes to New York to take in the World's Fair. Instead, the family gets taken in by George Givot and Helen Erickson. Prouty rebels and gets himself pleasantly plastered, a condition which gets him mixed up with the law. Having had a lesson, the Joneses return to Maryville, where Prouty returns to the drug business. As in other of the Jones Family pictures in general—as it was with the Rogers version (in 1931, of the same screen play) in particular—the homely, down-to-earth angle can be profitably played. The Rogers aspect, too, has possibilities.

ESTIMATE: *Weaker Jones Family effort.*

UNITED ARTISTS

The Lion Has Wings (Korda) (English-made)

FAMILY DOCUMENTARY 73M.

Merle Oberon, Ralph Richardson, June Duprez, Flora Robson, Robert Douglas, Anthony Bushell, Derrick deMarney. Explanatory running narrative by Lowell Thomas. Directed by Michael Powell, Brian Desmond Hurst, Adrian Brunel.

Filmed with the collaboration of the British Royal Air Force and made with the sole intent and purpose of giving the English confidence in their air defenses and assurance of the righteousness of their cause, "The Lion Has Wings" is too obviously propagandistic to amount to any great shakes at the American box office. However, with the right handling and selling efforts, it can be sold to the public on the basis of its timeliness. Lowell Thomas carries the burden of the commentary as he explains the various maneuvers of the R.A.F. and the reasons for Britain's war against Hitler. The Thomas narrative is new to the picture, which originally featured a distinctly British newscaster. Merle Oberon and June Duprez do their bit by showing and telling of women's parts in the war. Ralph Richardson and the rest of the men go up in planes or direct the fight against the Nazis. There are moments of excitement, but for the most part it is a glorification of England's ideals.

ESTIMATE: *Propaganda piece; will need selling.*

Slightly Honorable (Wanger)

FAMILY MELODRAMA 80M.

Pat O'Brien, Edward Arnold, Broderick Crawford, Ruth Terry, Alan Dinehart, Claire Dodd, Pyhllis Brooks, Eve Arden, Douglas Dumbrille, Bernard Nedell, Douglas Fowley, Ernest Truex, Janet Beecher, Evelyn Keyes, John Sheehan, Addison Richards, Cliff Clarke. Directed by Tay Garnett.

Too rapid-fire for complete clarity, the plot of this murder meller finally disentangles itself and leaves a reasonably entertaining picture. Best feature of the film is the dialogue which is snappy and often hilariously funny. Ruth Terry, a pretty newcomer, also furnishes a great deal of the comedy relief as the dizzy sweetheart of lawyer-sleuth Pat O'Brien. Broderick Crawford and O'Brien are law partners who try to smash a crooked political hierarchy in their state. Edward Arnold is, of course, the big boss they are after, and Claire Dodd is the sophisticated lady who is murdered. Arnold tries to pin the murder on O'Brien, and O'Brien and Crawford try to pin it on Arnold, who really looks like the guilty party. Accusations, counter-accusations and framings, including the murder of Eve Arden, O'Brien's secretary, follow in quick succession. Just as the murders are about to be laid at Arnold's doorstep, Crawford bobs up as the real culprit, and is killed in a fight with O'Brien. A good cast and director saved this one; give their names, and Wangers', exploitation.

ESTIMATE: *Not too strong murder yarn; play up cast.*

UNIVERSAL

Danger on Wheels (4055)

FAMILY ACTION DRAMA 61M.

Richard Arlen, Andy Devine, Peggy Moran, Herbert Corthell, Harry Bradley, Sandra King, Landers Stevens, John Holmes, Jack Arnold, Jack Rice, Mary Treen. Directed by Christy Cabanne.

The Richard Arlen-Andy Devine combine forsakes its usual scheme of things this time to cavort around automobile testing grounds and race tracks to provide this exciting lower-half dualler entertainment. Dare-devil Arlen works for Landers Stevens as test driver for his cars. After Arlen and Jack Arnold get into a scrap, with the latter getting the worst of it, the test driver suddenly becomes a racing man. He loses his first race in which he is partly guilty for the death of another driver. However, he comes through in the big classic by driving Herbert Corthell's oil burner home first. Devine handles the comedy, and Peggy Moran is more than satisfactory as the femme lead.

ESTIMATE: *Okay Arlen-Devine entry.*

Oh, Johnny, How You Can Love (4021)

FAMILY MELODRAMA WITH MUSIC 63M.

Tom Brown, Peggy Moran, Juanita Quigley, Allen Jenkins, Donald Meek, Isabel Jewell, Horace MacMahon, Betty Jane Rhodes. Directed by Charles Lamont.

Taking its title from the re-incarnated song hit of 20 years ago, Universal ups with this swing-fan festival which has enough action, comedy and lilt to it to satisfy all but the sourpusses. Naturally, it won't set any box offices afire, but it is good stuff to supplement the main feature. Tom Brown's truck smashes into Peggy Moran's car. She was en route to New York to marry some drip, and continues on her way in Brown's truck. Comes a business of bank robbers, with Allen Jenkins as the wackiest. There are a lot of happenings before the crooks are captured and purty Peg Moran realizes that Brown isn't so hard to take. The catchy "Oh, Johnny, Oh" is sung effectively by Betty Jane Rhodes, and pops up every now and then during the picture. Brown and Moran sing a couple of cute ditties on their account.

ESTIMATE: *Pleasing musical dualler.*

WARNERS-FN

The Fighting 69th (451)

FAMILY DRAMA 90M.

James Cagney, Pat O'Brien, George Brent, Jeffrey Lynn, Alan Hale, Frank McHugh, Dennis Morgan, Dick Foran, William Lundigan, Guinn Williams, John Litel, Sammy Cohen, Harvey Stephens, Charles Trowbridge, DeWolf Hopper, Tom Dugan, Frank Wilcox. Directed by William Keighley. Hal B. Wallis, executive producer.

As powerful as war and as big as Father Duffy's heart, "The Fighting 69th" is a never-to-be-forgotten visit with the Rainbow Division during the Irish outfit's 1917 battling in France. A cast, top-heavy with important marquee names, enacts this thriller with such sincerity and force that it just can't miss at the box office. At times, the war scenes may be a bit too gruesome for the more tender-hearted women, but they'll come just the same. James Cagney is a Brooklyn toughie serving as a private in the company commanded by Colonel George Brent. Cagney's toughness keeps him forever at odds with tough sergeant Alan Hale, but Pat (Father Duffy) O'Brien is always around to keep peace, give sage counsel. Comes war and comes the trenches, and Cagney proves himself the epitome of cowardice. He causes the death of several of his fellow soldiers and is doomed to execution. He escapes in time to become, and die, a hero. Cagney's performance takes rank with his best and that's the tops. O'Brien, Brent, and Hale are superb. As the Yiddisher who wanted to serve with the Irish, Sammy Cohen interjects one of the most outstanding incident jobs seen on the screen. All the players come through excellently. Director William Keighley's megaphoning leaves nothing to be desired, especially in his handling of the battle scenes.

ESTIMATE: *A blue-chip special.*

MISCELLANEOUS

Phantom Rancher

(Colony)

FAMILY WESTERN 60M.

Ken Maynard, Dorothy Short, Harry Harvey, Ted Adams, Dave O'Brien, Tom London, John Elliott, Reed Howes, Steve Clark, Karl Matthews, Sherry Tansey, Tarzan. Directed by Harry Frazer.

Donning the domino of the Lone Ranger, Ken Maynard again brings justice to the wide open spaces, this time to clear his and his late uncle's good names and to rid the valley of unscrupulous land grabbers. As the phantom Rancher, Maynard gives his own money to ranchers to save their properties, the next day, in propria persona, as the hated late uncle's heir, foreclosing on the mortgages. By thus playing both ends against the middle, Maynard finally gets Villain Ted Adams and his gang. Dorothy Short lives up to her name in providing the accustomed amount of romance, and Harry Harvey makes a good character foil for Maynard.

ESTIMATE: *Actionful Maynard.*

Son of Ingagi

(Sack)

FAMILY MELODRAMA 66M.

Alfred Grant, Daisy Bufford, Laura Bowman, Arthur Ray. Zack Williams, Earl J. Morris, Spencer Williams, Jr., Jesse Graves, the Four Toppers. Directed by Richard C. Kahn.

Apparently remembering that "Ingagi" (1931) was a freak sensation, the producers of this Negro production equipped themselves with an interesting title that should be extremely valuable for exploitation purposes. The production, itself, is not in the better Negro film category, but should carry on the obvious angles. A couple just married find themselves befriended by a woman doctor who reveals to them, on their wedding night, that she once loved the bride's father. The doctor after leaving a strange note, is killed by "the son of Ingagi," an ape-man monster whom she keeps hidden in the secret cellar of her home. The couple are accused of the murder when it developed the doctor's will leaves the bride all her money. From then on, two more murders, the monster's periodic trips through the house, and his eventual kidnapping of the bride provide the highlights, with a comedy detective contributing the necessary balance. Windup finds the ape-man burned to death, the bride saved by the hero, and the detective finding some hidden gold in the cellar.

ESTIMATE: *Exploitable for the Negro trade.*

FOREIGN

Giovanni de Medici, The Leader

(Esperia)

FAMILY DRAMA 88M.

Luis Trenker, Loris Gizzi, Laura Nucci, Carla Sveva, Ethel Maggi, Giulio Cirino, Sandro Dani, Mario Ferrari, Tito Gobbi, Augusto Marcacci, Nino Marchetti, Lando Muzio, E. Nannicinni, U. Sacripante, C. Tamberlani, Gino Vitotti. Directed by Luis Trenker.

Giovanni de Medici's historic attempt to make the various individual Roman states one solid Italy provides the story about which was built this spectacular production. Unlike most of the Italian films Esperia has released here, this lacks the entertainment value of its predecessors. Luis Trenker who plays the lead, also produced, directed, and wrote the filmplay. His success in the various departments follows the order in which they were mentioned. English titles are adequate.

ESTIMATE: *Okay for Italian audiences.*

Last Desire

(Transatlantic)

ADULT DRAMA 77M.

Raimu, Jacqueline Delubac, Pierre Brasseur, Tramel, Alice Tissot. Directed by Jeff Musso.

Liam O'Flaherty's "Mr. Gilhooley" makes its screen debut in the form of this Gallic free adaptation, the result being a fair-to-middling film which will have to be sold by advancing the sex angle. Raimu, one of this corner's favorite French players, is cast as an aging gent who falls deeply in love with youthful Jacqueline Delubac. Naturally, it can't last, hence the resultant tragedy. Raimu and Delubac give excellent portrayals, but they seem to be stymied somewhere along the trail.

ESTIMATE: *Sell sex.*

Macushla (My Darlin')

(Transatlantic)

FAMILY MELODRAMA 80M.

Pamela Wood, Jimmy Mageean, Max Adrian, Liam Gaffney, Kitty Kirwan. Directed by Alex Bryce.

What with Eire's squabbling making the headlines every day, this tale of smuggling on the Irish border should be a big seller in Irish nabes. Although it lacks the necessary ingredients that would make it good fare for regular run houses, "Macushla" is real Irish stuff and was appreciated by a fair-sized matinee audience. Pamela Wood's father, Jimmy Mageean, is a smuggler. Her brother, Max Adrian, is a revolutionary. Her boy friend, Liam Gaffney, is a member of the border guard assigned to stop her pop from smuggling. Irish songs, Irish jigs, and Irish humor all come in for a share of attention.

ESTIMATE: *Can be sold nicely to sons and daughters of Erin.*

Motel, the Operator

(Cinema Service Corp.)

FAMILY DRAMA, WITH MUSIC 80M.

Chaim Tauber, Malvina Rappel, Seymour Rechzeit, Jacob Zanger, Yetta Zwerling, Maurice Krohner, Bertha Hart, Gertie Krause, Herman Rosen, Isidore Frankel, Cantor Leibele Waldman. Directed by Joseph Seiden.

One of the feebler Yiddish efforts, "Motel the Operator" will have to depend on the allegiance of the regular Jewish fans if it is to reap a decent chunk of

cash. Obviously produced on a pretty small budget, this Joe Seiden show is an overacted tearjerker. Brightest spots in the picture are Sholom Secunda's music and the singing of Chaim Tauber (he plays the title role), Seymour Rechzeit, and Cantor Leibele Waldman. Tauber is seriously injured while striking against his employer. His wife (Malvina Rappel), destitute, allows the child to be adopted, then commits suicide. Climax comes when son, now a lawyer, successfully defends Tauber against a murder charge. Jacob Zanger and Yetta Zwerling contribute a few raucous bits of comedy.

ESTIMATE: *Mediocre Yiddish celluloid.*

SOS Mediterranean

FAMILY MELODRAMA 78M.

(Vedis Films)

Pierre Fresnay, Rolf Wanka, Kim Peacock, Nadine Vogel, Jean-Claude Debully, Ledoux, Aimos, Bergeron, Jean Temerson, Ardisson, Michael Hogarth, Kronegger, Pierre Labry, Pizani, Seignier, Jean d'yd. Directed by Leo Joannon.

As timely a picture as any showman could hope for at this time, "SOS Mediterranean" should reap a golden harvest at foreign- and art-house box offices and can be exploited on the basis of its newsworthiness, for profit for general-run theatres. Winner of the 1939 Grand Prix du Cinema Francais, this celluloid plea for peace is now banned in its native France. It is the story of three officers—French, British, and German—all of whose countries were in the throes of war preparation and who realize, when faced by a common death, the folly of their former attitude. Pierre Fresnay, one of our favorite Gallic performers is superb as the French officer; Rolf Wanka and Kim Peacock, as the German and Englishman, are equally impressive. Nadine Vogel carries the brunt of the femme lead burden. English, German and French are spoken and superimposed titles follow the story perfectly.

ESTIMATE: *Should make money for foreign and art theatres.*

Tevya

FAMILY MELODRAMA 93M.

(Mayman)

Maurice Schwartz, Miriam Riselle, Rebecca Weintraub, Paula Lubelska, Leon Liebgold, Vicki Marcus, Perle Marcus, Julius Adler. Directed by Maurice Schwartz.

An "Abie's Irish Rose" set in pre-Soviet Russia, "Tevya" makes its mark as one of the best Yiddish pictures—from both production and entertainment angles—to hit the domestic screens. With Maurice Schwartz, the Yiddish stage's Number One actor-director, handling the megaphone plus the thespian lead, the film holds interest throughout. Unless of war or some other force majeure, "Tevya" should prove a bonanza to its backers and to the exhibitors who can play Jewish pictures. Mirian Riselle, whom we marked as Hollywood material a year ago, plays Schwartz's daughter, the girl who was ready to run off and wed a shagitz against her folks' wishes, she returns to the fold in time, author Sholom Aleichem's chief divergence from the "Abie's Irish Rose" theme. It's grand cinema throughout. The film was made in Long Island. English titles are excellent.

ESTIMATE: *Box office for Yiddish houses.*

They Wanted Peace

FAMILY DRAMA 73M.

(Amkino)

F. Bagashvili, Tamara Makarova, S. Smirnova, K. Miuffo, M. Gelovani, G. Sagaradze, D. Ivanov, V. Mativ, M. Chikhladze. Directed by M. Chiareli.

A propaganda picture, which as far as we could see, attempts to rationalize Russia's alliance with Germany, "They Wanted Peace" should do okay business in spots where Soviet films have gone over in the past. It's strictly for the radical element and shouldn't even be tried upon the average movie-goer. Briefly, it tells of the sacrifices made by the Russians during the reign of the Kerensky provisional government in 1917. It winds up with Lenin and Stalin and the successful revolution.

ESTIMATE: *Left-wing fare.*

THE SHORTS PARADE

TWO-REEL

Comedy

OH, YOU NATZY SPY. Columbia—Comedy. 18m. In as blistering burlesque of the present German regime as has yet come to the screen, the Three Stooges traipse through the rise and fall of a dictator in one of their best offerings. When munitions-makers find that they are positively starving on a $5,000,000 profit on the year, they contrive to have Moe named dictator, Curly field marshal, and Larry minister of propaganda. What happens will not please Hitler, Goering, Goebbels and Company, but U. S. audiences (still possessing a sense of humor), and particularly the legion of Stooge fans, will find it excruciatingly funny. EXCELLENT. (1404).

Dramatic

THE REPUBLIC OF FINLAND. 1919-1940. RKO-Radio—The March of Time, No. 6. 18m. Of all the saleable MOT subjects to hit the screen during the past few years, these 18 minutes of strictly pro-Finnish material rates at the top. That the American public is overwhelmingly sympathetic to little Finland's valiant struggle against Russia is an established fact. That same American public will pay their way to see this excellently-produced subject, that shows what makes the Finns tick. Opening with shots of the key foreign ambassadors in Washington, the action shifts to the popular Finnish representative. The camera then records the Finns' struggle to gain their independence after the Reds had taken over Russia, of which Finland was then a part. Also shown are the country's forests; the manner in which the people take advantage of the woodlands; the nation's industries; the peoples' manner of living; training of a civilian army, et cetera. Here is, without qualification, one of the most worthy and exploitable short subjects available. EXCELLENT. (03106). L. S. M.

ONE-REEL

Color Cartoon

THE EARLY WORM "GETS THE BIRD." Vitaphone—Merrie Melody. 7m. The little bird doesn't believe the story, wants to find out for himself, is caught by the bad fox, and then saved by the little worm, all of which is familiar, but made in the better Schlesinger vein. GOOD. (5310) H. M.

Comedy

THAT INFERIOR FEELING. Metro—Robert Benchley. 9m. Benchley comes into the higher rating this time, with some instances of what an inferior complex can do, showing the effects on a man getting married, a man getting a suit, trying to understand a timetable, cashing a check, and other things. It should prove funny. GOOD. (F-143). H. M.

Novelty

MAINTAIN THE RIGHT. Metro—Pete Smith Specialty. 10m. Pete Smith treats the Northwest Mounted Police with respect and a few observations, winding up with the story of a mountie who gave his life doing his duty. Actual shots of the training school are enlivened by incidents befalling three rookies during the training period. It makes for an interesting subject. GOOD. (S-104). H. M.

Sport

AQUAPOISE. RKO-Radio—Sportscope. 10m. Shots of aquaplaning in Florida, with some thrilling rides recorded. Acrobatic stunts, with men and women contributing, highlight the reel, which is among the better numbers of similar nature. GOOD. (04306). H. M.

COURT FAVORITES. RKO-Radio—Sportscope. 9m. All about the game of lawn tennis as she is played by the experts, this reel is good and should interest the tennis fans as well as the armchair athletes. Vinny Richards, Big Bill Tilden, and several other famous names on and off the court appear and give vigorous demonstrations of what to do when confronted by that little felt-covered ball. GOOD. (04307). D. O.

MEN OF MUSCLE. RKO—Reelism 9m. Springfield (Massachusetts) College and how athletic and physical instructors are trained (for YMCA work), with emphasis not on victory but on sportsmanship, accomplishment, and science. A well-made, instructive reel, it deserves better booking attention. GOOD. (04605). H. M.

TOPNOTCH TENNIS. 20th Century-Fox-Sports Review. 10m. Tennis, with shots of the recent Davis cup matches at Philadelphia the highlights. Included also are views of the 1939 open championships. If nothing striking, at least it keeps moving. FAIR. (0303). H. M.

Travel

THE PYRAMIDS OF MEXICO. Atlas. 11m. One of the most unusual of travel subjects, this Max Urban camera tour of the Aztec ruins in Mexico is worthy of playing time on anyone's bill. There's one scene showing what apparently are statues, but the narrator informs us that we are viewing the bodies of petrified humans. Here's an exploitable bit. EXCELLENT. L. S. M.

XOCHMILCO. Atlas. 11m. America's Venice, Xochmilco (pronounced So-chi-mil-co), proxides an excellent subject around which Max Urban filmed this well-done tour of Mexico City's floating gardens. It provides, as the program notes, a cross-section of Mexico's inhabitants. GOOD. L. S. M.

Highlight Shorts

SERIAL
The Shadow—Columbia

TWO REEL
COMEDY
Three Sappy People—Columbia
COLOR DRAMATIC
Old Hickory—Vitaphone
DRAMATIC
Pound Foolish—Metro

ONE REEL
COLOR CARTOON
The Blue Danube—Metro
MUSICAL
Hal Kemp and Orchestra—Paramount
COLOR NOVELTY
Fashion Forecast No. 6—20th Century-Fox
NOVELTY
Forgotten Victory—Metro
Miracles at Lourdes—Metro
World of 1960—Columbia
SPORT
Sky Game—RKO

THIS IS AN ABC PAPER!

WHAT DOES THAT MEAN TO THE ADVERTISER?

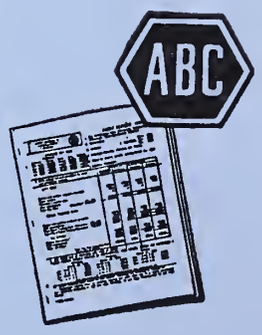
The A.B.C. of Circulation:
How much? Where? How Secured?

TO knowing advertisers, an A.B.C. paper means a publication whose advertising value can be authentically gauged through audited circulation reports . . . complete, concise A.B.C. reports.

Issued at regular intervals by auditors controlled and paid by the Audit Bureau of Circulations, A.B.C. reports reveal and analyze NET PAID CIRCULATION—the true measure of advertising value.

A.B.C. reports answer the three vital circulation questions: how much is there? Where is it? How was it secured?

Before you buy space in this or any other publication, do two things. Make sure the publication is an A.B.C. member. (Space bought in a publication not a member of A.B.C. is at best a speculation.) Then, study the A.B.C. report. See how the extent and nature of the circulation meet your requirements. Now, you can buy—knowing that you are making a sound advertising investment.



We will be glad to send you a copy of our latest A.B.C. report. It gives you the facts about the circulation you buy in this paper.

The EXHIBITOR *An A. B. C. Publication*

A.B.C. = Audit Bureau of Circulations = FACTS as a yardstick of advertising value

Feature Production Number Listing, with National Release Dates

COLUMBIA

1939-1940

1003	His Girl Friday	Jan. 18
1007	The Amazing Mr. Williams	Nov. 23
1010	U-Boat 29	Oct. 7
1011	Beware Spooks!	Oct. 24
1013	Blondie Brings Up Baby	Nov. 9
1015	Those High Grey Walls	Sept. 21
1018	Music in My Heart	Jan. 10
1025	Hidden Power	Sept. 7
1026	Fugitive at Large	Dec. 7
1030	Cafe Hostess	Nov. 30
1031	Scandal Sheet	Oct. 16
1032	Miracle on Main Street	Oct. 29
1033	My Son Is Guilty	Dec. 28
1071	Lost Horizon (re-issue)	June 2
1072	The Awful Truth (re-issue)	June 16
1101	Mr. Smith Goes to Washington	Oct. 19
1201	Outpost of the Mounties	Sept. 14
1202	The Stranger From Texas	Nov. 2
1203	Two-Fisted Rangers	Jan. 4
1204	Bullets for Rustlers	
1205	Texas Express	
1211	Taming of the West	Dec. 7
1212	Pioneers of the Frontier	Feb. 1
	I Married Adventure	Jan. 22
	The Lone Wolf Strikes	Jan. 26
	Convicted Women	Jan. 31
	Five Little Peppers at Home	Feb. 8
	Blondie on a Budget	Feb. 29

METRO-GOLDWYN-MAYER

1939-1940

1	The Women	Sept. 1
2	Henry Goes Arizona	Dec. 8
3	Dancing Co-Ed	Sept. 29
4	Thunder Afloat	Sept. 15
5	Blackmail	Sept. 8
6	Fast and Furious	Oct. 6
7	Ninotchka	Nov. 3
8	Marx Bros. "At the Circus"	Oct. 20
9	Babes in Arms	Oct. 13
10	Bad Little Angel	Oct. 27
11	Remember?	Nov. 10
12	The Secret of Dr. Kildare	Nov. 24
13	Another Thin Man	Nov. 17
14	Joe and Ethel Turp Call on the President	Dec. 1
15	Nick Carter, Master Detective	Dec. 15
16	Judge Hardy and Son	Dec. 22
17	Balalaika	Dec. 29
18	The Earl of Chicago	Jan. 5
19	Congo Maisie	Jan. 19
20	The Shop Around the Corner	Jan. 12
21	Broadway Melody of 1940	Feb. 9
22	Lambeth Walk	Jan. 26
23	Strange Cargo	Feb. 2
24	Arouse and Beware	Feb. 16
25	Northwest Passage	Feb. 23

MONOGRAM

1938-1939

3803	Mutiny in the Big House	Oct. 25
3815	Sky Patrol	Sept. 9
3816	Danger Flight	Nov. 1
3830	Raiders Over England (two reels)	Nov. 15
3831	Fight for Peace	Sept. 30
3856	Oklahoma Terror	Oct. 25
3857	Overland Mail	Oct. 31

1939-1940

3901	Rip Van Winkle	
3907	The Fatal Hour	Jan. 15
3911	Son of the Navy	Mar. 23
3912	The Gentleman From Arizona	Dec. 25
3915	Crime of Dr. Orloff	Mar. 9
3917	Chasing Trouble	Jan. 30
3918	The Secret Four (Four Just Men)	Jan. 15
3919	Heroes in Blue	Nov. 7
3922	Hidden Enemy	Jan. 20
3923	The Phantom Strikes	Nov. 15
3924	East Side Kids	Feb. 10
3936	Crashing Through	Oct. 1
3937	Fighting Mad	Nov. 5
3938	Yukon Flight	Dec. 5
3939	Danger Ahead	Jan. 10
3940	Murder on the Yukon	Feb. 17
3941	Phantom Pilot	Apr. 14
3951	Roll, Wagons, Roll	Nov. 25
3952	Westbound Stage	Dec. 15
3953	Rhythm of the Rio Grande	Mar. 2
3959	The Pioneers	
3960	The Prairie	
3961	Pioneer Days	Jan. 25
3962	The Cheyenne Kid	Feb. 24
3963	Covered Wagon Trails	Apr. 7
	Riders of Destiny (re-issue)	Oct. 20
	Sagebrush Trail (re-issue)	Oct. 20
	West of the Divide (re-issue)	Dec. 10
	Lucky Texan (re-issue)	Dec. 10
	Blue Steel (re-issue)	
	Man From Utah (re-issue)	
	Randy Rides Again (re-issue)	
	Star Packer (re-issue)	
	Tom Boy	Mar. 16
	The Midnight Limited	Mar. 30

PARAMOUNT

1939-1940

3901	Death of a Champion	Sept. 1
3902	Beau Geste	Sept. 15
3903	$1,000 a Touchdown	Sept. 22
3904	Honeymoon in Bali	Sept. 29
3905	What a Life!	Oct. 6
3906	Jamaica Inn	Oct. 13
3907	Television Spy	Oct. 20
3908	Disputed Passage	Oct. 27
3909	The Cat and the Canary	Nov. 10
3910	Rulers of the Sea	Nov. 17
3911	Our Neighbors, the Carters	Nov. 24
3912	The Night of Nights	Dec. 1
3913	The Llano Kid	Dec. 8
3914	All Women Have Secrets	Dec. 15
3915	Gulliver's Travels	Dec. 22
3916	The Great Victor Herbert	Dec. 29
3917	Emergency Squad	Jan. 5
3918	Geronimo!	Jan. 12
3919	Remember the Night	Jan. 26
3920	Parole Fixer	Feb. 2
3921	The Light That Failed	Feb. 9
3922	The Sidewalks of London	Feb. 16
3923	Knights of the Range	Feb. 23
3954	Range War	Sept. 8
3955	Law of the Pampas	Nov. 3
3956	Santa Fe Marshal	Jan. 19
	Typhoon	May 17
	Seventeen	Mar. 1
	Adventure in Diamonds	Mar. 8
	Women Without Names	Mar. 15
	The Road to Singapore	Mar. 22
	The Farmer's Daughter	Mar. 29
	Dr. Cyclops	Apr. 5
	French Without Tears	Apr. 19
	Opened by Mistake	Apr. 12

PRODUCERS DISTRIBUTING CORP.

	Hitler—Beast of Berlin	Oct. 15
	Torture Ship	Nov. 1
	Buried Alive	Nov. 15
	Gold Star Mothers	Nov. 25
	Invisible Killer	Dec. 1
	The Sagebrush Family Trails West	Jan. 14
	The Man From Oklahoma	Jan. 21

RKO-RADIO

1938-1939

934	Fifth Avenue Girl	Sept. 22
935	Conspiracy	Sept. 1
945	Escape to Paradise	Dec. 22
946	Everything's on Ice	Oct. 6
986	The Fighting Gringo	Sept. 8

1939-1940

001	Nurse Edith Cavell	Sept. 29
002	The Day the Bookies Wept	Sept. 15
003	Full Confession	Sept. 8
004	Three Sons	Oct. 13
005	Meet Dr. Christian	Nov. 17
006	Allegheny Uprising	Nov. 10
007	Vigil in the Night	Feb. 9
008	Reno	Dec. 1
009	Abe Lincoln in Illinois	
010	The Flying Deuces	Nov. 3
011	That's Right, You're Wrong	Nov. 24
012	Sued for Libel	Oct. 27
013	Two Thoroughbreds	Dec. 8
014	Married and In Love	Jan. 19
015	The Hunchback of Notre Dame	Dec. 29
016	Mexican Spitfire	Jan. 12
017	Isle of Destiny	Mar. 8
018	The Marines Fly High	Feb. 2
019	Swiss Family Robinson	Feb. 16
020	Little Orvie	Mar. 1
021	The Saint's Double Trouble	Jan. 26
022	Millionaire Playboy	Mar. 15
023	The Primerose Path	Mar. 22
024	Irene	Mar. 29
025	My Favorite Wife	Apr. 12
026	(Not set)	
027	Curtain Call	Apr. 26
028	A Bill of Divorcement	May 3
029	Tom Brown's Schooldays	May 10
030	The Courageous Dr. Christian	Apr. 5
031	And So, Goodbye	Apr. 19
061	Queen of Destiny	
081	Marshal of Mesa City	Nov. 3
082	Legion of the Lawless	Jan. 5
083	Bullet Code	Apr. 5
091	Pinocchio	Feb. 23

REPUBLIC

1938-1939

848	Rovin' Tumbleweeds	Nov. 16
857	Wall Street Cowboy	Sept. 6

1939-1940

905	Main Street Lawyer	Nov. 3
911	Flight at Midnight	Aug. 28
912	Calling All Marines	Sept. 21
913	Sabotage	Oct. 13
914	Jeepers Creepers	Oct. 27
915	The Covered Trailer	Nov. 10
916	Thou Shalt Not Kill	Dec. 22
917	Money to Burn	Dec. 28
918	Wolf of New York	Jan. 25
941	South of the Border	Dec. 15
951	The Arizona Kid	Sept. 29
952	Saga of Death Valley	Nov. 22
953	Days of Jesse James	Dec. 20
961	The Kansas Terrors	Oct. 6
962	Cowboys From Texas	Nov. 29
963	Heroes of the Saddle	Jan. 10
	Village Barn Dance	Jan. 30

20th CENTURY-FOX

1939-1940

001	Elsa Maxwell's Hotel for Women	Aug. 4
002	Chicken Wagon Family	Aug. 11
003	Stanley and Livingstone	Aug. 18
004	Quick Millions	Aug. 25
005	The Adventures of Sherlock Holmes	Sept. 1
006	Charlie Chan at Treasure Island	Sept. 8
007	Hollywood Cavalcade	Oct. 13
008	Stop, Look and Love	Sept. 22
009	Here I Am, a Stranger	Sept. 29
010	The Escape	Oct. 6
011	The Rains Came	Sept. 15
012	The Cisco Kid and the Lady	Dec. 29
013	20,000 Men a Year	Oct. 27
014	Pack Up Your Troubles	Oct. 20
015	Drums Along the Mohawk	Nov. 10
016	Too Busy to Work	Nov. 17
017	Swanee River	Jan. 5
018	Shipyard Sally	Oct. 20
019	Heaven With a Barbed Wire Fence	Nov. 3
020	Day-Time Wife	Nov. 24
021	Charlie Chan in City in Darkness	Dec. 1
022	Inspector Hornleigh on Holiday	Dec. 1
023	He Married His Wife	Jan. 19
024	The Honeymoon's Over	Dec. 15
025	The Bluebird	Mar. 22
027	The City of Chance	Jan. 12
028	High School	Jan. 26
029	Everything Happens at Night	Dec. 22
030	The Man Who Wouldn't Talk	Feb. 2
031	Little Old New York	Feb. 9
032	Young as You Feel	Feb. 16
033	They Came by Night	Feb. 23
034	Earthbound	Mar. 1
035	Charlie Chan in Panama	Mar. 8
037	For Women Only	Mar. 29
038	I Was an Adventuress	Apr. 5
039	The Cisco Kid in Chicago	Apr. 12
040	The Grapes of Wrath	Apr. 19
041	Shooting High	Apr. 26
061	The Road to Glory (re-issue)	Oct. 13
062	The First World War (re-issue)	Oct. 27

UNITED ARTISTS

1939-1940

CHAPLIN

Production No. 6	

GOLDWYN

They Shall Have Music	Aug. 18
The Real Glory	Sept. 29
Raffles	Dec. 29

KORDA

The Four Feathers	Aug. 4
The Lion Has Wings	Jan. 19
The Thief of Bagdad	
Over the Moon	

ROACH

The Housekeeper's Daughter	Oct. 26
1,000,000 B. C.	
A Chump at Oxford	
Of Mice and Men	Jan. 12
Two's Company	

SELZNICK

Intermezzo, a Love Story	Sept. 22
Rebecca	

SMALL

The Man in the Iron Mask	Aug. 11

WANGER

Winter Carnival	July 28
Eternally Yours	Oct. 12
Slightly Honorable	Dec. 22
House Across the Bay	

UNIVERSAL

1938-1939

3002	First Love	Nov. 10

1939-1940

4002	Destry Rides Again	Dec. 29
4010	The Under-Pup	Sept. 1
4011	Charlie McCarthy, Detective	Dec. 22
4012	Tower of London	Nov. 17
4014	Rio	Sept. 29
4016	The Big Guy	Nov. 24
4017	Two Bright Boys	Sept. 15
4019	Little Accident	Oct. 27
4020	Call a Messenger	Nov. 3
4021	Oh, Johnny, How You Can Love	Jan. 5
4024	Hawaiian Nights	Sept. 8
4026	Laugh It Off	Dec. 1
4027	The Witness Vanishes	Sept. 22
4028	Missing Evidence	Dec. 15
4030	One Hour to Live	Nov. 10
4032	Framed	Feb. 23
4035	Hero for a Day	Oct. 6
4044	The Mikado	Sept. 8
4051	Mutiny on the Blackhawk	Sept. 1
4052	Tropic Fury	Oct. 13
4053	Legion of Lost Fliers	Nov. 3
4054	Man From Montreal	Dec. 8

(*Continued on page* 461)

Feature Production Numbers

(Continued from page 460)

4058 Desperate Trails ..... Sept. 8
4059 Oklahoma Frontier ..... Oct. 20
4060 Chip of the Flying U ..... Nov. 24
4061 West of Carson City ..... Jan. 19
4062 Riders of Pasco Basin ..... Apr. 5
4071 My Man Godfrey (re-issue) ..... June 2
4072 Tha Old Dark House (re-issue) ..... June 2
4073 All Quiet on the Western Front (re-issue) ..... Sept. 29
4074 The Road Back (re-issue) ..... Nov. 3
The Invisible Man Returns ..... Jan. 12
Green Hell ..... Jan. 26
Danger on Wheels ..... Feb. 2
My Little Chickadee ..... Feb. 9
Honeymoon Deferred ..... Feb. 16

WARNERS-FIRST NATIONAL

1939-1940

WARNERS

402 The Private Lives of Elizabeth and Essex ..... Nov. 11
403 The Roaring Twenties ..... Oct. 28
406 Brother Rat and a Baby ..... Jan. 13
408 Invisible Stripes ..... Dec. 30
411 Kid Nightingale ..... Nov. 4
413 The Dead End Kids on Dress Parade ..... Nov. 18
415 A Child Is Born ..... Jan. 6
416 British Intelligence ..... Jan. 20
418 Pride of the Blue Grass ..... Oct. 7
419 Nancy Drew and the Hidden Staircase ..... Sept. 9
420 Calling Philo Vance ..... Feb. 3
421 Granny Get Your Gun ..... Feb. 17
Virginia City .....

FIRST NATIONAL

451 The Fighting 69th ..... Jan. 27
452 The Old Maid ..... Sept. 2
453 Four Wives ..... Dec. 25
458 We Are Not Alone ..... Nov. 25
461 Dust Be My Destiny ..... Sept. 16
462 Espionage Agent ..... Sept. 30
463 On Your Toes ..... Oct. 14
464 The Return of Dr. X ..... Dec. 2
469 No Place to Go ..... Sept. 23
470 Smashing the Money Ring ..... Oct. 21
471 Private Detective ..... Dec. 9
481 The Mad Empress ..... Dec. 16

John Wayne Re-Issues

491 Ride 'Em Cowboy .....
492 The Big Stampede .....
493 The Telegraph Trail .....
494 Haunted Gold .....
495 Somewhere In Sonora .....
496 The Man From Monterey .....
Castle on the Hudson ..... Feb. 10
The Magic Bullet ..... Feb. 24

LAST MINUTE FEATURE REVIEWS

The Lone Wolf Strikes

(Columbia)

FAMILY MYSTERY DRAMA 70M.

Warren William, Joan Perry, Alan Baxter, Eric Blore, Astrid Allwyn, Montague Love. Directed by Sidney Salkow.

Another adventure in the life of the Lone Wolf, the ex-criminal who has reformed and who gives his genius to the forces of law and order, this develops into a below-average program picture for the dual nabe houses. Warren William does the best he can with an anemic story, and Eric Blore struggles masterfully with the comedy assignment, but neither the efforts of these two nor the low-cut dresses of Joan Perry save the film from the mediocre class. The plot concerns a murder and a stolen necklace. Astrid Allwyn, Montague Love and several others conspire to sell the necklace, but William (the Lone Wolf) is persuaded out of retirement to bring the criminals to justice. Joan Perry dogs William, getting into trouble and complicating matters, but everything settles down just fine.

ESTIMATE: *Mediocre programmer for the nabes.*

The Notorious Elinor Lee

(Micheaux Productions)

FAMILY MELODRAMA 104M.

Edna Mae Harris, Carman Newsome, Gladys Williams, Robert Earl Jones, Vera Burrelle and a colored cast. Directed by Oscar Micheaux.

Strictly for colored neighborhoods and all-Negro houses, this over-long and poorly edited film even lacks interest for the colored audience. The theatre where this picture was reviewed was situated in New York's Harlem, yet the Negro audience laughed at the actors, mocked their accents, and generally refused to take the picture seriously. This may be taken as a fair example of audience reaction in northern cities, but the picture may please the less discriminating. The story is really that of a heavyweight champion, thinly disguised. The hero's quick rise to fame and subsequent cockiness and defeat by a German opponent are shown. Edna Mae Harris is the girl hired to lead him astray and all works out in favor of the crooks who hired her until the hero, Robert Earl Jones, sees the light, and thwarts their evil plans.

ESTIMATE: *Weak offering for all-Negro houses.*

Alphabetical Guide

(Continued from page 462)

R

RAFFLES—71m.—United Artists 445
RAINS CAME, THE—103m.—20th Century-Fox 386
RANGE WAR—66m.—Paramount 369
RASPUTIN—93m.—Concord Films 410
RE DI DANARI—see King of Diamonds
REAL GLORY, THE—96m.—United Artists 386
REMEMBER?—83m.—Metro 415
REMEMBER THE NIGHT—94m.—Paramount 447
RENO—73m.—RKO-Radio 416
RETURN OF DOCTOR X, THE—62m.—Warners 425
RETURN OF THE FROG—71m.—Select Attractions 381
RIDERS OF BLACK RIVER—54m.—Columbia 385
RIDERS OF PASCO BASIN—56½m.—Universal 442
RIDERS OF THE SAGE—56m.—Metropolitan 402
RIDIN' FOOL, THE—58m.—Metropolitan 402
RIO—77m.—Universal 393
ROAD BACK, THE—79m.—Universal ("The Outspoken Version") 417
ROAD TO GLORY—101m.—20th C.-F. (re-issue) 401
ROARING TWENTIES, THE—106m.—Warners 409
ROLL WAGON ROLL—54m.—Monogram 431
ROVIN' TUMBLEWEEDS—64m.—Republic 424
ROYAL DIVORCE—82½m.—Imperial 394
RULERS OF THE SEA—97m.—Paramount 385

S

SABOTAGE—69m.—Republic 400
SAINT'S DOUBLE TROUBLE, THE—67m.—RKO 456
SAGA OF DEATH VALLEY—58m.—Republic 424
SANTA FE MARSHAL—68m.—Paramount 448
SCANDAL SHEET—67m.—Columbia 407
SCIPIO AFRICANUS MAJOR—see Scipione l'Africano
SCIPIONE L'AFRICANO (Scipio Africanus Major)—115m.—Esperia 394
SECOND BUREAU—66m.—Film Alliance of U. S. 410
SECRET FOUR (Four Just Men)—79m.—Mono. 431
SECRET OF DR. KILDARE, THE—82m.—Metro 423
SEVENTEEN—78m.—Paramount 408
SHE GOES TO WAR—55m.—Mitchell Leichter 417
SHIPYARD SALLY—79m.—20th Century-Fox 401
SHOP AROUND THE CORNER, THE—100m.—Metro 453
SHORS—92m.—Amkino 425
SIGNOR MAX, IL—see Mr. Max.
SIXTY GLORIOUS YEARS—see Queen of Destiny.
SKY PATROL—61m.—Monogram 385
SLIGHTLY HONORABLE—80m.—United Artists 456
SMASHING THE MONEY RING—57m.—Warners 409
SMUGGLED CARGO—62m.—Republic 380
SOLDIER'S BRIDE (Jaakarin Morsian)—83m.—Werner F. Savela 442
SON OF INGAGI—66m.—Sack 457
SONG OF THE STREET—77m.—Mayer-Burstyn 381
SONGS AND SADDLES—65m.—Road Show Attr. 235
SORPRESE DI UN MATRIMONION, LE — see The Surprises of Matrimony.
SOS MEDITERRANEAN—78m.—Vedis Films 458
SOUTH OF THE BORDER—71m.—Republic 432
SPY BUREAU—same as Second Bureau, q. v.
SQUADRON BIANCO, LO (The White Squadron)—98m.—Esperia 425
STANLEY AND LIVINGSTONE—101m.—20th C.-F. 354
STOP, LOOK AND LOVE—57m.—20th Century-Fox 380
STRAIGHT SHOOTER—60m.—Victory 418
STRANGER FROM TEXAS, THE—54m.—Columbia 431
STREET OF MISSING WOMEN—same as Cafe Hostess, q. v.
SUED FOR LIBEL—66m.—RKO-Radio 406
SURPRISES OF MATRIMONY, THE (Le Sorprese di un Matrimonion)—118m.—Columba 410
SWANEE RIVER—86m.—20th Century-Fox 448

T

TAMING OF THE WEST—55m.—Columbia 399
TELEVISION SPY—59m.—Paramount 400
TELL YOUR CHILDREN—see The Burning Question
TEN NIGHTS IN A BARROOM—61m.—B. & M. 418
TEVYA—93m.—Mayman 458
THAT'S RIGHT, YOU'RE WRONG—95m. — RKO-Radio 424
THAT THEY MAY LIVE—73m.—Mayer-Burstyn 410
THESE GLAMOUR GIRLS—78m.—Metro 379
tures 418
THEY SHALL HAVE MUSIC—101m.—United Artists 354
THEY WANTED PEACE—73m.—Amkino 458
THEY WENT TO WAR (Let's Pretend We're Sweethearts; Flirting With Death)—68m.—Imperial 321
THOSE HIGH GREY WALLS—82m.—Columbia 391
THOU SHALT NOT KILL—68m.—Republic 441
THREE SONS—72m.—RKO-Radio 392
THUNDER AFLOAT—94m.—Metro 391
THUNDER OVER PARIS—82m.—Transatlantic 425
TORPEDOED (Our Fighting Navy)—75m. — Film Alliance of U. S. 387
TORTURE SHIP—62m.—Producers Pictures 409
TOWER OF LONDON—92m.—Universal 424
TREACHERY ON THE HIGH SEAS—68m.—Times 394
TRIGGER FINGERS—53m.—Victory 381
TROPIC FURY—62½m.—Universal 370
20,000 MEN A YEAR—84m.—20th Century-Fox 409
TWO BRIGHT BOYS—70¼m.—Universal 387
TWO THOROUGHBREDS—62m.—RKO-Radio 432
TWO'S COMPANY—64m.—B. & D. 442
TWO-FISTED RANGERS—62m.—Columbia 447

U

U-BOAT 29—79m.—Columbia 391
UNCIVILIZED—see White Savage
UNDER-PUP, THE—88m.—Universal 380

W

WALL STREET COWBOY—66m.—Republic 386
WE ARE NOT ALONE—112m.—Warners 417
WESTBOUND STAGE—58m.—Monogram 447
WEST OF CARSON CITY—55m.—Universal 424
WHAT A LIFE!—79m.—Paramount 385
WHITE SAVAGE (Uncivilized)—72m. — Box-Office Attractions 445
WHITE SQUADRON, THE—see Lo Squadrone Bianco
WHY THIS WAR?—81m.—Samuel Cumings 409
WINTER CARNIVAL—91m.—United Artists 354
WITNESS VANISHES, THE—66m.—Universal 393
WOMEN, THE—134m.—Metro 379

Y

YOUNG AS YOU FEEL, THE JONES FAMILY IN—58m.—20th Century-Fox 456
YUKON FLIGHT—57m.—Monogram 431

ALPHABETICAL GUIDE TO 294 FEATURES

Reviewed since August 1, 1939

A

ABE LINCOLN IN ILLINOIS—110m.—RKO-Radio..455
ADVENTURES OF THE MASKED PHANTOM, THE—55m.—Equity ..442
ADVENTURES OF SHERLOCK HOLMES, THE—82m.—20th Century-Fox ..380
ADVENTURE IN DIAMONDS—76m.—Paramount...455
AFFAIR LAFONT, THE (Conflict)—84m.—Trans-Atlantic Films ..402
ALL QUIET ON THE WESTERN FRONT—93m.—Universal ("Uncensored Version")..392
ALL WOMEN HAVE SECRETS—70m.—Paramount..437
ALLEGHENY UPRISING—78m.—RKO-Radio ..408
ALLERGI MASNADIERI (The Make-Believe Pirates)—72m.—Americo Pullini ..402
ALPINE PASSION (Amore sulle Alpi) — 74m. — Esperia ..418
AMAZING MR. WILLIAMS, THE—86m.—Columbia 423
AMORE SULLE ALPI—see Alpine Passion.
ANOTHER THIN MAN—102m.—Metro ..423
ARIA DEL CONTINENTE—see Continental Way
ARIZONA KID, THE—61m.—Republic ..400
AWFUL TRUTH, THE—92m.—Columbia (re-issue) 29

B

BABES IN ARMS—94m.—Metro ..391
BAD BOY—65m.—Atlas ..442
BAD LITTLE ANGEL—72m.—Metro ..407
BALALAIKA—102m.—Metro ..439
BARRICADE—71m.—20th Century-Fox ..429
BEASTS OF BERLIN—see Goose Step
BEAU GESTE—114m.—Paramount ..353
BETRAYAL—80m.—World ..393
BEWARE SPOOKS—68m.—Columbia ..407
BIG GUY, THE—78m.—Universal ..433
BLACKMAIL—81m.—Metro ..385
BLACK PIRATE, THE—see Il Corsaro Nero
BLONDIE BRINGS UP BABY—69m.—Columbia...415
BOMBS OVER LONDON—78m.—Film Alliance...387
BRITISH INTELLIGENCE—62m.—Warners ..449
BRIVELE DER MAMEN, A (A Letter to Your Mother)—104m.—Sphinx 393
BROTHER RAT AND A BABY—87m.—Warners..449
BURIED ALIVE—71m.—Producers ..432
BURNING QUESTION, THE (Tell Your Children)—62m.—G. & H. Productions ..433

C

CAFE HOSTESS—63m.—Columbia ..431
CALL A MESSENGER—65m.—Universal ..392
CALLING ALL MARINES—66m.—Republic ..386
CALLING PHILO VANCE—63m.—Warners ..449
CAT AND THE CANARY, THE—74m.—Paramount 399
CHARLIE CHAN IN PANAMA—68m.—20th C.-Fox 456
CHARLIE CHAN IN (AT or WITH)—20th Century-Fox—
CITY IN DARKNESS—74m. ..408
TREASURE ISLAND—74m. ..370
CHARLIE McCARTHY, DETECTIVE—78m.—Univ..441
CHASING DANGER—63m.—Monogram ..455
CHICKEN WAGON FAMILY—64m.—20th Cent.-F..362
CHILD IS BORN, A—79m.—Warners ..363
CHILDREN OF THE WILD—57m.—Grand National 266
CHIP OF THE FLYING U—55m.—Universal 416
CISCO KID AND THE LADY—73m.—20th C.-Fox..432
CITADEL DE SILENCE, LA—see The Citadel of Silence)
CITADEL OF SILENCE, THE (La Citadel de Silence)—90m.—Film Alliance of U. S. ..449
CITY OF CHANCE, THE—57m.—20th Cent.-F....448
CONFLICT—see The Affair Lafont.
CONGO MAISIE—70m.—Metro ..455
CONQUESTS OF PETER THE GREAT—96m.—Amk. 387
CONTINENTAL WAY, THE (L'Aria del Continente)—82m.—Esperia ..425
CORSARO NERO (Black Pirate)—96m.—Esperia..442
COWBOYS FROM TEXAS—57m.—Republic ..432
CRASHING THROUGH—55m.—Monogram ..391

D

DANCING CO-ED—84m.—Metro ..391
DANGER FLIGHT—61m.—Monogram ..415
DANGER ON WHEELS—61m.—Universal ..457
DAYS OF JESSE JAMES—63m.—Republic ..441
DAY THE BOOKIES WEPT, THE—64m.—RKO...381
DAY-TIME WIFE—72m.—20th Century-Fox ..424
"DEAD END" KIDS ON DRESS PARADE—62m.—WB ..417
DEATH OF A CHAMPION—67m.—Paramount 379
DEMON BARBER OF FLEET STREET, THE—67m.—Select Attractions ..381
DESPERATE TRAILS—58m.—Universal ..380
DESTRY RIDES AGAIN—94m.—Universal ..433
DEVIL IS AN EMPRESS, THE (Le Jouer d'Echees)—75m.—Columbia ..434
DISPUTED PASSAGE—91m.—Paramount 391
DR. ANTONIO (Dotter Antonio)—103m.—Itala...442
DOTTER ANTONIO, IL—see Doctor Antonio
DRUMS ALONG THE MOHAWK—103m.—20th C.-F. 408
DUST BE MY DESTINY—88m.—Warners 370

E

EARL OF CHICAGO, THE—87m.—Metro ..447
ELSA MAXWELL'S HOTEL FOR WOMEN—83m.—20th Century-Fox ..362
EMERGENCY SQUAD—57½m.—Paramount ..440
END OF THE DAY, THE (Fin du Jour)—95m.—Jnno Films ..387
ENTENTE CORDIALE—93m.—Concord ..449
ESCAPE, THE—58m.—20th Century-Fox ..380
ESCAPE TO PARADISE—62m.—RKO-Radio ..432
ESPIONAGE AGENT—83m.—Warners ..393
ETERNALLY YOURS—91m.—United Artists ..401
EVERYBODY'S HOBBY—54m.—Warners 387
EVERYTHING HAPPENS AT NIGHT—77m.—20th Century-Fox ..441
EVERYTHING'S ON ICE—66m.—RKO-Radio ..386

F

FAST AND FURIOUS—73m.—Metro ..399
FATAL HOUR, THE—68m.—Monogram ..455
FIFTH AVENUE GIRL (My Fifth Avenue Girl)—88m.—RKO-Radio ..370
FIGHT FOR PEACE—65m.—Monogram ..125
FIGHTING GRINGO, THE—59m.—RKO-Radio ..380
FIGHTING MAD—55m.—Monogram ..415
FIGHTING 69th, THE—90m.—Warners ..457
FIN DU JOUR—see The End of the Day.
FIRST FILM CONCERT, THE—52m.—World ..418
FIRST LOVE—84m.—Universal ..417
FIRST WORLD WAR—78m.—20th C.-F. (re-issue) 400
FIVE LITTLE PEPPERS AND HOW THEY GREW—60m.—Columbia ..381
FIGHTING RENEGADE—54m.—Victory ..387
FLAMING HEAD—57m.—Monogram ..347
FLIGHT AT MIDNIGHT—66m.—Republic ..380
FLIRTING WITH DEATH—see They Went to War
FLYING DEUCES, THE—68m.—RKO-Radio ..400
FOUR FEATHERS, THE—112m.—United Artists ..337
FOUR JUST MEN, THE—see The Secret Four
FOUR WIVES—99m.—Warners ..433
FRAMED—60m.—Universal ..448
FUGITIVE AT LARGE—66m.—Columbia ..361
FULL CONFESSION—73m.—RKO-Radio ..370

G

GENTLEMAN FROM ARIZONA—71m.—Monogram..440
GERONIMO!—90m.—Paramount ..423
GIOVANNI DE MEDICI, THE LEADER — 88m. — Esperia ..457
GOLDEN BOY—101m.—Columbia ..379
GOLDEN KEY, THE—70m.—Amkino ..453
GONE WITH THE WIND—228m.—Metro ..439
GOOSE STEP (Hitler—Beast of Berlin; Beasts of Berlin)—85m.—Producers ..409
GRANNY GET YOUR GUN—55m.—Warners ..449
GREAT COMMANDMENT—85m.—Cathedral Films..402
GREAT VICTOR HERBERT, THE—91m.—Para...432
GREEN HELL—87m.—Universal ..448
GULLIVER'S TRAVELS—77m.—Paramount ..440

H

HAWAIIAN NIGHTS—65m.—Universal ..370
HE MARRIED HIS WIFE—83m.—20th Cent.-F....448
HEARTBEAT—88m.—French M. P. Corp. ..388
HEAVEN WITH A BARBED-WIRE FENCE—62m.—20th Century-Fox ..400
HENRY GOES ARIZONA—67m.—Metro ..431
HERE I AM A STRANGER—83m.—20th Cent.-F...392
HERO FOR A DAY—65m.—Universal ..387
HEROES OF THE SADDLE—56m.—Republic ..456
HEROES IN BLUE—58m.—Monogram ..415
HIDDEN POWER—60m.—Columbia ..319
HIGGINS FAMILY, THE, IN—Republic—COVERED TRAILER, THE—66m. ..424
HIGH SCHOOL—74m.—20th Century-Fox ..433
HIS GIRL FRIDAY—92m.—Columbia ..447
HITLER—BEAST OF BERLIN—see Goose Step
HITLER'S REIGN OF TERROR—56m.—Cummins..425
HO PERDUTO MARITO!—see My Husband Is Lost
HONEYMOON IN BALI—96m.—Paramount ..385
HONEYMOON'S OVER, THE—70m.—20th Cent.-F..416
HOLLYWOOD CAVALCADE—96m.—20th Cent.-F..400
HOUSEKEEPER'S DAUGHTER, THE—80m.—UA..386
HUNCHBACK OF NOTRE DAME—117m.—RKO..440

I

I MET A MURDERER—78m.—York Pictures ..402
IDEAL MARRIAGE (Un Matrimonio Ideale)—84m.—Esperia ..442
IN SOVIET RUSSIA TODAY—100m.—Amkino ..393
INSPECTOR HORNLEIGH ON HOLIDAY — 74m.—20th Century-Fox ..433
INTERMEZZO, A LOVE STORY—70m.—UA ..396
INVISIBLE KILLER, THE—60m.—Producers ..455
INVISIBLE MAN RETURNS, THE—81m.—Universal 449
INVISIBLE STRIPES—82m.—Warners ..442
IRELAND'S BORDER LINE—65m.—Wm. Alexander 409
IRISH LUCK—58m.—Monogram ..379
ISLE OF DESTINY—83m.—RKO-Radio ..456

J

JAAKARIN MORSIAN—see Soldier's Bride
JAMAICA INN—99m.—Paramount ..392
JEEPERS CREEPERS—69m.—Republic ..416
JOE AND ETHEL TURP CALL ON THE PRESIDENT—70m.—Metro ..431
JONES FAMILY, THE (20th Century-Fox) IN (AT or WITH)—
QUICK MILLIONS—61m. ..363
TOO BUSY TO WORK—65m. ..401
JOUER D'ECHEES, LE—see The Devil Is an Empress
JUAREZ AND MAXIMILIAN—see The Mad Empress
JUDGE HARDY AND SON—90m.—Metro ..439
JUST LIKE A WOMAN—73m.—Alliance ..410

K

KANSAS TERRORS, THE—57m.—Republic ..408
KATIA—80m.—Mayer-Burstyn ..425
KEEP PUNCHING—81m.—M-G Pictures ..433
KID NIGHTINGALE—57m.—Warners ..393
KING OF DIAMONDS (Re di Danari) — 84m. — Esperia ..453
KLIATSHE, DI—see Light Ahead
KOL NIDRE—90m.—Joseph Seiden ..388
KONGA, THE WILD STALLION—61m.—Columbia.385

L

LAMBETH WALK—80m.—Metro ..371
LAND OF LIBERTY—138m.—MPPDA ..347
LAST DESIRE—77m.—Transatlantic ..457
LAW OF THE PAMPAS—74m.—Paramount ..407
LAUGH IT OFF—63m.—Universal ..417
LEGION OF LOST FLIERS—63m.—Universal ..392
LEGION OF THE LAWLESS—59m.—RKO-Radio ..423
LET'S PRETEND WE'RE SWEETHEARTS—see They Went to War
LETTER TO YOUR MOTHER, A—see A Brivele der Mamen
LIGHT AHEAD (DI Kliatshe)—102m.—Carmel ..393
LIGHT THAT FAILED, THE—99m.—Paramount...440
LION HAS WINGS, THE—73m.—United Artists...456
LITTLE ACCIDENT—65m.—Universal ..409
LLANO KID, THE—70m.—Paramount ..416
LONE WOLF STRIKES, THE—70m.—Columbia ..461
LOST HORIZON—118m.—Columbia (re-issue) 1
LOST ON THE WESTERN FRONT—63m.—Standard 410

M

MACUSHLA (My Darlin')—80m.—Transatlantic...457
MAD YOUTH—70m.—Willis Kent ..402
MADEMOISELLE MA MERE—80m.—Hoffberg ..394
MAD EMPRESS, THE (Juarsz and Maximilian)—72m.—Warners ..305, 425
MAIN STREET LAWYER—72m.—Republic ..416
MAKE-BELIEVE PIRATES, THE—see Allergi Masnadieri.
MAN FROM MONTREAL—60m.—Universal ..417
MAN IN THE IRON MASK, THE—111m.—UA ..347
MAN WHO WOULDN'T TALK—72m.—20th C.-F..441
MARRIED AND IN LOVE—59m.—RKO-Radio ..441
MARSEILLAISE—80m.—World Pictures ..418
MARSHAL OF MESA CITY, THE—62m.—RKO ..400
MARX BROS. "AT THE CIRCUS"—87m.—Metro..407
MATRIMONIO IDEALE, UN—see Ideal Marriage
MEET DR. CHRISTIAN—70m.—RKO-Radio ..408
MEXICAN SPITFIRE—67m.—RKO-Radio ..441
MIDDLETON FAMILY AT THE WORLD'S FAIR, THE—50m.—Modern Talking Picture Service..396
MIKADO, THE—91m.—Universal ..281
MILL ON THE FLOSS, THE—78m.—Standard ..418
MIRACLE ON MAIN STREET—78m.—Columbia...415
MIRELE EFROS—87m.—Credo Pictures ..410
MISSING EVIDENCE—64m.—Universal ..401
MR. SMITH GOES TO WASHINGTON—130m.—Col..399
MR. MAX (Il Signor Max)—86m.—Esperia ..402
MONEY TO BURN, THE HIGGINS FAMILY IN—69m.—Republic ..448
MOTEL, THE OPERATOR—80m.—Cinema Service..457
MUSIC IN MY HEART—70m.—Columbia ..439
MUTINY IN THE BIG HOUSE—83m.—Monogram..399
MUTINY ON THE BLACKHAWK—66m.—Universal 337
MY DARLIN'—see Macushla
MY FIFTH AVENUE GIRL—see Fifth Avenue Girl
MY HUSBAND IS LOST (Ho Perduto Mio Maritol)—87m.—Esperia ..410
MY MAN GODFREY—93m.—Universal (re-issue)..321
MY SON IS GUILTY—63m.—Columbia ..447
MYSTIC CIRCLE MURDER—69m.—Fanchon Royer 402

N

NANCY DREW AND HIDDEN STAIRCASE—60m.—WB ..371
NICK CARTER, DETECTIVE—60m.—Metro ..440
NIGHT OF NIGHTS, THE—86m.—Paramount ..432
NINOTCHKA—110m.—Metro ..399
NO PLACE TO GO—56m.—Warners ..381
NORTH SEA PATROL—69m.—Alliance Films ..418
NOTORIOUS ELINOR LEE, THE—104m.—Micheaux ..461
NURSE EDITH CAVELL—98m.—RKO-Radio ..380

O

OF MICE AND MEN—104m.—United Artists ..448
OH, JOHNNY, HOW YOU CAN LOVE—63m.—Univ. 457
OKLAHOMA FRONTIER—58m.—Universal ..401
OKLAHOMA TERROR—50m.—Monogram ..379
OLD DARK HOUSE—74m.—Universal (re-issue)...321
OLD MAID, THE—95m.—Warners ..363
ONE DARK NIGHT—81m.—Million Dollar Prod..434
ONE HOUR TO LIVE—59½m.—Universal ..387
ON HIS OWN—100m.—Amkino ..388
ON YOUR TOES—94m.—Warners ..402
$1,000 A TOUCHDOWN—73m.—Paramount ..392
OUR FIGHTING NAVY—see Torpedoed
OUR NEIGHBORS, THE CARTERS—84m.—Para..408
OUTPOST OF THE MOUNTIES—63m.—Columbbia..407
OVERLAND MAIL, THE—52m.—Monogram ..416

P

PACK UP YOUR TROUBLES—75m.—20th C.-Fox..386
PEOPLE ETERNAL, A—65m.—Henry Lynn ..418
PHANTOM RANCHER—60m.—Colony ..457
PHANTOM STRIKES, THE—58m.—Monogram ..423
POCOMANIA—65m.—Lenwal ..434
PORT OF SHADOWS (Le Quai des Brumes)—90m.—Film Alliance of U. S. ..403
PRIDE OF THE BLUE GRASS—65m.—Warners ..393
PRIVATE DETECTIVE—55m.—Warners ..425
PRIVATE LIVES OF ELIZABETH AND ESSEX, THE—106m.—Warners 396
PRISONER OF CORBAL, THE—73m.—Syndicate ..381

Q

QUAI DES BRUMES, LE—see Port of Shadows.
QUEEN OF DESTINY (Sixty Glorious Years)—95m.—RKO-Radio ..280

(*Continued on page* 461)

READ CAREFULLY

ALL FEATURE PICTURES carried in the Six-Point review pages (Blue Section) are listed alphabetically by title, with the latest available running time, the distributor, and the number of the page on which the review appears.

SHORT SUBJECTS INDEXES will be found on pages 128 and 129, 179, 229, 325 and 326, and 376.

For further information, consult the Production Number Analysis (also in the Blue Section) and The Feature Check-Up (the Yellow Section).

THE EXHIBITOR'S NATIONAL RELEASE DATE GUIDE

ANOTHER SERVICE OF THE JAY EMANUEL PUBLICATIONS CREATED IN THE INTERESTS OF BETTER MANAGEMENT

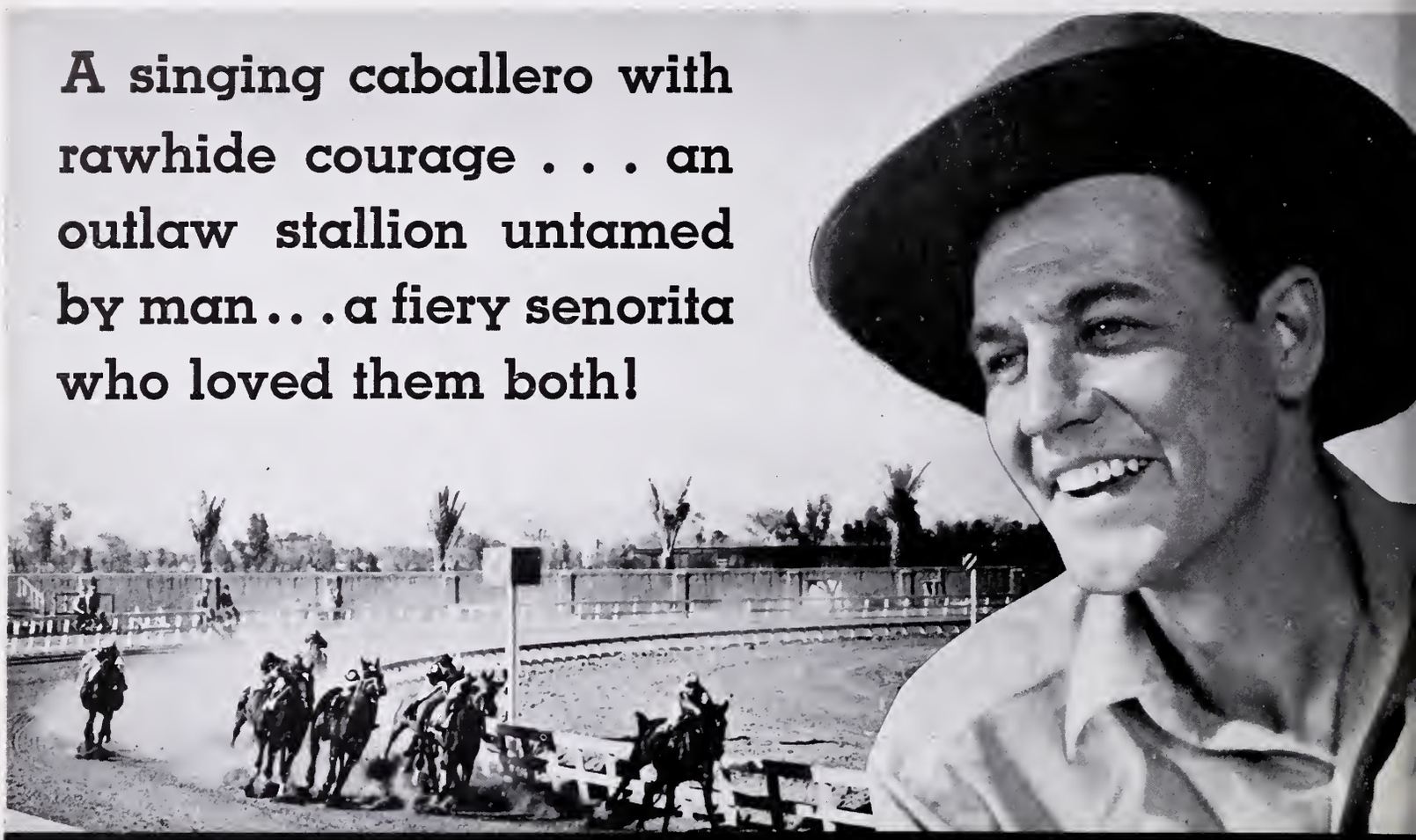
Pictures listed are in the order of their release by the several companies, placed as closely as possible to the correct date. This Guide is subject to changes in dates, titles, and casts, as made by the companies' home office. For convenience, series westerns are designated by a W following the title, not to be confused with (W) in the Warner-First National column, where the letter designates a Warner picture.

	COLUMBIA	METRO	MONOGRAM	PARAMOUNT	RADIO	REPUBLIC	20th-FOX	UNITED ARTISTS	UNIVERSAL	WARNERS FIRST NAT.
DEC 29	My Son Is Guilty B. Cabot, J. Wells, H. Carey	Balalaika N. Eddy, I. Massey, C. Ruggles		The Great Victor Herbert W. Connolly, M. Martin, A. Jones	The Hunchback of Notre Dame C. Laughton, M. O'Hara, C. Hardwicke, T. Mitchell	Thou Shalt Not Kill C. Bickford, O. Davis, D. Day	The Ciseo Kid and the Lady C. Romero, M. Weaver	Raffles D. Niven, O. de Havilland, D. Digges (Goldwyn)	Destry Rides Again J. Stewart, M. Dietrich, M. Auer	Invisible Stripes (W) G. Raft, J. Bryan, H. Bogart
JAN 5	Two-Fisted Rangers, W C. Starrett, I. Meredith, D. Curtis	The Earl of Chicago R. Montgomery, E. Arnold, R. Owen	Danger Ahead J. Newill	Emergency Squad W. Henry, L. Campbell, R. Denning	Legion of the Lawless, W G. O'Brien, V. Vale	The Higgins Family in "Money to Burn" The Higgins Family	Swanee River D. Ameche, A. Leeds, A. Jolson (Technicolor)		Oh, Johnny, How You Can Love T. Brown, P. Moran, J. Quigley	A Child Is Born (W) J. Lynn, G. George, G. Fitzgerald
12	Music in My Heart T. Martin, A. Kostalanetz, R. Hayworth	The Shop Around the Corner M. Sullavan, J. Stewart, F. Morgan	The Secret Four H. Sinclair, F. Lawton (English-made) The Fatal Hour B. Karloff	Geronimo! P. Foster, E. Drew, R. Morgan, A. Devine	Mexican Spitfire L. Velez, D. Woods, L. Hayes	Heroes of the Saddle 3 Mesquiteers, P. Parsons	The City of Chance L. Bari, C. Smith, D. Woods	Of Mice and Men B. Meredith, B. Field L. Chaney, Jr (Roach)	The Invisible Man Returns C. Hardwicke, V. Price, N. Grey	Brother Rat and a Baby (W) W. Morris, P. Lane, E. Albert
19	His Girl Friday C. Grant, R. Russell I Married Adventure O. Johnson (Special)	Congo Maisie A. Sothern, J. Carroll, R. Johnson	Hidden Enemy W. Hull, K. Linaker	Santa Fe Marshal, W W. Boyd, R. Hayden, B. Hayes	Married and in Love B. Read, A. Marshall, P. Knowles		He Married His Wife J. McCrea, N. Kelly, M. Bolanc	The Lion Has Wings M. Oberon, R. Richardsor (English-made) (Korda)	West of Carson City, W J. Brown, B. Baker, F. Knight	British Intelligence (W) B. Karloff, M. Lindsay
26	The Lone Wolf Strikes W. William, J. Perry, A. Baxter	Lambeth Walk L. Lane, S. Gray (English-made)	Pioneer Days, W J. Randall	Remember the Night F. MacMurray, B. Stanwyck, B. Bondi	The Saint's Double Trouble G. Sanders, J. Hale, H. Whitney	Wolf of New York E. Lowe, R. Hobart, J. Stephenson	High School J. Withers, J. Brown, Jr., L. Corrigan		Green Hell D. Fairbanks, Jr., J. Bennett, J. Howard	The Fighting 69th (FN) J. Cagney, P. O'Brien, G. Brent, J. Lynn
FEB 2	Convicted Women R. Hudson, F. Inescort Pioneers of the Frontier, W B. Elliott, L. Winters	Strange Cargo C. Gable, J. Crawford, I. Hunter	Chasing Trouble F. Darro, M. Stone, L. Elliott	Parole Fixer W. Henry, R. Paige, V. Dale	The Marines Fly High R. Dix, C. Morris, L. Ball	Village Barn Dance R. Cromwell, D. Day, Lulu Belle & Scott	The Man Who Wouldn't Talk L. Nolan, J. Rogers, R. Clark		Danger on Wheels R. Arlen, A. Devine, P. Morar	Calling Philo Vance (W) J. Stephenson, M. Stevenson, H. O'Neill
9	Five Little Peppers at Home E. Fellows, D. Peterson, C. Kolb	Broadway Melody of 1940 F. Astaire, E. Powell, G. Murphy	East Side Kids V. Barnet, D. Moore	The Light That Failed R. Colman, W. Huston, I. Lupino	Vigil in the Night C. Lombard, B. Ahearn, A. Shirley		Little Old New York A. Faye, F. MacMurray, R. Green		My Little Chickadee W. Fields, M. West, J. Calleia, D. Foran	The Castle on the Hudson (FN) J. Garfield, A. Sheridan, P. O'Brien
16		The Man From Dakota W. Beery, J. Howard, D. Del Rio	Murder on the Yukon J. Newill	The Sidewalks of London C. Laughton, V. Leigh (English-made)	Swiss Family Robinson T. Mitchell, E. Best, F. Bartholomew		Young As You Feel The Jones Family		Honeymoon Deferred E. Lowe, M. Lindsay, E. Risdor	Granny Get Your Gun (W) M. Robson, M. Stevenson, H. Davenport
23	Blondie on a Budget P. Singleton, A. Lake, L. Simms	Northwest Passage R. Young, L. Day (Technicolor)	The Cheyenne Kid, W J. Randall	Knights of the Range R. Hayden, J. Parker, J. MacDonald	Pinocchio W. Disney Feature-Length Cartoon (Technicolor)		They Came by Night W. Fyffe, A. Hulme, P. Calvert (English-made)		Framed J. Cowan, C. Moore, R. Armstrong	The Magic Bullet (FN) E. Robinson, R. Gordon, O. Kruger
MAR 1			Rhythm of the Rio Grande, W T. Ritter	Seventeen J. Cooper, B. Field, O. Kruger	Little Orvie J. Sheffield, E. Truex, A. Todd		Earthbound W. Baxter, A. Leeds, L. Bari		Enemy Agent R. Armstrong, H. Vinson, R. Cromwell	
8			Crime of Dr. Orloff B. Lugosi	Adventure in Diamonds G. Brent, I. Miranda, J. Loder	Isle of Destiny W. Gargan, W. Ford, J. Lang (Cosmocolor)		Charlie Chan in Panama S. Toler, J. Rogers, A. Atwill			

PRODUCERS DISTRIBUTING CORPORATION

January 14: The Sagebrush Family Trails West—B. Clark, E. Hodgins, N. Gilbert; January 21: The Man From Oklahoma—G. Houston; February 1: Mercy Plane—J. Dunn, F. Gifford.

A singing caballero with rawhide courage . . . an outlaw stallion untamed by man . . . a fiery senorita who loved them both!



"THE GENTLEMAN FROM ARIZONA"

WITH

JOHN KING • J. FARRELL MacDONALD • JOAN BARCLAY
CRAIG REYNOLDS • RUTH REECE

Produced by **CHARLES E. GOETZ** • Associate Producer and Director **EARL HALEY**

PROCESSED BY CINECOLOR

"... a winner that should break every barrier for good grosses."
— *Stokes, Jay Emanuel Publication*

"... picture has some sterling entertainment values ... bang up hors race for a thrilling climax." — *Daily Variet*

"Gorgeous Arizona backgrounds brought out in all their splendo with never a harsh tone in the vivid panorama."
— *Hollywood Reporte*

"Outstanding entertainment. Picture is beautifully filmed in natura color. Book it by all means." — *Hollywood M. P. Revie*

"Picture's strong point throughout is the use of color on fascinatin exteriors." — *Motion Picture Dail*

"Exceptionally fine color photography." — *Showmen's Trade Revie*

A MONOGRAM PICTURE

THE EXHIBITOR

SPLIT DEVELOPS IN UPSTATE EXHIBITOR RANKS

EXPLOITATION SUMMARY ON "LINCOLN", "69TH"

"THE TIP-OFF" REPORTS ON CURRENT BUSINESS

THE COMPLETE FEATURE AND SHORTS CHECK-UP

EDITORIAL:

"WE'RE LIVING IN A HISTORY-MAKING PERIOD"

NEW YORK STATE EDITION

ENTERED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST OFFICE AT PHILADELPHIA, PA., UNDER THE ACT OF MARCH 3, 1879

JANUARY 31, 1940
VOL. 23 No. 12 PRICE 10 CENTS

GET HOT MR. TYPEWRITER!

Tell the folks why Leo's ROARING:

THE SHOP AROUND THE CORNER
(Margaret Sullavan, James Stewart)

I TAKE THIS WOMAN
(Spencer Tracy, Hedy Lamarr)

BROADWAY MELODY OF 1940
(Fred Astaire, Eleanor Powell)

THE MAN FROM DAKOTA
(Wallace Beery, Dolores Del Rio)

NORTHWEST PASSAGE *in Technicolor*
(Spencer Tracy, Robert Young)

STRANGE CARGO
(Clark Gable, Joan Crawford)

YOUNG TOM EDISON
(Mickey Rooney)

NEW MOON
(Jeanette MacDonald, Nelson Eddy)

AND ROAR! ROAR! ROAR!

M-G-M THE FRIENDLY COMPANY!

E D I T O R I A L

THE

EXHIBITOR

Vol. 23, No. 12 January 31, 1940

MEMBER AUDIT BUREAU OF CIRCULATIONS

A Jay Emanuel Publication. Covering the film territories in the Metropolitan East. Published weekly by Jay Emanuel Publications, Incorporated. Publishing office: 1225 Vine Street, Philadelphia, Pennsylvania. New York City office, 1600 Broadway. West Coast office, 1119 Poinsettia Drive, Hollywood, California Representatives in Washington, D. C.; Albany, Buffalo, Boston, New Haven. Jay Emanuel, publisher; Paul J. Greenhalgh, business manager; Herbert M. Miller, managing editor. Subscription rates: $2 for one year; $5 for three years. Address all communications to 1225 Vine Street, Philadelphia, Pennsylvania.

Just In Passing

ALLIED WANTS ARBITRATION

After reading the Allied White Book, compiled and being distributed by Allied States Association, we still feel like the man who looked at a car in a salesroom and said: "It looks pretty good but I'll never know how good it is until I run it for a long time."

We have read the arguments against the Neely Bill, too, and we think the man in the showroom has the right idea.

When a bill is up for discussion, there are all sorts of interpretations which may be presented, but, frankly, we don't think those who are for or against it know any more about its actual operation than the general public.

True, they can point to this or that paragraph to drive home an argument, but that's as far as they can go. They can quote similar situations but still these examples don't cover the main question: Will the Neely Bill do the industry any good?

Allied answers "yes," while the opposite side says "no."

We feel that far more assistance can be brought to the business through the inauguration of an arbitration plan as suggested by Allied in its recent meeting.

Allied says it wants to arbitrate, even though it will take more than a wish to start the ball arolling after what has happened in the past. But even the Allied attitude is worth something. It shows, at least, to some extent, that the organization is for industry self-regulation.

WE'RE LIVING IN A HISTORY-MAKING PERIOD

Henry T. Murdock, writing in the Philadelphia Evening Public Ledger recently, rates movie history something like this:

1. First, invention.
2. "The Great Train Robbery," the first sustained narrative.
3. "Judith of Bethulia," the first four-reeler.
4. "The Birth of a Nation," the first real American epic.
5. "The Jazz Singer," the first film with dialogue.
6. "Gone With the Wind," the biggest, most luxurious and greatest potential box-office hit ever turned out by Hollywood.

We agree heartily. In years to come when old-timers get together to talk of the good old days, the 1940 exhibitors will say: "I was operating a theatre when Metro did the unheard of thing of getting 70 percent for a picture. They called it revolutionary and at the time it created a sensation."

Mark this down in your history book. "GWTW" isn't merely breaking a precedent as far as one company is concerned. It will be responsible for changes in distribution, production and exhibition methods. Already it has had its effect on one picture, "Abe Lincoln in Illinois," which, at current writing, is testing its possibilities with a policy similar to that used with "GWTW."

At a press conference last week, Darryl Zanuck, head of 20th Century-Fox production, was not averse to revealing, after being asked what the effect of "GWTW" would be on his company, that his company was now making "Lillian Russell" at the cost of a couple of millions and that 20th Century-Fox would have to arrange a special policy of handling to get back its money, implying that the the percentage, also, would fall in line with that idea.

Here is the season of 1939-1940 coming to its end, production conferences for 1940-1941 beginning and already "GWTW" has affected two companies. Is it too much to expect that others, too, will fall in line? Certainly, David O. Selznick, having launched "GWTW" successfully, will not rest on his laurels, and other production heads will likewise feel that their abilities must best be set forth with similar productions.

What will be the result? The exhibitor will find that some of the big pictures which, hitherto, have come to him in the top bracket will be reserved for the 'special type of roadshowing,' which will mean that his profit will be restricted on the industry's best pictures. It is not difficult to predict a situation where the trade's productions will consist of two kinds of pictures, 'the real big ones' and the others.

Mr. Murdock is right. "GWTW" will go down into history as one of the milestones, but, to our mind, it will also create a problem for the exhibitors.

Jay Emanuel

THE GRAPES OF WRATH SECOND WEEK BIGGER THAN FIRST!

"Just about as good as any picture has a right to be; if it was any better, we just wouldn't believe our eyes."
—*Frank Nugent, N. Y. Times*

"Better than the book."—*Walter Winchell*

"Every inch a masterpiece."
—*Howard Barnes, N. Y. Herald Tribune*

"Merits a badge of honor for the U. S. movie industry."
—*Life Magazine*

"Darryl Zanuck's greatest production achievement. Has outstanding factors for boxoffice success."
—*Hollywood Reporter*

"Dynamic entertainment pointed towards top grosses. Takes its place with industry's milestones."—*Film Daily*

"A great film, one of the greatest ever produced."
—*William Boehnel, N. Y. World-Telegram*

20th CENTURY FOX
THE KEYSTONE OF YOUR FUTURE

the greatest reviews ever written!

TERRITORIAL HIGHLIGHTS

Harold Kline Heads New York City Bookers

Installation of Officers February 5

NEW YORK CITY—Harold Kline is the new president of the Motion Picture Bookers Club following an election last week.

Other officers follow:

Alec Arnswalder, vice-president; Ben Levine, treasurer; Ed Susse, financial secretary; Dora Fried, recording secretary; Herb Richek, sergeant-at-arms. Trustees: Bernie Brooks, Dan Ponticelle. Directors: Eddie Richter, Harry Margolies, Henry Suchman, Max Fried.

Installation takes place February 5.

Trade Receipts Announced

ALBANY — Actual receipts from the motion picture tax on film amounted to $300,331.50 for the year 1938-1939, according to a comparative statement of receipts of the state announced last week.

Estimated receipts for the current year, 1939-1940, are $300,000, with same amount also expected to be taken in during the 1940-1941 year.

Horse Birth Fight Looms

ALBANY — Objections of state censors were overruled last week by the Supreme Court, which granted a temporary injunction allowing the showing as a "newsreel" of the eight-reel film, "Life in the Hortobagy," owned by Levrad Amusement Corporation. Jack Haupt, who fought for a license for "Ecstasy," has distribution rights. Censors object to the film because it shows the birth of a horse.

Carkey Takes Utica House

UTICA—Rivoli, formerly the Lyric, for some time closed, is to be thoroughly remodeled and redecorated prior to opening in about three weeks, it was announced last week.

It has been leased from Carmen Scala by the Carkey Enterprises, Inc., newly-formed theatre operation company headed by L. J. Carkey, Gloversville, as general manager.

Equality Bill Introduced

NEW YORK CITY—Daniel Burrows, Harlem Assemblyman, last week introduced a bill into the state legislature whereby licensed owners or operators of places of public accommodation or amusement would have their licenses suspended or revoked if equal accommodations were not granted all persons.

Mitch Conery Quits Albany Zone Allied Group

Split Develops in Upstate Ranks

ALBANY—A split in the ranks of the local Allied unit appeared last week when Mitch Conery announced that six members of the group were resigning from the organization.

At the same meeting, a resolution favoring passage of the Neely Bill was passed, which is contrary to the attitude of the state organization.

The state Allied unit is not a part of the national Allied States Association.

Resigning with Conery were Clarence Dopp, Robert Jenner, Abe Stone, Charles Wilson and John Gardiner.

The men who walked out of the organization and resigned favor the Neely Bill, it is understood, and are dissatisfied with the state body's stand against the measure.

306 Wins SLRB Decision

NEW YORK CITY—Local 306 proved the victor last fortnight in a decision of the State Labor Relations Board which upheld the union in a dispute following the discharge of Empire Union operators from an ITOA theatre which was a member of the group which had a contract with Local.

Following the deal between the ITOA and Local 306, Empire projectionists at the Arion, Middle Village, Long Island, were discharged, with 306 men going in. Empire protested to the SLRB on the grounds that they were discharged for belonging to a union.

If this be a precedent, it is believed Local 306 men would replace Empire operators in similar situations.

Ellis Wants to Be Fair

NEW YORK CITY — Because he doesn't wish to be installed as president of the Motion Picture Associates while some of the members are still grumbling over the 62-61 count by which he defeated Moe Sanders, Jack Ellis claimed last week that he has asked the organization's board of directors to review the election and to call for another if they find that everything had not been legally in keeping with parliamentary procedure.

More Industry Bills Introduced in Jersey

Several Measures Affect Trade

TRENTON—The following bills of interest to motion picture exhibitors throughout the state were introduced last fortnight in the New Jersey Legislature:

Senate 45—Introduced by Alfred E. Driscoll, Camden, New Jersey, January 22. An Act to define the terms of "labor or dispute" and "dispute" concerning terms or conditions of employment and other related terms. Referred to the Labor and Industries Committee.

Assembly 40—Introduced by Samuel S. Ferster, Newark, New Jersey, January 22. Provides for minimum wage and hour standards; appropriates $70,000 for enforcement. Referred to the Labor and Industries Committee.

Assembly 53—Introduced by Harold Pierson, Morristown, New Jersey, January 22. To create a Labor Relations Commission to promote equality of bargaining power between employer and employee and diminish causes of industrial dispute. Referred to the Labor and Industries Committee.

Assembly 54—Introduced by Harold A. Pierson, Morristown, New Jersey, January 22. Provides that eight hours shall constitute a day's work and regulates payments of prevailing wage on State and municipal contracts. Referred to the Labor and Industries Committee.

Assembly 58—Introduced by William J. Hanna, Paterson, New Jersey, January 22. To create a board of mediation for the arbitration of labor strikes and disputes. Referred to the Labor and Industries Committee.

Assembly 86—Introduced by Frank S. Farley, Atlantic City, New Jersey, January 22. To make Saturday a bank holiday throughout the year. Referred to the Insurance and Banks Committee.

Assembly 95—Introduced by Jacob Friedland, Jersey City, New Jersey. To make it a misdemeanor to transport or import strike-breakers. Referred to the Judiciary Committee.

Assembly 96—Introduced by Jacob Friedland, Jersey City, New Jersey, January 22. To fix the penalty at $50 fine for persons failing to appear in proceedings for fixing minimum wage standards by the Commissioner of Labor; reduces from nine months to 90 days the period after which a commissioner may make a directory order affecting wage standards mandatory. Referred to the Labor and Industries Committee.

Admission Bill Introduced

ALBANY—An amendment to the civil law regarding admission to places of public amusement was introduced last week by Assemblyman Davidson. It provides that persons over 21 presenting tickets of admission at a reasonable time before the opening of a performance must be admitted, nor can they be ejected except for disorderly conduct.

ITOA Aiding Finns

NEW YORK CITY—Two hundred motion picture houses of the Independent Theatre Owners Association last week added their support to the nation-wide campaign of the industry to support the Finnish Relief Fund February 17-18, Harry Brandt, president, announced.

IN THE SPOTLIGHT: TWO WARNER PICTURES AND COLUMBIA'S CONTEST WINNERS

"THE FIGHTING 69TH." Flanked by Colonel John J. Mangan (left) and Brigadier-General (right), officers in the 69th Regiment, Warner stars Pat O'Brien and James Cagney arrive in New York to face the mob (see bottom of page).

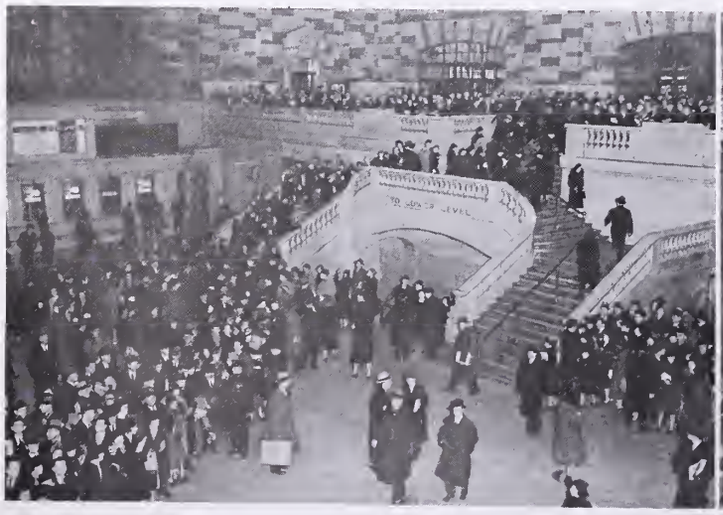
"VIRGINIA CITY." Errol Flynn, flanked by Mitchell Rawson, Warner publicist; Rhoda Mentlik, and THE EXHIBITOR's Lewis S. Mentlik, attends a cocktail party at the Waldorf-Astoria as a prelude to advance campaign on Warners' "Virginia City"

WINNER. Richard D. Walsh, Lafayette, Buffalo, shares in $300 in Columbia's "Only Angels Have Wings" contest.

ANOTHER WINNER. George McKenna, Lafayette, Buffalo, shares in $300 in Columbia's "Only Angels Have Wings" contest.

STILL ANOTHER. Sid Holland, Schine's Mohawk Valley District, won $1,000 in Columbia's "Only Angels Have Wings" contest.

MORE "THE FIGHTING 69TH." Anticipating the arrival of James Cagney, Pat O'Brien at New York's Grand Central Terminal is this mob of eager film fans. The stars arrived to participate in the premiere festivities for Warners' "The Fighting 69th." The right picture shows the band lined up, ready to lead the parade. The company says 10,000 saw the stars arrive.



LATE NEWS HIGHLIGHTS

RKO Officially Emerges From Receivership State

Transfer Ends Bankruptcy Of Company

NEW YORK CITY—Irving Trust Company, trustee in bankruptcy for the Radio-Keith-Orpheum Corporation for seven years, formally transferred last week end the assets in its possession to the new company of the same name, formed in accordance with the plans of reorganization. Transfer was accomplished under an order of Federal Judge William Bondy, who had supervised the reorganization.

In the board room of the trust company were H. C. Ottiwell, Chemical Bank and Trust Company and Daniel James, Wright, Gordon, Zachry and Parlin, attorneys for that institution; A. Christensen and Garrett Van Wagner, Irving Trust and O. C. Doering, Jr., and Ambrose L. Cram, Jr., representing William J. Donovan, solicitor for the trustee.

Also present were W. J. Merrill, William Mallard, William H. Clark, O. R. McMahon, J. Miller Walker and G. E. Youngman, RKO; Richard Jones, 3rd, for Simpson; Thacher and Bartlett, attorneys for RKO; J. P. Harrigan, Central Hanover Bank and Trust Company, and Stephen Millett, Larkin, Rathbone and Perry, attorneys for that bank; Harold Hunkele, City Bank Farmers Trust Company and R. W. Hurry, Delafield, Marsh, Porter and Hope, attorneys for that trust company.

Doering declared the various deliveries to follow were to be deemed to be made simultaneously, as of the opening of business on January 1, 1940.

Christensen delivered Mr. Merrill a bill of sale, securities and cash balances covering properties held by the trustee, and received receipts and releases from the new RKO company. Similar changes between the other trust companies and the amusement company completed the series of transactions.

The new company, of which George J. Schaefer is president, has no outstanding indebtedness, its capital structure consisting solely of preferred and common stock. Working capital of the company and subsidiaries is extensive, with its $8,000,000 cash in bank alone twice the amount of current liabilities. It begins its life with a substantial surplus.

In the seven years of administration by the trustee the fixed debt of the company and subsidiaries has been reduced by more than $11,000,000, exclusive of the further reduction effected by the plan of reorganization, it was announced. Gross income has risen from $44,000,000 in 1933 to about $52,000,000 in 1939, the trustee said.

Colonel Cole in New Haven

NEW HAVEN—Colonel H. A. Cole, Allied president, was scheduled to have been the guest of honor at the Allied luncheon meeting here yesterday (January 30). Nate Yamins was also scheduled to have been present.

Other Allied chieftains were scheduled to have been present at the session, also, including Frank Lydon, Arthur Howard and others.

Unions Upheld in Labor-Saving Argument

Musicians, IATSE Victors Following Reversal

NEW YORK CITY—The right of organized labor to seek by lawful and orderly means to block the introduction of labor-saving devices as a means of conserving employment opportunities was upheld last week end by the Appellate Division of the Supreme Court in a three-to-two decision.

Decision, written by Justice Joseph M. Callahan, with Justices Alfred H. Townley and Edward S. Dore concurring, reversed an order of Supreme Court Justice Kenneth P. O'Brien.

Justice O'Brien had granted a permanent injunction to Opera On Tour, Inc., restraining Joseph N. Weber, president, American Federation of Musicians, and George E. Browne, president, IATSE, from directing stage hands or other employes to refuse to work for the plaintiff because of its use of mechanically reproduced music in lieu of an orchestra and chorus.

In his decision, Justice Callahan pointed out that the labor unions had deliberated carefully on the effect that the used of "canned" music in the theatre and motion picture houses would have on unemployment among the musicians and determined to oppose the use of mechanical music in all places where orchestras might be hired. The two unions made a compact on the question.

"The defendants, in order to secure what they believed to be their economic betterment, are endeavoring to prevent the use of a mechanical contrivance which is in the nature of a labor-saving device," the court said. "Such conduct on defendants' part is justified as a legitimate endeavor of labor, even though it results in some injury to plaintiff."

"It is contended by plaintiff that the objection to the use of machinery is an attempt to arrest progress," he said. "While many may deem this to be true, there are those who question the fact that we 'progress' where we use machinery to such an extend that we destroy the opportuntiy for men to live by employment and thus create vast numbers of permanently unemployed.

"In any event, we see no reason why it is not a legitimate object of workingmen to attempt by lawful means to limit such alleged 'progress' when it results in direct injury to them."

Presiding Justice Francis Martin, in dissenting, said the union's contention would make it necessary to halt all progress resulting from inventions "if it interferes with the employment of some individuals, even though it may afford employment and pleasure to thousands of other people."

Rifkin Buy Set

SPRINGFIELD, MASSACHUSETTS—Herman Rifkin last week-end confirmed fact of negotiations for the purchase of local Winchester Amusement Chain. Attorney Abraham H. Slavin is working on legal details.

"Fighting 69th" Tops Among Broadway Grosses

"Grapes," "Shop" Also in Better Money

NEW YORK CITY—"The Fighting 69th," at Warners' Strand, provided headline business over the week end, the report shows.

Reports on business on Broadway, as compiled by THE EXHIBITOR from usually authentic sources, follow:

"THE BLUE BIRD" (20th Century-Fox)—At the Hollywood (road show), opened January 19, did $13,000 on the first week, and is estimated to do $9,000 on the second week; fair.

"BROTHER RAT AND A BABY" (Warners)—At the Roxy, opened January 26, with stage show, did $20,000 on Friday, Saturday, Sunday.

"THE FIGHTING 69TH" (Warners)—At the Strand, opened January 26, with Paul Whiteman and His All-American Rhythm Rodeo, did $31,339 on Friday, Saturday, Sunday; excellent.

"GONE WITH THE WIND" (Metro)—At the Astor (road-show), opened December 19, is estimated to have done $21,000 on the fifth week; very good.

"GONE WITH THE WIND" (Metro)—At the Capitol ("continuous"), opened December 19, is estimated to have done $75,000 on the fifth week; very good.

"THE GRAPES OF WRATH" (20th Century-Fox)—At the Rivoli, opened January 24, is estimated to have done $61,000 on the week; excellent.

"INSPECTOR HORNLEIGH ON HOLIDAY" (20th Century-Fox) and "STRAIGHT SHOOTER" (Victory)—At the Central, opened January 25, did $1,200 on Saturday, Sunday; fair.

"THE INVISIBLE MAN RETURNS" (Universal)—At the Rialto, opened January 15, is reported as having done $22,000 on the two weeks; good.

"INVISIBLE STRIPES" (Warners)—At the Strand, opened January 12, with Shep Fields and Orchestra and the "Dead End" Kids headlining the stage show, did $31,500 on the second and final weeks; good.

"JUDGE HARDY AND SON" (Metro)—At Loew's Criterion, opened January 17, is estimated to have done $11,500 on the second week; good.

"THE LION HAS WINGS" (United Artists)—At the Globe, opened January 20, did $2,500 on Saturday, Sunday of the second week; good.

"REMEMBER THE NIGHT" (Paramount)—At the Paramount, opened January 17, with Bob Chester and His Orchestra and stage show, did $18,000 on Saturday, Sunday of the second week; good.

"THE SHOP AROUND THE CORNER" (Metro)—At the Radio City Music Hall, opened January 25, with the stage show, "Cosmopolitan," did $52,000 on Thursday, Friday, Saturday, Sunday; good.

Philly Salesmen Organize

PHILADELPHIA—An organization of salesmen was formed at a meeting attended by 42 localites, with 12 others signifying their intention of going along but being unable to be present.

Temporary officers were selected as follows:

President, William Karrer; vice-president, Ely Epstein; treasurer, Bill Humphries; secretary, William Bethell. Board of directors: Sam Lefko, Jack Engel, Jerry Lewis, Jack McFadden, Bill Doyle, Joe Leon, Mort Magill. Another meeting is set for February 3 at which final details, etc., will be taken care of.

Whitehead Sues for $100,000

NEW YORK CITY—Ralph Whitehead last week end brought a $100,000 action for libel against Kenneth Thomson, secretary of the Screen Actors Guild.

Suit alleges that Thomson and his associates libelously called Whitehead "dishonest and unworthy of a position of trust."

Shapiro Case Postponed

PHILADELPHIA—Hearing on the application for a temporary injunction in the anti-trust suit filed by exhibitor David Shapiro against the distributors, Robert Lynch, Stanley-Warner and others was postponed last week-end by agreement. It was scheduled to have begun January 29. Reports had Shapiro agreeing to the delay in order to let some of the executives who have been subpoenaed get away for vacations scheduled before they were served. Later, rumors were heard that a settlement might be arranged.

The Harry Fried anti-trust suit against the distributors and Stanley-Warner is scheduled to begin February 5, but reports were current last week that this might also be settled.

George Ritch Feted

STAMFORD, CONNECTICUT—Theatre owners, managers, city and town officials meet in Old Greenwich tonight (January 31) for a farewell dinner to George C. Ritch, managing director, Strand, Palace, whose resignation became effective today.

Among the speakers scheduled are Barney Pitkin, branch manager, RKO, New Haven; Edward Ruff, Paramount branch manager, New Haven; Ben Simon, 20th Century-Fox branch manager, New Haven; Edward J. Peskay, president, Twin Theatre Corporation; Clarence Loewe, William Brown, associates with Peskay in the operation of the Strand, Palace; Nicholas Trimboli, Lester Smith, Joseph Longo, representing the stage hands and projectionists, others.

Committee in charge of arrangements for the dinner included William Michalson, manager, Plaza; Judge Joseph I. Davidson, William McHugh and Dr. David W. Sloman.

Nat. Board Plans Announced

NEW YORK CITY—"Fifty Years of Films" will be the main topic of discussion at the Sixteenth Annual Conference of the National Board of Review of Motion Pictures, at the Hotel Pennsylvania, February 1-3. Delegates and friends of the Board's affiliated groups and councils from all parts of the country will listen to addresses by authoritative speakers.

Concluding event of the conference will be the 25th annual luncheon at the Hotel Pennsylvania February 3 to be attended by stars and other personalities of the sound and silent screen. They will include Miss Alison Skipworth, Burgess Meredith, Harry Carey, Barry Fitzgerald, Van Heflin, Bert Lytell, Ezra Stone and Miss Sara Allgood.

New York Bows Soon

NEW YORK CITY—Name chosen for the new Consolidated house being constructed on Broadway at 43rd Street, was announced last week as the New York. Equipped with RCA sound, the 600-seat house is incorporated as Waybro Theatres, Inc., with Max Richter and Lawrence Bolognino as principals. It is expected to open on March 1.

Charity Luncheon Big

NEW YORK CITY—A record turnout was recorded for the fourth annual luncheon of the Amusement Division of the New York and Brooklyn Federation of Jewish Charities January 26 at the Hotel Astor. Ex-Mayor James J. Walker was guest of honor, with George Jessel and Ben Bernie toastmasters and John Golden chairmen. David Bernstein and Major Albert Warner, are co-chairmen of the amusement division, with B. S. Moss treasurer.

Over $85,000 was raised at the affair.

Another Theatre Burns

NEW YORK CITY—Mardi Gras, 1,000-seat Coney Island house, operated by the G and A Holding Corporation, was destroyed by fire last week.

George Asemacopoulos is listed as owner of the little movie house, where the show was free because patrons all sat at metal-topped tables and had hot dogs and beer.

Suit Asks Accounting

NEW YORK CITY—A suit was filed last week end in state Supreme Court against Majestic Pictures Corporation, Major Film Laboratories, Herman Gluckman and Thomas W. Evans by Phil Goldstone Productions for $35,000 and an accounting. It involves alleged transfer of 16mm. rights on certain pictures.

New Bloomsburg House

SCRANTON, PENNSYLVANIA — John Nolan, general manager, Comerford circuit, announced last week end that the circuit would build a new house in Bloomsburg, erection to start soon.

Associates Meet

NEW YORK CITY—The Motion Picture Associates directors were to have met yesterday (January 30) to consider the recent election in which Jack Ellis was re-elected president, defeating Morris Sanders by one vote.

THE EXHIBITOR

VOLUME 23, NUMBER 12 JANUARY 31, 1940

Better Management ... 16, 20
Coming Reviews ... 14
The Check-Up (THE EXHIBITOR's Servi-section) ... Yellow Section
Editorial Page ... 3
Hints on Newspaper Advertising ... 18, 21
Late News Highlights ... 7, 8
National Mirror ... 9, 10
National Mirror Picture Pages ... 11, 15, 17, 22
National Release Date Guide ... Inside Back Cover
News of Territory ... 23 et seq.
Our Mr. Mentlik ... 13a
Production Happenings ... 13, 13a
Territorial Highlights ... 5
The Tip-Off ... 19
Warren Stokes Hollywood Newsreel ... 13

Material contained on this and the preceding page often represents new developments in stories to be found on other pages of this issue. If the reader will bear this in mind, it will avoid possible confusion. This section of THE EXHIBITOR goes to press last, with latest developments within the industry, where available.

Linden Case Settled

BALTIMORE — Finis was written to the local anti-trust case of the Linden versus major distributors, Frank H. Durkee Enterprises, et alii, when a "satisfactory" settlement was effected, it was announced January 26 by Philadelphia lawyer Harry Shapiro, attorney for the plaintiff. Shapiro would not state how the case was settled (it had been set for trial January 29) or what were the terms.

"GWTW" in Philly Record

PHILADELPHIA—It was reported authoritatively last week end that "GWTW" will play to over 500,000 people in its current engagements at the S-W Earle and S-W Boyd. Advance sale is $96,000.

Unique way of settling a difficulty saw Lou Formato and John Turner, S-W bookers, tossing with Lyle Trenchard, William Goldman circuit executive, to see who would get the picture in Hanover, Pennsylvania. The S-W boys lost, and sent a wire to the local Warner zone chief Ted Schlanger, collect, telling him about it and wanting to know if they were still working for S-W.

Warners Show Profit

NEW YORK CITY—Warner Brothers Pictures, Inc., and its subsidiaries, in a report for the 13 weeks ended November 25, 1939, released last week, showed a net operating profit of $642,129 after all charges, including amortization, depreciation and Federal income taxes. Profit is equivalent, after allowing for dividend requirements on the preferred stock, to 14 cents each on the 3,701,090 shares of common stock, after deducting shares held in the treasury. The net operating profit of $103,805 for the corresponding 13 weeks of 1938 was equal to $1.01 each on the 103,107 shares of preferred stock.

Mrs. Kaplan Injured

NEW YORK CITY—Word was received here last week end of an automobile accident in North Carolina in which Mrs. Elliott Kaplan (Ruth Newman), secretary to Eddie Dowden, Brooklyn Loew publicist, was seriously injured. Two blood transfusions were given her in Raleigh, North Carolina, hospital.

NTSC Managers Meet

NEW YORK CITY—All week's convention of National Theatre Supply Company managers was held here last week. Speeches by executives and visits to plants were highlights.

Brandt Loses One

NEW YORK CITY—Dave Frankel and Ernie Prince announced last week that the Brandt office is no longer booking for their Rex.

Pavone with Universal

NEW HAVEN, CONNECTICUT—John Pavone, recently with Warners here as branch manager and salesman, last week joined Universal here.

YEE-OW!

Here They Are!

-IN THE BIGGEST MONEY-MAKER OF ALL SHOW TIME!

MAE WEST

YIPPEE!

IN UNIVERSAL'S ROOTIN', HOLDOVER TOOTIN', SAGA-DAGA OF THE WEST!

"MY LITTLE CHICKADEE"

With Joseph Calleia · Dick Foran · Donald Meek · Fuzzy Knight
Margaret Hamilton · Ruth Donnelly

DIRECTED BY EDWARD CLINE

PRODUCED BY LESTER COWAN

YEE-OW! RIDE THAT SHOWMANSHIP

W.C. FIELDS

YAHOO!

OUT WEST—*where Mae has room for her "hip-notic" ways!*

WAY OUT WEST—*where the mighty Bill Fields can dodge with the best!*

WAY, WAY OUT WEST—*where the funniest twain in hic-history meets and shakes every tepee to its baggy foundation.*

SADDLE WITH UNIVERSAL, PARDNER

IT'S A TRAIL OF GOLDEN DATES!
Starting
FEBRUARY
9th
NATIONAL
RELEASE!
So Hop on Your Pinto, and
Reserve a Print-o... at
Your Universal Exchange,
NOW!

THE NATIONAL MIRROR

Production Plans Revealed for '40-'41

Coast Bigwigs Arrive To Attend Meetings

NEW YORK CITY—Some idea on how production is shaping up for 1940-1941 was apparent last week when Coast execs came to town.

Jack L. Warner, Warners production chief, arrived to announce that his company's product for 1940-1941 will range from a minimum negative cost of $350,000-2,500,000. No "B's" will be made, he said.

Universal will make 43 pictures next season, it was announced by President Nate Blumberg and sales chief Bill Scully on their return from studio conferences. Forty will be made by U this year, with two due from Harry Eddington, now with RKO, to be delivered also.

Y. Frank Freeman, Paramount production head, in town for a meeting, said that less pictures might be produced by the company on the 1940-1941 schedule.

Louis B. Mayer, Metro exec, arriving here last week, said that 52 features were being planned for the new year.

"Lincoln" Action Dismissed

NEW YORK CITY—Supreme Court Justice Peter Schmuck dismissed last week a suit brought by Robert Sherwood and the Playwrights Producing Company, Inc., to restrain 20th Century-Fox Film Corporation from calling one of its motion pictures "Young Mr. Lincoln." The plaintiffs claim that the picture and the title especially constituted unfair competition to their play "Abe Lincoln in Illinois."

The Court said:

"Since the source of their material belongs to the public domain no exclusive right to the use thereof can be acquired, even though they were first to discover its value as a medium to awaken public interest. As only the unbelievably ignorant and unsophisticated could possibly confuse defendant's photoplay with Sherwood's drama and inasmuch as the title 'Young Mr. Lincoln' fails to conflict with 'Abe Lincoln in Illinois' the court cannot determine the defendant guilty of unfair competition."

Edwin Carewe Mourned

HOLLYWOOD—Passing of Edwin Carewe, 57, one-time prominent director and producer, was mourned here last week.

"GWTW" Still Headliner As Engagements Pile Up

Grosses Still at Phenomenal Pace

NEW YORK CITY—Rolling up the biggest advance sales in picture history for its first engagements outside of the seven key cities where it opened in December, Selznick International's "Gone With the Wind" continues to set new box-office records in all parts of the country, a report showed last week.

Prior to its opening in Baltimore, picture registered advance ticket sales to date of $43,000.

Rochester reported $31,000 advance sale, Washington, D. C., $34,600.

Capacity continued at the Astor and Capitol here.

In Philadelphia, approximately $65,000 was charted for the whole week in two theatres on the basis of three days.

Total bookings to date for the film are 207 in 190 cities.

In 25 of the new situations the picture will be shown twice daily on a reserved seat basis. Some bookings are: February 2, Garden, Paterson, New Jersey; February 9, Garden, New London, Connecticut; Norwalk, Norwalk, Connecticut; Stamford, Stamford, Connecticut, moving one week later to the Avon, same city, for an indefinite run at the same policy; February 11, Capitol, Concord, New Hampshire; Palace, Olean, New York; February 23, Broadway, Lawrence, Massachusetts; Jefferson, Punxsutawney, Pennsylvania; March 1, Premier, Newburyport, Massachusetts.

In the following engagements the picture will be shown three times daily with only the evening performance reserved, and twice on Sunday with seats reserved at both performances: February 8, American, Roanoke, Virginia; Empire, Portland, Maine.

Housing Census Soon

WASHINGTON—A comprehensive picture of housing and home ownership in the United States will be compiled from information to be gathered by the 120,000 Census enumerators in conjunction with the Sixteenth Decennial Census to be conducted by the United States Bureau of the Census in April. Data—in response to a schedule of 31 questions bearing on the type of structure, equipment, and ownership—will be obtained for each of the approximately 35,000,000 dwellings throughout the country.

Universal Shows Profit First Time in Three Years

Cowdin's Statement to Stockholders Optimistic

NEW YORK CITY—Pridefully pointing to the achievements of the company over the past three years, board chairman J. Cheever Cowdin, Universal Pictures Company, Inc., in his annual report to stockholders last week end, declared that the advances were attained "because of the active and whole-hearted co-operation of all units of the business working to a common end and in complete harmony."

Despite rising taxes (as a result, in part, of increased income) and a curtailment in foreign revenues, Cowdin indicates the following items as evidence that "the progress made last year [ended October 28, 1939] was gratifying":

Gross income from operations—$23,878,868 (1938, $20,190,117; 1937, $18,150,876).

Net operating income from operations—$1,587,078 (1938, $391,461 loss; 1937, $1,030,488 loss).

New profit—$1,153,321 (1938, $591,178 loss; 1937, $1,084,998 loss).

Net working capital—$5,512,194 (approximately $900,000 over 1938).

Studio modernization—$700,000 spent for two sound stages, other improvements.

Sales—"Your company was able to command a constantly widening market and to obtain better terms generally for its product."

Foreign business—$8,987,128 (or 37.64 percent of the total business).

Simplification of Universal's corporate structure is being studied by the heads of the company with a view to consolidating the parent company with Universal Pictures Company, it was said.

Specific capitalization plan has not yet been formulated, it was announced, but something will be presented to stockholders soon.

Mary Pickford in Comeback

NEW YORK CITY—Mary Pickford announced last week that she is reorganizing her own production company and plans to make two pictures for release during the 1940-1941 season by United Artists.

She also disclosed that she is considering returning to the screen, and said she was collaborating with Adele Rogers St. John on a story which is as yet untitled. She does not intend to personally produce this film; it probably will be made by one of the producers associated with United Artists.

Gov't Action Protested

NEW YORK CITY—Columbia was expected to ask Federal Judge William Bond January 30 to vacate and set aside the government's notice for oral examination of Harry Cohn, Jack Cohn and A. Montague in connection with the suit against the majors and other defendants.

Notice asked for vacation of the examination on four grounds.

Theatres Pledge Aid To Help Finns Drive

February 17, 18 Set as Dates

NEW YORK CITY—Described as one of the biggest relief drives ever undertaken by the motion-picture industry, independent and major exhibitors, representing 10,000 theatres, last week pledged a goal of $500.000 to Herbert Hoover, national chairman of the Finnish Relief Fund.

Announcement that exhibitors in every state in the nation had agreed to set aside the week end of February 17 and 18 as "Help Finland Days," when contributions will be received by the theatres for the relief of Finnish refugees, was made by Major Leslie E. Thompson, national chairman of the Motion-picture division of the fund.

Vincent G. Hart, national director of the amusement division of the fund, pointed out that with this pledge, the stage and screen together have set a goal of $1,000,000 for the relief fund

Major Thompson said that the theatres co-operating in the drive had agreed to use trailers, advising their audience that they can materially demonstrate their sympathies for the Finnish civilians on these days. Two girls, dressed in Finnish costumes, will be stationed in the lobbies of these theatres during the hours they are open to receive contributions, the major explained.

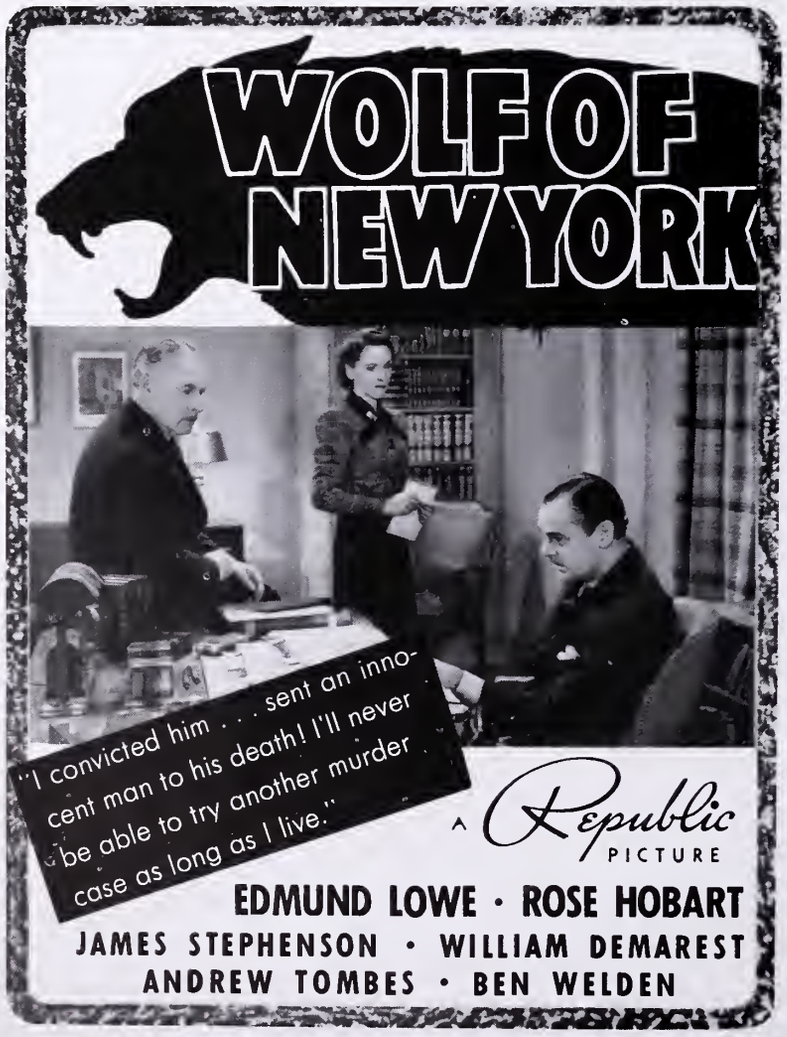
Nearly all circuits throughout the country—including the national circuits, RKO, Fox, Loew's, Warners—and state associations of independent theatre owners are sending out full instructions to their managers this week locally to push the compaign.

Among the co-operating agencies, in the areas served by THE EXHIBITOR, are the leader, Frank O. Story, Boston's Interstate Circuit; Colonel Harry A. Cole, president, Allied Theatre Owners; William F. Crockett, president, Motion Picture Owners of Virginia; S. J. Hyman, president, West Virginia Managers Association; Joseph H. Brennan, executive secretary, Allied Theatres of Massachusetts; Frank A. Hornig, president, MPTO of Maryland; Lewen Pizor, United Motion Picture Theatre Owners of Eastern Pennsylvania, etc.; Lee Newbury, president, ATO of New Jersey.

Bioff Pleads Not Guilty

LOS ANGELES — William Bioff, union leader pleaded innocent last week to charges of evading income taxes on about $85,000 in 1936 and 1937.

Federal Judge Ralph E. Jenny ordered Bioff to appear February 5 for setting a trial date. Bioff was indicted by a Federal grand jury two weeks ago.



Colbert, Baxter Head 1938 Industry Incomes

Top Salaries For Trade Recorded

WASHINGTON—Three actors, one producer, and one theatreman were the five highest paid individuals in the motion-picture world during 1938, it was revealed last week, when the U. S. Treasury announced its list of salaries in excess of $75,000.

The motion pictures' "best five," with remunerations, were Claudette Colbert, $301,994; Warner L. Baxter, $279,807; Darryl F. Zanuck, $265,000; Harry L. (Bing) Crosby, Jr., $260,000; Spyros P. Skouros, $254,500.

Among those listed, of interest to THE EXHIBITOR's readers, were:

Columbia Broadcasting System, Inc.—William S. Paley, $171,849; Edward Klauber, $18,304.

Eastman Kodak Company—Frank W. Lovejoy, $115,419.

Fox West Coast Agency Corporation—Charles P. Skouras, $78,000.

Heron Productions, Inc—Helen Hayes, $113,458.

National Theatres Amusement Company, Inc.—S. P. Skouras, $254,500; Charles P. Skouras, $175,000.

Paramount Pictures, Inc. — John Barrymore, $105,833; Joan Bennett, $94,333; Jack Benny, $250,000; Claude Howard Binyon, $100,000; Robert (Bob) Burns, $155,952; Claudette Colbert, $301,944; Ronald Colman, $102,083; Harry L. (Bing) Crosby, Jr, $260,000; Walter Deleon, $89,475; Marlene Dietrich, $130,000; William Claude Fields, $93,166; Robert Florey, $76,500; Henry Hathaway, $115,541; Arthur Hornblow, Jr., $145,166; Lucien Hubbard, $121,000; Harold H. Hurley, $111,954; Talbot Jennings, $96,333; Fritz Lang, $85,543; William Le Baron, $182,467; James Mitchell Leisen, $115,000; Albert Parsons Lewin, $114,958; Frank Lloyd, $150,749; Fred MacMurray, $183,333; Herbert Marshall, $93,750; George Raft, $186,964; Margie Yvonne Reed (Martha Raye), $81,958; Wesley Ruggles, $199,061; Alfred Santell, $122,000; Preston Sturges, $143,000; Harlan Thompson, $95,791; Raoul A. Walsh, $107,083; William A. Wellman, $136,805; Adolph Zukor, $170,400.

Radio Corporation of America—David Sarnoff, $100,220.

Samuel Goldwyn, Inc.—Gary Cooper, $140,129; Samuel Goldwyn, $156,000; Jascha Heifetz, $100,000; Archie Mayo, $167,812; Joel McCrea, $152,000; Merle Oberon, $130,285; Robert Riskin, $180,125; William Wyler, $75,583.

Selznick International Pictures, Inc.—David O. Selznick, $181,500; Leslie Howard, $141,249; George Cukor, $119,687.

Myron Selznick and Co., Inc.—Myron Selznick, $130,000.

Twentieth Century-Fox Film Corporation—S. R. Kent, $181,705; Joseph M. Schenck, $106,000; Darryl F. Zanuck, $265,000; William Goetz, $106,000; Don Ameche, $98,000; John L. Balderston, $88,500; Warner L. Baxter, $279,807; Harry Joe Brown, $122,041; David W. Butler, $133,000; Irving Cummings, $105,000; Roy Del Ruth, $216,741; Alice Faye, $87,000; John Ford, $169,791; Mack Gordon, $100,250; Raymond Griffith, $117,375; Jack Haley, $90,000; Sonja Henie, $113,000; Nunnally Johnson, $119,166; Henry King, $133,500; Sidney Lanfield, $92,083; Walter Lang, $89,499; Sonya Levien, $77,066; Kenneth MacGowan, $104,333; Gene Markey, $87,166; Victor McLaglen, $125,475; Annabelle Murat, $87,500; Tyrone Power, $140,750; Gregory Ratoff, $104,333; William A. Seiter, $117,583; George J. Sommerville, $80,000; Shirley Jane Temple, $114,848; Sol Wurtzel, $182,583; Jack S. Yellen, $76,800; Loretta Young, $181,615.

United Artists Corporation — Maurice Silverstone, $87,000.

Walter Wanger Pictures, Inc.—Charles Boyer, $161,000; Henry Fonda, $105,000.

Walter Wanger Productions, Inc.—Walter F. Wanger, $130,000; Fredrick March, $136,311.

Western Electric Company, Inc.—E. S. Bloom, $88,755.

Louis B. Mayer, Metro head, who led all others on the 1937 list with $1,161,753 was not shown for 1938, nor were top-ranking Metro stars.

The Treasury indicated there may be additions to the list, and at that time salaries of other film people may be listed.

MRS. F. D. R. HEADS "ABE LINCOLN" DEBUT FESTIVITIES IN WASHINGTON

With Mrs. Franklin Delano Roosevelt heading the distinguished audience at the world premiere of "Abe Lincoln in Illinois"—a gala event sponsored by the newspaper women's association—and with Raymond Massey, star of the RKO-Radio production, as well as the original stage show, RKO-Keith's, Washington, was last week the center of attention. In these pictures are seen some of the sights connected with the opening, under the direction of the theatre's managing director, Hardie Meakin.

NPSA Launches Fight

New York City—The opening gun in what the independent poster renters claim is a fight against possible monopoly in the advertising accessories field was fired last week by the National Poster Service Association when it sent a circular to motion picture theatre houses in the United States.

Meanwhile, Simon Libros, president, National Poster Service Association, continued to emphasize the fact that independent poster renters have provided in the past and would continue to provide in the future a central point from which exhibitors could obtain advertising accessories on the releases of all producing companies.

He said, in part:

"The independent poster exchanges will continue to supply posters, photographs, and stills on the releases of all producing companies including Paramount, RKO, and Universal. We are still the only ones who can and will continue to provide a central source from which exhibitors can obtain everything that they require."

Zukor, Hicks on Tour

Panama—Adolph Zukor, chairman of the board, Paramount, and John W. Hicks, Jr., vice-president in charge of foreign distribution, accompanied by Mrs. Hicks, arrived here last week on the first leg of their general survey of Latin-American conditions.

The Paramount executives also visited Buenaventura, Colombia, and will also touch Guayaquil, Ecuador; Talara, Salaverry, Callao, Mollendo, Peru; Arica, Antofagasta, Chanaral, Valparaiso, Santiago, Chile. Party will arrive in Buenos Aires February 8 and will leave eight days later after a side trip to Montevideo. Return trip will include stops at Santos and Rio de Janeiro in Brazil and at Trinidad, British West Indies, returning to New York March 18.

Dembow Back with Para

New York City—Barney Balaban, president, Paramount, announced last week that Samuel Dembow, Jr., will join the staff of the Paramount theatre department, beginning January 29.

Duties relating to film buying and theatre operations presently handled by Leon D. Netter will be divided between Dembow and Netter. Corporate and general problems of theatre policy, as well as theatre real estate, will be as in the past in charge of Leonard H. Goldenson.

M. F. Gowthorpe will continue to be in charge of financial problems relating to the theatres and certain phases of real estate and corporate matters.

Review Digest Passes

New York City—After almost four years of publication, the Motion Picture Review Digest, with the issue of January 22 (Volume 5, Number 4), passed out of existence. It was published by the H. W. Wilson Company.

Al Steffes Ill

Washington—Al Steffes, northwestern Allied leader, taken ill at the Allied sessions last fortnight, is expected to be confined here for several weeks.

"Pinocchio" Feb. 7

NEW YORK CITY—RKO's second all-Technicolor feature cartoon, "Pinocchio," bows in here at the Center, February 7, and not February 2, as carried last issue.

Sound Nominations Set

Hollywood — John Aalberg, chairman, Academy of Motion Picture Arts and Sciences' Sound Recording Award Committee, announced last week the nominations in this rubric.

The nominations:

"Balalaika," 20th Century-Fox's "Day-Time Wife," David O. Selznick's "Gone With the Wind," Paramount's "The Great Victor Herbert," RKO-Radio's "The Hunchbach of Notre Dame," Republic's "Man of Conquest," Columbia's "Mr. Smith Goes to Washington," Hal Roach's "Of Mice and Men," Warners' "The Private Lives of Elizabeth and Essex," and Universal's "When Tomorrow Comes."

Last week, also, Harold J. McCord, chairman of the Film Editors Section, named the following as the award committee in this department: Anne Bauchens, Warren Low, Francis D. Lyon, Harold J. McCord, and Eugene Milford, representing the Academy's Film Editors Section, and Philip Cahn, Conrad A. Nervig, Gene Havlick, Walter Thompson, and Eda Warren, representing the Society of Motion Picture Film Editors.

Pascal Appoints Two Aides

New York City—Gabriel Pascal, who has joined the United Artists roster of independent producers, announced last week that he has appointed Morris Helprin and Emanuel Silverstone as his American representatives in the same capacities in which they now serve Alexander Korda. Helprin will act as advertising and publicity head and Silverstone will be in charge of sales operations.

Two English Pictures Set

New York City—Announcement was made last week that two pictures directed by Albert deCourville in England will be distributed in this country by Columbia and Metro. First company takes "An Englishman's Home," while "The Lambeth Walk," to be released next month, will be handled by Metro.

K-A-O Dividend Declared

New York City—Directors of the Keith-Albee-Orpheum Corporation declared last week a dividend out of operating surplus of $1.75 a share on the seven percent cumulative convertible preferred stock for the quarter ended September 30, 1939, payable on April 1. On December 22, last year, $3.50 a share was paid against arrears on the stock.

Schenck Hits Neely Bill

New York City—Joseph M. Schenck, 20th Century-Fox board head, in town for "The Blue Bird" opening last fortnight, rapped the Neely Bill. In regards to the Coast union situation, he said that records of three-months earnings would be used to convince the unions that an adjustment of the recent increases should be made.

RCA's Snook Optimistic

New York City—The outlook for theatre equipment sales during 1940 is "very good," according to Homer B. Snook, RCA Photophone reproducer sales manager, who returned last week from a lengthy business trip into the deep South and Middle West.

Snook said:

"My talks with exhibitors, chain operators and others on the 'firing line' in the motion picture industry lead me to anticipate a volume of equipment business substantially ahead of 1939, which was a good year as far as RCA Photophone is concerned. The brighter outlook is the result of increasing box-office receipts and an overall improvement of business conditions throughout the country."

Snook said that the new series of High Fidelity RCA Photophone equipments introduced early in the year met with an enthusiastic reception from both chain and independent exhibitors.

Metro Volume Issued

Hollywood — "Who's Who at Metro-Goldwyn-Mayer," a 132-page volume covering all the personalities under contract to the company, was published last week.

Book was prepared under the supervision of Howard Dietz, advertising manager and publicity director in New York, and Howard Strickling, publicity director, studio, with 20,000 copies to be furnished all theatre managers on the Loew account lists and key city motion picture editors throughout the world.

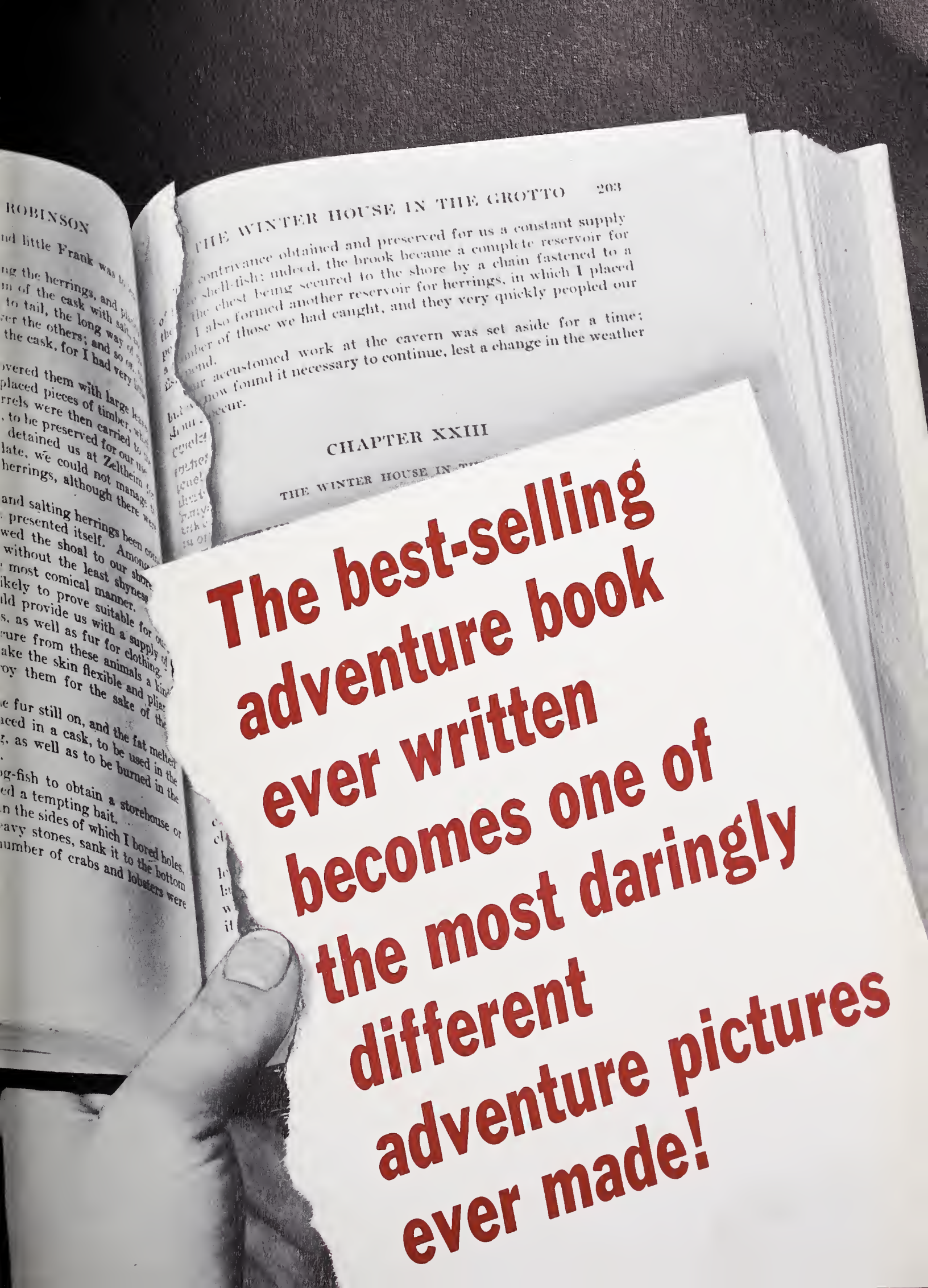
Volume contains biographies and portraits of 21 stars, 52 featured players and 25 directors. A complete description of the Metro studios in Culver City as well as a history of the organization since its inception, with listings of each year's outstanding product and all the company's academy awards, are included in the book.

Lubitsch Filming in N. Y.

New York City—Ernst Lubitsch, producer and director, announced last week at a meeting of officials of the Hundred-Year Association in their executive offices that he plans to produce here a motion picture based on the history and operations of the city's oldest mercantile establishments. Lubitsch assured Clendenin J. Ryan, representing Mayor F. H. LaGuardia, that the picture would be filmed in New York as possibly the first large-scale production here since the mayor invited motion-picture studios to move to this town.

Awards for Young, Fairbanks

New York City—As the result of a round-robin nationwide vote, the American Institute of Voice Teachers last week announced in this city that Loretta Young and Douglas Fairbanks, Jr., are the winners of the annual "voice personality" awards. Their's are the finest voices on the screen, on the basis of their work during the past year, according to Irving Gielow, founder and president of the Institute, former member of the Chicago Civic Opera Company and coach to many prominent stars. Awards were made on the basis of five qualities, said Gielow: enunciation, clarity, tonal quality, range and sex appeal.


THE WINTER HOUSE IN THE GROTTO 203
CHAPTER XXIII
The best-selling adventure book ever written becomes one of the most daringly different adventure pictures ever made!

YOUR BOX OFFICE THE GATEWAY TO ADVENTURE ISLAND! ***...The most amazing thrills ever lived, from the most imagination-stirring story ever written! ... Shipwrecked by tidal wave!...Saved by a raft of barrels flung up on uncharted shores ...Carving a new life among the strange terrors and bounties of a South Seas paradise, where man had never stepped before!... THAT'S MAGIC—escape to the golden land of nowhere...A BIG SHOW made for the movie millions who know what they want!***

Warren Stokes' HOLLYWOOD NEWSREEL

Tale of a Dog

• OUR RECENT COMMENT ON B's (B pictures), in which we pointed out that the letter "B" referred more to the low production cost than the entertainment value of the finished product, garnered considerable comment of a favorable nature which prompted us to look for some of the interesting facts, which definitely establish certain qualities in the lower budget production leading to a discovery of the public trend in celluloid entertainment. Lobby comment (from the paying patrons) which most of the producers overlook, proves a worthwhile barometer for gauging, even in the lower bracket productions, future possibilities of screen personalities, and the discovery of prospective stars thus introduced to the cinema going public.

Canine Candidate

• PARAMOUNT'S "EMERGENCY SQUAD" is a striking example of this theory, based on audience reaction and lobby comment, following the screening of the picture at a downtown metropolitan theatre. In this instance, it was not the male or female personality sharing top billing, that received the plaudits of the after theatre crowd, but a clever canine performer whose name I am at present unable to recall. This dog was the main topic of conversation in the lobby, at the corner drug store, where youngsters were sipping ice cream sodas while their elders indulged in heavier midnight snacks, and in several instances, we caught remarks about the late Rin Tin Tin, with young and old generally agreed that another series of dog pictures would be most opportune. Here was an expression of public opinion, perhaps completely overlooked by the studio executives.

Popular Puppies

• SECURING CHILD PATRONAGE, because it constitutes the adult ticket buyers of the future, building a nation of picture goers, has long been acknowledged one of the industry's major problems—a minor problem of major importance. Walt Disney's "Snow White and the Seven Dwarfs," which was conceded by the so-called intelligentia to be primarily a fairy tale for juvenile consumption, sold a surprisingly large number of adult tickets. It accomplished its purpose of stimulating child patronage, making it necessary, in most eases, through the children's desire to see it, for the parents to go along. In the final analysis it was family entertainment that sold tickets to every member of the family. Today, proving the human appeal of animals on celluloid, they are still talking about the scenes depicting animal life in this particular epic. The same can be said of the successful "Three Little Pigs." We cannot overlook the magnetism of the animal kingdom, whenever it is introduced on the screen, even in minor sequence. Next time you play a "Thin Man," or a "Blondie," note the reaction of the audience to these popular puppies.

Dog-Loving Millions

• IT WAS A DOGGONE CINCH for the canine in "Emergency Squad" to steal the picture. It would have been more so if some of the scenes we saw in the making had not been left on the cutting room floor. Of course, it was not intended to be a picture starring this clever animal. Nevertheless, it indicates the possibilities of such a series, from a box office viewpoint, based on the ability of the animal and its current public reception, plus the fact that millions of dog-lovers, young and old, constitute a ready made audience for a follow up on the once highly successful exploits of the late Rin Tin Tin.

Maybe Screen Test

• UNLIMITED EXPLOITATION through tailwaggers associations, dog food manufacturers, etc., can be tied in with such a series, which, to say the least, would prove a welcome relief from the current formula. "Emergency Squad" might have been a test for our canine friend on the part of Paramount to ascertain the future possibilities of a star canine series. This enterprising outfit might even be contemplating a re-issue of the Rin Tin Tin pictures, or a series of dog films, tailor made for this canine star. That remains to be seen. Wise exhibitors will, in any event, sell the dog in this picture, and, if Paramount is wide awake, it will lend an ear to audience comment, consider the possibilities from every angle, and beat its competitors to the gun, with some canine celluloids featuring this remarkable animal, winning our heartiest endorsement against all comers for such a venture in the celluloid market. The latest star to twinkle in the Hollywood sky is this remarkable dog, a worthy successor to the once famous Rin Tin Tin and a box office bet from wire to wire. Thus ends the tale of a dog which is just the beginning. Where does he (or she) go from here?

Brief Glances At PRODUCTION HAPPENINGS

West Coast News Items

HOLLYWOOD—So that its readers may keep abreast of the times, be in the know on the major developments and interesting sidelights, THE EXHIBITOR offers the following items from the various lots.

Columbia

Cecelia Callejo will be Jack Holt's leading lady in "Passport to Alcatraz." . . . Option on John Brahm, director, has been renewed for another year. . . . C. Henry Gordon goes into "Passport to Alcatraz." . . . Gail Patrick, Edmund Gwenn, and Reginald Gardner have been signed for parts in "The Doctor Takes a Wife."

Lesser

With the signing of William Holden for the role of the youth, and Martha Scott for the femme lead in "Our Town," Sol Lesser's initial United Artists production is now before the cameras, under the direction of Sam Wood.

Metro-Goldwyn-Mayer

Laurence Olivier will star with Greer Garson in "Pride and Prejudice," bringing them together for the first time since they appeared on the London stage. . . . "Mortal Storm," drama of Nazi Germany, with Margaret Sullavan, Jimmy Stewart, Frank Morgan, and Robert Young, is in the making under direction of Frank Borzage.

Norma Shearer will star in "Forever," story of two lovers in the spirit world.

Joan Crawford will be co-starred with Fredric March in "Susan and God," with Hunt Stromberg producing and George Cukor directing. . . . "Two Girls on Broadway" has gone before the cameras. . . . Madame Maria Ouspenskaya will be featured in "Waterloo Bridge." . . . Robert Taylor and Vivien Leigh will be co-starred.

An untitled Dr. Kildare show has been started with Lionel Barrymore and Lew Ayres. . . . Virginia Fields has been added to the cast of "Waterloo Bridge." . . . Jack McGowan has signed a new writing contract. . . . Rita Johnson will have the most important feminine role in "Edison the Man."

The stars of "Babes In Arms" will be reunited in "Babes on Broadway." . . . Frank Morgan has started in an untitled piece. . . . Rights to "The World We Make" have been purchased, as well as to Millen Brand's "The Outward Room," on which the Sidney Kingsley play is based. . . . Joan Blondell has been signed for "Two Girls on Broadway." . . . Gene Reynolds and Henry Travers have been added to "Edison the Man." . . . Judith Anderson goes into "Forty Little Mothers." . . . The first symphony composed for a motion picture will shortly be aired and published. It is Frank Waxman's "Florian Symphony."

Paramount

El Brendel has been signed by producer Harry Sherman for a top supporting role in the 1940 series of Hopalong Cassidy features. Brendel will provide comedy support for Bill (Cassidy) Boyd. Russell Hayden, who carries the male romantic interest in the series has also been re-signed by Sherman. . . . First directorial effort for Joseph Santley under his contract at this studio will be "Dance Little Lady," a story acquired from Columbia.

Neil Hamilton checked in for a part in "The Woman from Hell." . . . John Cromwell has been signed to direct the screen version of Augusta Tucker's "Miss Susie Slagle." . . . Lloyd Nolan has joined the "North West Mounted Police" cast. . . . Frank Loesser, tunesmith, will work on the forthcoming "Dance, Little Lady."

Pascal

First picture under Gabriel Pascal's three-year releasing contract with United Artists will be George Bernard Shaw's "Major Barbara." . . . Second picture from the producer of "Pygmalion" will be "The Doctor's Dilemma," or "The Devil's Disciple," or "Caesar and Cleopatra"—all Shaw works.

RKO-Radio

Lucille Ball has been called back from a New York vacation to play the feminine lead in "The Romantic Mr. Hinklin,"

QUAD.

which Cliff Reid will produce with Ray McCarey directing. . . . "Inside Track," story of midget auto racing, recently published in the Elks Magazine, has been purchased by this studio and will be produced by Bert Gilroy.

Roach

Thorne Smith's "Turnabout" has been purchased, and a scenario is now in the making, with production set to start February 12, with John Hubbard and Victor Mature in top roles. . . . Lon Chaney, Jr., has returned to Hollywood. . . . Adolphe Menjou and William Gargan have been signed for "Turnabout."

20th Century-Fox

"Molly, Bless Her," a story owned by Metro for several years, and reported to be based on the life of the late Marie Dressler, has been purchased as a Gracie Fields starring vehicle.

"Sailor's Lady" is the new title for "Sweetheart of Turret One," which is set to go before the cameras this week. . . . Ernest Truex joins the "Lillian Russell" cast. . . . Wally Vernon has been signed for "Sailor's Lady." . . . Leo Carrillo. Nigel Bruce, Eddie Foy, Jr., have been added to the "Lillian Russell" cast. . . . Roger Qvale, 24-year-old Norwegian ski instructor at Sun Valley, Idaho, has been signed to a long-term contract. . . . Brenda Joyce will have the lead in "Maryland," taking the role for which Andrea Leeds was at first considered. . . . Henry Hathaway has been borrowed from Paramount to direct "Brigham Young."

Universal

Directorial assignment on the next "Sandy" picture, "Sandy Is a Lady," goes to Charles Lamont. Players set to date include Mischa Auer, Billy Lenhart and Kenneth Brown. . . . Margaret Lindsay has signed a contract here to appear in four pictures a year for a period of five years. Her first performance under the new agreement will be in "House of Seven Gables," opposite Vincent Price.

Helen Vinson gets the top femme spot in "Enemy Agent," spy story with a Los Angeles locale. Richard Cromwell, Fritz van Dongen, Jack Arnold, and Charles Williams are set for featured roles. Lew Landers is directing.

Wanger

Robert Benchley has been added to the scripters on "Personal History."

Warners

June Lockhart, 14-year-old daughter of Gene and Kathleen Lockhart, will make her dramatic debut in support of Bette Davis and Charles Boyer in "All This, and Heaven, Too." . . . Regis Toomey gets a featured role in "We Shall Meet Again," starring Merle Oberon, George Brent, and Pat O'Brien. . . . Frank Wilcox and Herbert Anderson, two new players at this studio, have won contract extensions as a result of their performances in "The Fighting 69th," starring James Cagney and Pat O'Brien.

"Brother Orchid" will be Edward G. Robinson's next picture, scheduled to start sometime in February. . . . Herbert Anderson's contract has been renewed. . . . William K. Howard has signed a term contract as a director. . . . Elsa Maxwell's "How To Give a Party" started January 22. "Riding into Society" will go when the first short is completed. . . . Frank Wilcox has been given a top spot in "The Sea Hawk." . . . "Married, Pretty and Poor" is now "Saturday's Children." . . . William Lundigan goes into "Three Cheers for the Irish."

Sixteen big-budget features are now in preparation and scheduled to go before the cameras in the next five months, according to Hal B. Wallis, executive producer. Pictures are "The Sea Hawk," with Errol Flynn and directed by Michael Curtiz; "All This, and Heaven, Too," with Bette Davis, directed by Anatole Litvak; "City for Conquest," with James Cagney; "The Constant Nymph," with Merle Oberon; "Torrid Zone," with George Raft and Ann Sheridan; "Beethoven," with, possibly, Paul Muni; "The Sea Wolf," with Edward G. Robinson; "An Angel from Texas," with Eddie Albert; "The House on the Hill," with Bette Davis; "The Spirit of Knute Rockne;" "The Times of Tony Pastor;" "The Patent Leather Kid," with George Raft; "Brother Orchid," with Edward G. Robinson; "Captain Horatio Hornblower," with Errol Flynn; "Reuter's;" and "The Life of Alfred Bernhard Nobel."

Edward G. Robinson went to New York for the opening of "The Magic Bullet." . . . June Clayton has been signed to a term contract. . . . Charles Boyer has been signed to play the lead opposite Bette Davis in "All This, and Heaven, Too." . . . Lee Patrick was brought from New York for a role "Saturday's Children." . . . Brenda Marshall gets the lead in "The Sea Hawk." . . . William T. Orr, stage player, has been signed to a term contract.

Our Mr. Mentlik REPORTS THE "69TH" DINNER

Dear Chief:

If you're thinkin' of putting one of those "Our Mr. Mentlik" heads atop this batch of copy, you might try to work in something about a "day with Warners." Last Wednesday, I think it was, your hard-working New York correspondent was all but supported by the WB press department, but don't you to get to thinking that all I did was eat and plug "The Fighting 69th."

It started out early. No sooner do I get in the office to finish up on some of the sleep I missed the previous night, when in comes a call from Ira Tulipan. "Lew," he says, "if you're not doing anything around noon, drag yourself to Duffy Square. There's gonna be a mess of stuff happening." So what happens? So I go to Duffy Square at noon. So I tried for a half hour to force my way past a coupla thousand folk trying to get a glimpse of Jimmy Cagney, Pat O'Brien, Jeffrey Lynn, and Bishop John F. O'Hara placing wreaths at the foot of the Fighting Father's statue. I would have done better if I stayed in bed and listened to it over WNYC. Sid Rechetnik and Paul Lazarus, Jr., seeing us trade press guys hanging around the fringe of the crowd, invited us to warm up by eating at a place called The Kitchen (advt.).

Said Sid: "As long as yer eating here, you must order some sliced steak." So we ordered said dish and it was delicious. Remember that sliced steak.

Comes night, and trekked eastward to the Waldorf to attend the reunion dinner of the Fighting 69th. It was the soldiers' party, but my ducats were sent from Mort Blumenstock's office with a note reading: "Dress is optional, but naturally we're all dressing." Naturally, chief, I wasn't planning on going any other way. But, great day in the morning (colloquialism by courtesy of "Brother Rat," a WB picture), if they meant formal wear why didn't they say it. There must have been at least 1500 men jammed into the main ballroom of the Waldorf. National Guardsmen were there in uniform; regular army officers were garbed in their Roxy-usher-type dress outfits; exhibitors and Warner representatives were all smoothied out in tuxedoes; ditto for most of the trade press. I blush to tell it, boss, but I was there in just an ordinary day suit.

Funny thing about that party. I bumped into a chap named Herb Stein. Herb and me usta be classmates out Wisconsin way some years ago and I lost track of him for more years than I care to remember. And he turns up among the 1500 humans gorging food at the Waldorf. He came into town on the plane that brought the minions of Hollywood correspondents in for the dinner.

At nine o'clock, the dinner got itself on a nationwide hookup with original piping from NBC's WJZ. Among those who spoke were Governor Herbert H. Lehman, Bishop John F. O'Hara, Colonel William J. "Wild Bill" Donovan, Brigadier General Alex E. Anderson, Jack L. Warner, Cagney, O'Brien, and Lynn. Other familiar movie folk sitting up with the speakers were Will H. Hays, Charlie Einfeld (no gags about the gee-gees), Grad Sears, Wayne Morris, Edward G. Robinson, et cetera.

From my perch up on the first tier, I could see Bob Taplinger, Blake McVeigh, Mort Blumenstock, Ken Aneser, Paul Lazarus, Jr., and the rest of the Warner mob weaving in and out of and between tables. Seated comfortably and taking in everything there was to be seen were gents like Eddie Schnitzer, Harry Cohn, Murray Silverstone, John J. O'Connor, Max Fellerman, Max A. Cohen, Sam Dembow, Sam Rinzler, Harold Rinzler, Fred Meyers, and a mess of other movie people who just couldn't be pointed out. Funny thing about part of the evening was the manner in which everyone mobbed the dais for autographs of the stars. Among those who waited on line for autographs were some of the industry's top executives.

Then came the screening of "The Fighting 69th." The reception it received almost rocked the mighty Waldorf right smack into some neighboring Park Avenue apartments. The thought of returning to Brooklyn was appalling, but to the rescue came RKO's Max Fellerman who invited me to join him in riding to Flatbush in Sam Rinzler's car. And so to bed.

Love and kisses,

LEW MENTLIK,

Your New York Correspondent.

THE FIGHTING 69TH REUNES AND LAYS A WREATH FOR "THE FIGHTING 69TH"

Highlight of the campaign in Warners' "The Fighting 69th" was the simultaneous reunions of the Rainbow Division throughout the country. Seen here are highlights of the New York function, together with the laying of wreaths at the statue of the Reverend Father Duffy. Recognized in these pictures will be Pat O'Brien, James Cagney, Jeffrey Lynn, Wayne Morris, Bishop O'Hara, Brigadier-General A. E. Anderson, Edward G. Robinson and others. Other campaign details will be found on page 16.

Advance Shots On COMING REVIEWS

PHILADELPHIA—Received at the home office of THE EXHIBITOR since last week's edition of the Blue Section was printed have been reviews of the following pictures. Complete Six-Point Reviews will be printed in the next Blue Section.

Features

CASTLE ON THE HUDSON (Warners)—John Garfield, Ann Sheridan, Pat O'Brien, Burgess Meredith, Henry O'Neill, Jerome Cowan. 77m. A re-make of "20,000 Years in Sing Sing," the Warden Lawes yarn which first hit the screen back in 1933, "Castle On the Hudson" is a corking prison drama. When better high-grey-walls stuff is made, you can lay odds it will be done by Warners. Nothing startling or strong enough to set box offices afire, the film packs enough wallop to satisfy most anybody as a top attraction.

CONVICTED WOMEN (Columbia)—Rochelle Hudson, Lola Lane, Frieda Inescort, June Lang, Glenn Ford. Patterned after the style of "Prison without Bars," this Columbia visit to a pen for femmes is okay reelage for the lower half of duals. Rochelle Hudson, a nice girl in search of a job, is railroaded into serving a sentence at a pretty vile prison. There is nothing much that can be said for—or against—the picture.

DEATH RIDES THE RANGE (Colony)—Ken Maynard, Fay McKenzie, Ralph Peters, Julian Rivero, Charles King, Sven Hugo Bord, 56m. Ken Maynard, a government agent, succeeds in solving two murders, saving one ranch, and cottoning onto a source of helium for the U. S. Government—all without firing a shot, but with some fisticuffing—in quite the usual manner, satisfying to the fans.

THE GRAPES OF WRATH (20th Century-Fox)—Henry Fonda, Jane Darwell, John Carradine, Charles Grapewin, Dorris Bowden. 129m. The filmization of John Steinbeck's dynamic story, that pyramids climax upon climax, is greater than the original work. With the right handling, there is no reason why this sordid tale of migrant workers cannot hit high-water marks in grosses. Darryl F. Zanuck and Director John Ford go off on the right foot by casting the show to perfection.

HIDDEN ENEMY (Monogram)—Warren Hull, Kay Linaker, William von Brincken, George Cleveland. 63m. Okay spy meller stuff for the nabes and provinces, "Hidden Enemy" can be sold on the basis of its obvious timeliness and occasional inserts of patriotism. In the story German-dialect spies are pitted against Russian-dialect espionage agents.

HONEYMOON DEFERRED (Universal)—Edmund Lowe, Margaret Lindsay, Elizabeth Risdon, Joyce Compton, Chick Chandler. 59m. One of those frothy little mystery yarns with plenty of outlets for sophisticated humor of the minor "Thin Man" variety, "Honeymoon Deferred" should prove more than satisfactory entertainment from its supporting spot on duals.

I TAKE THIS WOMAN (Metro)—Spencer Tracy, Hedy Lamarr, Verree Teasdale, Kent Taylor. 98m. Finally emerging from an enforced hibernation, "I Take This Woman" seems to be a nice enough batch of celluloid, whose commercial possibilities are chiefly the drawing powers of Hedy Lamarr, Spencer Tracy, and others. The triangle theme will be added bait for the women—and the men will be taken care of by Lamarr.

LIFE ON THE HORTOBAGY (Jewel)—Janos Cinega, Mrs. Janos Cinega, Istvan Kanyasi. 79m. Maybe Samuel Cummings does not get his hands on outstanding productions, but there is no doubting the gentleman always pops up with something sensational enough to have plenty of selling angles. In this case, it is a harmless thing, badly acted by Hungarian natives and equally poorly produced, but the birth of a colt adds the Cummings' selling oomph, especially as it was these scenes on which the New York censors clamped down.

THE MARINES FLY HIGH (RKO-Radio)—Richard Dix, Lucille Ball, Chester Morris, Steffi Duna, John Eldridge. Swell dualler fare, with top-spot possibilities in the smaller situations, "The Marines Fly High" does not stint a whit on the action. Action fans will have no complaints on the story of this obvious composition.

OVER THE MOON (United Artists—Korda)—Merle Oberon, Rex Harrison, Ursula Jeans, Robert Douglas, Louis Borell. 83m. A pleasant concoction of light romance and frivolity, "Over the Moon" (in Technicolor) will shatter no records but the paying customers won't ask for refunds. When Merle Oberon inherits $18,000,000, Rex Harrison breaks his engagement, and then—with Oberon and that sort of cash, it's everybody's fun.

Shorts

BOWLING SKILL (Paramount—Sportlight). 8m. Good.

BULLETS AND BALLADS (Universal—Musical). 18m. Fair.

CUBA (Paramount—Color Cruise). 9m. Bad.

EDGAR RUNS AGAIN (20th Century-Fox—Terry-Toon). 6m. Fair.

GYPSY SONGS (Columbia—Community Sing, No. 5). 10m. Fair.

HARVEST TIME (20th Century-Fox—Terry-Toon). 7m. Fair.

KNOW YOUR MONEY (Metro—Crime Doesn't Pay). 21m. Excellent.

MIGHTY HUNTERS (Vitaphone—Merrie Melody). 7m. Good.

NIGHT DESCENDS ON TREASURE ISLAND (Metro—FitzPatrick Traveltalk). 9m. Excellent.

NOTHING BUT PLEASURE (Columbia—Comedy). 17½m. Good.

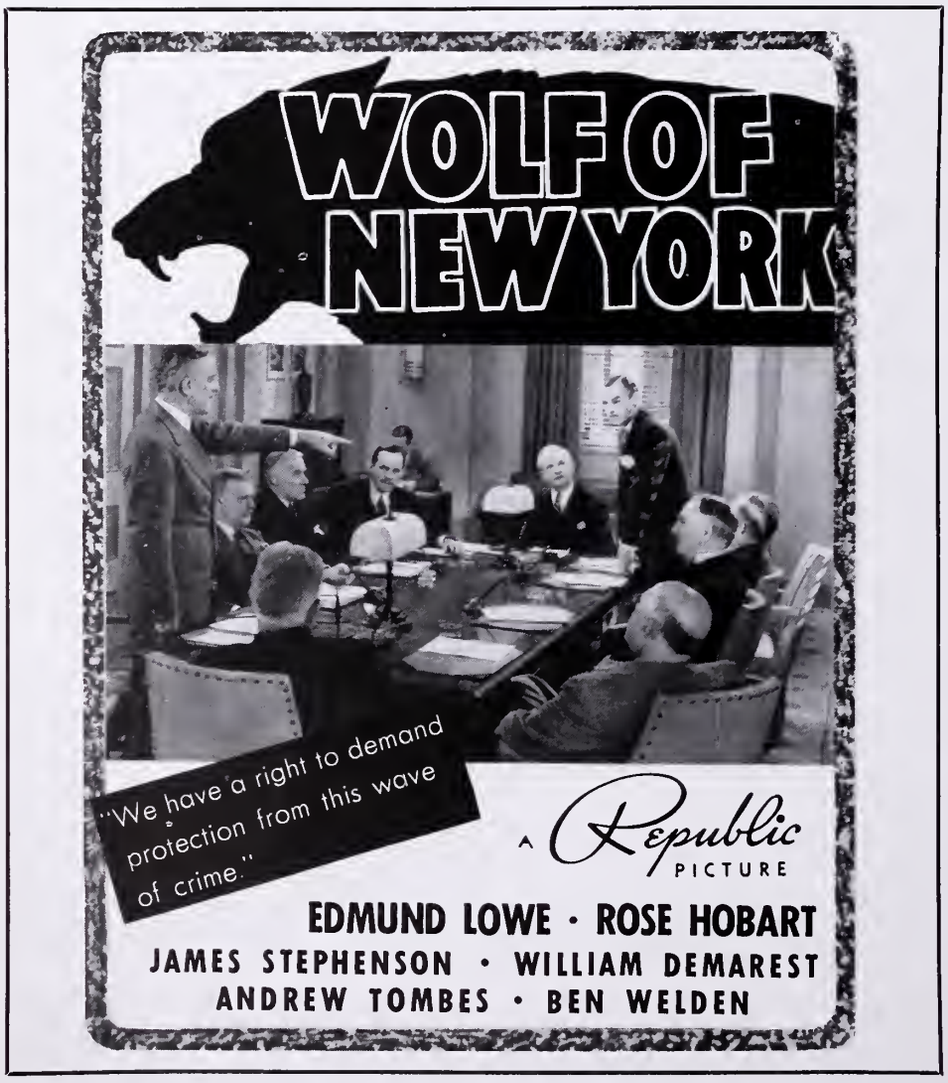
THE OLD SOUTH (Metro—Miniature). 10m. Excellent.

SHAKESPEARIAN SPINACH (Paramount—Popeye). 6m. Good.

SUGAR WIND (Paramount—Paragraphic). 9m. Fair.

RHYTHM JAMBOREE (Universal—Musical). 18m. Excellent.

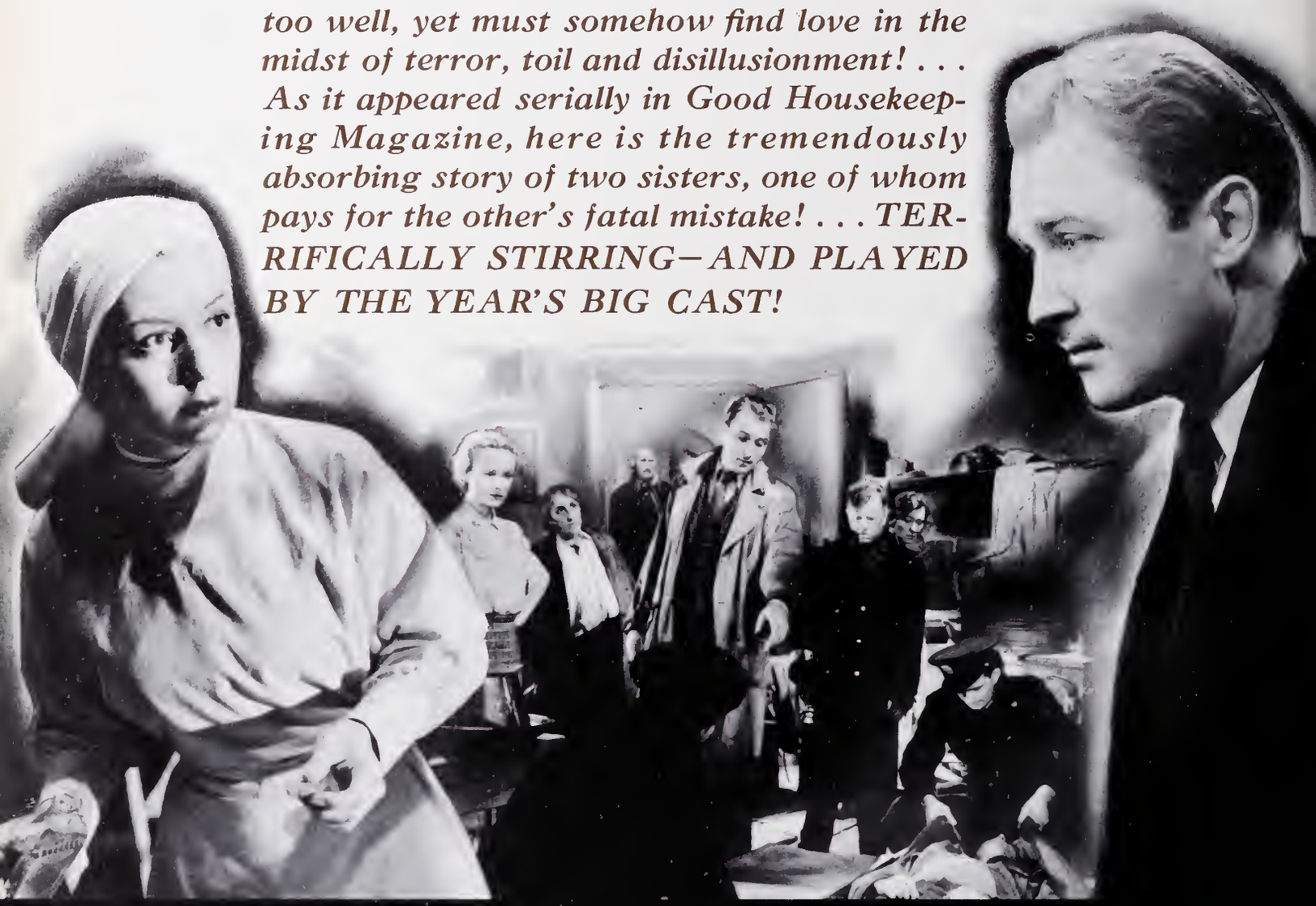
WHERE TURF MEETS THE SURF (Metro—Miniature). 11m. Good.



The Author of "The Citadel" Reveals

The Intimate Secrets Of a Private Nurse

The man who gave the world its first inside drama of the medical profession now turns his pen of fire on the world of the nurse . . . of those cloistered women who know men too well, yet must somehow find love in the midst of terror, toil and disillusionment! . . . As it appeared serially in Good Housekeeping Magazine, here is the tremendously absorbing story of two sisters, one of whom pays for the other's fatal mistake! . . . TERRIFICALLY STIRRING—AND PLAYED BY THE YEAR'S BIG CAST!



CAROLE LOMBARD

BRIAN AHERNE

ANNE SHIRLEY

"VIGIL IN THE NIGHT"

From the New Best-Seller by **A. J. CRONIN**

with **JULIEN MITCHELL • ROBERT COOTE • BRENDA FORBES • PETER CUSHING**

Produced and Directed by the man who made 'Gunga Din' **GEORGE STEVENS**

PANDRO S. BERMAN In Charge of Production • **RKO RADIO PICTURE**

Screen Play by Fred Guiol . . . P. J. Wolfson . . . Rowland Leigh

RKO RADIO PICTURE

INDUSTRY NOTABLES TURN OUT FOR "THE GRAPES OF WRATH" WORLD PREMIERE

Among those attending the world premiere last week in New York City of 20th Century-Fox's "The Grapes of Wrath," were (in the customary order) Darryl F. and Mrs. Zanuck; Zanuck and Major Jack Warner; Hedy Lamarr and Gene Markey; Nunnally Johnson and Sidney R. Kent; Jane Darwell; Gilbert and Mrs. Miller; Spyros and Mrs. Skouras; Theodore and Mrs. Roosevelt; and Irving and Mrs. Berlin. An enthusiastic reception greeted the picturized John Steinbeck novel.

BETTER MANAGEMENT

Selling Pictures

"The Fighting 69th"

NEW YORK CITY—In the advance publicity and exploitation of "The Fighting 69th"—the World War's Rainbow Division, as it has been called—Warner Brothers played a "natural" for all it was worth—and it was worth plenty from here to there all across the expanses of the U.S.A.

Major item in the nation-wide campaign was what is probably the greatest series of reunions ever engineered for motion-picture ballyhoo—get-togethers of the veterans of the famed division on January 24.

Elaborate plans were laid in all key cities where the Rainbow Division veterans were to gather for what celebration such events usually bring forth, as well as to witness a screening of the James Cagney-Pat O'Brien starrer, as a prelude to some 365 simultaneous openings earlier this week.

In Washington, the District of Columbia Chapter of the Rainbow Division held a buffet supper in the Cabinet Room of the Willard Hotel, followed by a screening.

In Rochester, New York, Mayor Raymond J. Kelly, national commander of the American Legion; publisher Frank Gannett, presidential candidate, and noted clergymen attended a dinner, preceding which was held a parade of the Rainbow Division, with the National Broadcasting Company's Blue Network station airing the festivities.

In other key spots, gala programs were arranged, but, as might have been suspected, most spectacular of all was the affair in New York City, where the reunion dinner was held at the Waldorf-Astoria. Later in the evening Radio Stations WNYC, WMCA, WIN, WEVD rebroadcast, via electrical transcription, the proceedings. (Actual broadcasts were out on account of non-cancelable commercial programs.)

Speakers during the broadcast included Governor-General Douglas McArthur of the Philippine Islands, whose voice was piped from Manilla; Colonel John J. Mangan, present commander of the 69th; Briadier-General Alexander E. Anderson, New York National Guard; Colonel William J. ("Wild Bill") Donovan, war-time commander of the 69th; vice-president Jack L. Warner, Warner Brothers; James Cagney and Pat O'Brien, stars of the picture; and Will H. Hays, president, MPPDA.

On few earlier occasions had the cinema sought—and received—the co-operation from radio that was sought—and received—for "The Fighting 69th." In just a partial enumeration of the air plugs are found those of the Kate Smith hour, on which highlights of the picture were dramatized, with Cagney and O'Brien playing their respective parts; of the Waltztime program, with Frank Munn singing Joyce Kilmer's "Trees" (the poet was a 69er when killed in action); of the Bing Crosby program, when Frank McHugh was interviewed on his work in the picture; and of the We the People program, on which O'Brien appeared with Colonel Donovan. Lesser and more localized plugs were generously given, with breaks coming over WEAF, WHN, WOR, WNEW, WNYC, and WINS. These stations also carried a description of the arrival of Warner and the stars, plugging the picture, with Irish music interlacing all.

At the impressive ceremony honoring the Reverend Father Francis Duffy (played by O'Brien in the picture), chaplain of the Fighting 69th, radio was also used, with the service at the priest's statue in Times Square being broadcast.

Even coming is yet another radio plug, on February 15 when 12 minutes of the Ninth Annual "Hello America" program will be devoted to the picture, with the stars participating.

Supplementing all this invaluable ballyhoo for the ordinary exhibitor is the pressbook compiled for the picture by the advertising and publicity department.

A large and comprehensive campaign plan, the book contains numerous stunts, stories, advertisement lay-outs and accessories for use in every type of engagement.

The pressbook opens with a general description of the picture's appeal to audiences and follows with reproductions of letters received, pledging the co-operation of the American Legion, the Legion of Valor, and the many Rainbow Division chapters throughout the nation.

There is a page of ideas showing how to make individual premieres a gala civic event, followed by a description of a national promotion with Standard Oil service stations. Also included in this section are pages of stunts, lobby displays, newspaper contests, and special ballyhoos plugging the military angle of the picture. A seven-column Sunday feature story, available for planting in local papers, has also been added to this section.

Five pages of publicity include a number of stories, with art, aimed at every type of audience. Numerous accessories are illustrated and described, most of which are available under the company's accessories rental plan.

Twenty-six newspaper advertisements are included in a special advertising supplement. These include advertisements of every size and description for all types of engagements. Also illustrated in the advertising section is the full-page advertisement to be placed in 15 national magazines, with a combined circulation of approximately 17,000,000 readers.

FALL RIVER, MASSACHUSETTS — Manager Chris Joyce and assistant manager Joe Bean scoured Fall River and adjacent territory, including nearby Rhode Island, until they found three men who had served with the Fighting Irish. These men were introduced to the audience from the Interstate Durfee stage the opening night and they and their families, were guests of the management. One of the trio had been friendly with Father Duffy around whom the picture is woven. Durfee also secured newspaper tieups and many store window displays.

NOT SO SMART. Selling two first-run pictures in this fashion may be a novel note, but, in the opinion of many industryites, when a circuit like the one operating this Seattle, Washington, house takes up such a policy, it does not come under heading of "constructive accomplishment."

"Green Hell"

SYRACUSE—Manager Gene Curtis, RKO-Schine-Paramount, used reducing illusion lenses to build an attractive window centering around an acquarium containing a jungle scene. A three inch girl sitting in the jungle plus large theatre card in the window completed an eye-catching selling angle. Outside row of lights on the marquee were changed to green to call further attention to the advertising above.

SELZNICK INTERNATIONAL'S LATEST, "REBECCA," PASSES IN SUMMARY REVIEW

A play without a title role, David O. Selznick's production of Daphne du Maurier's best-seller offers plenty on the selling side. The top portion of these pictures shows Judith Anderson, Joan Fontaine and Laurence Olivier, and Miss Fontaine again, and a set scene showing director Alfred Hitchcock at work. The other 20 pictures, taken in order, left to right, top to bottom, tell the story of Miss Fontaine's tribulations when she tries to buck the continuing influence of the deceased Rebecca.

PHILADELPHIA

DETROIT

WILKES-BARRE, PENNSYLVANIA

LOS ANGELES

SEATTLE

LOS ANGELES

SAN FRANCISCO

HINTS ON NEWSPAPER ADVERTISING

No. 111—"Judge Hardy and Son" (Metro)

The Hardy pictures are so similar in theme that it often becomes difficult to strike a new copy angle.

Some of the more original thoughts noted here are "Now, they're really 'man to man' as Andy gets the dope on marriage"; "Andy says the bottom's dropped out of kissing, but 'man to man,' he's in love again"; while on the so-so side we find "It's new, It's funny, It's immense; Hold tight—our new picture is here, and it's got a million laughs."

Business on the show is not terrific but generally good.

Note how in some spots Mickey Rooney is starred over everyone else in the cast, while in others Lewis Stone shares honors.

Other houses subordinate the entire cast to the title of the picture.

The TIP-OFF

Another Exclusive Service of Jay Emanuel Publications

A Consensus of box office results, kept as factually correct as possible, as culled by the field news staff of THE EXHIBITOR in this and neighboring territories.

PICTURE	START (First Runs)	TURN (Sub. Runs)	STRETCH (Neighborhoods)	PAYOFF (Consensus)	REMARKS
ANOTHER THIN MAN (Metro)	Good	Good	Good		Registering better than average gross in most situations.
BARRICADE (20th Century-Fox)	Disappointing	Slow	Slow		Cast can't overcome the story.
BALALAIKA (Metro)	Spotty				Ilona Massey gets good notices, but picture isn't doing the business.
BROTHER RAT AND A BABY (Warners)	Fair				Not doing the first "Brother Rat" business.
A CHILD IS BORN (Warners)	Good				Although a "B," strong campaigns have made this better than average grosser. First openings were good.
DESTRY RIDES AGAIN (U)	Good	Good			Star combination is helping this to better grosses.
EVERYTHING HAPPENS AT NIGHT (20th Century-Fox)	Fair	Fair			Nothing to rave about.
FLYING DEUCES (RKO)	Surprising	Good	Spotty	Spotty	Started very fast in spots, but turned spotty.
FOUR WIVES (Warners)	Good				One of the better Warner grossers.
THE GREAT VICTOR HERBERT (Paramount)	Good				Doing a good business in most openings.
GULLIVER'S TRAVELS (Paramount)	Good				Excess of kids is offsetting night lack of adults.
HIS GIRL FRIDAY (Columbia)	Good				Most openings way above average.
THE HOUSEKEEPER'S DAUGHTER (UA)	Surprising	Good	Good	Surprising	Turned surprisingly good.
HUNCHBACK OF NOTRE DAME (RKO)	Fast				Not doing its first terrific business, but good enough.
INVISIBLE STRIPES (Warners)	Fair				Story is familiar, but stars are helping the draw.
JUDGE HARDY AND SON (Metro)	Good	Good			Not the top Hardy grosser, but still good.
THE LIGHT THAT FAILED (Paramount)	Good				New York engagement good.
NINOTCHKA (Metro)	Good	Good			Gal has hit a few s'ow spots, but most grosses are good.
OF MICE AND MEN (UA)	Fair				Getting critics' rave, but the grosses not very big.
PRIVATE LIVES OF ELIZABETH AND ESSEX (Warners)	Good	Good	Spotty	Spotty	Best in the class spots, with spottiness in small towns.
RAFFLES (UA)	Fair				Just an entrant.
REMEMBER (Metro)	Disappointing	Disappointing	Spotty		Gets some word-of-mouth, but generally a miss.
RULERS OF THE SEA (Paramount)	Fair	Fair	Fair		Didn't get started.
SHOP AROUND THE CORNER (Metro)	Good				First openings good.
SWANEE RIVER	Good				Good business after some slow starts.
THAT'S RIGHT YOU'RE WRONG (RKO)	Good	Fair	Fair	Fair	Started fast, didn't hold.
TOWER OF LONDON (Universal)	Spotty	Spotty	Spotty		Grosses depend on the exploitation.
WE ARE NOT ALONE (Warners)	Fair	Fair			A class-critics' picture, and not in the better dough except in such spots.

"Balalaika"

ELMIRA, NEW YORK—Eddie Yarbrough, Keeney, used four separate teaser trailers on "Balalaika" two weeks in advance of the regular trailer week. He tied up with WENY to use song numbers, "At the Balalaika" and "Love Is My Game" to open as many of their programs as possible. Tunes were played a total of 25 times during week before opening. He tied up with two music stores to feature the music from picture in their windows, with tie-in copy before opening.

Manager Yarbrough used extra space in newspaper stressing the "new glamour girl" angle and used newspaper advertisements which brought up the action and comedy in picture with illustrations of Charles Ruggles and Frank Morgan. He posted 100 three-sheets locally and placed 100 window cards in neighboring towns and in the local business district. He placed 143 napkin ads in 12 restaurants and placed stills from the picture on the Cinema Club bulletin board and in the classroom of Elmira Academy.

Two cinema clubs attended the showing in a group. A letter was sent to 1,100 members of Better Films Council, which had endorsed picture. Manager Yarbrough personally announced playdates to eight music groups in the city. At the community concert headquarters (which had sponsored personal appearance of Nelson Eddy last year), he had a 40x60 on display, with stills on which a baby spot was focused at night. The concert bureau plugged the picture to its members. The Choral Society, by invitation of management, attended in a group. and plugged the feature to its hundreds of pupils.

"Young Tom Edison"

NEW YORK CITY—Mickey Rooney and a historic train of the 1850's will divide honors in an elaborate celebration now being planned at Port Huron, Michigan, for February 11, the 93rd anniversary of the birth of Thomas A. Edison. Train is the famed "Edison train" owned by Henry Ford and kept by him on exhibition in Greenfield Villiage. Ford and the Grand Trunk Railway have agreed to run this relic, with its wood-burning locomotive and the baggage car nearly burned up by Edison during one of his juvenile experiments, over the exact Detroit to Port Huron route traveled by the inventor when a "train butcher."

"Geronimo!"

PHILADELPHIA—On the opening night of RKO-Radio's "Geronimo!" any full-blooded Indians presenting themselves at the Stanton here became the guests of the management. Event recalled to Philadelphia's mind that, unique among eastern cities, Billy Penn's town really has an honest-to-goodness Indian reservation—and right in the down-town area, too!

"Crisis in the Pacific"

PORTSMOUTH, VIRGINIA—J. J. Kimmel, Gates, invited Rear Admiral Manley H. Simons, commandant of the Norfolk Navy Yard, and his staff of officers to be his guests.

"Abe Lincoln in Illinois"

HARRISBURG, PENNSYLVANIA — For the Keystone State's premiere of RKO-Radio's "Abe Lincoln in Illinois" at the Senate here, manager Robert Sidman, assisted by RKO-Radio exploiteer Herbert Heyman, staged a comprehensive campaign, as a result of which few there were in the capital city who did not know that the picturization of Robert E. Sherwood's stage play was in the offing, or current, too, for that matter.

In the following paragraphs is summarized the Sidman-Hayman tub-thumping.

HOUSE AND LOBBY. Special front was erected to create an auxiliary box office for advance reserved-seat sale. The front re-make was two stories high, with all regular display space enlarged for more impressive lay-outs. All displays were done in bold red and blue on a white background, with gold trim. A special trailer, on the policy change, was run for a week in advance. Displays on the picture were used for a month in advance. Ten thousand heralds were distributed a month in advance. A contest, with $10 in prizes, was held among ushers and doormen for the most advance reservations arranged. Pass holders were notified and the suspension of the pass privilege, and seat reservations taken. A special prologue was planned for evening performances, with an off-stage voice reciting the Gettysburg Address, fading into music behind the opening titles.

POSTING. About two dozen 24-sheets were posted 10 days in advance, four of which were illuminated, selected to cover all principal streets leading to the city.

NEWSPAPERS. Regular theatre budget was increased sixfold for a sock advertising campaign in the daily papers. All advertisements were underlined for two weeks in advance. Large-space campaign started eight days ahead of opening, announcing the opening of the advance ticket sale. In dailies in a 50-mile radius, $50 was spent in extra advertising. Out-of-town papers were urged to use publicity material in return for passes. Local publicity started one month in advance. Special advance stories were planted in every locally-written column. Stills were planted in the News' rotogravure section the Saturday before opening. Editorials were planted in both the Telegram and the News, to break before the opening. Arrangements were made for Colonel A. H. Stackpole, Telegraph publisher; Mrs. Stackpole; Paul Walker, Telegraph critic-columnist; Dick Spong, News critic, to attend the Washington world premiere. Society columns carried daily stories about theatre parties being planned for the opening night. Breaks were had for four consecutive weeks in the Thursday pictorial spread in the Telegraph amusement page. Local celebrities were interviewed for special Lincoln tie-up stories. Society editors covered the opening night as a social event.

STUNTS AND TIE-UPS. Two girls canvassed, by telephone, the whole city. Special tie-ups were made with department stores (some also contributing space for advance-sale booths) and the public library. Three torchlight parades were arranged: of 160 Patriot-News boys, 125 Telegraph boys, 250 boys' clubbers. Starting at three different places, the parades converged on the theatre, where the boys (mainly under-privileged) were given a special gratis showing. A plaque commemorating Lincoln's stop in Harrisburg, en route to Washington from Springfield, was unveiled by a resident who had heard the President at Gettysburg. Special arrangements were made with the Board of Education to allow a discount of 20 percent to groups of 20 or more. A senior high school oratorical contest was held on the Gettysburg Address. Photo displays were used on school bulletins and in city and state libraries. Fifty 11-x-14 photos, made into window cards, were distributed. Contact was made with clergymen, to arrange for sermons on Lincoln. Three conventions of out-of-town educators were thoroughly informed of the picture. The National Guard's anti-aircraft searchlight was hired for the opening night. Three thousand heralds were distributed by Postal Telegraph. On the opening night, the Governor of Pennsylvania, the Mayor of Harrisburg, and other state, city, and civic, social, and fraternal representatives were present.

RADIO. Transcription of the lobby broadcast from RKO-Keith's, Washington, over WJSV, on the world premiere night, was rebroadcast by WHP. Twenty spot announcements were used on the day before and the opening day on WHP and WKBO. For ten days before opening, picture was plugged on WKBO's Man on the Street program. There was a WHP lobby broadcast on the opening night, as well as a broadcast on WKBO from the stage.

"A Child Is Born"

WILMINGTON, DELAWARE—Manager Richard Kirsh, Aldine, put over a promotion program for "A Child Is Born" in a big way, covering practically every angle of possible tie-ups. Some of manager Kirsh's program follows:

TELEPHONE—Local radio station made special phonograph record free, carrying title, play-date, theatre name and small chat. House promoted phonograph from music store, dialed 'phone numbers and played the record over it when the 'phone was answered, calling 200 persons.

CONTEST—Contest was arranged at city hospitals to choose the prettiest nurse. It broke newspaper theatre page with picture of nurses in contest. "Prettiest nurse" was presented with bouquet, and pen and pencil, flowers from local florist promoted.

HOSPITALS—Cards were posted on bulletin boards of all hospitals announcing play date. Letters were sent to each head nurse requesting that they urge nurses to see the picture.

LETTERS—Letters were mailed out to all doctors and nurses four days in advance.

EMERGENCY CALL CARDS—Special "emergency call cards" were made for use of doctors and nurses attending theatre.

NORTH ADAMS, MASSACHUSETTS—Francis Faille, manager, Paramount, offered free admission to each woman bringing an empty baby carriage to the theatre, the theatre providing parking facilities. Faille advertised the offer in the local newspaper and had a number of responses as well as creating considerable interest.

Other promotion included offering a gift of a layette to the first baby born in the city during the showing of the picture. There was also a tieup with a baby food display in a grocery store and a stork display in kiddie shop, with theatre credits. A member of the staff dressed in an interne's uniform was stationed in the lobby a few days before the showing of the picture, passing out book marks with picture and theatre credits. These were also distributed in public and lending libraries. Girls of the staff wore nurse's uniforms during the showing of the picture.

Church Tieup Yields Results

LYNDHURST, NEW JERSEY—George Daransall, manager, Ritz, inaugurated a co-operative church plan whereby a ticket attached to the admission ticket, if deposited in the special Ritz box in the patron's own church, will be redeemed by the theatre for two cents each, on basis of $2.00 per hundred.

Ministers, etc. have been calling upon their congregation, especially the children, to be sure to help the church in this fashion.

"A Boy, a Gun and Birds"

NEW YORK CITY—For the further exploitation among exhibitors of the Charles Mintz Color Rhapsody, "A Boy, a Gun and Birds," Columbia's advertising-publicity department is sending out an accordion-folder (to 3¾ by 4¼ inches) mailing piece, with a pictorial resume of the story and a copy of a letter of praise from the American Humane Association's president, Sydney H. Coleman.

CHICAGO

NEWARK, NEW JERSEY

OMAHA

SEATTLE

LOS ANGELES

NEW YORK CITY

WASHINGTON

ROCHESTER, NEW YORK

HINTS ON NEWSPAPER ADVERTISING

No. 112—"Four Wives" (Warners)

An original page, using many of the pressbook ideas, this is highlighted by the New York City Strand ad, and that from Los Angeles.

Another unusual note is the manner in which the presence of John Garfield, who appears in the picture in a bit from "Four Daughters," is sold, without exception, only Washington eliminating the reference, although his photograph appears.

The New York City ad, aside from its attractive background, manages also to sell the prevue idea and the stage show, which is covering a lot of territory.

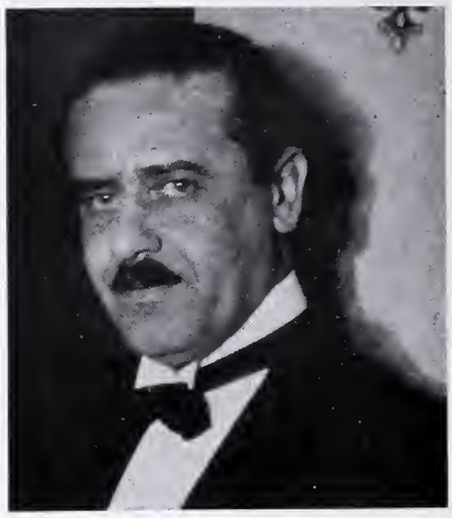
It becomes apparent here that the idea is to sell the return of the Lanes, without reference to any story ideas.

The reason for this is evident.

The four daughters have become four wives, and the ensuing problems do not have to be outlined.

PEOPLE COME, PEOPLE GO, BUT THEY ALL MEET ON THE EXHIBITOR'S PAGES

"ALL THIS, AND HEAVEN, TOO!" Bette Davis, star of Warners' forthcoming picture, receives from Red Book Magazine's Doug Churchill (right), on the Screen Guild Radio Show, the "best actress of the year" award. Left is Roger Pryor, master of ceremonies.



RETURNER. Samuel Dembow, Jr., returns to the Paramount theatre department as a vice president.

"TYPHOON," "ROAD TO SINGAPORE." Those are Paramount pictures and this is Dorothy Lamour (their star) as she left for Washington to celebrate the President's birthday.

MOVIES BACK DRIVE. Herbert Hoover (left) expressed gratitude when Major Leslie E. Thompson, chairman of the motion-picture division of the Finnish Relief Fund, reported that 10,000 cinemas had set a goal of $500,000 in the drive.

OPTIMISTS. The enthusiastic Universal eastern executives, recently returned from Hollywood, shown here, are (left to right) J. H. Seidelman, foreign sales manager; Cliff Work, studio general manager; Nate J. Blumberg, president; Marty Fox, assistant to the president; William A. Scully, general sales manager.

HOPALONG CASSIDY. William Boyd, star of the Paramount series of westerns, and Mrs. Boyd (Grace Bradley) depart to aid in the President's Birthday Ball fetes.

NEWS OF THE TERRITORY

NEW YORK CITY

Crosstown

Local Mirror went to town against the Neely Bill recently, giving a couple of feature stories to the drive against the measure.

From Al Simon, publicity director, WHN, came this tale last week concerning Metro talent scout Al Altman:
Al, it seems, was on the lookout for another "Huck Finn type" youngster. He informed WHN movie narrator Sam Taylor of his problem, whereupon Sam broadcast a cry for boys who might fit the bill. The day following the broadcast, Taylor received 50 letters—all from the Bronx.

Philip T. Hartung, motion picture editor of the Commonweal, Catholic publication, has selected "Harvest" as one of the outstanding films of the year.

A major release for "Cheri-Bibi," French prize picture, starring Pierre Fresnay, has just been closed with 20th Century-Fox Film Corporation by Edwin Fadiman, National Pictures, owners.

Eddie Serlin, Hazel Flynn's Music Hall press staff, is reaping a healthy profit from the comparatively small investment he made in "Life With Father," the legit box-office lallapalooza produced by his brother. . . . Irwin Shapiro, head of World Pictures, was out of town. . . . World has taken over distribution of "Pocomania," all-Negro film made by Lenwal. . . . Shep Henken, former Lenwal publicist, is thinking of going into the exhibition field. . . . Ed Fadiman's National Pictures sold the distribution rights of "I Was a Captive in Nazi Germany" for the Straits Settlements, Siam and Malay.

Phil Williams was seen entering a local projection room in the company of a certain Herbert Hoover. Phil most likely was showing the ex-President the latest March of Time which deals with Finland. . . . Colonel H. A. Cole was in town last week following the Washington Allied meetings.

Joe Sloan, Washington, New Jersey, exhib, was in town last week and paid a visit to Frank Walker's office. . . . Bill Slater, familiar motion picture press agent, is handling the publicity chores for Joe Bonomo's new publication, "Good Health-keeping." Dave Balch, former fan mag editor, is the new publication's editor. . . . Metropolitan territory exhibitors mobbed the Hollywood for the local trade showing of "Abe Lincoln in Illinois." . . . Wagner, closed for almost a decade, reopened for the showing of German product, sic. . . . Bernie Klied, National Theatre Supply, takes off for Florida where his wife is already sunning. . . . Charles Moses is back from his Key West fishing trip. . . . Speaking of Charley reminds us that Herman Pett, Saint George Playhouse chief, is enthralled by his new arm companion.

Announcement of the appointment of Sidney C. Davidson as advertising and publicity director for Film Alliance of the U. S., was made last week by Nat Wachsberger and Norman Elson, vice-president and sales manager, respectively. . . . Formerly director of exploitation for Warner Brothers, Davidson was more recently identified with a World's Fair publicity project, and handled promotion for Motion Pictures Greatest Year under Paul Gulick. Prior to that he served with Universal as director of exploitation.

E. W. Hammons, former Grand National president, has moved his offices into the Paramount Building. . . . Questioning in connection with Grand National matters continued last week, with N. C. Nicholson, general counsel, and Harold Foxe, controller, being placed on the stand before Referee Peter B. Olney, Jr., in addition to Hammons.

House staff for "Pinnochio" at the Center includes Richard Condon handling exploitation, John McGeehan assisting, Douglas Whitney handling publicity, with Toni Spitzer aiding. Robert Baral, RKO home office, is contacting the trade. Syd Goldman is house manager. John K. Hyatt is managing director of the theatre.

44th Street

ATLAS: Max J. Rosenberg announces that "Wild Innocence," starring Brian Abbott and Wendy Munro, is being distributed by the company in the metropolitan area.

METRO: Bert Bluhm was recently elected prexy of the Pep Club. Max Polinsky and Sam Freidel were chosen treasurer and financial secretary, respectively. . . . Moe Rose shoves off for Florida February 2.

20th CENTURY-FOX: Harry H. Buxbaum is proud of that diamond ring he received on his birthday recently.

UNIVERSAL: Max Cohen is Miami vacationing. . . . Salesman Phil Winnick was out ill. . . . Condolences are extended to Howard Saltz who lost his grandfather recently.

CIRCUITS

Century

Fred Schwartz was host last week to several film men at his Lake Placid spit. Among them were Joseph Springer, Monroe Greenthal, Arthur Baker, Charles Silverstone, Arthur Silverstone, Emanuel Silverstone, J. J. Milstein, Moe Eisenberg.

HOME OFFICES

Columbia

Full endorsement of Columbia's short, "U. S. Treasury," latest in its Washington Parade series, was received from Frank J. Wilson, chief of the United States Secret Service. . . . Charles Roberts, Columbia's home office supervisor for Latin America, left for Mexico for an indefinite stay.

March of Time

Richard de Rochemont, managing director of The March of Time, Ltd., arrived in New York January 24 for conferences with his brother, Louis de Rochemont, producer of The March of Time. Before leaving Europe, Richard de Rochemont toured the entire western front.

Metro

Si Seadler went to Sarasota, Florida, for a spell to rest up after his recent illness.

Louis B. Mayer and Howard Strickling trained in from the Coast.

William F. Rodgers is back from Miami.

Paramount

Arriving last week were Cliff Lewis, Y. Frank Freeman.

RKO-Radio

Latest of the mailing pieces from the indefatiguable mailing-piece-sender-outter Leon J. Bamberger is a multi-faceted affair—with a copy of Harold Turney's Film Guide, a puffwire from George King, Broadway, Santa Ana, California; a ditto letter from manager M. A. Ellsworth, Rivoli, Long Beach, California; and the official report of the California Congress of Parents and Teachers. It would appear from all of that that the company has something in "Swiss Family Robinson."

Quickest exploitation visit to an out-of-town was set by Jack Level, publicity department, when he rushed off with home office delegation to cover Washington opening of "Abe Lincoln In Illinois," taking off one day at 1:30 P.M., and returned to office the following day at 9:00 A.M., to carry on his stint for Ned E. Depinet Sales Drive organ. . . . Irving Shiffrin celebrated his birthday by buying a new hat. . . . Toni Spitzer is splitting her day's work between sojourns at the Rutgers Neilson publicity bullpen and the "Pinocchio" ballyhoo headquarters at the RKO Center. . . . Dorothy Shea is becoming a real outdoor girl; took her first ski slide the other Sunday out Hempstead. Also is celebrating her first year in the ice-skating sport by tearing off some terrific tricks a la Sonja Heine.

Republic

David Whalen went to Washington with Gene Autry.

Roach

Walter Lobel celebrated his first anniversary with the company. (Ed. Note: Everything o.k. now, Wallie?)

20th Century-Fox

Tyrone Power and Brenda Joyce came to attend the President's Birthday Ball January 29 for the benefit of the Warm Springs Foundation for Infantile Paralysis. Power arrived here before going to Washington. Miss Joyce went direct to the Nation's Capitol but came here after the birthday celebrations to be present at the opening of "Little Old New York" at the Roxy February 2.

Dorothy Lamour, Paramount star loaned to 20th Century-Fox for a co-starring role with Tyrone Power in "Dance With the Devil," arrived for a short vacation. She attended the world premiere of "The Grapes of Wrath." . . . Jane Darwell, who plays the role of Ma Joad in Darryl F.

Zanuck's production of John Steinbeck's "The Grapes of Wrath" arrived in New York to attend the world premiere of the picture at the Rivoli.

Darryl F. Zanuck's production of "The Grapes of Wrath" had its first presentation in a theatre January 23 when an audience of 600, composed of newspaper, magazine and trade paper representatives and invited guests saw a preview of the picture at the Normandie prior to its first public showing at the Rivoli.

Darryl Zanuck returned to the Coast after conferences. . . . So did Harry Brand.

United Artists

Al Margolis came back from Coast conferences.

Universal

Arrivals last week included Nate J. Blumberg, J. Cheever Cowdin, William A. Scully, Joseph Seidelman.

Warners

Norman Moray arrives on the Coast February 12. . . . Ruth Weisberg, secretary to Mort Blumenstock, hopped to Florida. . . . Henry Herbel arrived from the Coast.

NEW JERSEY

Asbury Park

"Gone With the Wind" opens at the Mayfair February 9 for the first showing along the North Jersey Coast.

Bergen County

Englewood, Englewood, is holding one of the most successful "Bank Nights" of any theatre in the county. . . . Queen Anne, Bogota, and Park Lane, Palisades Park, have started "Book Nights." . . . "Pop" Stahl, manager of Palace, Bergenfield, vacationed in Florida. . . . Amateur contests have been started at the Palace, Bergenfield, and are being held each Friday night with cash awards for the winners.

—P. C.

Hackensack

Jack Maher, Oritani, tied up with the Bergen Evening Record to sponsor a cooking school at the theatre.

Irvington

Castle lobby has been redecorated by Artcraft. Damask panneling was installed.

Jersey City

Embassy, Bayonne, gave away steel cutlery . . . Ritz, Jersey City, is having old time films one night weekly. . . . Plaza, Bayonne, is holding "Book Night" weekly. Fun Club held session at matinee at which third feature was shown, games played and toys distributed. . . . Opera House, Bayonne, giving away dishes to ladies weekly, also holding weekly "Book Nights" and presenting "Lucky" at which cash awards are given. Theatre held special show for children at which comic books were given away and three features and six cartoons were presented.

Kearny

Sheldon Mandell, manager for Maury Stahl, has been transferred from the Regent to the Rex, East Rutherford. Leonard Workman, formerly, Rex, replaces him at the Regent.

Long Branch

A huge animated set piece exploiting "Gulliver's Travels" decorated the foyer of Reade's Paramount during the showing of the picture. It was designed for use in the Asbury Park and Long Branch theatres and executed by Herb Crover, director, Reade's art shop. A counter was reserved in one of the local shops for the selling of books, games, and puzzles in connection with this picture.

Montclair

Milton Brenner, manager, Wellmont, is tickled pink with the reconditioning of his theatre. Renovations gave him a new box office, marquee, lobby frame and carpeting.

Newark

Kent, Mount Prospect Avenue, is operating under the management of Stanley Sobolson. . . . Cele Breitner, Warners booking department, returned after two weeks in Miami Beach. . . . John A. Flaherty, Warner contact head, recovered from a severe attack of laryngitis. . . . Harry Goldberg, Warner theatres ad chief, attended a meeting of Warners Jersey first run managers to discuss the Neely Bill. . . . Lou Kaufman, head, operators local, is vacationing in Florida. His duties have been taken over by Harry Oppenheimer, Loew's. . . . Loew's, under Bill Philips, started "GWTW" January 25. . . . Saul Cohen, Warners contact staff, is engaged to marry Miss Ruth Coleman, daughter of the booth operator, Roosevelt. . . . Sue Travisano, Warners purchasing department, is leaving for Florida for an extended vacation and rest.

Mayor Ellenstein's Finnish Relief drive was nobly supported by 30 local theatres to the tune of $456.81. . . . Collections were made with a short trailer presenting a brief appeal on the screen. . . . Theatres participating in the drive were the Branford, Capitol, Ritz, Central, Station, Congress, Broad, West End, Lyric, Little, Embassy, Kent, Regent, Globe, Mayfair, Stanley, Tivoli, Treat, Park, Astor, Luxor, Cameo, Rialto, Roosevelt, Paramount, Rivoli, Essex, Avon, Savoy, Hawthorne.

Local Warner office won the first quarter competition in the interzone Joseph Bernhard contest, in which all Warner theatres participated.

John A. Flaherty, Warner contact head, has been appointed to the Essex County Grand Jury, the same body that outlawed "Bingo" in Essex County recently. . . . Adam Adams, Paramount, is wintering in Florida. Pat Kinney and Cecil Kirkpatrick, cashiers, Regent, are both recuperating from recent operations. . . . Frank Henderson, Warner public relations coun-

Our Mister Joe Joel
COMMENTS ON 44TH STREET

Fine Arts Producing and Distributing Corporation opened an exchange in the Film Center Building, 630 Ninth Avenue. Manager is Dick Perry; booker, Marvin Mirisch. . . . Harold Garfield, Schine circuit's Ohio district manager, was a visitor to the Film Center. . . . Isabel Levett, wife of Frank, 20th Century Fox, has returned home after a very serious operation at the Rockaway Beach Hospital. She wishes to extend her sincere thanks to her many friends for their kind wishes. . . . Ben Levine, booking department, United Artists, has lost his bay window. The doctor told him he would have to lose 30 pounds. He has at the present time lost 18 pounds, and has 12 to go. I think the exhibitors could worry him to lose the excess.

Al Gordon Reid, Fabian circuit, is going to take a vacation at Miami Beach; so, salesmen and managers of the different exchanges, remember he is going there for a rest. . . . Sam, who has run the freight elevator for many years in the Film Center Building, and beloved by all who come in contact with him, is seriously ill at the Saint Clair Hospital. Here's hoping his recovery will be speedy. . . . Irving Sher is now managing the Endicot circuit's 16th Street. . . . Bob Borodkin, who operates the Stanley, Seventh Avenue, in conjunction with Howard Hellenberg, operator, Roxy, Martinsburg, Pennsylvania, has taken a long lease on the Mount Pleasant, Schenectady, New York, and it will be in operation in a short time.

Sol Title certainly has a marvelous collection of pictures of exhibitors and others who were in the motion picture industry many years ago. . . . Many thanks to my friend, Robert Jennings, who is at Palm Beach, Florida, for the wonderful interest he has taken in the New York State edition of THE EXHIBITOR. . . . Bookers of the different exchanges and circuits have started an association and I am positive it will be a great success; for the members, both male and female, are, in my estimation, motion-picture employees of the highest calibre. They all have my best wishes.

All the employees formerly employed at Grand National, film room, have been placed in positions in different exchanges, thanks to the employees union. . . . Joe Hornstein, I am sorry to state, is home suffering with a very severe cold. Hurry up, Joe, and get better for you are certainly missed in the Film Center. . . . Dave Rosengarten, Times Pictures, who is in Florida for his health, certainly has no cause to worry about the exchange in his absence. His partner, Moe Kerman, is on the job morning, noon, and night, and the exchange seems to be doing a very big business. . . . Dave Snaper, well known New Jersey exhibitor, who was in a hospital for a short time, is back on the job. He was certainly missed by some of the boys. . . . I wonder why Mike Mario, Venice, always has to have a precious stone with him all the time. I refer to a Ruby. . . . Charles A. Goldreyer, for many years, one of New York's best known independent exhibitors, has become affiliated with Filmland Press, Theatre Printers, Inc., with offices at 358 East 44th Street. The plant now specializes in offset printing at 636 Eleventh Avenue. He certainly deserves the assistance of all with whom he has done business.

'ROUND AND 'ROUND HE GOES—BUT WHERE THE CAMERAMAN STOPS IS SHOWN

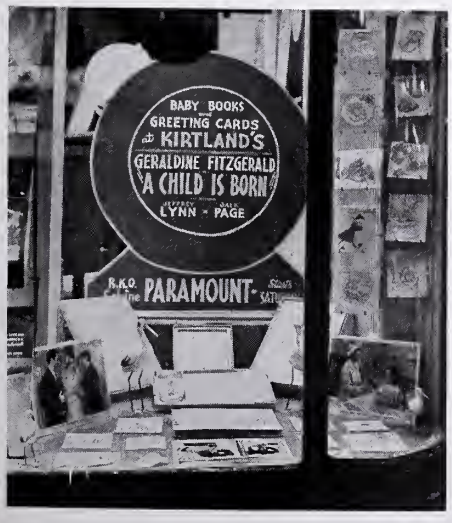
"GULLIVER'S TRAVELS." This bannered truck was put on the streets of Albany as part of manager Andy Roy's campaign for the Paramount full-length cartoon at the Strand.

GREETER. Captain A. Adler, SS. Santa Eleana, greets Adolph Zukor aboard the ship. Zukor sailed with John W. Hicks, Jr., vice-president in charge of foreign distribution, on a Latin American survey for Paramount and its pictures.

INTERVIEW. Stella Unger interviews Herbert J. Yates, Sr., guiding hand of the Consolidated Film Industries, Inc., and Republic Pictures Corporation, on the Hollywood News Girl program, broadcast from Radio City's NBC studios, New York.

SOJOURNERS. Ben Weinstock, of the circuit bearing his name, and Mrs. Weinstock are snapped during Florida vacation.

"A CHILD IS BORN." This window display of baby things on the Warner production was arranged by manager Gene Curtis, RKO-Schine-Paramount, Syracuse.



ARRIVALS. Ernst and Mrs. Lubitsch and Howard and Mrs. Dietz arrive in New York from the Culver City studios. Latest picture of the famed director is Metro's "The Shop Around the Corner." Dietz is the company's director of publicity and advertising.

sel, is back at his desk after a siege of the grippe.

Several theatres in and around Newark have been presenting as an added attraction old-time movies tabbed "Flicker Frolics." Use of a "nickelodeon style" pianist and ancient song slides have served to create atmosphere and laughs. Subjects are being handled by Dorothy T. Stone. . . . Use of a group of Indians who spent last summer at the World's Fair has been reported by a number of local theatres. Indians' representatives of the major tribes, demonstrate ably the ceremonial dances of their people. Idea is especially effective when employed with features having Indian backgrounds such as "Drums Along the Mohawk" and "Geronimo."

Summit

Eddie Kane, manager, Summit, worked off 30 pounds at golf last summer and, what's more, hasn't gained back a pound.

Passaic

Bill Weiss, Capitol, is back on job after illness. . . . Max Kroll, ex-manager, Orpheum, is now business-manager of the Clifton Journal. . . . Joe Lefkowitz, Clifton, is doing nicely with "Komedy Kwiz" Wednesday nights, in hook-up with an auto dealer.

Montauk, Capitol and Playhouse have tied their phones in on a single switchboard to handle all calls. This will eliminate jamming of patrons calls during the phone rush hours and will enable patrons to get all programs by calling the one number.

Paterson

A food sale was held in the lobby of the Clifton, Clifton, Joe Lefkowitz, by the St. Catherine Guild of St. Peter's Episcopal church. . . . Benefit movie was held at the Colonial, Pompton Lakes, Adrian Ettelson for the benefit of the fund for hot lunches for Oakland school children. A dinner was planned for Charles Dooley, district manager, Warners, by the managers of the district. . . . William Stanton is a new usher at the Garden. . . . Edward Scherer, head doorman, Fabian, Cameron Dooley, is expecting. . . . Joseph Baker, head doorman, Regent, Eugene Genthon, smiles at the girls more frequently now.

Union City

Roosevelt, managed by Dan Lee, is doing nice job on a dish giveaway.

Roosevelt has started giving away pie plates. . . . Lincoln is using billboards in eastern Bergen County to advertise coming attractions.

NEW YORK STATE

Albany

Allie Mallory, Star, Corinth, celebrated his 32nd anniversary in show business. . . . Vedder Peters' printing plant has been swamped with ticket orders on "Gone With the Wind." . . . Dick Struwe, Warner salesman, was snowbound in Watertown. . . . Other salesmen reported occasional difficulty with snowdrifts. . . . Joe Miller, Columbia, made a trip to Gloversville to present that check for $1,000 to Sid Holland, first prize in the national exploitation contest on "Only Angels Have Wings." . . . Mrs. I. Barker has made improvements to the sound at her Cambridge Theatre, Cambridge, according to manager Charles King.

M. A. Silver, Si Fabian, and Lou Golding were on the committee of the "March of Dimes" campaign for infantile paralysis victims.

Bernie Kranze arranged a trade showing of RKO's "Abe Lincoln in Illinois," January 29 at Warner's Madison. . . . A goodly turnout of exhibitors and circuit officials was expected to attend. . . . Vivian Sweet, Salem, Greenwich, has been busy building a summer camp, despite the arctic weather. . . . Frank Bonomo, theatre artist, is grateful for the narrow escape he had from a serious accident.

When Dennis Paul was locked in the State, manager Bob Rosenthal was routed out of bed at 3 A. M. by the police to open up the theatre and free the unwitting prisoner. Payoff: Paul wanted a readmission pass to see the picture ("Drums along the Mohawk") through which he had slept. Last summer, it may be recalled, the State's ladies' room was used as an "OB" ward, with the baby being middle-tagged Bob in the manager's honor. In the present case, Rosenthal is wondering what rental should be charged.

Dick Hayes' daughter Joan was sick abed. . . . Ernie Wolfe reported a three-day snowstorm, with bitter-cold winds, at Lowville, where he operates the Avalon. . . . Paramount salesman Welden Waters encountered temperature of 25 below up north. . . . Newton K. Smith is managing the State, Glens Falls, in the absence of Fred Mausert, vacationing in Florida with Mrs. Mausert. . . . Jules Curley, Warner theatres' advertising manager, was off on a two-weeks' tour of circuit's houses in Ralph Crabill's western district. . . . Fashion note of the week—Georgette Bingham, Columbia, looking ravishing in a new pale blue dress. . . . Jack Armm, Columbia salesman, will see both of his daughters married within three months. . . . Wedding bells will ring out in May for daughter Irma, who will be married to Ben Sillberg, Albany. . . . And in July for daughter Jean, whose groom-to-be is Ernie Mankoff, Newark, New Jersey.

Harry Berkson, Monogram franchise-holder, dropped off for a few minutes. . . . Joe Engel's Universal forces are pounding away in a determined effort to wind up in the money in the Bill Scully Drive. . . . Tony Ryan braved the worst storm of 30 years while on a two-week trip. . . . Artie Newman, Republic, made a week-end visit to New York to attend the wedding of his brother, Herbert. Returning to New York, Artie made record time, doing the 150 odd miles in two hours and 50 minutes. . . . Wayne Carrignan, 20th Century-Fox shipper, is reported engaged, or "nearly-engaged." . . . Joe Miller, Columbia, threw an "appreciation party" to celebrate the fine spirit of cooperation shown him by the staff. . . . All exchange employes and their wives were invited, the festivities taking place at Joe's new home. . . .H. L. Ripps, Metro salesman in the New Jersey territory, who was formerly with Ralph Pielow's local Leo office, returned to his former stamping grounds on his vacation, spending thre days with the Arthur Newmans, then heading for Lake Placid where he and Mrs. Ripps planned to look over the winter sports situation in earnest.

Laura Denneau, Fabian circuit home office, New York, is leaving for a Miami vacation February 7. . . . Sidney Denneau, same office, has made his plans for two weeks at the southern beaches, the latter part of February and first of March. . . . Johnny Milligan, Schuylerville, is another Florida vacationist, with his family. . . . Phil Baroudi, North Creek, made a visit to the row, arriving at exactly 8 A. M. . . . W. I. Tyler, Adelphia, Chittenango, was on the sick list. . . Harry Savette's Strand, Cape Vincent, now operates five days a week. . . . William Fisher has replaced Seth Fields as Schine circuit short subjects booker.

Binghamton

A special preview showing of the Dempsey-Willard fight pictures for all local sports writers and radio announcers resulted in plenty of newspaper space and radio plugs for the Capitol. . . . Tom Cary, Riveria, is making frequent trips to Scranton to see his mother, who is quite ill. . . . Mr. and Mrs. Ned Kornblite are in Florida. . . . Marie Davis, Capitol, usherette, dreads going to the dentist. . . . Plenty of co-operative ads were secured by Tommy Hannifan, manager, Strand, for "GWTW." . . . One act vaudeville show was put in at the Suburban for two days.

Tommy Hannifan, Strand, is mighty proud of his 150 bowling score. . . . Elliott Foreman, Metro exploiteer, is pinch hitting locally for Jack Gilmore, on "GWTW." . . . Jerry Burke, manager, Star, says that the Binghamton Comerford Theatres Managers Bowling team is ready to meet theatre managers team in New York State or Pennsylvania. . . . Charles A. Ryan, Scranton Comerford executive, was a visitor. . . . Jerry Gilroy, Tom Walsh's booking office, will soon say "I Do." . . . George King, owner, Lyric, is on the sick list. . . . New side wall and ceiling neon lights have been put in at the Symphony, Endicott Strand.

—F. D. R.

Buffalo

Mr. and Mrs. Perriello, Naples, Clyde, left for Fort Lauderdale, Florida. . . . Mike Wolfish, who had been employed in the poster department of RKO for the past five years, is now employed by Advertising Accessories, Inc. . . . Due to the severe snow storm, Jack Bullwinkle, Columbia Rochester salesman, called into Buffalo for a sales meeting, was stranded. . . . Several of the film boys were noticed at the Statler Ad Club Ball, Mr. and Mrs. Bill Bork, Universal; Mr. and Mrs. George MacKenna, Lafayette; Mr. and Mrs. George Ferugson, Columbia; Mr. and Mrs. Jack Davis. Mr. and Mrs. John Scully attended with Mr. and Mrs. William Goocker, Mr. and Mrs. Edward Ohlan and a party. . . . Lew Leiser, Jim Fater, Bill Bork, Universal sales force, are way up in standing in the sales drive. . . . Bert Seelbach, Universal cashier; Gerry Lipow, Universal accessories manager, and Carl Heerdt, booker and office manager, were spotted lunching.

Madeline Moore, Columbia stenographer, is no asset to "Old Spain" since she took up horseback riding, because of the sugar problem. . . . Mrs. Phil Fox, wife of Columbia's branch manager, is recovering at the Buffalo General Hospital from a recent operation. . . . Basil Brothers signed contracts for dinnerware for their LaSalle, Niagra Falls, distributed by John Sitterly, 505 Pearl Street. . . . Pete Bifarella, Joylan, Springville, is suffering from a chest injury sustained in an auto accident. . . . Sydney Lehman, Jack Zurich, Teddy Hammer and Nate Sodikman have received their first degree in the Orpheum Masonic Lodge, Rochester, and February 6 they will receive their third degree. Immediately preceding the degree, a dinner will be given them at the Sagamore Hotel, at which

approximately 150 guests, as well as most of the exhibitors and distributors who are Masons, will attend. Teddy Hammers' brother is coming from New York City for the occasion, as well as Jack Zurich's uncle. . . . A stag luncheon will be tendered to Lou Blumenfeld by 50 of his former colleagues in the film business February 3. Bill Bork, Universal; Fran Maxwello, RKO; Manny Woronov, Metro, will be the committee in charge.

Lee Gross, secretary to Bob (Shea booker) Murphy, looks quite neat in her new maroon suit. . . . Ed Miller and Bob Demming, Shea Community managers, experienced the first flat tires of their respective cars lifetime. . . . Annual ball of the Motion Picture Projectionists had a grand turnout. . . . Ed Frank, Shea superintendent of buildings, is busy these days getting the new Lackawanna ready for its grand opening. . . . Adverse weather conditions and school exams caused the postponement of the scheduled match between Fred Koester's Lafayette and Gene Murphy's Great Lakes boys in the Theatres Bowling league. . . . Luther D. Aydelotte was among the audience of notables attending the private preview of RKO's "Abe Lincoln in Illinois" at the Court Street. Luther is noted for his impersonation of the Great Emancipator. . . . Beryl Dana, daughter of Pete Dana, Universal's Kansas City branch manager, is to be confirmed the first week in February.

Charlie Taylor, Shea publicity chief, through Roy Nagle, local American Legion, rounded up a neat local tie-in with the coming of "The Fighting 69th" to Shea's Great Lakes. Story is centered around "Wild Bill" Donovan, a native Buffalonian. . . . Chief Barker Bob Murphy was presented with a handsome gold Gruen wrist watch at the installation of officers of Variety Club, Tent No. 7. Other members of the 1940 Crew are Sydney Lehman, First Assistant Chief Barker; Kenneth Robinson, Second Assistant Chief Barker; W. E. J. Martin, Dough Guy and Property Master. . . . Stanley Kozanowski has been named chairman of the house committee of Variety Club for the year. Murray Whiteman heads the entertainment committee. Other committee chairmen are Sidney Pfeifer, law; Matt Sullivan, member; Sydney Lehman, reception.

Carl Rindcen, manager, Shea's Kenmore, has been assigned to handle the ticket sale for "Gone With the Wind" at George Mason's Shea's Great Lakes. . . . Jack Gilmore, local Metro publicity and exploitation representative, has his hands full these days, jumping from town to town on "Wind."

Buffalo Theatres (Shea circuit) is planning three new houses, to be constructed during 1940. Contracted with RCA Photophone for High Fidelity sound reproducing equipment for all three. T. F. McCleary, Photophone sales specialist, negotiated for the deal.

A first-run engagement of Alliance Films' "Dead Men Tell No Tales" was set for the Mercury.

Butch Lehman, young son of Syd, United Artists branch manager, broke his collar bone. . . . John Bykowski, United Artists booker, entertained guests from Plainfield, New Jersey over the weekend. . . . Barbara Hartman, Columbia cashier, entertained the entire office staff at a supper party. . . . Edith Chasen, former Monogramite, postcards her safe arrival in Hollywood, where through the kindness of Adele Hertzog, she lunched on the Warner lot and saw the studio. . . . Al Becker, Becker Theatre Supply, has sworn off poker. . . . Tom McCleary, RCA sound, has just been notified of his winning the national sales campaign. . . . Mrs. Paul Groh, wife of the building superintendent, Warner Brothers, gave birth to a seven pound girl. . . . Dick Hayman has returned to Buffalo after spending three weeks with his parents at Miami Beach. . . . Alice McCarthy, accounting department, Buffalo, spent the week-end visiting her sister and twin nephews. . . . Abe Corrin, Al Gilbert, Syracuse, and Louis Beyer, Mattydale, were in town. . . . Phil Fox, Columbia, says he enjoyed very much having Irving Altshuler, auditor, with him.

—M. L.

Cohoes

Ordinance banning Sunday movies was to have been repealed by Council at a recent meeting. Local Regent was closed on Sunday because of the surprise ban.

Dunkirk

Dalton Burgett, Capitol. was elected president of the Chautauqua County Deputy Sheriffs' Association.

Ellenville

Jim Spadaro, Shadowland, will start construction of a new 600-seat house in the near future. Theatre will be built adjacent to Jim's Mitchell House Hotel. . . . New Nobury, which will be operated by Scholemson and Popkin, Fallsburgh, is scheduled for completion about March 15.

Elmira

Ray Fahrenholz, Strand, is confined to his home. . . . Eddie Yarbrough, Keeney, tied up with Parents-Teachers Association for a benefit ticket sale on "Brother Rat and the Baby."

Eddie Yarbrough, Keeney, has gained quite a reputation as speaker. Those who were in evidence at the Keeney—Regent —Strand Warner party included:

Ray Fahrenholz and his missus, Helen Knapp, Mary Sandberg, Claud Van Riper, Frank Sanders, Chuck Walker, R. Lynch, Mel Reppard, D. Rohde, Paul Driscoll, Leo Groom, Olive Cummings, Ione Davenport, Bert Brown, William Tunis, Don Nizon, Tom Botsford, Jack Krebs, Tom Barnes, Merle Danielson, William Pfiffer, Paul Halloran, Eddie Yarbrough and Mrs. Yarbrough, Alden Allen, Dorothy Price, Martha Fusare, Frank Turner, Lee Kaminski, Donald Backer, Lee Augustine, William Harvey, Jack Waters, Mary Belloma, T. King, Mary Roe, Gerald Keene, Paul Johnson, Harold Huzzard, Paul Shay, Bob Halloran, Art Habeck, Mel Conhaim, Byron Danks, Jane Miller, Jane Hymes, Bill Wombough, Charles Keene, J. Underwood, William Cady, Lenord Hamilton, N. Carlton, Mary Teribury, Claud Fravel, Claud Dittiacur, Don Edwards, Jack Welch, Art Ventimiglia, Bill Ross.

Gloversville

Schine Home Office News

Schiners' club enjoyed a gala Winter sports party at Speculator, January 21. . . . On the same day, Sander Lazar, home office publicity department, suffered a skiing accident at North Creek, fracturing a bone in his left leg when he was thrown while going down the Gore Mountain run. He was half-way down when his ski caught and tossed him heavily. Taken to Littauer hospital here, he is under the care of Dr. Robert Lenz, with his condition reported as good. . . . Richard Schine, handsome young son of Mr. and Mrs. J. Myer Schine, is recovering from a badly crushed finger. . . . To add to the Schine casualties, Marion Nelson, home office employee, cut two fingers in a paper slicer.

Schine houses will start "Gone With the Wind" showings in 26 locations February 25. . . . Seymour Stern, Rochester Games company, entertained a group of Schine employees at a party. . . . Sid Holland, Mohawk Valley district manager stationed at the Glove, is still receiving congratulations on the $1,000 prize he won from Columbia, the first in a national contest on exploiattion campaigns for "Only Angels Have Wings." Joseph Miller, Columbia's representative in Albany, made the presentation, as Louis W. Schine beamed and the cameras clicked.

Hornell

Operation of the Majestic will be resumed by Mr. and Mrs. F. F. Peters March 15, it was announced by their son, Arthur F. Peters. He said his mother and father, now wintering in Daytona Beach, Florida, expect to return March 1. Lease of Warner Brothers Theatres, Inc., expires at midnight March 14. Stage shows will be secured and renovation of the theatre will be done during the summer. James Macris is now managing. . . . Mother of George Griffing, Majestic projectionist, passed away. . . . William Switzer is the proud papa of a baby daughter. He is the Steuben projectionist. . . . Jim Macris, Majestic, spent the day in Jamestown doing special advertising work. . . . William Leggiero, Steuben, secured the co-operation of a women's group to sell tickets in advance on Brother Rat and the Baby, for which they received a percentage of receipts from advance sale.

Jamestown

Reatha Costello, Palace cashier, was home with a cold. Virginia Callahan subs. . . . Agnes Huff, Palace service staff, resigned, Helen Anderson replaced. . . . Winter Garden discontinued "Wahoo" and replaced with "Crazy Auction Nite." . . . Robert C. Horning, Sheas, chose to go by train for meeting in Buffalo with Jack Shea, New York office. . . . Ralph Crabill, district manager, managed the impossible, of getting through to Buffalo when

The material which appears in these columns is gathered for THE EXHIBITOR by a hand-picked and well-paid staff of news men in and about the cities represented under separate headings. These men are constantly in touch with each local situation and this accounts for THE EXHIBITOR appearing first with such local doings.

In response to many inquiries which have reached this department, this material is not copyrighted, which probably explains why some of the material finds its way at later dates into contemporary publications.

It is the opinion of the editors of this publication that while news may be copyrighted, ability (which is far more important) cannot be. This explains why we ignore the first and value the second.

all roads in were blocked. . . . M. A. Silver, Warners' upstate zone manager, met in Buffalo with Jack Shea, shea interests; Ralph Crabill, Robert Horning. . . . We ran into the Fritz Schweppes, Capitol, Elmira, and Tom Roberts, Colonial, Elmira, and missus, enjoying an evening in Buffalo, Syd Samson and others.

Medina

Cliff Schaufele, Diana was ill. . . . Schaufele, on "South of the Border," gave away autographed photos of Gene Autry, tied up with local merchant for Gene Autry sweater giveaway to his Saturday matinee and had amplifier playing Autry songs in front of theatre.

Middletown

Observed shivering in near zero weather were Jim Frank and Teddy Rosenberg, NTS, trying to get into Teddy's new car. It appears that Teddy locked his car and left the keys inside. . . . Harry Stowell, Paramount manager, is champ on the shuffle board at the Ritz. Hudson Valley theatre folks who think themselves good at shuffle board will certainly be surprised when they go into action against Harry. . . . Among visitors were Harry Rubin, Paramount projection director; Jack Carroll, Altec. . . . Harry Wagner, Paramount projectionist, has been keeping up his piscatorial reputation by going off on ice fishing expenditions. Cold sport these days.

Olean

Murray Lafayette, Haven, on "Four Wives" tied up with shops to display gowns, stills, and posters. He used a teaser campaign by making 600 telephone calls to women with teaser message.

Newburgh

In the eleventh session of the Netco (Insomnia) League, Cameo defeated Park, 2-1; Managers shut out Operators, 3-0; Broadway defeated Art Department, 2-1; Ushers defeated Ritz, 2-1; Red Sutton, Ushers, bowled a 188 high single for the session and Fred Schaefer, managers, a 546 high three. Teams now stand Park won 25, lost 8; managers, won 24, lost 9; Cameo won 23, lost 10; Ushers won 20, lost 13; Broadway won 18, lost 15; Art Department won 10, lost 23; Ritz won 8, lost 25; Operators won 4, lost 29. . . . After his recent engagement, Paul Whiteman told Gene Levy and Clint Lake at the Ritz, "It's a swell town." . . . Fred J. Schaefer, manager, Broadway, was elected president of the Broadway Business Men's Association. . . . Harry J. Freidman, former Academy manager, and now chairman of the March of Dimes committee, reports that he distributed about 200 boxes and has disposed of approximately 2,000 buttons in schools, business places, and industrial plants; and that he expected receipts from the March of Dimes campaign this year would go ahead of last year's record.

Rochester

Manager Charlie Freemen, Century, finds "jitterbug" couples running low and gets a headache lining up contestants for Friday night shows. . . . Frank Smith, treasurer, Eastman, reports a woman comes into lobby at 5 P. M. daily to talk with goldfish. . . . Fred F. Fromm, stage hand, left $10,000 cached in bags hidden in home when he died December 31, Surrogate Feely's report reveals. . . . Manager Jay Golden, RKO Palace, showed films taken at Gannett dinner announcing publisher's candidacy for Republican Presidential nomination. . . . Alexander Zigas, Brooklyn projectionist, arriving in town penniless with his wife and baby looking for for a job, was given succor by a priest after his auto collided with another, landing him in jail.

Meyo Construction Company has started work on a new Schine theatre in Canandaigua. Circuit has taken a 20-year lease on two South Main Street stores and plans to remove the separating wall, rebuild and redecorate the interior and install a modern front. . . . William J. MacFarlane, manager, Playhouse, who also will manage the new theatre, says the seating capacity and date of opening have not yet been decided, but work will be speeded as rapidly as possible. House to be known as the Lake, will use mostly B product.

Syracuse

Bert Larkin for past ten years booker for Smith Chain Theatres, is now operating the Harvard. . . . New heating plant has been installed by Rube Canter, Strand, Marcellus. . . . Jefferson, Auburn, is now using "Book Nite" since closing vaudeville. . . . Jack Kerly parks his car under Avon marquee due to garage shortage. . . . Tommy Roe is reported to be looking for a new connection. . . . James Constantino should hire guides that can back track. . . . Lou Leiser is very busy selling "Oh, Johnnie, How You Love." . . . Rap. Merriman admits the sound modifying job done by RCA at Franklin is good. . . . Bert Barton, Strand, would like a transmission. . . . Wonder how many of the local 376 boys attended the Loew's State banquet. . . . Tenth round of local 376 meeting was fought, decision to be reported later. . . . We hope George (Altec) Brown finds time to install the new door closer. . . . Wonder what theatre owner is after the Dumas legacy? . . . It is reported that there will be a new theatre erected in Fayetteville. . . . Heavy snow blocked all roads to Jimmy (pardon me, James) Constantino's Strand, Phoenix. . . . Francis Miller wishes Jack Meaney would buy gas instead of calling for tows.

One of the local boys promises to use the following birthday list: For Floyd Lewis, pair of stilts; Joe Cecile, box of bi-carb; Louis Boyd, some Four Roses; Carl Henry, a mirror; Fay Woodford, haircut; Ray Roe, book on fever; George Raaflaub, month's payment on car; Larry Sherman, cheerier outlook on life; John Meaney, set of muscles to go with wrestling honors; Eddie Cummings, course in public speaking; Jim Mosher, bustle to offset the bay window in front; Phil Rossomando, few words in English; Bert Barton, correct time; Bob Poulsen, new crop of hair; Jack Bartle, copy of the bare facts; Mel Denny, rubber tired "scooter;" Ken Wilcox, new set of counterfeit crockery; Lloyd Tracy, comfortable chair; Jack Seeley, copy of a certain book; "Bill" Doss, set of rubber fenders; Lynn Goff, extra foot in height; "Howie" Kennar, antidote for fireman's conventions; Harry Burley, new lock for his telephone; John Eccles, extension of the lunch hour; Ed Labadie, slightly more comfortable looking physique; Claude Linstruth, pair of roller skates for picket duty; Elmo Carpenter, jar.

Correction: Sidney L. Grossman was appointed secretary and Frank Allen, Solvay, makes the third member of the grievance committee appointed by regional vice-president Rappaport Merriman. . . . There will be a new theatre opened in Trumansburg about May 1, it is said. . . . Contrary to reports, the new building at Ovid will house a bowling alley instead of theatre. . . . Congratulations to Sid. Holland in winning the first place in the "Only Angels Have Wings" contest. . . . Joe Fitzer has landed a circuit contract for his "Bingo" cards. . . . Mrs. Henry Jacobson has returned from Ashville, North Carolina. . . . Pat McGee, Schine district manager, stopped off. . . . Sidney Grossman has added a new money night at his Elmwood. . . . Sam Slotnick has not been seen very much lately. . . . We are glad to hear that Joanna, small daughter of Mr. and Mrs. George (Altec) Brown, is recovering. . . . Martin Wazlohowski was reported out of circulation for the past week. . . . Wonder if Alfred DiBella is looking for someone to sue since the water pipes froze at the East. . . . Rivoli has been advertising in local papers for amateur stage talent. . . . Wanted, by Jack Kerly, furnished room in down town section (or several sets of keys for present apartment).

Harry Gurnes will celebrate a birthday January 31. . . . Jack Kerley tried to give Phil Rossomando a belated Christmas present. . . . Lynn Goff reports the fish are biting on Oneida Lake. . . . Robert Poulsen reports tracks very muddy lately. . . . Howard Kennar finds the weiner restaurant very economical. . . . William Maxon seems to be in favor of less expense. . . . Howard Kelley and Francis Miller were engineers on Melvin Denny's railroad. . . . James Constantino reports he is unable to drive Robert Dumas downtown since the legacy came. . . . Wonder how soon Francis Miller will let his sons play with the electric train. . . . "Bennie" Coates just had the old shoes shined up. . . . Jack Meaney doesn't seem to be able to step over man holes. . . . We hear there is another deal pending in upper James Street. . . . Harry Unterfort, manager, RKO-Schine-Keith's, ran contest to find old minstrel show programs in connection with "Swanee River." . . . RKO-Schine-Strand is now dark Monday through Thursday, with vaudeville and feature picture ending the week.

Note from Fred Donohue to Jack Meaney: Doors of the Regent are opened well in advance of the first show. . . . All rewards offered for return of William Meany's lessons are off. . . . Al Gilbert thanks us for the plug but says he still wants to sell the extra box office. . . . Wonder if Phil Rossomando uses the welding outfit and assortment of pipe wrenches to keep his motiograph running. . . . Wanted by Fay Woodford, "Please do not disturb" sign. . . . Jack Seeley and Ken Wilcox have broken a contract to make a balloon ascension for Local 376. . . . Lynn Goff is reported going in for steeple jack work. . . . All RKO-Schine houses used large collection boxes for March of Dimes. . . . Gang at Empire wired best wishes to Frank Suttell on opening of the Strand, Rochester. . . . Syracuse Scenery and Stage Lighting Company (George Steeves and George Robertson) is reported wooing Mel Denny away from his old pal, Fay Woodford. . . . Syracuse projectionists are thinking of taking organ lessons after reading a recent school projection article in a daily paper. . . . "Jim" DeVenney is slowly recovering. . . . Fay Woodford has located Mel Denny's diary and will publish it serially.

BINGO CARDS
MADE ON CARD — NOT PAPER!
WITH PUSHOUT TABS — LARGE
1,000 COMBINATIONS—SIZE 4½x5
$2.25 PER THOUSAND
JOSEPH FITZER
104 GORLAND AVE.
SYRACUSE, N. Y.

The Feature Check-Up

Of All Pictures Released Nationally Since July 28, 1939

COLUMBIA

(1938-1939 releases from 9001 up; 1939-1940 releases from 1001 up.)

AMAZING MR. WILLIAMS, THE—C—Melvyn Douglas, Joan Blondell, Edward S. Brophy — Top-ranking comedy—86m.—see Nov. 29 issue—(1007).
BEWARE SPOOKS!—C—Joe E. Brown, Mary Carlisle—So-so Brown—68m.—see Nov. 15 issue—(1011).
BLONDIE BRINGS UP BABY—CD—Penny Singleton, Arthur Lake, Larry Simms—Top-half of dualler, or nabe single feature—69m. — see Nov. 15 issue—(1013).
CAFE HOSTESS—MD — Preston Foster, Ann Dvorak, Douglas Fowley—Bottom dualler—63m.—see Dec. 13 issue—(1030)—(A).
COAST GUARD—MD—Randolph Scott, Frances Dee—Okay programmer, can be effectively exploited—72m.—see Aug. 9 issue—(9008).
CONVICTED WOMAN—MD—Rochelle Hudson, Lola Lane, Frieda Inescort—Just a dualler— —m.—see Feb. 7 issue—(1034).
FIVE LITTLE PEPPERS AND HOW THEY GREW—MD—Edith Fellows, Dorothy Peterson — Fair as lower half of double bill—60m.—see Sept. 6 issue—(9017).
FUGITIVE AT LARGE—MD—Jack Holt, Patricia Ellis—Okay for Holt fans — 66m. — see Aug. 9 issue—(1026).
GOLDEN BOY—D—Barbara Stanwyck, William Holden, Adolphe Menjou—Top bracket attraction with popular appeal—101m.—see Sept. 6 issue—(9002).
HIDDEN POWER—D — Jack Holt, Gertrude Michael, Dickie Moore—Standard Holt—60m.—see May 31 issue—(1025).
HIS GIRL FRIDAY—CD—Cary Grant, Rosalind Russell, Ralph Bellamy—Should hit high grosses—92m.—see Jan. 10 issue—(1003).
KONGA, THE WILD STALLION—W—Fred Stone, Rochelle Hudson—Just a dualler—65m.—see Sept. 20 issue—(9034).
LONE WOLF STRIKES, THE — MY—Warren William, Joan Perry, Alan Baxter—Mediocre programmer for the nabes—70m.—see Jan. 24 issue.
MAN THEY COULD NOT HANG, THE—D—Boris Karloff, Lorna Gray—Good chiller-thriller—65m.—see Aug. 23 issue—(0018).
MIRACLE ON MAIN STREET—MD—Margot, Walter Abel—Weak dualler—78m.—see Nov. 15 issue—(1032).
MR. SMITH GOES TO WASHINGTON—CD—Jean Arthur, James Stewart, Claude Rains — Sure-fire money-meker—130m.—see Oct. 18 issue—(1101).
MUSIC IN MY HEART—MDMU—Tony Martin, Rita Hayworth, Andre Kostalanetz—Pleasing musical dualler—70m.—see Dec. 27 issue—(1018).
MY SON IS GUILTY—D—Bruce Cabot, Jacqueline Wells, Harry Carey—Lower-half nabe dualler—63m.—see Jan. 10 issue—(1033).
OUTPOST OF THE MOUNTIES—AD—Charles Starrett, Iris Meredith—Okay for the season's starter—63m.—see Nov. 1 issue—(1201).
RIDERS OF BLACK RIVER—W—Charles Starrett, Iris Meredith — Good Starrett—54m.—see Sept. 20 issue—(9209).
SCANDAL SHEET—MD—Otto Kruger, Ona Munson, Edward Norris—Pleasing newspaper meller — 67m.—see Nov. 1 issue—(1031).
STRANGER FROM TEXAS, THE—W—Charles Starrett, Lorna Grey, Sons of the Pioneers—Near the top for Starrett—54m.—see Dec. 13 issue—(1202).
TAMING OF THE WEST—W—Bill Elliott, Iris Meredith—Plenty fast Elliott opus—55m.—see Oct. 18 issue—(1211).
THOSE HIGH GREY WALLS—MD — Walter Connolly, Onslow Stevens, Iris Meredith—Strong dualler; may be featured—82m.—see Oct. 4 issue—(1015).
TWO-FISTED RANGERS — W — Charles Starrett, Iris Meredith, Bob Nolan—A good Starrett getting better—62m.—see Jan. 10 issue—(1203).
U-BOAT 29—D—Conrad Veidt, Valerie Hobson, June Duprez—Exploitable British program—79m. — see Oct. 4 issue—(English-made)—(1010).

TO BE REVIEWED OR IN PRODUCTION

BLONDIE ON A BUDGET — Penny Singleton, Arthur Lake, Larry Simms, Daisy.
BULLETS FOR RUSTLERS — Charles Starrett, Lorna Grey, Sons of the Pioneers—(1204).
DOCTOR TAKES A WIFE, THE—Loretta Young, Ray Milland, Gail Patrick.
ENGLISHMAN'S HOME, AN — (No cast available) — (English-made).
FIVE LITTLE PEPPERS AT HOME — Edith Fellows, Dorothy Peterson, Clarence Kolb.
I MARRIED ADVENTURE—Jungle picture produced by Osa (Mrs. Martin) Johnson.
MEN WITHOUT SOULS—John Litel, Barton MacLane, Rochelle Hudson.
OUTSIDE THE THREE-MILE LIMIT—Jack Holt, Irene Ware, Eduardo Cianelli.
PASSPORT TO ALCATRAZ—Jack Holt, Cecelia Callejo, Noah Beery, Jr., C. Henry Gordon.
PIONEERS OF THE FRONTIER — Bill Elliott, Linda Winters—58m.—(1212).
TEXAS EXPRESS—Charles Starrett, Iris Meredith, Dick Curtis, Sons of the Pioneers—(1205).
TOO MANY HUSBANDS—Jean Arthur, Fred MacMurray, Melvyn Douglas.

METRO

(1938-1939 releases from 901 up)
1939-1940 releases from 1 up)

ANOTHER THIN MAN—CD—William Powell, Myrna Loy, C. Aubrey Smith—In the better grosses—102m.—see Nov. 29 issue—(13).
BABES IN ARMS—CDMU—Mickey Rooney, Judy Garland, Charles Winninger—Top-notch attraction—97m.—see Oct. 4 issue—(9).
BAD LITTLE ANGEL—D—Virginia Weidler, Gene Reynolds—Good entertainment for family trade; preachment is softened with delightful comedy—72m.—see Nov. 1 issue—(10).
BALALAIKA—DMU—Nelson Eddy, Ilona Massey, Charles Ruggles—Expensive production; exploit for best box-office returns — 102m.—see Dec. 27 issue—(17).
BLACKMAIL—MD—Edward G. Robinson, Ruth Hussey—Sell Robinson—81m.—see Sept. 20 issue—(5).
CONGO MAISIE—MD—Ann Sothern, John Carroll, Rita Johnson—Dualler with selling angles—70m.—see Jan. 24 issue—(19).
DANCING CO-ED—Lana Turner, Richard Carlson, Artie Shaw and Orchestra—Better-than-average dual support—84m.—see Oct. 4 issue—(3).
EARL OF CHICAGO, THE—CD—Robert Montgomery, Edward Arnold, Reginald Owen—Highly exploitable program—87m.—see Jan. 10 issue—(18).
FAST AND FURIOUS—MY—Franchot Tone, Ann Sothern—Good comedy-mystery program—73m. — see Oct. 18 issue—(6).
GONE WITH THE WIND — D — Clark Gable, Vivien Leigh, Olivia de Havilland, Leslie Howard, Thomas Mitchell—Par excellence—228m.—see Dec. 27 issue—(Technicolor)—(A).
HENRY GOES ARIZONA—W—Frank Morgan, Virginia Weidler, Guy Kibbee — Pleasing western-comedy dualler—67m.—see Dec. 13 issue—(2).
I TAKE THIS WOMAN—MD—Spencer Tracy, Hedy Lamarr, Verree Teasdale—For the women; Lamarr will get the men—98m.—see Feb. 7 issue.
JOE AND ETHEL TURP CALL ON THE PRESIDENT—CD—Ann Sothern, William Gargan—Pleasing nabe dualler—70m.—see Dec. 13 issue—(14).
JUDGE HARDY AND SON—CD—Lewis Stone, Mickey Rooney, Cecilia Parker—Top-ranking Hardy—90m.—see Dec. 27 issue—(16).
LADY OF THE TROPICS—D—Robert Taylor, Hedy Lamarr—Sell the names—91m.—see Aug. 23 issue—(9047)—(A).
LAMBETH WALK—C—Lupino Lane, Sally Gray—Just a dualler-importation—66m. — see Aug. 23 issue, under Foreign—(22).
MARX BROS. "AT THE CIRCUS"—F—Marx Brothers, Kenny Baker, Florence Rice, Nat Pendleton—Headed for the higher grosses—87m.—see Nov. 1 issue—(8).
MIRACLES FOR SALE — MD — Robert Young, Henry Hull, Florence Rice—With exploitation, picture is okay top attraction on duals—71m.—see Aug. 9 issue—(9048).
NICK CARTER, MASTER DETECTIVE—MD — Walter Pidgeon, Rita Johnson, Henry Hull—Fast-moving action meller; dualler—60m.—see Dec. 27 issue—(15).
NINOTCHKA—CD—Greta Garbo, Melvyn Douglas, Ina Claire—Garbo smiles; ditto for the exhibitor—110m.—see Oct. 18 issue—(7).
REMEMBER?—C—Robert Taylor, Greer Garson, Lew Ayres—Will have to be sold—83m.—see Nov. 15 issue—(11).
SECRET OF DR. KILDARE, THE — D — Lew Ayres, Lionel Barrymore, Helen Gilbert—Standard Kildare—82m.—see Nov. 29 issue—(12).
SHOP AROUND THE CORNER, THE—CD—Margaret Sullavan, James Stewart, Frank Morgan—Good entertainment with box-office names—100m.—see Jan. 10 issue—(20).
THESE GLAMOUR GIRLS—CD—Lew Ayres, Lana Turner, Ann Rutherford—Routine college fare—78m.—see Sept. 6 issue—(948).
THUNDER AFLOAT — MD — Wallace Beery, Chester Morris, Virginia Grey—Timely fare that can be exploited for good results—95m.—see Oct. 4 issue—(4).
WIZARD OF OZ, THE—Fantasy—Judy Garland, Billie Burke, Jack Haley, Bert Lahr, Ray Bolger, Margaret Hamilton, Frank Morgan—In the industry's front rank—101m.—see Aug. 23 issue—(Technicolor)—(949).
WOMEN, THE — D—Norma Shearer, Joan Crawford, Rosalind Russell, Paulette Goddard, Phyllis Povah, Joan Fontaine—Heeded for the higher grosses—134m.—see Sept. 6 issue—(1)—(A).

TO BE REVIEWED OR IN PRODUCTION

BROADWAY MELODY OF 1940—Fred Astaire, Eleanor Powell, George Murphy—(21).
EDISON THE MAN—Charles Coburn, Gene Reynolds.
FLORIAN—Robert Young, Helen Gilbert, Charles Coburn.
FORTY LITTLE MOTHERS—Eddie Cantor, Rita Johnson, Bonita Granville.
HOORAY—I'M ALIVE — Frank Morgan, Billie Burke, Ann Rutherford.
MAN FROM DAKOTA, THE—Wallace Beery, John Howard, Dolores Del Rio—(24).
NEW MOON—Jeanette MacDonald, Nelson Eddy, Dick Purcell.
NORTHWEST PASSAGE—Spencer Tracy, Robert Young, Walter Brennan, Laraine Day — (Technicolor) — (25).
STRANGE CARGO—Clark Gable, Joan Crawford, Ian Hunter, Peter Lorre—(23).
TWO GIRLS ON BROADWAY — George Murphy, Lana Turner, Joan Blondell.
UNTITLED DR. KILDARE — Lionel Barrymore, Lew Ayres, Laraine Day.
WATERLOO BRIDGE—Vivien Leigh, Robert Taylor.
YOUNG THOMAS EDISON—Mickey Rooney, Virginia Weidler, Fay Bainter.

MONOGRAM

(1938-1939 releases from 3801 up; 1939-1940 releases from 3901 up.)

CHASING TROUBLE — MD — Frankie Darro, Marjorie Reynolds, George Cleveland—Weak dual support—63m.—see Jan. 24 issue—(3917).
CRASHING THRU — AD—James Newill, Warren Hull, Jean Carmen, Milburn Stone — Saturday matinee filler—55m.—see Oct. 4 issue—(3936).
DANGER FLIGHT—MD—John Trent, Marjorie Reynolds, Tommie Baker—Nice action show for the family trade—61m.—see Nov. 15 issue—(3816).
FATAL HOUR, THE—MY—Boris Karloff, Grant Withers, Marjorie Reynolds—Wong wows 'em—68m.—see Jan. 24 issue—(3907).
FIGHT FOR PEACE—Documentary—Story by Hendrik Willem Van Loon, narration by David Ross—Highly saleable topical picture—65m.—see 1st May, 1938, issue, under Miscellaneous—(3831)—(A).
FIGHTING MAD—AD—Jimmy Newill, Sally Blane—The kids should like it—55m.—see Nov. 15 issue—(3937).
FOUR JUST MEN, THE—see The Secret Four.
GENTLEMAN FROM ARIZONA, THE—WMU—J. Farrell MacDonald, Joan Barclay, John King—Pleasing dual supporting fare; color should help—71m.—see Dec. 27 issue—(Cinecolor)—(3912).
GIRL FROM RIO—MD—Movita, Warren Hull — Fair nabe dualler—62m.—see Aug. 9 issue—(3825).
HEROES IN BLUE—MD—Dick Purcell, Bernadene Hayes—Cops-and-robbers for the family—58m.—see Nov. 15 issue—(3919).
HIDDEN ENEMY—MD—Warren Hull, Kay Linaker, William von Brincken—Nabe dual fare; plug timeliness—63m.—see Feb. 7 issue—(3922).
IRISH LUCK—AD—Frankie Darro, Dick Purcell—Fast moving Darro—58m.—see Sept. 6 issue—(3826).

MR. WONG IN CHINATOWN—MY—Boris Karloff, Marjorie Reynolds—Best of the Wongs—70m.—see July 26 issue—(3807).
MUTINY IN THE BIG HOUSE—MD—Charles Bickford, Barton MacLane—One of Monogram's best—83m.—see Oct. 18 issue—(3803).
OVERLAND MAIL, THE—W—Jack Randall, Claire Rochelle—Just about tops for Randall and Monogram—52m.—see Nov. 15 issue—(3857).
PHANTOM STRIKES, THE—MY—Wilfrid Lawson, Sonnie Hale, Louise Henry—Okay English mystery program—58m.—see Nov. 29 issue—(3923).
RAIDERS OVER ENGLAND — see Shorts Check-Up—(3830).
RIDERS OF THE FRONTIER—W—Tex Ritter, Jack Rutherford—Typical Ritter—58m.—see Aug. 23 issue—(3866).
ROLL WAGONS ROLL—W—Tex Ritter, Nelson McDowell, Muriel Evans—Standard Ritter — 54m. — see Dec. 13 issue—(3951).
SECRET FOUR, THE (The Four Just Men)—MY—Hugh Sinclair, Griffith Jones, Francis L. Sullivan—High-rating English melodrama—79m.—see Dec. 13 issue—(English-made)—(3918).
SKY PATROL—MD—John Trent, Marjorie Reynolds—Well continues a good series—61m.—see Sept. 20 issue—(3815).
WESTBOUND STAGE — W — Tex Ritter, Nelson MacDowell, Muriel Evans—Good Ritter — 58m.—see Jan. 10 issue—(3952).
YUKON FLIGHT—MD—James Newill, Louise Stanley, Dave O'Brien—Standard bottom duallier—57m.—see Dec. 13 issue—(3938).

TO BE REVIEWED OR IN PRODUCTION

CHEYENNE KID, THE—Jack Randall—(3962).
COVERED WAGON TRAILS—Jack Randall—(3963).
CRIME OF DR. ORLOFF—Bela Lugosi.
DANGER AHEAD—James Newill—(3939).
EAST SIDE KIDS—Billy Halop, Bobby Jordan, Vincenet Barnett, Dennis Moore, East Side Kids—(3924).
HIDDEN ENEMY—Warren Hull, Kay Linaker—(3922).
PHANTOM PILOT—James Newill—(3941).
PIONEER DAYS—Jack Randall—(3961).
RHYTHM OF THE RIO GRANDE—Tex Ritter, Susan Dale, Warren Richmond—(3953).
SON OF THE NAVY—Martin Spellman, Jean Parker.
TOM BOY—Jackie Moran, Marcia Mae Jones.

PARAMOUNT

(1938-1939 releases from 3801 up; 1939-1940 releases from 3901 up)

ADVENTURE IN DIAMONDS—MD—George Breut, Isa Miranda, John Loder—Miranda's possibilities should help—76m.—see Jan. 24 issue.
ALL WOMEN HAVE SECRETS—CD—Virginia Dale, Joseph Allen, Jr., Jean Cagney—Lower-half duallier—70m.—see Dec. 13 issue—(3914)—(A).
BEAU GESTE—MD—Gary Cooper, Susan Hayward, Ray Milland, Robert Preston, Brian Donlevy—High-rating production, can be sold for the money—114m.—see July 26 issue—(3902).
CAT AND THE CANARY, THE—CMY—Bob Hope, Paulette Goddard, John Beal—Okay programmer for the kids and mystery fans—74m.—see Oct. 18 issue—(3909).
DEATH OF A CHAMPION—CMY—Lynne Overman, Robert Paige, Virginia Dale—Just a duallier—67m.—see Sept. 6 issue—(3901).
DISPUTED PASSAGE—D—Dorothy Lamour, Akim Tamiroff, John Howard—Can do big biz, if sold properly—91m.—see Oct. 4 issue—(3908).
EAGLE AND THE HAWK, THE—MD—Fredric March, Cary Grant, Carole Lombard, Jack Oakie—Sell the men to the women—75m.—see Mar. 22 issue—(3866)—(re-issue).
EMERGENCY SQUAD — AD — William Henry, Louise Campbell, Richard Denning—Lower nabe duallier—57½m.—see Dec. 27 issue—(3917).
GERONIMO!—MD—Preston Foster, Ralph Morgan, Andy Devine, Ellen Drew—Highly exploitable—90m.—see Nov. 29 issue—(3918).
GREAT VICTOR HERBERT, THE—DMU—Walter Connolly, Allan Jones, Mary Martin—Can be sold big—91m.—see Dec. 13 issue—(3916).
GULLIVER'S TRAVELS—Fantasy—Full-length cartoon, produced by Max Fleischer—Can be exploited for big returns—77m.—see Dec. 27 issue—(Technicolor)—(3915).
HONEYMOON IN BALI—CD—Fred MacMurray, Madeleine Carroll, Akim Tamiroff—Profit-making laugh carnival—96m.—see Sept. 20 issue—(3904).
JAMAICA INN—COD—Charles Laughton, Leslie Banks, Maureen O'Hara—Deserving of best selling facilities—99m.—see Oct. 4 issue—(English-made)—(3906)—(A).
LAW OF THE PAMPAS—W — William Boyd, Russell Hayden, Sidney Toler—Top-notch western—74m.—see Nov. 1 issue—(3955).
LIGHT THAT FAILED, THE — MD—Ronald Colman, Walter Huston, Muriel Angelus—Sell Colman, Kipling names—99m.—see Dec. 27 issue—(3921).
LLANO KID, THE—MD—Tito Guizar, Gale Sondergaard—Highly saleable western—70m.—see Nov. 15 issue—(3913).
MILLION DOLLAR LEGS—Betty Grable, Jackie Coogan, Donald O'Connor—For lower-half of twin bills—65m.—see July 12 issue—(3846).
NIGHT OF NIGHTS, THE—MD—Pat O'Brien, Olympe Bradna, Roland Young—Good cast helps make this pleasing duallier — 86m. — see Dec. 13 issue—(3912).
NIGHT WORK—CD—Charles Ruggles, Mary Boland—Minor nabe dual fare—62m.—see Aug. 9 issue—(3849).
$1,000 A TOUCHDOWN—C — Joe E. Brown, Martha Raye, Susan Hayward—Bottom-half duallier—73m.—see Oct. 4 issue—(3903).
OUR LEADING CITIZEN—MD—Bob Burns, Susan Hayward—Below par for Burns—89m.—see Aug. 9 issue—(3850).
OUR NEIGHBORS, THE CARTERS—CD—Fay Bainter, Frank Craven, Edmund Lowe—High-rating fare for small town and nabe houses—84m.—see Nov. 1 issue—(3911).
RANGE WAR—W—William Boyd, Russell Hayden—Standard Hopalong—66m.—see Aug. 22 issue—(3954).
REMEMBER THE NIGHT—D—Barbara Stanwyck, Fred MacMurray, Beulah Bondi—Sell this for good grosses—92m.—see Jan. 10 issue—(3919).
RENEGADE TRAIL—W—William Boyd, Charlotte Wynters—Good nabe western reaction—58m.—see Apr. 19 issue—(3859).
RULERS OF THE SEA—D—Douglas Fairbanks, Jr., Will Fyffe, Margaret Lockwood—Can be sold for the money; get behind it—97m.—see Sept. 20 issue—(3910).
SANTA FE MARSHAL—W—William Boyd, Russell Hayden, Bernadene Hayes—Standard Hopalong—68m.—see Jan. 10 issue—(3956).
SEVENTEEN — C — Jackie Cooper, Betty Field, Otto Kruger — Pleasing program—78 m.— see Nov. 1 issue.
SIDEWALKS OF LONDON—CD—Charles Laughton, Vivien Leigh, Rex Harrison—Sell the names—85m.—see Feb. 7 issue—(3922).
STAR MAKER, THE—MU—Bing Crosby, Ned Sparks, Linda Ware, Louise Campbell — Musical bonanza with smart exploitation—94m.—see Aug. 23 issue—(3851).
TELEVISION SPY—MD—William Henry, Judith Barrett, William Collier, Sr.—Exploitable lower-half duallier—59m.—see Oct. 18 issue—(3907).
THIS MAN IS NEWS—MYD—Barry K. Barnes, Valerie Hobson—Pleasing English picture, with a slow start, a smash finish—75m.—see July 26 issue—(3865).
WHAT A LIFE!—CD—Jackie Cooper, Betty Field—Juvenile program; can be sold—79m.—see Sept. 20 issue—(3905).

TO BE REVIEWED OR IN PRODUCTION

AT GOOD OLD SIWASH—William Holden, Bonita Granville, Judith Barrett, Vaughan Glaser.
BISCUIT EATER, THE—Billy Lee, Cordell Hickman, Helene Millard, Richard Lane.
BUCK BENNY RIDES AGAIN—Jack Benny, Eddie Anderson, Ellen Drew, Phil Harris, Andy Devine.
DR. CYCLOPS—Albert Dekker, Janice Logan, Victor Killian, Tom Coley—(Technicolor).
DOWN WENT McGINTY—Brian Donlevy, Akim Tamiroff, Muriel Angelus.
FARMER'S DAUGHTER, THE—Martha Raye, Charles Ruggles, Richard Denning, Gertrude Michael.
FRENCH WITHOUT TEARS—Ray Milland, Ellen Drew—67m.—(English-made).
GOLDEN GLOVES—Richard Denning, Jean Cagney, Robert Paige.
HIDDEN GOLD—William Boyd, Russell Hayden, Britt Wood, Ruth Rogers—(3958).
KNIGHTS OF THE RANGE—Russell Hayden, Jean Parker, J. Farrell MacDonald—(3923).
LIGHT OF WESTERN STARS—Victory Jory, Jo Ann Sayres, Russell Hayden, Noah Beery, Jr.
OPENED BY MISTAKE—Charles Ruggles, Janice Logan, Robert Paige, William Frawley—67m.
PAROLE FIXER—William Henry, Robert Paige, Virginia Dale—59m.—(3920).
ROAD TO SINGAPORE, THE — Bing Crosby, Dorothy Lamour, Bob Hope, Judith Barrett.
SAFARI—Madeleine Carroll, Douglas Fairbanks, Jr., Tullio Carminati.
SHOWDOWN—William Boyd, Russell Hayden, June Clayton, Britt Wood—(3957).
TYPHOON — Dorothy Lamour, Robert Preston, Lynne Overman—(Technicolor).
UNTAMED—Ray Milland, Patricia Morison, Akim Tamiroff—(Technicolor)—83m.
WAR ALONG THE STAGE TRAIL—William Boyd, Russell Hayden, Britt Wood, Julie Carter—(3959).
WAR ALONG THE TRAIL—William Boyd, Russell Hayden, Julie Carter—(3959).
WAY OF ALL FLESH, THE—Akim Tamiroff, William Henry, Gladys George, Muriel Angelus.
WOMAN FROM HELL, THE—Ralph Bellamy, William Henry, Jean Cagney, Richard Denning.
WOMEN WITHOUT NAMES—Ellen Drew, Judith Barrett, Robert Paige, Louise Beavers.

PRODUCERS DIST. CORP.

BEASTS OF BERLIN—see Goose Step.
BURIED ALIVE—MD—Beverly Roberts, Robert Wilcox—Exploitable prison duallier—71m.—see Dec. 13 issue.
GOOSE STEP (Hitler—Beast of Berlin; Beasts of Berlin)—MD—Roland Drew, Steffi Duna—Exploitable, topical meller, with obvious selling angles—85m.—see Nov. 1 issue.
HITLER—BEAST OF BERLIN—see Goose Step.
INVISIBLE KILLER, THE—MD—Grace Bradley, Roland Drew, William Newell—Fast-moving duallier—60m.—see Jan. 24 issue.
TORTURE SHIP—MD—Lyle Talbot, Jacqueline Wells, Irving Pichel—Entertaining inde programmer—62m. see Nov. 1 issue.

TO BE REVIEWED OR IN PRODUCTION

MAN FROM OKLAHOMA, THE—George Houston.
MERCY PLANE—James Dunn, Frances Gifford.
SAGEBRUSH FAMILY TRAILS WEST, THE — Bobby Clark, Earle Hodgins, Nina Guilbert.
TEXAS RENEGADES—Tim McCoy, Nora Lane, Kenneth Duncan.

RKO-RADIO

(1938-1939 releases from 901 up; 1939-1940 releases from 001 up.)

ABE LINCOLN IN ILLINOIS — D — Raymond Massey, Gene Lockhart, Mary Howard, Ruth Gordon — A great picture; to be exploited to the limit—110m.—see Jan. 24 issue—(009).
ALLEGHENY UPRISING — MD — Claire Trevor, John Wayne, George Sanders—Exploitable frontier drama—81m.—see Nov. 1 issue—(006).
BACHELOR MOTHER—CD—Ginger Rogers, David Niven, Charles Coburn—Big money comedy riot—82m.—see July 12 issue—(932).
BAD LANDS—W—Robert Barrat, Douglas Walton—A new type of western—70m.—see Aug. 9 issue—(938).
CONSPIRACY—AD—Allan Lane, Linda Hayes—Strong dual support—59m.—see Aug. 23 issue—(935).
DAY THE BOOKIES WEPT, THE—C—Joe Penner, Betty Grable—Okay for the Penner fans—64m.—see Sept. 6 issue—(002).
ESCAPE TO PARADISE—CDMU—Bobby Breen, Kent Taylor, Marla Shelton — Mild offering for lower brackets—62m.—see Dec. 13 issue—(945).
EVERYTHING'S ON ICE—CD—Irene Dare, Edgar Kennedy, Roscoe Karns—Pleasant programmer, ballyhoo Irene Dare—67m.—see Sept. 20 issue—(946).
FIFTH AVENUE GIRL—C—Ginger Rogers, Walter Connolly, James Ellison—Sell Rogers—83m.—see Aug. 23 issue—(934).
FIGHTING GRINGO, THE—W—George O'Brien, Lupita Tovar—Satisfactory O'Brien action-western—59m.—see Sept. 6 issue—(986).
FLYING DEUCES, THE—C—Stan Laurel, Oliver Hardy, Jean Parker—Lower-bracket attraction; will satisfy confirmed Laurel and Hardy fans—69m.—see Oct. 18 issue—(010).
FULL CONFESSION—D—Victor McLaglen, Joseph Calleia—Just a programmer; top duallier in spots—73m.—see Aug. 23 issue—(003).
HUNCHBACK OF NOTRE DAME, THE — D — Charles Laughton, Sir Cedric Hardwicke, Thomas Mitchell—Immense production, worthy of elaborate exploitation—117m.—see Dec. 27 issue—(015)—(A).
IN NAME ONLY—MD—Carole Lombard, Cary Grant, Kay Francis—Headed for the high grosses—94m.—see Aug. 9 issue—(936).
ISLE OF DESTINY—MD—William Gargan, Wally Ford, June Lang—Weak dual offering—83m.—see Jan. 24 issue—(Cosmocolor)—(017).
LEGION OF THE LAWLESS—W—George O'Brien, Virginia Vale—Okay for O'Brien fans—59m.—see Nov. 29 issue—(082).
MARRIED AND IN LOVE—MD—Alan Marshall, Barbara Read, Patric Knowles—Program; duallier, chiefly for women—59m.—see Dec. 27 issue—(014).
MARSHAL OF MESA CITY, THE—W—George O'Brien, Virginia Vale—Top-notch O'Brian—62m.—see Oct. 18 issue—(081).
MEET DR. CHRISTIAN—D — Jean Hersholt, Dorothy Lovett—Good family and nabe entertainment; radio following should help at box office—70m.—see Nov. 1 issue—(005).
MEXICAN SPITFIRE—C—Lupe Velez, Leon Errol, Donald Woods—Good slapstick comedy—67m. — see Dec. 27 issue—(016).
NURSE EDITH CAVELL — D — Anna Neagle, George Sanders, Edna Mae Oliver—Very timely; can be sold for the money if properly handled—97m.—see Sept. 6 issue—(001).
QUEEN OF DESTINY (Sixty Glorious Years) — D — Anna Neagle, Anton Walbrook, C. Aubrey Smith—Box-office importation, if exploited—95m.—see Nov. 30, 1938, issue—(Technicolor)—(English-made)—(061).
RENO—D—Richard Dix, Gail Patrick—Nice program; okay top duallier — 73m.—see Nov. 15 issue—(008).
SAINT'S DOUBLE TROUBLE, THE—MY—George Sanders, Jonathan Hale, Helene Whitney—Good Saint entry—68m.—see Jan. 24 issue—(021).
SIXTY GLORIOUS YEARS—see Queen of Destiny.
SUED FOR LIBEL—MY—Kent Taylor, Linda Hayes—Exploitable duallier—66m.—see Oct. 18 issue—(012).
THAT'S RIGHT, YOU'RE WRONG—CMU—Kay Kyser & Orchestra, Adolphe Menjou, Lucille Ball—Money musical—95m.—see Nov. 29 issue—(011).
THREE SONS—D—Edward Ellis, William Gargan, Kent Taylor—Duallier—72m.—see Oct. 4 issue—(004).
TWO THOROUGHBREDS—D—Jimmy Lydon, Joan Brodel, Arthur Hohl — Very nice family duallier; a sleeper which might surprise—62m.—see Dec. 13 issue—(013).

TO BE REVIEWED OR IN PRODUCTION

AND SO GOODBYE — Jean Parker, Richard Carlson, Charlee Winninger—(031).
BILL OF DIVORCEMENT, A—Maureen O'Hara, Adolphe Menjou, Fay Bainter, Dame May Whitty—(028).
BULLET CODE—George O'Brien, Virginia Vale, Robert Stanton—(083).
COURAGEOUS DR. CHRISTIAN—Jean Hersholt, Dorothy Lovett, Robert Baldwin—(030).
HEART OF DARKNESS—Orson Welles, Edgar Barrier, Everett Sloan, Ray Collins.
IRENE — Anna Neagle, Alan Marshall, Ray Milland, Billie Burke—(024).
LITTLE ORVIE—John Sheffield, Ernest Truex, Ann Todd, Kathleen Howard—(020).
MARINES FLY HIGH, THE—Richard Dix, Chester Morris, Lucille Ball, Steffi Duna—(018).
MILLIONAIRE PLAYBOY—Joe Penner, Linda Hayes, Dick Lane, Frank Faylen—(022).
MY FAVORITE WIFE—Irene Dunne, Cary Grant, Randolph Scott, Gail Patrick—(025).
PASSPORT TO LIFE—Cary Grant.
PINOCCHIO—Full-length cartoon, produced by Walt Disney—75m.—(Technicolor)—(091).
PRIMROSE PATH, THE—Ginger Rogers, Joel McCrea, Marjorie Rambeau—(023).
SWISS FAMILY ROBINSON, THE — Thomas Mitchell, Edna Best, Freddie Bartholomew, Terry Kilburn, Tim Holt—(019).
VIGIL IN THE NIGHT—Carole Lombard, Brian Ahearn, Anne Shirley—(007).

REPUBLIC

(1938-1939 releases from 801 up; 1939-1940 releases from 901 up.)

ARIZONA KID, THE—W—Roy Rogers, George Hayes, Sally March—Okay Rogers western—61m.—see Oct. 18 issue—(951).
CALLING ALL MARINES—MD—Donald Barry, Helen Mack—Just a dualler—66m.—see Sept. 20 issue—(912).
COVERED TRAILER, THE, THE HIGGINS FAMILY IN —CD—James, Lucile, Russell Gleason, Tommy Ryan—Entertaining Higgins entry—66m.—see Nov. 29 issue—(915).
COWBOYS FROM TEXAS—W—Robert Livingston, Raymond Hatton, Duncan Renaldo, Carole Landis—How are the great fallen!—57m.—see Dec. 13 issue —(962).
DAYS OF JESSE JAMES — W — Roy Rogers, George Hayes, Donald Barry—Rogers' best—63m.—see Dec. 27 issue—(953).
FLIGHT AT MIDNIGHT—MD—Phil Regan, Jean Parker —Good top dualler—66m. — see Sept. 6 issue—(911).
HEROES OF THE SADDLE—W — Robert Livingston, Raymond Hatton, Duncan Renaldo, Patsy Lee Parsons—Sub-par Mesquiteers—56m.—see Jan. 24 issue—(963).
IN OLD MONTEREY—W—Gene Autry, June Storey—Best of the Autrys—78m. — see Aug. 9 issue—(847).
JEEPERS CREEPERS—C—Weaver Brothers & Elviry, Roy Rogers, Maris Wrixton—Strictly for the provinces—69m.—see Nov. 15 issue—(914).
KANSAS TERRORS, THE—W—Robert Livingston, Raymond Hatton, Duncan Renaldo—Okay western—57m.—see Nov. 1 issue—(961).
MAIN STREET LAWYER — D — Edward Ellis, Anita Louise, Robert Baldwin—Pleasing family program —72m.—see Nov. 15 issue—(905).
MONEY TO BURN, THE HIGGINS FAMILY IN—C—James, Lucile, Russel Gleason, Harry Davenport—Pleasing nabe dualler—69m.—see Jan. 10 issue—(917).
NEW FRONTIER — W — John Wayne, Ray Corrigan—Mesquiteers fall down—57m.—see Aug. 23 issue—(868).
ROVIN' TUMBLEWEEDS—W—Gene Autry, Smiley Burnette, Mary Carlisle—Weak Autry—64m.—see Nov. 29 issue—(848).
SABOTAGE — MD — Arleen Whelan, Gordon Oliver, Charles Grapewin—Lower-half dualler; plug timeliness—69m.—see Oct. 18 issue—(913).
SAGA OF DEATH VALLEY—W—Roy Rogers, George Hayes, Doris Day—One of Rogers' best—58m.—see Nov. 29 issue—(952).
SMUGGLED CARGO—MD—Barry Mackay, George Barbier, Rochelle Hudson—Fast-moving Inde meller—62m.—see Sept. 6 issue—(825).
SOUTH OF THE BORDER — W—Gene Autry, Smiley Burnette, June Storey—Auspicious entry for the new series—71m.—see Dec. 13 issue—(941).
THOU SHALT NOT KILL—D—Charles Bickford, Owen Davis, Jr., Doris Day—Dualler—68m.—see Dec. 27 issue—(916).
WALL STREET COWBOY — W — Rog Rogers, George Hayes—So-so Rogers—66m.—see Sept. 20 issue—(857).
WOLF OF NEW YORK—MD—Edmund Lowe, Rose Hobart, James Stephenson—Good program; top dualler —69m.—see Feb. 7 issue—(918).

TO BE REVIEWED OR IN PRODUCTION

DARK COMMAND, THE—John Wayne, Claire Trevor, Walter Pidgeon, Roy Rogers.
VILLAGE BARN DANCE—Richard Cromwell, Doris Day, Lulu Belle & Scott.

20th CENTURY-FOX

(1939-1940 releases from 001 up.)

ADVENTURES OF SHERLOCK HOLMES, THE—MY—Basil Rathbone, Ida Lupino, Nigel Bruce—High-rating mystery programmer—82m.—see Sept. 6 issue—(005).
BARRICADE—MD—Alice Faye, Warner Baxter—Just a programmer—71m.—see Nov. 29 issue—(026).
BLUE BIRD, THE—Fantasy—Shirley Temple, Spring Byington, Nigel Bruce—Must be sold in the "different" manner—82m.—see Feb. 7 issue—(Technicolor)—(025).
CHARLIE CHAN AT TREASURE ISLAND—MY—Sidney Toler, Cesar Romero—Standout Chan—74m.—see Aug. 23 issue—(006).
CHARLIE CHAN IN CITY IN DARKNESS—MD—Sidney Toler, Lynn Bari, Harold Huber—Run-of-the-mill Chan dualler—74m.—see Nov. 1 issue—(021).
CHARLIE CHAN IN PANAMA—MD—Sidney Toler, Jean Rogers, Lionel Atwill—High-rating Chan—68m.—see Jan. 24 issue—(035).
CHICKEN WAGON FAMILY—CD—Jane Withers, Leo Carrillo—Okay for the Withers fans—64m.—see Aug. 9 issue—(002).
CISCO KID AND THE LADY, THE—W—Cesar Romero, Cris-Pin Martin, Virginia Fields—Pleasing outdoor drama—73m.—see Nov. 13 issue—(012).
CITY OF CHANCE, THE — MD—Lynn Bari, Donald Woods, C. Aubrey Smith—Pleasing dualler—57m. —see Jan. 10 issue—(027).
DAY-TIME WIFE—C—Tyrone Power, Linda Darnell—Sell the names—72m.—see Nov. 29 issue—(020).
DRUMS ALONG THE MOHAWK—MD—Claudette Colbert, Edna May Oliver, Henry Fonda—High rating—103m.—see Nov. 1 issue—(Technicolor)—(015).
ELSA MAXWELL'S HOTEL FOR WOMEN—MD—Ann Sothern, Linda Darnell, Elsa Maxwell, James Ellison—Highly exploitable programmer—83m. — see Aug. 9 issue—(Cosmopolitan)—(001).
ESCAPE, THE—D—Kane Richmond, Amanda Duff, Edward Norris—Well-knit, tear-jerking dualler—58m. —see Sept. 6 issue—(010).
EVERYTHING HAPPENS AT NIGHT—CD—Sonja Henie, Ray Milland, Robert Cummings—Can be sold—77m.—see Dec. 27 issue—(029).
FIRST WORLD WAR, THE—Compilation — Edited by Laurence Stallings, narration by Pedro de Cordoba—Depends on selling—78m.—see Oct. 18 issue—(re-issue)—(062)—(A).
FRONTIER MARSHAL — W — Randolph Scott, Binnie Barnes, Cesar Romero—Dualler; can be featured—71m.—see Aug. 9 issue—(951).
GRAPES OF WRATH, THE—D — Henry Fonda, Jane Darwell, John Carradine — Superb photoplay, but has to be sold—129m.—see Feb. 7 issue—(040) —(A).
HE MARRIED HIS WIFE — CD—Joel McCrea, Nancy Kelly, Mary Boland—Fair program; plug the cast —83m.—see Jan. 10 issue—(023).
HEAVEN WITH A BARBED-WIRE FENCE—D—Jean Rogers, Raymond Walburn—Just a filler—62m.—see Oct. 18 issue—(019).
HERE I AM, A STRANGER—MD—Richard Greene, Richard Dix, Brenda Joyce — Strong program — 83m.—see Oct. 4 issue—(009).
HIGH SCHOOL—CD—Jane Withers, Joe Brown, Jr., Lloyd Corrigan—Swell for the 'teen-agers—74m.—see Dec. 13 issue—(028).
HOLLYWOOD CAVALCADE — D—Don Ameche, Alice Faye, J. Edward Bromberg — Highly exploitable everywhere—96m.—see Oct. 18 issue — (Technicolor)—(007).
HONEYMOON'S OVER, THE—CD—Stuart Erwin, Marjorie Weaver—Okay dual program — 70m. — see Nov. 15 issue—(024).
INSPECTOR HORNLEIGH ON HOLIDAY—CMY—Gordon Harker, Alastair Sim, Linden Travers—Pleasant English murder mystery—74m.—see Dec. 13 issue —(English-made)—(022).
MAN WHO WOULDN'T TALK, THE—MD—Lloyd Nolan, Jean Rogers, Richard Clarke—Well-made dramatic dualler—72m.—see Dec. 27 issue—(030).
PACK UP YOUR TROUBLES—C—Ritz Brothers, Jane Withers—Good comedy offering, with timely angle —75m.—see Sept. 20 issue—(014).
QUICK MILLIONS, THE JONES FAMILY IN—CD—Jed Prouty, Spring Byington—Above par for the Joneses —61m.—see Aug. 9 issue—(004).
RAINS CAME, THE—D—George Brent, Tyrone Power, Myrna Loy—Money in the bank—103m.—see Sept. 20 issue—(011).
ROAD TO GLORY, THE—MD—Fredric March, Lionel Barrymore, Warner Baxter, June Lang—Big production throughout—101m.—(re-issue)—(061).
SHIPYARD SALLY—CMU—Gracie Fields, Sydney Howard—Just a nabe dualler—79m.—see Oct. 18 issue —(English-made)—(018).
STANLEY AND LIVINGSTONE — D — Spencer Tracy, Sir Cedric Hardwicke, Richard Greene, Charles Coburn, Walter Brennan, Nancy Kelly—The kind of show which can be exploited for big returns—101m. —see July 26 issue—(003).
STOP, LOOK AND LOVE—C—Jean Rogers, William Frawley—Pleasant dual entertainment—57m.—see Sept. 6 issue—(008).
SWANEE RIVER—DMU—Don Ameche, Al Jolson, Andrea Leeds—Should do well, if sold properly—86m. —see Jan. 10 issue—(Technicolor)—(017).
TOO BUSY TO WORK, THE JONES FAMILY IN—CD—Jed Prouty, Spring Byington, Ken Howell—Joneses get more life—65m.—see Oct. 18 issue—(016).
20,000 MEN A YEAR—MD—Randolph Scott, Margaret Lindsay, Preston Foster—Exploitable air dualler—84m.—see Nov. 1 issue—(Cosmopolitan)—(013).
WARE CASE, THE—MD — Olive Brook, Jane Baxter, Barry Barnes—Well-made English meller, for the houses that can play the British product—72m.—see May 31 issue, under Gaumont British—(8013).
YOUNG AS YOU FEEL, THE JONES FAMILY IN—CD—Jed Prouty, Spring Byington, Russell Gleason—Weaker Jones Family effort—58m.—see Jan. 24 issue—(032).

TO BE REVIEWED OR IN PRODUCTION

DANCE WITH THE DEVIL—Tyrone Power, Dorothy Lamour, Edward Arnold, Lloyd Nolan, Lionel Atwill, Charles Grapewin.
EARTHBOUND — Warner Baxter, Andrea Leeds, Lynn Bari—(034).
FOR WOMEN ONLY—Lynn Bari, Joan Davis, Joan Valerie, Henry Wilcoxon—(037).
GIRL MUST LIVE, A—Margaret Lockwood, Lilli Palmer, Renee Houston—(English-made).
I WAS AN ADVENTURESS — Vera Zorina, Richard Greene, Peter Lorre, Eric von Stroheim—(038).
LILLIAN RUSSELL — Alice Faye, Don Ameche, Henry Fonda, Edward Arnold.
LITTLE OLD NEW YORK—Alice Faye, Richard Greene, Fred MacMurray—(031).
SAILOR'S LADY—Jon Hall, Nancy Kelly, Joan Davis.
SHOOTING HIGH—Jane Withers, Gene Autry, Marjorie Weaver—(041).
SO THIS IS LONDON—Robertson Hare, Alfred Drayton, George Sanders, Berton Churchill—(English-made).
THEY CAME BY NIGHT—Will Fyffe, Anthony Hulme, Phyllis Calvert, Wally Patch—(English-made)—(033).
TWINKLE, TWINKLE, LITTLE STAR—Linda Darnell, John Payne, Roland Young.
VIVA CISCO KID—Cesar Romero, Jean Rogers, Cris-Pin Martin—(039).

UNITED ARTISTS

(Arranged by producers)

SAMUEL GOLDWYN

RAFFLES—CD—David Niven, Olivia de Havilland, Dame May Whitty—Light meller—71m.—see Dec. 27 issue.
REAL GLORY, THE—AD—Gary Cooper, Andrea Leeds, David Niven—High-rating action program—96m.—see Sept. 20 issue.
THEY SHALL HAVE MUSIC—DMU—Jascha Heifetz, Joel McCrea, Walter Brennan, Andrea Leeds—A top-notch attraction, can be sold for big returns if properly exploited—101m.—see July 26 issue.

ALEXANDER KORDA PRODUCTIONS

FOUR FEATHERS—AD—Ralph Richardson, S. Aubrey Smith, John Clements, June Duprez—Can be sold big—112m.—see June 28 issue—(technicolor)—(English-made).
LION HAS WINGS, THE—Documentary—Merle Oberon, Ralph Richardson, June Duprez—Propaganda piece; will need selling—73m.—see Jan. 24 issue.
OVER THE MOON—CD—Merle Oberon, Rex Harrison, Ursula Jeans—Very good British program; sell Oberon—83m.—see Feb. 7 issue—(British-made)—(Technicolor).

HAL ROACH STUDIOS

HOUSEKEEPER'S DAUGHTER, THE—C—Joan Bennett, John Hubbard, Adolphe Menjou—Top-bracket comedy—80m.—see Sept. 20 issue.
OF MICE AND MEN—D—Burgess Meredith, Betty Field, Lon Chaney, Jr.—May be a big surprise, if properly sold—104m.—see Jan. 10 issue—(A).

SELZNICK INTERNATIONAL PICTURES

INTERMEZZO, A LOVE STORY—D—Leslie Howard, Ingrid Bergman, Edna Best — High-rating dramatic piece for class audiences—70m.—see Oct. 4 issue.

EDWARD SMALL PRODUCTIONS

MAN IN THE IRON MASK, THE—MD—Louis Harward, Joan Bennett—A big budget picture with a saleable title; can be exploited—111m.—see July 12 issue.

WALTER WANGER PICTURES

ETERNALLY YOURS—CD—Loretta Young, David Niven, Hugh Herbert—High-ranking comedy—91m. — see Oct. 18 issue.
SLIGHTLY HONORABLE—MD — Pat O'Brien, Edward Arnold, Jean Terry, Broderick Crawford—Not too strong murder yarn; play up cast—80m.—see Jan. 24 issue.

TO BE REVIEWED OR IN PRODUCTION

HOUSE ACROSS THE BAY—Joan Bennett, George Raft, Gladys George—(Wanger).
MY SON, MY SON!—Madeleine Carroll, Brian Ahearn, Josephine Hutchinson, Louis Hayward, Henry Hull —(Small).
1,000,000 B. C.—John Hubbard, Victor Mature, Carol Landis, Lon Chaney, Jr.—(Roach).
OUR TOWN—Frank Craven, Thomas Mitchell, William Holden, Martha Scott—(Lesser).
PRODUCTION No. 6—Charles Chaplin, Paulette Goddard, Reginald Gardner—(Chaplin).

REBECCA—Laurence Olivier, Joan Fontaine, Judith Anderson, George Sanders—(Selznick).
THIEF OF BAGDAD, THE—Sabu, Conrad Veidt, Jean Duprez—(technicolor)—(English-made)—(Korda).
TWO'S COMPANY—Stan Laurel, Oliver Hardy, Jamee Finlayson—(Roach).
WESTERNER, THE—Gary Cooper, Walter Brennan, Fred Stone, Doris Davenport—(Goldwyn).

UNIVERSAL

(1938-1939 releases from 3001 up; 1939-1940 releases from 4001 up.)

ALL QUIET ON THE WESTERN FRONT — D — Louis Wolheim, Lew Ayres, John Wray—To be seen—93m.—see Oct. 4 issue—("Uncensored Version")—(4073).
BIG GUY, THE—MD—Victor McLaglen, Jackie Cooper, Edward Brophy—Top dualler, okay for McLaglen following—78m.—see Dec. 13 issue—(4016).
CALL A MESSENGER—CD—Billy Halop, Huntz Hall, Robert Armstrong, Mary Carlisle—Nabe dual filler 65m.—see Oct. 4 issue—(4020).
CHARLIE McCARTHY, DETECTIVE—CMD—Edgar Bergen, Charlie McCarthy, Robert Cummings, Constance Moore—Okay for the Bergen-McCarthy fans—77m.—see Dec. 27 issue—(4011).
CHIP OF THE FLYING U—W—Johnny Mack Brown, Bob Baker, Doris Weston—Up to the series' high standard—55m.—see Nov. 15 issue—(4060).
DANGER ON WHEELS—AD—Richard Arlen, Andy Devine, Peggy Moran — Okay Arlen-Devine entry—61m.—see Jan. 24 issue—(4055).
DESPERATE TRAILS—W—Johnny Mack Brown, Bob Baker, Fuzzy Knight, Frances Robinson — Good opener for the series—58m.—see Sept. 6 issue—(4058).
DESTRY RIDES AGAIN—W—Jamee Stewart, Marlene Dietrich, Charles Winninger, Mischa Auer, Brian Donlevy—High-rating, highly exploitable—94m.—see Dec. 13 issue—(4002).
FIRST LOVE — CD — Deanna Durbin, Robert Stack, Eugene Pallette—It rings the bell again—84m.—see Nov. 15 issue—(3002).
FRAMED—AD—Frank Albertson, Frances Robinson, Sidney Blackmer—Aadequate bottom-dualler—60m.—see Jan. 10 issue—(4032).
GREEN HELL—D—Douglas Fairbanks, Jr., Joan Bennett, John Howard—Highly exploitable program—87m.—see Jan. 10 issue—(4041)—(A).
HAWAIIAN NIGHTS—MU—Johnny Downs, Constance Moore—Pleasing musical programmer—65m.—see Aug. 23 issue—(4024).
HERO FOR A DAY—D—Anita Louise, Dick Foran—Just a dualler—66m.—see Sept. 20 issue—(4035).
HONEYMOON DEFERRED—MY—Edmund Lowe, Margaret Lindsay, Elisabeth Risdon — Okay mystery dualler—59m.—see Feb. 7 issue.
INVISIBLE MAN RETURNS, THE — MD — Sir Cedric Hardwicke, Vincent Price, Nan Grey—Can be sold—81m.—see Jan. 10 issue.
LAUGH IT OFF—CD—Constance Moore, Johnny Downe, Marjorie Rambeau—Pleasing dualler — 63m.—see Nov. 15 issue—(4026).
LEGION OF LOST FLIERS—AD—Richard Arlen, Andy Devine, Anne Nagel—Okay action yarn for duals—63m.—see Oct. 4 issue—(4053).
LITTLE ACCIDENT—C—"Baby Sandy," Richard Carleon, Joy Hodges — Family program, lower-half dualler—65m.—see Nov. 1 issue—(4019).
MAN FROM MONTREAL—AD — Richard Arlen, Andy Devine, Anne Gwynne—Nabe dualler—60m.—see Nov. 15 issue—(4054).
MIKADO, THE—Operetta—Kenny Baker, D'Oyly Carte Players—Top-notch production; deserves the best of selling—91m.—see Mar. 22 issue—(Technicolor)—(English-made)—(4044).
MISSING EVIDENCE—MY—Preston Foster, Irene Hervey, Inez Courtney—Nabe dual support—64m.—see Oct. 18 issue—(4028).
MUTINY ON THE BLACKHAWK—MD—Richard Arlen, Andy Devine, Constance Moore—Dualler—66m.—see June 28 issue—(4051).
OH, JOHNNY, HOW YOU CAN LOVE—MDMU—Tom Brown, Peggy Moran, Juanita Quigley — Pleasing musical dualler — 63m. — see Jan. 24 issue — (4021).
OKLAHOMA FRONTIER—W—Johnny Mack Brown, Bob Baker, Fuzzy Knight—Good—58m.—see Oct. 18 issue—(4059).
ONE HOUR TO LIVE—MY—Charles Bickford, Doris Nolan—Strong dualler—59m.—see Sept. 20 issue—(4030).
RIDERS OF PASCO BASIN—W—Johnny Mack Brown, Bob Baker, Fuzzy Knight, Frances Robinson—High-rating member of the series—56½m.—see Dec. 27 issue—(4062).
RIO—MD—Basil Rathbone, Sigrid Gurie, Victor McLaglen, Leo Carrillo—Below par; will have to be sold—77m.—see Oct. 4 issue—(4014).
ROAD BACK, THE—MD—John Emery, Spring Byington, Andy Devine, John King—Topical version has selling angle—79m.—see Nov. 15 issue—("Outspoken Version")—(4074)—(A).
TOWER OF LONDON—MD—Basil Rathbone, Boris Karloff, Barbara O'Neill—Exploitable for best returns—92m.—see Nov. 29 issue—(4012).
TROPIC FURY — AD — Richard Arlen, Andy Devine, Beverly Roberts—Strong dualler—62½m.—see Aug. 23 issue—(4052).
TWO BRIGHT BOYS—MD—Jackie Cooper, Freddie Bartholomew, Dorothy Peterson — Pleasing program; top dualler—70¼m.—see Sept. 20 issue—(4017).
UNDER-PUP, THE — CD — Robert Cummings, Gloria Jean, C. Aubrey Smith, Billy Gilbert, Beulah Bondi, Nan Grey—Looks like money on a long pull; good production for a new name—88m.—see Sept. 6 issue—(4010).
WEST OF CARSON CITY—W—Johnny Mack Brown, Bob Baker, Fuzzy Knight—High-rating western—55m.—see Nov. 29 issue—(4061).
WHEN TOMORROW COMES—D—Irene Dunne, Charles Boyer—Good program, with strong femme angles—91m.—see Aug. 23 issue—(3003).
WITNESS VANISHES, THE—MY—Edmund Lowe, Wendy Barrie—Okay mystery dualler—66m.—see Oct. 4 issue—(4027).

TO BE REVIEWED OR IN PRODUCTION

ALIAS THE DEACON—Bob Burne, Peggy Moran, Dennie O'Keefe.
BLACK FRIDAY — Boris Karloff, Bela Lugoei, Anne Nagel.
DOUBLE ALIBI—Wayne Morris, Margaret Lindsay, William Gargan, Roscoe Karns.
ENEMY AGENT—Richard Cromwell, Helen Vinson, Robert Armstrong.
HOUSE OF SEVEN GABLES—Vincent Price, Margaret Lindsay, George Sanders.
IT'S A DATE—Deanna Durbin, Kay Francis, Lewis Howard.
MY LITTLE CHICKADEE—Mae West, W. C. Fields, Joseph Calleia, Dick Foran, Gene Austin.
ZANZIBAR—Lola Lane, Jamee Craig, Eduardo Cianelli, Samuel S. Hinds.

WARNERS-FIRST NATIONAL

(1938-1939 releases from 301 up; 1939-1940 releases from 401 up)

(FN)—First National; (W)—Warners
(V)—Vitagraph, not on either split

ANGELS WASH THEIR FACES, THE—MD—Ann Sheridan, Ronald Reagan, Dead End Kids—High-rating action program—85m.—see Aug. 9 issue—(FN)—(367).
BRITISH INTELLIGENCE—MD—Boris Karloff, Margaret Lindsay, Bruce Lester—Average programmer, dualler—62m.—see Jan. 10 issue—(W)—(416).
BROTHER RAT AND A BABY—C—Eddie Albert, Wayne Morris, Priscilla Lane—Pleasing comedy program—87m.—see Jan. 10 issue—(W)—(406).
CALLING PHILO VANCE — MD — Jamee Stephenson, Margot Stevenson, Henry O'Neill—Better than average dual fare—62m.—see Jan. 10 issue—(W)—(420).
CASTLE ON THE HUDSON — D — John Garfield, Ann Sheridan, Pat O'Brien — Can do okay business — 77m.—see Feb. 7 issue—(FN).
CHILD IS BORN, A—Jeffrey Lynn, Gladys George, Geraldine Fitzgerald, Gale Page—Well made; it deserves handling of a special nature — 79m.—see Aug. 9 issue—(W)—(415)—(A).
"DEAD END" KIDS ON DRESS PARADE, THE—MD—Dead End Kids, John Litel, Frankie Thomas—Okay dual program—62m.—see Nov. 15 issue—(W)—(413).
DUST BE MY DESTINY—MD—John Garfield, Priscilla Lane—Top-bracket attraction—88m.—see Aug. 23 issue—(FN)—(461).
EACH DAWN I DIE—MD—James Cagney, George Raft, Jane Bryan, George Bancroft—Plug it for big returns—92m.—see July 26 issue—(FN)—(356).
ESPIONAGE AGENT—MD—Joel McCrea, Brenda Marshall, Jeffrey Lynn, George Bancroft—High-rating exploitable programmer—85m.—see Oct. 4 issue—(FN)—(462).
EVERYBODY'S HOBBY—CD—Irene Rich, Henry O'Neill—Entertaining program; dualler—54m.—see Sept. 20 issue—(FN)—(376).
FIGHTING 69th, THE—D—James Cagney, Pat O'Brien, George Brent—A blue-chip special—90m.—see Jan. 24 issue—(FN)—(451).
FOUR WIVES—CD—Claude Rains, May Robson, Jeffrey Lynn, the Lane Sisters—Good domestic fare; should sell big to screen Lane fans—99m.—see Dec. 13 issue—(FN)—(453).
GRANNY GET YOUR GUN—CD—May Robson, Harry Davenport, Hardie Albright—Nice dualler—56m.—see Jan. 10 issue—(W)—(421).
INDIANAPOLIS SPEEDWAY—AD—Pat O'Brien, John Payne, Gale Page, Frank McHugh, Ann Sheridan—Plug title and players—82m.—see July 26 issue—(W)—(315).
INVISIBLE STRIPES—D — George Raft, Jane Bryan, William Holden—Sell names in cast for good grosses—82m.—see Dec. '27 issue—(W)—(408).
JUAREZ AND MAXIMILIAN—see The Mad Empress.
KID NIGHTINGALE—C—John Payne, Jane Wyman, Walter Catlett—Okay for dual support—57m.—see Oct. 4 issue—(W)—(411).
MAD EMPRESS, THE (Juarez and Maximilian)—D—Mede Novara, Conrad Nagel, Lionel Atwill—Dualler—72m.—see May 3 issue, under Miscellaneous, and Nov. 5 issue—(V)—(481).
NANCY DREW AND THE HIDDEN STAIRCASE—MY—Bonita Granville, John Litel—Another good entrant in the Drew series—60m.—see Aug. 28 issue—(W)—(419).
NO PLACE TO GO—MD—Dennie Morgan, Gloria Dickson, Fred Stone—Just another dualler—57m.—see Sept. 6 issue—(FN)—(469).
OLD MAID, THE — MD — Bette Davis, George Brent, Miriam Hopkins—Another acting triumph for Bette Davis; must be sold—95m.—see Aug. 9 issue—(FN)—(452)—(A).
ON YOUR TOES—CMU—Vera Zorina, Eddie Albert, Alan Hale—Good entertainment—94m.—see Oct. 18 issue—(FN)—(463).
PRIDE OF THE BLUE GRASS—MD—Edith Fellows, James McCallion — Good entertainment for the family trade—65m.—see Oct. 4 issue — (W) — (418).
PRIVATE DETECTIVE—MY—Jane Wyman, Dick Foran—Okay for dual support—55m.—see Nov. 29 issue—(471).
PRIVATE LIVES OF ELIZABETH AND ESSEX, THE—COD—Bette Davis, Errol Flynn, Olivia de Havilland—Celluloid masterpiece; get behind it—106m.—see Oct. 4 issue—(Technicolor)—(W)—(402).
RETURN OF DOCTOR X, THE—MD—Wayne Morris, Humphrey Bogart, Rosemary Lane—Enjoyable action-packed melodrama—62m.—see Nov. 29 issue—(FN)—(464).
ROARING TWENTIES, THE—MD—James Cagney, Priscilla Lane, Humphrey Bogart—Top-notch seller, needed for big returns—106m.—see Nov. 1 issue—(W)—(403).
SMASHING THE MONEY RING—MD—Ronald Reagan, Margot Stevenson—Good action dualler—57m.—see Nov. 1 issue—(FN)—(470).
TORCHY PLAYS WITH DYNAMITE—MD—Jane Wyman, Allen Jenkins—Neat, swift Torchy yarn—59m.—see Aug. 9 issue—(W)—(326).
WE ARE NOT ALONE—D—Paul Muni, Jane Bryan, Flora Robson—Excellent drama for discriminating audiences—112m.—see Nov. 15 issue — (FN)—(458).

TO BE REVIEWED OR IN PRODUCTION

BAD BOY — John Garfield, Brenda Marshall, Donald Crisp.
FUGITIVE FROM JUSTICE — Morgan Conway, Roger Pryor, Sheila Bromley.
GAMBLING ON THE HIGH SEAS—Wayne Morris, Jane Wyman.
IT ALL CAME TRUE — Ann Sheridan, Jeffrey Lynn, Humphrey Bogart.
KING OF THE LUMBERJACKS — John Payne, Gloria Dickson, Stanley Fields.
MAGIC BULLET, THE—Edward G. Robinson, Ruth Gordon, Otto Kruger, Donald Crisp—(FN).
MURDER IN THE AIR—Ronald Reagan, Lya Lye, Eddie Foy, Jr., John Litel.
SATURDAY'S CHILDREN—Ann Shirley, Claude Rains, Frank McHugh, Lee Patrick.
TEAR GAS SQUAD—Dennis Morgan, John Payne, Gloria Dickson.
THREE CHEERS FOR THE IRISH — Priscilla Lane, Rosemary Lane, Thomas Mitchell, Dennis Morgan.
VIRGINIA CITY—Errol Flynn, Miriam Hopkins, Randolph Scott, Humphrey Bogart—(W).
WE SHALL MEET AGAIN—Merle Oberon, George Brent, Pat O'Brien, Binnie Barnes.

MISCELLANEOUS

Listed here are only those independently produced pictures, not handled by companies of nation-wide scope. Addresses of producers or distributors will be furnished on request.

ADVENTURES OF THE MASKED PHANTOM, THE—W—Monte Rawlins, Larry Mason, Betty Burgess—Low-grade western—55m.—see Dec. 27 issue—(Equity).
BAD BOY—D—Johnny Downs, Rosalind Keith, Helen MacKellar—Very weak inde, sell Downs—65m.—see Dec. 27 issue—(Atlas)—(A).
BEYOND BENGAL—Travel—Produced by Harry Schenck—Maybe yes, and maybe no—70m.—see July 26 issue—(Showmen's Pictures).
BURNING QUESTION, THE (Tell Your Children)—MD—Lilian Miles, Dave O'Brien, Thelma White—Exploitable anti-marijuana film—62m.—see Dec. 13 issue—(G. & H. Productions).
CHAMPIONS OF THE GRIDIRON—Sports Commercial—Players, coaches, executives of the National Professional Football League—Excellent sports film—50m. (also a 10m. abridgment)—see Apr. 19 issue—(Industrial Pictures).
CITY, THE—Documentary—From an original by Pare Lorentz, with narration by Morris Carnovsky—Excellent; can be exploited—44m.—see May 31 issue—(Civic Films).
CODE OF THE CACTUS — W — Tim McCoy, Dorothy Short, Ben Corbett—Top-rating McCoy western—57m.—see May 17 issue—(Victory).
DAUGHTER OF THE TONG—AD—Evelyn Brent, Grant Withers—Minor nabe dualler support—56m.—see Aug. 23 issue—(Metropolitan).
DEATH GOES NORTH — AD—Edgar Edwards, Sheila Bromley, Dorothy Bradshaw, Jameson Thomas—Better-than-average independent action drama—61m.—see May 31 issue—(Warwick).
DUKE IS TOPS, THE—MU—Ralph Cooper, Lena Horne—High-rating all-Negro musical—72m.—see June 28 issue—(Million Dollar Productions).
FIGHTING RENEGADE—W—Tim McCoy, Joyce Bryant—High in horse-opera scale—54m.—see Sept. 20 issue—(Victory).
FLAMING LEAD—W—Ken Maynard, Eleanor Stewart—Okay inde oatle—57m.—see July 12 issue—(Colony).

FLIRTING WITH DEATH—see They Went to War.
GANG SMASHERS—MD—Nina Mae McKinney, Mantan Moreland, Laurence Criner—Nice all-Negro meller for colored theatres—56m.—see June 14 issue—(Million Dollar Productions).
GREAT COMMANDMENT, THE—D—John Beal, Maurice Muscovich, Albert Dekker—Worth watching; has universal appeal—85m.—see Oct. 18 issue—(Cathedral Films).
HITLER'S REIGN OF TERROR — Documentary—Narrated by Edwin C. Hill, photographed by Cornelius Vanderbilt, Jr.—Exploitation offering—56m.—see Nov. 29 issue—(Samuel Cummins).
KEEP PUNCHING — MDMU — Henry Armstrong, Mae Johnson, Willie Bryant—Should gross okay in Negro nabes—81m.—see Dec. 13 issue—(M-C Pictures).
LAND OF LIBERTY—Documentary—Compiled by and for the industry and the MPPDA—Fine motion picture achievement—188m.—see July 12 issue—(MPPDA).
LET'S PRETEND WE'RE SWEETHEARTS — see They Went to War.
LOST ON THE WESTERN FRONT—D—Paul Cavanaugh, Marcelle Chantel—Exploitable dualler—63m.—see Nov. 1 issue—(Standard).
MAD YOUTH—MD — Mary Ainslee, Betty Compson—Saleable sexer—60m.—see Oct. 18 issue—(Willis Kent)—(A).
MARIJUANA MADNESS (The Pace That Kills)—MD—Lois January, Noel Madison—Only for sensational type exploitation—65m.—see Aug. 9 issue—(Kent)—(A).
MESQUITE BUCKAROO—W—Bob Steele, Carolyn Curtis—Low grade western—59m.—see Aug. 23 issue—(Metropolitan).
MIDDLETON FAMILY AT THE WORLD'S FAIR, THE—MD—Marjorie Ford, James Lydon—Might be tried as filler with high-bracket feature—50m.—see Oct. 4 issue—(Technicolor)—(Modern Talking Picture Service).
MOON OVER HARLEM—MD—Bud Harris, Cora Green—Weak, even for all-Negro audiences—67m.—see July 26 issue—(Meteor).
MYSTIC CIRCLE MURDER—MY—Betty Compson, Robert Fiske—Weak dualler—69m.—see Oct. 18 issue—(Fanchon Royer).
NOTORIOUS ELINOR LEE, THE—MD—Edna Mae Harris, Carman Newsome, Gladys Williams—Weak offering for all-Negro houses—104m.—see Jan. 24 issue—(Michcaux Productions).
ONE DARK NIGHT—DMU — Mantan Moreland, Betty Treadville, Josephine Pearson—Tops for Negro audiences—81m.—see Dec. 13 issue—(Million Dollar Productions).
PACE THAT KILLS, THE—see Marijuana Madness.
PHANTOM RANCHER — Ken Maynard, Dorothy Short, Harry Harvey—Actionful Maynard—60m.—see Jan. 24 issue—(Colony).
POCOMANIA—MD—Nina Mae McKinney, Jack Carter, Ida James—Top Negro entry—65m.—see Dec. 13 issue—(Lenwal).
PORT OF HATE—MD—Polly Ann Young, Kenneth Harlan—Weak inde for bottom of nabe duals—57m.—see Aug. 23 issue—(Metropolitan).
REFORM SCHOOL—MD—Louise Beavers, Harlem's Tuff Kids, Monte Hawley—Top product for Negro houses—76m.—see June 28 issue—(Million Dollar Productions).
RIDERS OF THE SAGE—W—Bob Steele, Claire Rochelle—Run of the mill—56m.—see Oct. 18 issue—(Metropolitan).
RIDIN' FOOL, THE—W—Bob Steele, Francis Moore—Low grade western—58m.—see Oct. 18 issue—(Metropolitan).
SHE GOES TO WAR—MD—Eleanor Boardman, John Holland—War from the women's angle—55m.—see Nov. 15 issue—(Mitchell Leichter).
SMOKY TRAILS—W—Bob Steele, Jean Carmen—Okay Steele—56m.—see Apr. 19 issue—(Metropolitan).
SON OF INGAGI—MD—Alfred Grant, Daisy Bickford, Laura Bowman—Exploitable for the Negro trade—66m.—see Jan. 24 issue—(Sack).
SONGS AND SADDLES—W—Gene Austin, Lynne Berkeley—Exploitable—65m.—see Dec. 28, 1938, issue—(Road Show Attractions).
SPECIAL INSPECTOR—MD—Charles Quigley, Rita Hayworth—Pleasing action programmer—68m. — see Apr. 5 issue—(Warwick).
STRAIGHT SHOOTER—W—Tim McCoy, Julie Sheldon, Ben Corbett, Ted Adams—All McCoy and an hour long!—60m.—see Nov. 15 issue—(Victory).
TELL YOUR CHILDREN—see The Burning Question.
TEN NIGHTS IN A BARROOM—MD—Hal Skelly, Zita Johann—Those nights are here again!—61m.—see Nov. 15 issue—(B&M Pictures).
TEXAS WILDCATS—W—Tim McCoy, Joan Barclay, Ben Corbett, Ted Adams—Top-rating McCoy—56m.—see June 28 issue—(Victory).
THEY WENT TO WAR (Let's Pretend We're Sweethearts; Flirting With Death)—CD—Lola Lane, Chic Chandler, George Meeker—Better than average independent—68m.—see May 31 issue—(Imperial).
TRIGGER FINGERS—W—Tim McCoy, Ben Corbett—Okay western—53m.—see Sept. 6 issue—(Victory).
TWO GUN TROUBADOUR—W—Fred Scott, Claire Rochelle—Speedy inde oatie entry—58m.—see July 26 issue—(Spectrum).
TUMBLEWEEDS—W—William S. Hart, Barbara Bedford—Revival which can get results if exploited—88m.—see May 17 issue—(Astor).
WHY THIS WAR?—Documentary—No credits—Exploitable documentary—81m.—see Nov. 1 issue—(Samuel Cumins).

FOREIGN

Listed here are imported productions and all foreign-language pictures of whatever origin, when such pictures are not a part of the regular release schedule of an independently listed producer-distributor.

ADVENTURE OF GIACOMO CASSANOVA—see Avventura di Giacomo Cassanova.
AFFAIR LAFONT, THE (Conflict)—D—Corinne Luchaire, Annie Ducaux—For the arty—84m.—see Oct. 18 issue—(Trans-Atlantic Films)—(A).
ALEXANDER NEVSKY—SP—Nicolai, N. P. Okhlopkov—Box office for foreign, art houses—94m.—see Apr. 5 issue—(Amkino).
ALLERGI MASNADIERI (The Make-Believe Pirates)—CMU—Assia Noris, C. Pilotto—Very good Italian comedy—72m.—see Oct. 18 issue—(Americo Pullini).
ALPINE PASSION (Amore sulle Alpi)—MD—Gustave Diesel, Simona Bourday—Esperle has done better—74m.—see Nov. 15 issue—(Esperia)—(A).
AMANGELDY—D—Elubai Umurzakov, Shara Dzhandarbekova—Inferior Russian film—79m.—see June 28 issue—(Amkino).
AMORE SULLE ALPI—see Alpine Passion.
ARIA DEL CONTINENTE, L'—see The Continental Way.
AVVENTURA DI GIACOMO CASANOVA (Adventure of Giacomo Casanova) — CD—Nerio Bernardi, Leda Glowia—Best for Italian houses, audiences—70m.—see June 14 issue—(Amerital).
BATTELLER DE LA VOLGA, LE—see The Volga Boatman.
BATTLES IN THE SHADOW (Lotta nell' Ombra)—MD—Antonio Centa, Renato Cialente—Pleasing Italian thriller—86m.—see June 28 issue—(Esperia).
BETRAYAL—D—Annie Vernay, Suzy Prim, Pierre-Richard Willm—French box-office success—80m.—see Oct. 4 issue—(World).—(A).
BIG FELLA—MDMU—Paul Robeson, Elizabeth Welsh—Pleasing programmer, but watch out for the racial problem — 70m. — see Feb. 22 issue — (Retlaw Films).
BIZARRE BIZARRE—F—Louis Jouvet, Francoise Rosay—Fib-tickler for French fans—see Apr. 5 issue—(Lenauer).
BLACK LIMELIGHT — MY — Raymond Massey, Joan Marion—Routine murder mystery for houses that can play English product—63m.—see July 12 issue—(English-made)—(Alliance).
BLACK PIRATE, THE—see Il Corsaro Nero.
BOMBS OVER LONDON—AD—Charles Farrell, Fritz Kortner—Plug timeliness and Farrell for best results—78m.—see Sept. 20 issue—(Film Alliance).
BOUQUETS FROM NICHOLAS—MD—Noel-Noel, Jacques Verennes, Janine Noel-Noel—Can play the right nabes; swell for the arty, French—75m.—see Mar. 22 issue—(Walch Films).
BOYS' SCHOOL (Les Disparus de Saint Agil)—MY—Eric von Stroheim, Michael Simon, Armand Bernard, Serge Grave—Outstanding Gallic show—91m.—see June 14 issue, under Columbia—(Columbia).
BRIVELE DER MAMEN, A (A Letter to Your Mother)—D—Lucy Gehrman, Alexander Stein—Yiddish cinematic triumph—104m.—see October 4 issue—(Sphinx).
CHALLENGE, THE—D—Robert Douglas, Joan Gardner—High-rating importation—77m.—see May 17 issue—(Film Alliance).
CHANGED MAN, THE—see Elcserelt Ember.
CITADEL DE SILENCE, LA—see The Citadel of Silence.
CITADEL OF SILENCE, THE (La Citadel de Silence)—D—Annabella, Pierre Renoir, Bernard Lancret—Swell art and French stuff—90m.—see Jan. 10 issue—(Film Alliance)—(A).
CONCENTRATION CAMP—D—O. Jakov, S. Shirokova—Too much Communist propaganda for the average house—66m.—see Apr. 5 issue—(Amkino).
CONDOTTIERI (The Leaders) — Same as Giovanni de Medici, the Leader, q. v.
CONFLICT—see The Affair Lafont.
CONQUESTS OF PETER THE GREAT, THE—D—Nikolai Simonov, Alla Tarasova—For Soviet houses only—96m.—see Sept. 20 issue—(Amkino).
CONTINENTAL WAY, THE (L'Aria del Continente)—CD—Angelo Musco, Leda Gloria—Excellent Italian comedy—82m.—see Nov. 29 issue—(Esperia).
CORSARO NERO, IL (The Black Pirate)—MD—Ciro Verrati, Silvana Jachino — For foreign-language, particularly Italian, houses—96m.—see Dec. 27 issue—(Esperia).
CRISIS—Documentary—Produced, directed by Herbert Kline, narrated by Leif Erickson—For liberal, intelligent; an exploitation challenge to average exhibitor—86m.—see Mar. 22 issue—(Mayer-Burstyn).
CURTAIN RISES, THE (Entree des Artistes)—MD—Louis Javet, Janine Darcey—Pleasing French import—85m.—see May 3 issue—(Kassler).
DEAD MEN TELL NO TALES—MD—Emlyn Williams, High Williams, Marius Goring—Tops for murder—70m.—see May 31 issue—(Alliance).
DEMON BARBER OF FLEET STREET, THE—MD—Tod Slaughter, Eve Lister—British entrant, strictly for the "horror" trade—67m.—see Sept. 6 issue—(Select Attractions)—(A).
DENARO E D'AMORE (Money and Love)—CD—Elsa Merlini, Tina Lattanzi—Pleasing Italian comedy-drama—86m.—see July 12 issue—(Amerital).
DEVIL IS AN EMPRESS, THE (Le Jouer d'Echees)—D—Conrad Veidt, Francoise Rosay, Micheline Francey—Among the better French films—75m.—see Dec. 13 issue—(Columbia).
DISPARUS DE SAINT AGIL, LES—see Boys' School.
DOCTOR ANTONIO (Il Dottor Antonio)—D — Ennio Cerlesi, Maria Gambarelli, Lamberto Picasso—Box-office success for Italian nabes—103m.—see Dec. 27 issue—(Itala Films).
DOTTER ANTONIO, IL—see Doctor Antonio.
DOUBLE CRIME ON THE MAGINOT LINE—D—Victor Francen, Vera Korene—Excellent for art, French houses; exploitation — 83m.—see May 3 issue—(Tower Pictures).
ELCSERELT EMBER (The Changed Man)—MD—Ferenc Kiss, Margit Dakya, Gero Maly — Just for Hungarians—84m.—see Mar. 8 issue—(Hungaria).
END OF THE DAY, THE (Fin du Jour)—D—Victor Francen, Louis Jouvet—Superb Gallic production—95m.—see Sept. 20 issue—(Juno Films).
ENTENTE CORDIALE—D—Victor Francen, Gaby Morlay, Arlette Marchal—Timely Gallic import—93m.—see Jan. 10 issue—(Concord).
ENTREE DES ARTISTES—see The Curtain Rises.
ERAVAMO SETTE SORELLO—see We Were Seven Sisters.
ESCAPE FROM YESTERDAY—D—Jean Gabin, Annabella—Infinitely superior French product—95m.—see May 17 issue—(Hoffberg)—(A).
FAMILLE LEFRANCOIS, LE—see Heroes of the Marne.
FIRST FILM CONCERT, THE—MU — No production credits available—Extremely attractive fare for the arty—52m.—see Nov. 15 issue—(World).
FOR MEN ONLY (Per Uomini Soli)—CD—Carlo Buff, Paola Barbara—Great show for Italian nabes—78m.—see May 17 issue—(Esperia).
FIN DU JOUR—see The End of the Day.
GANG'S ALL HERE, THE—CD—Jack Buchanan, Google Winters—Just fair comedy; nabe lower-half dualler—75m.—see Apr. 19 issue—(Associated British).
GIOVANNI DE MEDICI, THE LEADER (Condottieri [The Leaders])—D — Lula Trenker, Loris Gizzi, Laura Nucci—Okay for Italian audiences—88m.—see Jan. 24 issue—(Esperia).
GOLDEN KEY, THE—Fantasy—Puppets and voices operated by A. Shagin, et al.—Corking foreign fantasy—70m.—see Jan. 10 issue—(Amkino).
HARVEST (Regain)—MD—Gabriel Gabrio, Edouard Delmont—For the art customers—80m.—see Aug. 9 issue—(French Cinema Center)—(A).
HEARTBEAT—MD—Orane Domazia, Fernandel — Fair Gallic product—88m.—see Sept. 20 issue—(French Motion Picture Corporation)—(A).
HEROES OF THE MARNE (Le Famille Lefrancois)—Raimu, Germaine Dermoz—Chiefly for foreign, art houses—88m.—see May 3 issue—(Spectrun)—(A).
HO PERDUTO MIO MARITO—see My Husband Is Lost.
HOMME ET SA FEMME, UN—see A Man and His Wife.
HOUSEMASTER—CD—Otto Kruger, Diana Churchill—Fair support for duals; plug American names—85m. see Apr. 19 issue—(Associated British).
IDEAL MARRIAGE (Un Matrimonio Ideale) — CD — Assia Noris, Umberto Melnati, Gino Cervi—Very good Italian product—84m.—see Dec. 27 issue—(Esperia).
I MET A MURDERER—D—James Mason, Sylvia Coleridge—Artistic success; can be exploited—78m.—see Oct. 18 issue—(York).
IN SOVIET RUSSIA TODAY—Documentary—No credits—Propaganda for radical audiences—100m. — see Oct. 4 issue—(Amkino).
INDISCRETIONS—CD—Sascha Guitry, Betty Daussmond—For art, French houses, exclusively—80m.—see May 17 issue, under Foreign—(Tri-National)—(A).
IRELAND'S BORDER LINE—CD—Jimmy O'Dea, Myrette Morven—Top Irish product—64½m.—see Nov. 1 issue—(William Alexander).
JAAKARIN MORSIAN—see Soldier's Bride.
JOUER D'ECHEES, LE—see The Devil Is an Empress.
JUBILEE—Documentary—Edited by the Rev. James H. Griffiths, narrated by the Rev. Vincent Genova—For Catholics; exploit its timeliness—60m. — see Feb. 22 issue—(King Cole).
JUST LIKE A WOMAN—CD—Gertrude Michael, John Lodge—Fair English production—73m.—see Nov. 1 issue—(Alliance).
KATIA—D—Danielle Darrieux, John Loder—Superb Gallic production; exploitable—80m. — see Dec. 13 issue—(Mayer-Burstyn)—(A).
KING OF DIAMONDS (Re de Denari)—CD — Angelo Musco, Rosina Anselmi, Mario Pisu—Great Italian comedy—84m.—see Jan. 10 issue—(Esperia).
KLIATSHE, DI—see Light Ahead.
KOL NIDRE—MD—Lili Liliana, Leon Leibgold—Well-titled show for Yiddish audiences—90m.—see Sept. 20 issue—(Joseph Seiden).
LAST DESIRE—D—Raimu, Jacqueline Delubac, Pierre Brasseur—Sell sex—77m. — see Jan. 24 issue—(Transatlantic)—(A).
LEADERS, THE—see Condottieri (same as Giovanni de Medici, the Leader, q. v.).
LETTER TO YOUR MOTHER, A—see A Brivele der Mamen.
LENIN IN 1918—D—B. V. Shchukin, M. G. Gelovani—Outstanding Soviet motion picture — 180m. — see July 12 issue—(Amkino).
LIFE ON THE HORTOBAGY—Documentary—Janos Cinega, Mrs. Janos Cinega, Istvan Kanyasi—Exploitable Hungarian bit — 79m.—see Feb. 7 issue—(Cummins).
LIGHT AHEAD (Di Kliatshe)—D—Izidore Casher, Helen Beverly—Superb Yiddish photoplay—103m. — see Oct. 4 issue—(Carmel).
LOST ATLANTIS, THE—MD—No cast credits—Just film—70m.—see June 14 issue—(Road Show Attractions).
LOTTA NELL' OMBRA—see Battles in the Shadow.

The Shorts Check-Up

Of All Pictures Released Nationally Since July 28, 1939

COLUMBIA

Two Reel

COMEDIES (26)

Mooching Through Georgia (F)
A. Clyde .....Aug. 11 18m.

'39-'40 (26)

All American Blondes (G)
A. Clyde .....Oct. 20 17m.
Andy Clyde Gets Spring Chicken (F)
A. Clyde .....Dec. 15 19m.
Awful Goof, The (G)
C. Chase .....Dec. 22 17m.
Calling All Cars (F)
3 Stooges .....Aug. 25 17½m.
Glove Slingers (G)
N. Beery, Jr.....Nov. 24 18m.
Heckler, The
C. Chase .....Feb. 16 —m.
Mr. Clyde Goes to Broadway
A. Clyde .....Feb. 2 —m.
Nothing But Pleasure (G)
B. Keaton .....Jan. 5 17½m.
Oh, You Nazi Spy (E)
3 Stooges .....Jan. 19 18m.
Oily to Bed, Oily to Rise (G)
3 Stooges .....Oct. 6 18½m.
Rockin' Thru the Rockies
3 Stooges .....Mar. 8 —m.
Skinny the Moochar (F)
C. Chase .....Sept. 8 16½m.
Static in the Attic (F)
W. Catlett .....Sept. 22 19m.
Teacher's Pest (G)
C. Chase .....Nov. 3 16½m.
Three Sappy People (E)
3 Stooges .....Dec. 1 18½m.

SERIALS

'39-'40 (4)

Deadwood Dick ..... —ep.
Green Archer, The ..... —ep.
Terry and the Pirates... —ep.
Shadow, The (E)
V. Jory, V. Borg.....Jan. 5 15 ep.

One Reel

CINESCOPES

'39-'40 (6)

Threads of a Nation, The.Jan. 19 —m.
World of 1960 (E)....Dec. 22 9m.

COLOR RHAPSODIES

'39-'40 (16)

Boy, a Gun and Birds, A (F) .....Jan. 12 7½m.
Crop Chasers (G) .....Sept. 22 8m.
Dreams on Ice (F).....Oct. 20 6½m.
Happy Tot's Expedition, The .....Feb. 9 6½m.
Jitterbug Knights (F)..Aug. 11 7m.
Mother Goose in Swingtime (G) .....Dec. 8 7m.
Mountain Ears (G) ....Nov. 3 7m.

COMMUNITY SINGS

'39-'40 (10)

No. 1 — Bing Crosby Songs (G) .....Aug. 4 9m.
No. 2 — Old-Time Songs (F) .....Sept. 8 9½m.
No. 3—College Songs (G).Oct. 13 10m.
No. 4—Stephen Foster Songs (E) .....Nov. 17 11m.
No. 5—Gypsy Songs (F).Dec. 29 10m.
No. 6 .....Feb. 2 —m.
No. 7 .....Mar. 15 —m.

FABLES

'39-'40 (6)

Little Lost Sheep (F)...Oct. 6 7m.
Park Your Baby (F)....Dec. 22 6m.
Practice Makes Perfect..Apr. 5 6m.

FOOLS WHO MADE HISTORY

'39-'40 (6)

Goodyear, Charles, The Story of (G).....Oct. 6 10½m.
Howe, Elias, The Story of (G) .....Sept. 1 11m.

HAPPY HOUR SPECIALS

'39-'40

Building of Boys (E)...Oct. 12 11m.
Book of Books, The (E).Oct. 6 10m.

NEWS WORLD OF SPORTS (10)

Big Fish (F) .....Aug. 18 10m.
There Goes Rusty (G).July 15 10½m.

'39-'40 (12)

Bows and Arrows (E)..Oct. 6 9m.
Flying Targets .....Feb. 22 —m.
Jai Alai (G) .....Nov. 30 8½m.
Skiing Technique .....Jan. 19 —m.

PHANTASIES

'39-'40 (10)

Charm Bracelet, The (F).Sept. 1 6½m.
Man of Tin .....Feb. 23 —m.
Millionaire Hobo (B)...Nov. 24 7m.
Mouse Exterminator, The.Jan. 26 6½m.

SCREEN SNAPSHOTS

'39-'40 (12)

No. 1—Art of Make-Up (E) .....Sept. 22 9½m.
No. 2 — Animal Actors and Trainers (E)....Nov. 10 10m.
No. 3—Outdoor Parties (G) .....Dec. 1 10m.
No. 4—Behind the Scenes in Hollywood (G) ..Jan. 5 10m.
No. 5 .....Feb. 9 —m.
No. 6 .....Mar. 15 —m.

MACUSHLA (My Darlin')—MD—Pamela Wood, Jimmy Magooan, Max Adrian—Can be sold nicely to sons and daughters of Erin—80m.—see Jan. 24 issue—(Transatlantic).

MADEMOISELLE MA MERE—F—Danielle Darrieux, Marcel Simon—Breezy Gallic affair; Darrieux tops exploitation possibilities—80m.—see Oct. 4 issue—(Hoffberg)—(A).

MAKE-BELIEVE PIRATES, THE — see Allergi Masnadieri.

MAN AND HIS WIFE, A (Un Homme et Sa Femme)—MD—Harry Baur, Suzy Vernon—Fair for French, arty; lower-half dualler for nabes—77m.—see Apr. 5 issue—(French Film Exchange)—(A).

MARSEILLAISE — D — Pierre Renoir, Lise Delamare—Fair French cinema—80m.—see Nov. 15 issue—(World Pictures).

MATRIMONIO IDEALE, UN—see Ideal Marriage.

MILL ON THE FLOSS, THE—D—Geraldine Fitzgerald, Frank Lawton — Outstanding British attraction—78m.—see Nov. 15 issue—(Standard).

MIO DESTINO, IL (My Destiny)—D—Emma Gramatica, Luigi Cimari — For Italian and foreign-language houses—76m.—see July 26 issue—(Roma Film).

MIRELE EFROS—MD—Berta Gersten, Michael Rosenberg—Should pull tears and cash—87m.—see Nov. 1 issue—(Credo Pictures).

MR. MAX (Il Signor Max)—C—Vittoria DeSico, Assia Noris—Outstanding Italian comedy—86m.—see Oct. 18 issue—(Esperia).

MONEY AND LOVE—see Denaro e d'Amore.

MOTEL, THE OPERATOR—DMU—Chaim Tauber, Malvina Rappel, Seymour Rechzeit—Mediocre Yiddish celluloid—80m.—see Jan. 24 issue—(Cinema Service Corporation).

MUSICA IN PIAZZA—CD—Milly, Enrico Viarisio—For Italian audiences only—66m.—see July 12 issue—(Amerital).

MUTINY ON THE ELSINORE—MD—Paul Lukas, Kathleen Kelly, Lyn Harding, Michael Martin-Harvey—High-rating sea thriller—72m.—see Feb. 22 issue—(Krellberg).

MY DARLIN'—see Macushla.

MY DESTINY—see Il Mio Destino.

MY HUSBAND IS LOST (Ho Perduto Mio Marito)—CD—Nino Besozzi, Paola Borboni—Okay Italian comedy—87m.—see Nov. 1 issue—(Esperia)—(A).

MY SON—DMU—Gustav Berger, Fannia Rubina—High-rater for Yiddish consumption—91m.—see May 31 issue—(Jewish Talking Picture).

NEW HORIZONS—D—Boris Chirkov, Vera Kibardina—For radical houses only—92m.—see May 31 issue—(Amkino).

NORTH SEA PATROL—MD—Geoffrey Toone, Judy Kelly—Pleasing, timely programmer that can be sold—69m.—see Nov. 15 issue—(Alliance Films).

ON HIS OWN—D—V. O. Massalitinova, M. Troyanovsky—Okay for left-wingers—100m.—see Sept. 20 issue—(Amkino).

OPPENHEIM FAMILY, THE—D—V. F. Balashov, I. M. Tolchanov, A. I. Voitsik—Exploitable U. S. S. R. product; deserves playing time—97m.—see June 14 issue—(Amkino).

OUR FIGHTING NAVY—see Torpedoed.

QUAI DES BRUMES, LE—see Port of Shadows.

PEOPLE, ETERNAL, A—D—Conrad Veidt, Marie Ney—Weak Yiddish offering—65m.—see Nov. 15 issue—(Henry Lynn).

PER UOMINI SOLI—see For Men Only.

PORT OF SHADOWS (Le Quai des Brumas)—MD—Jean Gabin, Michel Simon—Beautiful, well worth seeing; a 7-award film—90m.—see Oct. 18 issue—(Film Alliance of U. S.).

PRISONER OF CORBAL, THE—COD—Nils Asther, Noah Beery—Nabe dual fillar—73m.—see Sept. 6 issue—(English-made)—(Syndicate).

PURITAN, THE—D—Jean-Louis Barrault, Alla Donell—Can be exploited for fair money—85m.—see Mar. 22 issue—(Lenauer)—(A).

RANGLE RIVER—"W"—Victor Jory, Margaret Dare—Pleasing Australian import with a "western" flavor—72m.—see May 17 issue—(Hoffberg).

RASPUTIN—D—Harry Baur, Marcelle Chantal—Superb Gallic production—93m.—see Nov. 1 issue—(Concord Films)—(A).

RE DI DENARI—see King of Diamonds.

REGAIN—see Harvest.

RETURN OF THE FROG, THE—MY—Gordon Harker, Una O'Connor—Okay British mystery programmer—71m.—see Sept. 6 issue—(Select Attractions).

ROYAL DIVORCE — D — Ruth Chatterton, Pierre Blanchar—Worthwhile dualler—82½m.—see Oct. 4 issue—(Select Attractions).

SCIPIO AFRICANUS MAJOR—see Scipione l'Africano.

SCIPIONE L'AFRICANO (Scipio Africanus Major)—D—Annibale Ninchi, Camillo Pilotti, Isa Miranda, Frances Francesca—Bonanza for Italian customers—115m.—see Oct. 4 issue—(Esperia).

SECOND BUREAU—D—Marta LaBarr, Charles Oliver—Okay spy drama—66m.—see Nov. 1 issue—(Film Alliance of U. S.).

SHORS—D—E. Samoilov, I. Skuratov — For left-wing audiences—92m.—see Nov. 29 issue—(Amkino).

SIGNOR MAX, IL—see Mr. Max.

SOLDIER'S BRIDE (Jaakarin Morsian)—MD—Tuulikki Paananen, Ritva Aro, Tuli Arjo — Should make dough for Finnish houses—83m.—see Dec. 27 issue—(Werner F. Savela).

SONG OF THE STREET—D—Vladimir Sokoloff, Madeleine Ozeray—Weak foreign offering — 77m. — see Sept. 6 issue—(Mayer-Burstyn).

SONG OF YOUTH—Documentary—Produced in U. S. S. R. by Soyuz Film Chronica—Superior Russian documentary—68m.—see June 28 issue — (Amkino).

SORPRESE DE UN MATRIMONION, LE—see The Surprises of Matrimony.

SOS MEDITERRANEAN — MD — Pierre Fresnay, Rolf Wanka, Kim Peacock, Nadine Vogel—Should make money for foreign and art theatres—78m.—see Jan. 24 issue—(Vedis Films).

SOTTO LA CROCE DEL SUD—see Under the Southern Cross.

SOVIET BORDER—MD—E. Piapkina, E. Fedorova, N. Kriuchkov, S. Krilov, N. Vinogradov—Propaganda film for the radical—94m.—see Mar. 8 issue—(Amkino).

SPAIN FIGHTS ON—see The Will of a People.

SPY BUREAU—Same as Second Bureau, q. v.

SPY OF NAPOLEON—MD—Richard Barthelmess, Dolly Haas—For class spots, nabe with limitations—77m.—see May 17 issue—(Standard).

SURPRISES OF MATRIMONY, THE (Le Sorprese de un Matrimonion)—CD—Vittorio DeSica, Elisa Gegani—For Italians only—118m.—see Nov. 1 issue—(Columbia)—(A).

SQUADRONE BIANCO, LO (The White Squadron)—D—Fosco Giachetti, Antonio Centa, Fulvia Lanzi—Good drama for the art-foreign, Italian houses—98m.—see Nov. 29 issue—(Esperia).

TEVYA—MD—Maurice Schwartz, Miriam Riselle, Rebecca Weintraub—Box office for Yiddish houses—93m.—see Jan. 24 issue—(Mayman).

THAT THEY MAY LIVE—D—Victor Francen, Line Noro, Marie Lou, Jean-Max—Spectacular French anti-war piece—73m.—see Nov. 1 issue—(Mayer-Burstyn)—(A).

THEY WANTED PEACE — D—F. Bagashvili, Tamara Markarova, S. Smirnova—Left-wing fare—73m.—see Jan. 24 issue—(Amkino).

THREE WALTZES—Operetta—Yvonne Printemps, Pierre Fresnay—Natural for art, foreign-policy theatres—92m.—see May 8 issue—(Vedis Films).

THUNDER OVER PARIS—D—Erich von Stroheim, Mareille Balin—Plug timeliness and Von Stroheim—82m.—see Nov. 29 issue—(Transatlantic)—(A).

TORPEDOED (Our Fighting Navy)—AD—H. B. Warner, Richard Cromwell, Noah Beery—Must ride on its timeliness; plug Americans—66m.—see Sept. 20 issue—(Film Alliance).

TREACHERY ON THE HIGH SEAS—MY—Bebe Daniels, Ben Lyon, Charles Farrell—Okay British for nabe dual support—68m.—see Oct. 4 issue—(Film Alliance).

TWO'S COMPANY—C—Ned Sparks, Mary Brian, Patric Knowles—Bottom dualler for houses which can play British product—64m.—see Dec. 27 issue — (B. & D.).

TYPHOON TREASURE—MD—Campbell Copelin, Gwen Munro—Adventure yarn for lower half on duals—68m.—see July 12 issue — (Australian-made)—(Commonwealth).

UNDER THE SOUTHERN CROSS (Sotto la Croce del Sud)—D—Doris Duranti, Antonio Centa—Tops for Italian houses — 81m.—see June 28 issue—(Esperia).

U. S. S. R. ON THE SCREEN, 1939—Documentary—No credits given—Left wing attraction—94m.—see Aug. 23 issue—(Amkino).

VOLGA BOATMAN, THE (Le Batelier de la Volga)—D—Pierre Blanchar, Vera Korene—Best for foreign, art houses—73m.—see Apr. 5 issue—(Hoffberg).

WALLY, LA—DMU—Germana Paolieri, Carlo Minchi—For Italian audiences only—83m.—see July 26 issue—(Amerital).

WE WERE SEVEN SISTERS (Eravamo Sette Sorelle)—CD—Nino Besozzi, Antonio Gandusio, Sergio Tofano—Excellent for Italian audiences—87m.—see June 28 issue—(Esperia)—(A).

WILL OF A PEOPLE, THE (Spain Fights On)—Documentary—No cast or production credits—For liberal houses—55m.—see Feb. 22 issue—(L. Frank).

WINGS OVER AFRICA—MD—Joan Gardner, Ian Colin—Weak dualler; may be exploited—62m.—see Aug. 9 issue—(Merit).

WHITE SQUADRON, THE—see Lo Squadrone Bianco.

WHITE SAVAGE (Uncivilized)—D—Dennis Hoey, Margot Rhys, Ashton Jarry—Dualler, but can be exploited to advantage—72m.—see Dec. 27 issue—(Box-Office Attractions)—(A).

WITHOUT A HOME—D—Alexander Marten, Viera Gran—For strictly Yiddish-policy houses — 90m.—see Apr. 19 issue—(Foreign Cinema Arts).

WORLD IS OURS, THE—CD—Voskovec, Werich—Excellent foreign product—96m.—see Aug. 23 issue—(Kassler).

YOUTH IN REVOLT—MD—Jean-Louis Barrault, Fabien Loris, Charles Daurot—Fair art entry—91m.—see May 31 issue, under Columbia—(Columbia).

TOURS (6)

In Morocco (F) ..... Aug. 11 10½m.

'39-'40 (8)

Beautiful Switzerland (G) . Nov. 17 10m.
Historic Cities of India (G) ..... Oct. 27 10m.
Holland and the Zuyder Zee (B) ..... Sept. 15 10m.
Life in Paris ..... Dec. 22 11m.
New Hampshire ..... Jan. 26 —m.

WASHINGTON PARADE (4)

No. 4 — Library of Congress (E) ..... Aug. 4 10m.

'39-'40 (6)

No. 1—Smithsonian Institution (G) ..... Nov. 10 11m.
No. 2—U. S. Treasury .. Dec. 29 11m.
No. 3—Inside the Federal Bureau of Investigation ..... Feb. 9 —m.

METRO

Two Reel

CRIME DOESN'T PAY (6)

Drunk Driving (E) ..... Oct. 28 21m.
Think First! (E) ..... Sept. 9 21m.

'39-'40 (6)

Know Your Dollar (E) . Jan. 27 21m.
Pound Foolish (E) .... Dec. 23 20m.

One Reel

CARTOONS (11)

(Technicolor)

Blue Danube, The (E) .. Dec. 16 7m.
Bookworm, The (E) . Aug. 26 9m.
One Mother's Family (E) Sept. 30 9m.

'39-'40 (18)

Mad Maestro, The (G) .. Dec. 30 8m.
Peace on Earth (E) .... Dec. 9 8m.

FITZPATRICK TRAVELTALKS

(Technicolor)

'39-'40 (12)

Day on Treasure Island, A (G) ..... Sept. 2 11m.
Land of Alaska Nellie (F) ..... Dec. 23 9m.
Natural Wonders of Washington State (E) .... Oct. 7 9m.
Night Descends on Treasure Island (E) ..... Jan. 26 9m.
Old Natchez on the Mississippi (G) ..... Dec. 30 9m.
Quaint Saint Augustine (E) ..... Nov. 4 9m.
Valient Venezuela (G) . Nov. 25 9m.

MINIATURES

'39-'40 (9)

Ash Can Fleet, The (E) Sept. 9 11m.
Failure At Fifty, A (E) . Oct. 7 10m.
Mendelssohn's Wedding March (G) ..... Nov. 4 8m.
(Technicolor)
Miracle at Lourdes (E) . Dec. 30 11m.
Old South, The (E) .... Jan. 20 10m.
Rhumba Rhythm (G) G. Murphy .. .. Sept. 2 10m.
When Turf Meets Surf (G) ..... Jan. 6 11m.

OUR GANG COMEDIES

'39-'40 (8)

Alfalfa's Double ..... Jan. 20 11m.
Captain Spanky's Showboat (F) ..... Sept. 9 11m.
Dad for a Day (G) .... Oct. 21 11m.
Time Out for Lessons (G) ..... Dec. 2 11m.

PASSING PARADE (10)

One Against the World (E) ..... Aug. 19 11m.
Unseen Guardians (G) .. Aug. 26 11m.

'39-'40 (8)

Forgotten Victory (E) .. Dec. 9 11m.

PETE SMITH SPECIALTIES (15)

Football Thrills of 1938 Sept. 16 10m.
Set 'Em Up (E) ..... Oct. 7 10m.
Take a Cue (E) ..... Aug. 12 9m.

'39-'40 (13)

Let's Talk Turkey (G) .. Oct. 28 10m.
Maintain the Right (G) . Jan. 13 10m.
Romance of the Potato (G) ..... Dec. 9 9m.
Ski Birds (E) ..... Nov. 18 8m.

ROBERT BENCHLEYS

'39-'40 (4)

Day of Rest, The (F) ... Sept. 16 9m.
See Your Doctor (G) ... Dec. 16 8m.
That Inferior Feeling (G) . Jan. 20 9m.

PARAMOUNT

One Reel

BETTY BOOP (12)

Yip, Yip, Yippy (F) ... Aug. 11 6m.

COLOR CLASSICS

(Technicolor)

'39-'40 (6)

Busy Little Ants ..... Feb. 23 —m.
Fresh Vegetable Mystery, The (G) ..... Sept. 29 7m.
Little Lambkin ..... Feb. 2 —m.

COLOR CRUISES

(Cinecolor)

'39-'40 (7)

Chile (B) ..... Nov. 10 10m.
Cuba ..... Jan. 5 —m.
Ecuador (F) ..... Sept. 1 10m.
Isle of Clumbus ..... Feb. 9 —m.
Peru (F) ..... Oct. 6 9m.

HEADLINERS (15)

Sweet Moments (G) R. Morgan and Orchestra ..... Aug. 18 11m.

'39-'40 (10)

Artie Shaw's Class in Swing (E) A. Shaw & Orchestra . Sept. 8 10m.
Flo Rito, Ted, and Orchestra (G) ..... Oct. 6 11m.
Here's Hal (E) H. Kemp & Orchestra . Nov. 24 10m.
Moments of Charm of 1940 (E) P. Spitalny & All-Girl Orchestra ..... Oct. 27 10m.
(Technicolor)
Paramount Presents Frankie Masters (F) F. Masters & Orchestra ..... Dec. 29 11m.
Dorsey, Jimmy, & Orchestra ..... Feb. 2 —m.

PARAGRAPHICS (13)

Breaking the News (G) . Aug. 25 10m.

'39-'40 (10)

Bits of Life (G) ..... Nov. 17 11m.
Busy Little Bears (F) .. Oct. 20 10m.
Paramount Pictorial ... Feb. 16 —m.
Public Hobby Number One (G) Sept. 22 11m.
Touchdown Review (G) . Dec. 22 10m.
Sugar Wind ..... Jan. 19 9m.

POPEYE CARTOONS

'39-'40 (12)

Females Is Fickle ..... Feb. 23 —m.
Never Sock a Baby (G) . Nov. 3 6m.
Shakespearean Spinach .. Jan. 19 —m.

POPULAR SCIENCE (6)

(Cinecolor)

No. 6 (G) ..... Aug. 4 11m.

'39-'40 (6)

No. 1 (G) ..... Sept. 15 11m.
No. 2 (E) ..... Nov. 3 11m.
No. 3 (G) ..... Dec. 15 11m.
No. 4 ..... Feb. 16 —m.

SPORTLIGHTS

'39-'40 (13)

Aqua-Rhythm (G) .... Nov. 24 10m.
Bowling Skill ..... Jan. 26 —m.
Catching Whoppers (F) . Oct. 13 10m.
Desert Adventure, A (G) . Sept. 22 10m.
Dog Is Born, A (G) .... Nov. 3 10m.
Hydro-Maniacs (G) ... Sept. 1 10m.
Judo Experts (G) ..... Dec. 15 10m.

STONEAGE CARTOONS

'39-'40

Way Back When a—
Triangle Had Its Points ..... Jan. 26 —m.
Night Club Was a Stick ..... Feb. 16 —m.

SYMPHONIC SERIES

'39-'40 (3)

Blue Danube, The (E) .. Sept. 29 10m.
Merry Wives of Windsor (E) ..... Oct. 27 9m.
William Tell (E) ..... Nov. 24 11m.

UNUSUAL OCCUPATIONS

(Cinecolor)

'39-'40 (6)

No. 1 (G) ..... Oct. 13 11m.
No. 2 (E) ..... Nov. 17 11m.
No. 3 ..... Jan. 19 —m.

RKO-RADIO

Two Reel

EDGAR KENNEDY COMEDIES

'39-'40 (6)

Act Your Age (G) ..... Oct. 6 18m.
Kennedy the Great (G) . Dec. 1 19m.
Slightly at Sea (F) .... Feb. 9 16m.

LEON ERROL COMEDIES

'39-'40 (6)

Scrappily Married (F) .. Mar. 1 20m.
Truth Aches (G) ..... Nov. 3 19m.
Wrong Room (G) ..... Sept. 22 19m.

THE MARCH OF TIME (13)

No. 13—Metropolis, 1939 (E) ..... Aug. 4 18m.

'39-'40 (13)

No. 1 — Soldiers With Wings (E) ..... Sept. 1 19m.
No. 2—The Battle Fleets of England (E) ..... Sept. 29 19m.
No. 3 — Uncle Sam, the Farmer (G) ..... Oct. 27 18m.
No. 4 — Newsfronts of War, 1940 (E) ..... Nov. 24 19m.
No. 5—Crisis in the Pacific (G) ..... Dec. 22 17m.
No. 6—The Republic of Finland, 1919-1940 (E) ..... Jan. 19 18m.
No. 7 ..... Feb. 16 —m.

RADIO FLASH COMEDIES

'39-'40 (8)

Blamed for a Blonde (F) R. Atwill ..... Oct. 20 16m.
Chicken Feed (B) B. Gilbert ..... Jan. 19 18m.
Coat Tales (G) J. Prouty ..... Nov. 17 18m.
Goodness a Ghost (F) H. Langdon ..... Mar. 8 15m.
Twincuplets (G) Stroud Twins ..... Apr. 12 20m.

WESTERN MUSICALS

'39-'40 (4)

Bandits and Ballads (F) . Dec. 29 17m.
Cupid Rides the Range (G) ..... Sept. 8 18m.

One Reel

INFORMATION PLEASE

'39-'40 (13)

No. 1—Rex Stout (E) .. Sept. 8 11m.
No. 2—Gene Tunney (E) . Oct. 6 11m.
No. 3—Clarence Budington Kelland (G) .... Nov. 3 10m.
No. 4 — Deems Taylor (E) ..... Dec. 1 11m.
No. 5—Christopher Morley (G) ..... Jan. 19 10m.

REELISMS (13)

Pack Trip (G) ..... Aug. 18 9m.

'39-'40 (13)

Acres of Plenty (F) .... Oct. 13 9m.
American Royal (G) .... Nov. 10 9m.
Men of Muscle (G) ..... Jan. 5 9m.
Nevada Unlimited (G) .. Sept. 15 8m.
West Wall, The (E) .... Dec. 8 10m.

SPORTSCOPES (13)

Kennel Kings (G) ..... Aug. 11 9m.

'39-'40 (13)

Aquapoise (G) ..... Jan. 19 10m.
Court Favorites (G) .... Feb. 16 9m.
Gun Play (F) .... Sept. 1 8m.
Hunting Hounds (G) ... Sept. 29 9m.
Ice Cutters (F) ..... Oct. 27 9m.
Sky Game (E) ..... Dec. 22 9m.
Winter Playground (E) . Nov. 24 9m.

WALT DISNEY CARTOONS (18)

(Technicolor)

Autograph Hound, The (E) ..... Sept. 1 8m.
Donald's Penguin (E) .. Aug. 11 8m.

'39-'40 (18)

Billposters, The ..... Apr. 19 —m.
Day in a Dog's Life .... July 12 —m.
Donald's Date ..... May 10 —m.
Donald's Dog Laundry .. Mar. 8 —m.
Donald's Outboard Motor . May 31 —m.
Donald's Vacation ..... June 21 —m.
Magician Mickey ..... Aug. 2 —m.
Officer Duck (E) ..... Sept. 22 8m.
Riveter, The ..... Feb. 16 —m.
Tugboat Mickey ..... Mar. 29 —m.

REPUBLIC

SERIALS (4)

Dick Tracy's G-Men (G) R. Byrd, P. Isley .... Sept. 2 15 ap.
Zorro's Fighting Legion R. Hadley, S. Darcy .. Dec. 16 12 ep.

'39-'40 (4)

Drums of Fu Manchu H. Brandon ..... Mar. 15 15 ep.
Jimmy Valentine Strikes Again ..... 12 ep.
King of the Royal Mounted ..... 12 ep.
Lone Texas Ranger, The . 15 ep.

20th CENTURY-FOX

One Reel

ADVENTURES OF A NEWSREEL CAMERAMAN

'39-'40 (4)

Conquering the Colorado (E) ..... Aug. 18 11m.
Filming the Fleet (E) .. Oct. 27 11m.
Sky Fighters ..... Dec. 8 —m.

DRIBBLEPUSS PARADE

'39-'40 (6)

"Monkies Is the Cwaziest People" (G) ..... Sept. 29 10m.
Silly Season, The (F) .. Jan. 5 10m.

FASHION FORECAST

(Technicolor)

'39-'40 (4)

No. 5—Fall Fashions (G) ..... Sept. 15 10m.
No. 6—Winter Fashions (E) ..... Dec. 22 10m.

MAGIC CARPET OF MOVIETONE

'39-'40 (6)

Aghileen Pinnacles, The (G) ..... Nov. 10 11m.
Birthplace of Icebergs (E) ..... Aug. 4 11m.
Evergreen Empire, The (G) ..... Oct. 13 11m.
Valley of Ten Thousand Smokes (E) ..... Feb. 16 10m.
Kangaroo Country, The . Feb. 2 —m.

SPORTS REVIEWS

'39-'40 (6)

Big Game Fishing (F) . Sept. 1 10m.
Cooking the Jockies (G) . Nov. 24 11m.
Topnotch Tennis (F) .. Jan. 19 10m.

TERRYTOONS

Old Fire Horse, The (G) . July 28 7m.

'39-'40 (26)

Black and White

Edgar Runs Again (F) . Jan. 26 6m.
Dog in a Mansion (B) .. Jan. 12 7m.
Golden West, The (B) .. Aug. 25 7m.
Hitch-Hiker, The ..... Dec. 1 7m.
Ice Pond, The (F) ..... Dec. 15 7m.
One Mouse in a Million (F) ..... Nov. 3 7m.
Sheep in the Meadow (G) ..... Sept. 22 7m.
Watchdog, The (F) ... Oct. 20 7m.

Technicolor

First Robin, The (F) .. Dec. 29 7m.
Harvest Time (F) ..... Feb. 6 7m.
Hook, Line and Sinker (F) ..... Sept. 8 7m.
Orphan Duck, The (G) .. Oct. 6 7m.
Two Headed Giant (F) . Aug. 11 7m.
Wicky-Wacky Romance (F) ..... Nov. 17 8m.

UNITED ARTISTS

One Reel

WORLD WINDOWS (12)

(Technicolor)

Arabian Bazaar (G)....Sept. 1 10m.
Eternal Fire (G) ..... 10m.
Fox Hunting in the Roman Campagna (E) 10m.
Jerusalem (E) ..... 10m.
Petra the Lost City (E).Aug. 1 10m.
Rome Symphony (E)... 10m.
Ruins of Palmyra .....Oct. 1 —m.
Wanderers of the Desert (G) .....July 1 10m.

UNIVERSAL

Two Reel

COMEDY RE-ISSUES

Ooh, La, La (F)
S. Summerville .....Jan. 1 19m.
We, We, Marie (F)
S. Summerville .....Jan. 1 20m.

MUSICALS (13)

With Best Dishes (F)
L. Roth, G. Kemper..Aug. 9 17m.

'39-'40 (13)

Boy Meets Joy (F)
P. Tomlin, J. Hodges.Sept. 6 17m.
Bullets and Ballads (F)
Fanchonettes, Armida.Feb. 14 17½m.
Rhumba Land (G)
W. Shaw .....Nov. 15 18m.
Rhythm Jamboree (E)
J. Starr .....Jan. 17 18m.
Snow Follies (F)
L. Roth, King Sisters.Dec. 13 18m.
Swing Hotel (G)
D. Daly and Orchestra.Oct. 18 18m.

SERIALS

'39-'40 (4)

Flash Gordon Conquers the Universe
L. Crabbe .....Apr. 9 12 ep.
Green Hornet, The (G)
G. Jones, A. Nagel..Jan. 9 13 ep.
Phantom Creeps, The (G)
B. Lugosi, D. Arnold.Oct. 17 12 ep.

SPECIAL

'39-'40 (1)

March of Freedom, The (E) .....Sept. 6 20m.
(Pre-released June 7)

One Reel

GOING PLACES

'39-'40 (15)

No. 66 (G) .....Sept. 25 9m.
No. 67 (F) .....Oct. 16 9m.
No. 68 (G) .....Nov. 13 9m.
No. 69 (G) .....Dec. 11 8m.
No. 70 (G) .....Dec. 25 8m.
No. 71 (G) .....Jan. 15 9m.
No. 72 .....Feb. 5 —m.
No. 73 .....Feb. 26 —m.

STRANGER THAN FICTION (13)

No. 65 (G) .....Aug. 7 9m.

'39-40 (15)

No. 66 (G) .....Sept. 18 8½m.
No. 67 (G) .....Oct. 9 9m.
No. 68 (F) .....Nov. 6 9m.
No. 69 (G) .....Dec. 4 9m.
No. 70 (G) .....Dec. 18 9m.
No. 71 (G) .....Jan. 8 9m.
No. 72 .....Jan. 29 —m.
No. 73 .....Feb. 19 —m.

WALTER LANTZ CARTUNES (26)

Arabs With Dirty Fezzes (G) .....July 31 7m.
Silly Superstition (F)...Aug. 28 7m.
Slaphappy Valley (G)..Aug. 21 7m.
Snuffy's Party (F) ....Aug. 7 7m.

'39-'40 (13)

(Technicolor)

A-Haunting We Will Go (G) .....Sept. 4 7m.
Andy Panda Goes Fishing (F) .....Jan. 22 8m.
Life Begins for Andy Panda (G) .....Oct. 9 8½m.
Scrambled Eggs (G) ..Nov. 20 9m.
Sleeping Princess, The (G) ...Dec. 4 9m.
Three Little Kittens ...Feb. 12 —m.

VITAPHONE

Two Reel

BROADWAY BREVITIES (22)

Seeing Red (G)
R. Skelton .....Aug. 26 20m.

'39-'40 (10)

Alex In Wonderland....Mar. 9 —m.
Double or Nothing (E). 19m.
Ice Frolics (G)
E. Gardner, Merry Macs .....Oct. 28 17m.
One for the Book (F)...Feb. 3 20m.
Remember When? (E)
Eton Boys, R. Ragland.Jan. 20 20m.
Slapsie Maxie's (E)
M. Rosenbloom ...Sept. 16 17m.
World's Fair, Jr. (F)
Kiddie Revue .....Dec. 9 20m.

TECHNICOLOR PRODUCTIONS (8)

Bill of Rights, The (G).Aug. 12 22m.
Ride, Cowboy, Ride (E)
D. Morgan .....Sept. 9 22m.

'39-'40 (8)

Monroe Doctrine (E)...Oct. 14 22m.
Old Hickory (E)
H. Sothern, V. Killian.Dec. 23 17m.
Royal Rodeo (E)
J. Payne .....Nov. 25 15m.
Teddy the Roughrider...Feb. 24 —m.
Untitled .....Apr. 6 —m.

One Reel

COLOR PARADE (13)

Mechanix Illustrated
No. 6—(F) .....Aug. 5 9m.

'39-'40 (10)

American Saddle Horses (E) .....Nov. 11 10m.
Mechanix Illustrated
No. 1—(G) .....Sept. 30 10m.
No. 2 .....Dec. 2 —m.
No. 3 .....Feb. 17 —m.
Men Wanted .....Mar. 23 —m.
New Horizons (F) ....Jan. 6 10m.

FLOYD GIBBONS (13)

Three-Minute Fuse (G).July 29 11m.
Verge of Disaster (G)..Aug. 26 9m.

LOONEY TUNES (16)

Wise Quacks (F).....Aug. 5 7m.

'39-'40 (16)

Africa Squeaks .....Jan. 27 —m.
Ali Baba Bound .....Feb. 10 —m.
Film Fan, The (F) ....Dec. 16 7m.
Jeepers Creepers (G)...Sept. 23 7m.
Naughty Neighbors (F) Oct. 7 7m.
Pied Piper Porky (G)..Nov. 4 7m.
Pilgrim Porky ..... Mar. 16 —m.
Porky's Hotel (G) ..Sept. 2 7m.
Porky's Last Stand (F).Jan. 6 7m.
Porky the Giant Killer (F) ..... Nov. 18 7m.
Slap Happy Pappy.....Mar. 30 —m.

MELODY MASTERS (18)

DeLange, Eddie, and Orchestra (F) .....Aug. 12 9m.

'39-'40 (10)

Apollon, Dave, & Orchestra .....Mar. 2 —m.
Coquettes, The (F)
F. Carroll .....Feb. 17 10m.
Hoff, Carl, & Orchestra.Mar. 23 —m.
Lopez, Vincent, and Orchestra (G) ....Sept. 30 10m.
Rubinoff and His Orchestra (G) .....Nov. 11 8m.
Shaw, Artie, and Orchestra in "Symphony of Swing" (E) .....Dec. 30 10m.
Swing Styles (G).....Sept. 2 10m.

MERRIE MELODIES (26)

(Technicolor)

Detouring America (G).Aug. 26 7m.
Hare-um Scare-um (F) Aug. 12 7m.
Little Brother Rat (F).Sept. 2 7m.
Show Man's Land (G)..July 29 7m.

'39-'40 (26)

Busy Bakers .....Feb. 10 7m.
Curious Puppy, The (F) Dec. 30 —m.
Early Worm "Gets the Bird," The (G) .....Jan. 13 7m.
Elmer's Candid Camera. Mar. 2 —m.
Fresh Fish (E) .....Nov. 4 7m.
Good Egg (F) .....Oct. 21 7m.
Fagin's Freshman (G)..Nov. 18 7m.
Land of the Midnight Fun (E) .....Sept. 23 7m.
Little Lion Hunter (G).Oct. 7 7m.
Mighty Hunters (G) ...Jan. 27 7m.
Screwball Football (F).Dec. 16 7m.
Sioux Me (G) .....Sept. 9 7m.
Sniffles and the Bookworm (G) .....Dec. 2 7m.
Untitled .....Mar. 16 —m.
Untitled .....Mar. 30 —m.
Untitled .....Apr. 13 —m.

TECHNICOLOR SPECIALS (4)

Romance In Color (G).Aug. 19 10m.

VARIETIES (12)

One Day Stand (E)....Aug. 19 10m.
Witness Trouble (G)..
Grouch Club .....July 29 10m.

'39-'40 (6)

No Parking
Grouch Club .....Apr. 14 —m.
Organ Novelty, An (G)
The Crawfords .....Jan. 13 9m.
Sword Fishing (E)
H. Hill .....Oct. 21 10m.
Vote Trouble (G)
Grouch Club .....Sept. 9 10m.

COMMERCIAL

Addresses of the producers or distributors will be furnished on request.

All In One (G)—Handy 10m.
Behind the Mike (E)—Handy ..... 9m.
Circus Daze (G)—Handy 9m.
Current Flashes (G)—Handy ..... 10m.
Hitting the Roof (G)—Handy ..... 10m.
Life Is What You Make It (F) ..... 10m.
Miami Miracle (F)—Paramount ..... 10m.
Modeled for Distinction (G)—Handy ..... 10m.
More Power to You (E)—Handy ..... 10m.
New England, Yesterday and Today (E)—Handy ..... 20m.
(Also: 1-reel version)
Radio Blockade (E)—Handy ..... 9m.
Sea Food (G)—Pathe.. 12m.
Vacuum Control (E)—Handy ..... 11m.

MISCELLANEOUS

Addresses of the producers or distributors will be furnished on request.

Adventures in the Jungle (G)—Continental 26m.
Afternoon at a Bull Fight (F)—Emanuel. 10m.
Anti-Mutuel Talk—Soc. Prev. of Crime ... 3m.
Aquabatics (G)—Carrick
Ave Maria, Our Lady of Chartres (G)—Malchin 10m.
(Also: 2-reel version)
Behind Spanish Lines (F)—Garrison ..... 19m.
Birth of a Champion (G)—Fistic Films . 14m.
Birth of the Movies (E)—Alliance ..... 18m.
Broken Earth (G) ... 8m.
California Today (F)—Modern ..... 10m.
Calling on Cairo (G)—Central ..... 8m.
Champions of the Gridiron (—)—Industrial Pictures ..... 10m.
China Fights On (F)—Amkino ..... 18m.
Chinook's Children (E)—Central ... 10m.
Dagestan (F)—Amkino 10m.
Diamond Minds (F)—National Cinema 10m.
Flying Frogs, The (G)—Amkino ..... 10m.
Footsteps of Saint Patrick (F)—Guaranteed 25m.
Fountain of Bakhchisarai, The (G)—Amkino .. 10m.
Four Seasons (E)—Walch ..... 3m.
Frost Frolics (G)—Lenauer ..... 10m.
Future Admirals (G)—Philip Provenza .. 11m.
Gems of the Orient (E)—Modern ..... 10m.
Getting Your Money's Worth, No. 2 (G)—Lenauer ..... 11m.
Great Train Robbery, The (—)—Klein ... 10m.
Happy Landing, A (F)—Imperial ..... 8m.
Highlights of London (G)—Central ..... 10m.
Homes of Today (E)—Fed. Housing Administration ..... 11m.
Honoring a People's Port (B)—Amkino ..... 5m.
In Old Morocco (G)—Central ..... 9m.
Irish Isle, The (F—Central ..... 10m.
Island of Love (F)—Principal ..... 10m.
Journey to Normandy, A (G)—Central ... 10m.
Kilmainham Jail (G)—Alexander ..... 28m.
Let My People Live (G)—N. Y. Tuberculosis Association ..... 19m.
Makassar (G) — Devlin 10m.
Mat Maulers (E)—Sonnenschein ..... 10m.
Memory Lingers On, The, No. 2 (G)—Ennis .. 11m.
Miracles of Modernization (F) — Federal Housing Adm. ..... 9m.
Monsters of the Deep (F)—Talking Picture Epics ..... 26m.
Montmartre (F) — French Cinema Center 15m.
Mother, The (G)—Astor 10m.
Musical Moments (F)—Alliance ..... 20m.
1939 — Year of Dark Contrasts (E)—Paramount News ..... 16m.
North Sea (G)—Lenauer 24m.
Ocean, Thou Mighty Monster (G) — Hoffberg ..... 11m.
One Night Before Christmas (G)—Syndicate. 13m.
Peasant's Wedding, The (F)—Polish Pictures 35m.
Plant Power (G)—UFA 10m.
Pope Pius XI, Pope of Peace (G)—Beacon.. 10m.
Pyramids of Mexico, The (E)—Atlas ..... 11m.
Raiders Over England (F)—Monogram ... 18m.
Seabiscuit (G) — Howard ..... 19m.
Rembrandt (E) — Malchin ..... 10m.
(Also: 2-reel version)
School of Talent (G)—Amkino ..... 10m.
Service In Submarines—U. S. N. ..... 10m.
Serum to Windham (G)—N. Y. State Department of Health ... 9m.
She Shall Have Music (F) — Imperial ... 35m.
Southern Beauties (F)—Imperial ..... 10m.
Spy Menace, The (F)—Screen Classics ... 11m.
Starlight Night (G)—Hoffberg ..... 27m.
Story of Our Flag, The (F) — Screen Classics 11m.
Swing's the Thing (G)—Imperial ..... 18m.
Technicolor Test Reel (E) — Audio Productions ..... 9m.
Terzo Annuale dell' Impero col Discorso del Duce (G)—Esperia .. 10m.
Touchdown (G) — Pictorial Films ..... 9m.
Warning, The (G)—Alliance ..... 36m.
Wild Innocence (—)—Garfield ..... 34m.
Winners of the International Violin Contest (G) — Amkino 10m.
With These Weapons (E)—Amer. Social Hygiene Assn. ..... 11m.
Xochmilco (G)—Atlas 11m.
Zoo In Manhattan (G)—Central ..... 10m.

THE EXHIBITOR'S ORIGINAL NATIONAL RELEASE DATE GUIDE

ANOTHER SERVICE OF THE JAY EMANUEL PUBLICATIONS CREATED IN THE INTERESTS OF BETTER MANAGEMENT

Pictures listed are in the order of their release by the several companies, placed as closely as possible to the correct date. This Guide is subject to changes in dates, titles, and casts, as made by the companies' home office. For convenience, series westerns are designated by a W following the title, not to be confused with (W) in the Warner-First National column, where the letter designates a Warner picture.

	COLUMBIA	METRO	MONOGRAM	PARAMOUNT	RADIO	REPUBLIC	20th-FOX	UNITED ARTISTS	UNIVERSAL	WARNERS FIRST NAT.
JAN 5	Two-Fisted Rangers, W C. Starrett, I. Meredith, D. Curtis	The Earl of Chicago R. Montgomery, E. Arnold, R. Owen	Danger Ahead J. Newill	Emergency Squad W. Henry, L. Campbell, R. Denning	Legion of the Lawless, W G. O'Brien, V. Vale	The Higgins Family in "Money to Burn" The Higgins Family	Swanee River D. Ameche, A. Leeds, A. Jolson (Technicolor)		Oh, Johnny, How You Can Love T. Brown, P. Moran, J. Quigley	A Child Is Born (W) J. Lynn, G. George, G. Fitzgerald
12	Music in My Heart T. Martin, A. Kostalanetz, R. Hayworth	The Shop Around the Corner M. Sullavan, J. Stewart, F. Morgan	The Secret Four H. Sinclair, F. Lawton (English-made) The Fatal Hour B. Karloff	Geronimo! P. Foster, E. Drew, R. Morgan, A. Devine	Mexican Spitfire L. Velez, D. Woods, L. Hayes	Heroes of the Saddle 3 Mesquiteers, P. Parsons	The City of Chance L. Bari, C. Smith, D. Woods	Of Mice and Men B. Meredith, B. Field, L. Chaney, Jr. (Roach)	The Invisible Man Returns C. Hardwicke, V. Price, N. Grey	Brother Rat and a Baby (W) W. Morris, P. Lane, E. Albert
19	His Girl Friday C. Grant, R. Russell	Congo Maisie A. Sothern, J. Carroll, R. Johnson	Hidden Enemy W. Hull, K. Linaker	Santa Fe Marshal, W W. Boyd, R. Hayden, B. Hayes	Married and in Love B. Read, A. Marshall, P. Knowles		He Married His Wife J. McCrea, N. Kelly, M. Boland	The Lion Has Wings M. Oberon, R. Richardson (English-made) (Korda)	West of Carson City, W J. Brown, B. Baker, F. Knight	British Intelligence (W) B. Karloff, M. Lindsay
26	The Lone Wolf Strikes W. William, J. Perry, A. Baxter	Lambeth Walk L. Lane, S. Gray (English-made)	Pioneer Days, W J. Randall	Remember the Night F. MacMurray, B. Stanwyck, B. Bondi	The Saint's Double Trouble G. Sanders, J. Hale, H. Whitney	Wolf of New York E. Lowe, R. Hobart, J. Stephenson	High School J. Withers, J. Brown, Jr., L. Corrigan		Green Hell D. Fairbanks, Jr., J. Bennett, J. Howard	The Fighting 69th (FN) J. Cagney, P. O'Brien, G. Brent, J. Lynn
FEB 2	Convicted Women R. Hudson, F. Inescort Pioneers of the Frontier, W B. Elliott, L. Winters	Strange Cargo C. Gable, J. Crawford, I. Hunter	Chasing Trouble F. Darro, M. Stone, L. Elliott	Parole Fixer W. Henry, R. Paige, V. Dale	The Marines Fly High R. Dix, C. Morris, L. Ball	Village Barn Dance R. Cromwell, D. Day, Lulu Belle & Scott	The Man Who Wouldn't Talk L. Nolan, J. Rogers, R. Clark		Danger on Wheels R. Arlen, A. Devine, P. Moran	Calling Philo Vance (W) J. Stephenson, M. Stevenson, H. O'Neill
9	Five Little Peppers at Home E. Fellows, D. Peterson, C. Kolb	Broadway Melody of 1940 F. Astaire, E. Powell, G. Murphy	East Side Kids V. Barnet, D. Moore	The Light That Failed R. Colman, W. Huston, I. Lupino	Vigil in the Night C. Lombard, B. Ahearn, A. Shirley		Little Old New York A. Faye, F. MacMurray, R. Greene		My Little Chickadee W. Fields, M. West, J. Calleia, D. Foran	The Castle on the Hudson (FN) J. Garfield, A. Sheridan, P. O'Brien
16		The Man From Dakota W. Beery, J. Howard, D. Del Rio	Murder on the Yukon J. Newill	The Sidewalks of London C. Laughton, V. Leigh (English-made)	Swiss Family Robinson T. Mitchell, E. Best, F. Bartholomew		Young As You Feel The Jones Family		Honeymoon Deferred E. Lowe, M. Lindsay, E. Risdon	Granny Get Your Gun (W) M. Robson, M. Stevenson, H. Davenport
23	Blondie on a Budget P. Singleton, A. Lake, L. Simms	Northwest Passage R. Young, L. Day (Technicolor)	The Cheyenne Kid, W J. Randall	Knights of the Range R. Hayden, J. Parker, J. MacDonald	Pinocchio W. Disney Feature-Length Cartoon (Technicolor)		They Came by Night W. Fyffe, A. Hulme, P. Calvert (English-made)		Framed J. Cowan, C. Moore, R. Armstrong	The Magic Bullet (FN) E. Robinson, R. Gordon, O. Kruger
MAR 1			Rhythm of the Rio Grande, W T. Ritter	Seventeen J. Cooper, B. Field, O. Kruger	Little Orvie J. Sheffield, E. Truex, A. Todd		Earthbound W. Baxter, A. Leeds, L. Bari		Double Alibi W. Morris, M. Lindsay, W. Gargan	
8			Crime of Dr. Orloff B. Lugosi	Adventure in Diamonds G. Brent, I. Miranda, J. Loder	Isle of Destiny W. Gargan, W. Ford, J. Lang (Cosmocolor)		Charlie Chan in Panama S. Toler, J. Rogers, A. Atwill		Zanzibar L. Lane, J. Craig, E. Cianelli	
15			Tom Boy J. Moran, M. Jones	Women Without Names E. Drew, J. Barrett, R. Paige	Millionaire Playboy J. Penner, L. Hayes				(Untitled Musical) (Cast not known)	

PRODUCERS DISTRIBUTING CORPORATION

January 14: The Sagebrush Family Trails West—B. Clark, E. Hodgins, N. Gilbert; January 21: The Man From Oklahoma—G. Houston; February 1: Mercy Plane—J. Dunn, F. Gifford.

There's No Question of Who

ORIGINATES the Best Theatre

Services • • • the Contest is

Among Those Who COPY • • •

Guess we'll have to think 'em up faster than others can copy

EXHIBITOR'S NATIONAL RELEASE DATE GUIDE

ANOTHER SERVICE OF THE JAY EMANUEL PUBLICATIONS CREATED IN THE INTERESTS OF BETTER MANAGEMENT

lated are in the order of their release by the several companies, placed as closely as possible to the correct date. This Guide is subject to changes in dates, titles, and casts, as made by the companies' ces. For convenience, westerns are designated by a W following the title, which should not be confused with (W) in the Warner-First National columns, where the letter designates a Warner picture.

COLUMBIA	METRO	MONOGRAM	PARAMOUNT	RADIO	REPUBLIC	20th-FOX	UNITED ARTISTS	UNIVERSAL	WARNERS FIRST NAT.
	Nick Carter, Master Detective W. Pidgeon, R. Johnson, H. Hull	West-Bound Stage, W T. Ritter	All Women Have Secrets J. Allen, Jr., Joan Cagney, V. Dale		Death of the Border, W G. Autry, S. Burnette, J. Storey	The Honeymoon's Over S. Irwin, M. Weaver, J. Gale		Missing Evidence P. Foster, I. Harvey	The Mad Empress (FN) M. Novaro, L. Atwill
	Judge Hardy and Son The Hardy Family Goes With the Wind C. Gable, V. Leigh (Technicolor) (Road-Show)	The Gentleman From Arizona J. MacDonald, J. Barclay, J. King (Cinecolor)	Gulliver's Travels M. Fleischer Feature-length Cartoon (Technicolor)	Escape to Paradise B. Brown, M. Shelton, K. Taylor	Days of Jesse James, W R. Rogers, G. Hayes, P. Moore	Everything Happens at Night S. Henie, R. Milland, R. Cummings	Slightly Honorable P. O'Brien, R. Terry, E. Arnold (Wanger)	Charlie McCarthy, Detective C. McCarthy, C. Moore, E. Bergen	Four Wives (FN) Lana Sisters, G. Page, C. Raine, J. Lynn, M. Robson
y Son Is Guilty Cabot, J. Wells, H. Carey	Balalaika N. Eddy, I. Massey, C. Muggins		The Great Victor Herbert W. Coconilly, M. Martin, A. Jones	The Hunchback of Notre Dame C. Laughton, M. O'Hara, C. Hardwicke, T. Mitchell	Thoo Shalt Not Kill C. Bickford, D. Daly, D. Day	The Circus Kid and the Lady C. Romero, M. Weaver	Raffles D. Niven, D. de Havilland, D. Diggs (Colewyn)	Destry Rides Again J. Stewart, M. Dietrich, M. Auer	Invisible Stripes (W) G. Raft, J. Bryan, H. Bogart
o-Fisted Rangers, W Starrett, Meredith, L. Winters	The Earl of Chicago R. Montgomery, E. Arnold, R. Dwen	Danger Ahead J. Newill	Emergency Squad W. Henry, L. Campbell, R. Dennis	Legion of the Lawless, W Geo'Brian, V. Vale	The Higgins Family (in "Money to Burn" The Higgins Family	Swanee River D. Ameche, A. Leeds, A. Jolson (Technicolor)		Oh, Johnny, How You Can Love T. Brown, F. Morgan, J. Quigley	A Child Is Born (W) J. Lynn, G. George, G. Fitzgerald
usic in My Heart Martin, Kostelanetz, R. Haymorth	The Shop Around the Corner M. Sullavan, J. Stewart, F. Morgan	The Secret Four H. Sinclair, F. Lawton (English made) The Fatal Hour B. Karloff	Geronimo! F. Foster, E. Drew, R. Morgan, A. Devine	Maelzan Sullaire L. V	Heroes of the Saddle ...ilders, Parsons	The City of Chance L. Barr, C. Smith, D. Woods	Of Mice and Man B. Meredith, B. Field, L. Chaney Jr. (Roach)	The Invisible Man Returns C. Hardwicke, V. Price, N. Grey	Brother Rat and a Baby (W) W. Morris, P. Lane, E. Albert
a Girl Friday Grant, R. Russell Married Adventure Johnson (Special)	Congo Maisie A. Sothern, J. Carroll, R. Johnson	Hidden Enemy W. Hall, K. Linaker	Santa F... W... R. H...			Ha Married His Wife McCrea, Kelly, M. Boland		West of Carson City, W J. Brown, B. Baker, F. Knight	British Intelligence (W) B. Karloff, M. Lindsay
a Love Wolf Striker, William, Perry, A. Baxter	Lambeth Walk L. Lane, S. Gray (English made)	Pioneer Days, W J. Randall	R...		Blue Bird ...mple (Technicolor) ...d-Show) ...chool ...m, Jr. ...L. Carrigan			Green Hall D. Fairbanks, Jr., J. Bennett, J. Howard	The Fighting 69th (FN) J. Cagney, P. O'Brien, G. Brent, J. Lyon
rnelated Women Hudson, Inescort, ...neers of the Frontier, W Elliott, L. Winters	Strange Cargo C. Gable, J. Crawford, I. Hunter	Chasing Trouble F. Darro, M. Stone, L. Elliott			...an Who ...oldn't Talk ...lan, ...ers, R. Clark			Danger on Wheels R. Arlen, A. Devine, P. Moran	
ve Little ...repare at Home Failure, Peterson, C. Kolb	Broadway Melody of 1940 F. Astaire, E. Powell, G. Murphy	East Side Kids V. Barnett, D. Moore	The Li... R. Colman, W. Huston, I. Lu...		...ittle Old ... New York A. Faye, F. MacMurray, R. Greene			My Little Chickadee W. Fields, M. West, J. Callaia, D. Foran	
	Arouse and Beware W. Beery, J. Howard, D. Del Rio	Murder on the Yahan J. Newill	The Sidewalks of London C. Laughton, V. Leigh (English-made)	Vigil in ... C. Lombard, B. Ahearn, A. Shirley		Young as You Feel The Jones Family		Honeymoon Deferred F. Lowe, M. Lindsay, E. Rudon	
landis on a Bedgal Singleton, Lake, L. Simms	Northwest Passage S. Tracy, R. Young, L. Day (Technicolor)	The Cheyenne Kid, W J. Randell	Knights of the Range R. Hayden, J. Parker, J. MacDonald	Pinocchio W. Disney Feature-Length Cartoon (Technicolor)		Their Came by Night W. Fyffe, A. Holmes, P. Calvert		Framed J. Cowan, C. Moore, R. Armstrong	

1 — Started by THE EXHIBITOR in 1936

ILM BOOKING CHART

rmation of theatre and film exchange booklet [redacted] presents a complete chart of feature releases of all the American distributing companies for the current quarterly period. Date of reviews as given in [redacted] and the running time of prints are included.)

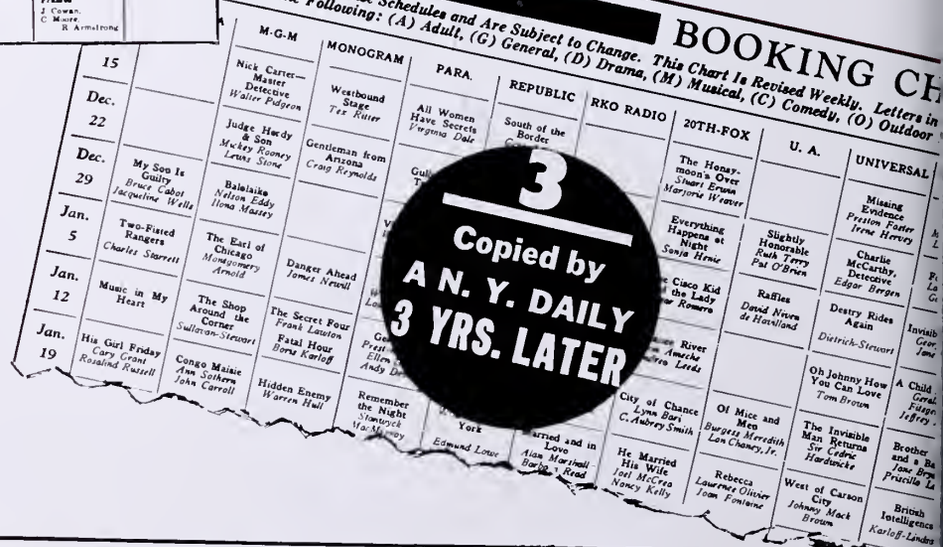
COPYRIGHT, [redacted], BY [redacted] ALL RIGHTS RESERVED

Key to Type Abbreviations: R. T.—Running Time

Key—Reviewed in [redacted]: C—Comedy; CD—Comedy-Drama; W—Western; D—Drama; RD—Romantic Drama; MC—Musical Melodrama:

SE	Rev. in Var.	TITLE AND COMPANY	TYPE	TALENT	R. T.
9	11/8	BLONDIE BRINGS UP BABY (Col)	C	P. Singleton-A. Lake-L. Sims	67
	12/27	STRANGER FROM TEXAS (Col)	W	C. Starrett-L. Gray-D. Curtis	54
	10/11	NINOTCHKA (M-G)	CD	G. Garbo-M. Douglas-I. Claire	111
	11/22	OVERLAND MAIL (Mono)	W	Jack Randall	57
	12/13	FIGHTING MEN (Mono)	D	J. Newill-S. Blane	65
	10/11	THE FLYING DEUCES (RKO)	C	S. Laurel-O. Hardy-J. Parker	61
	12/27	MARSHALL OF MESA CITY (RKO)	W	George O'Brien	61
	12/6	HEAVEN BARBED WIRE FENCE (20th)	CD	J. Rogers-R. Walburn-M. Rambeau	66
	11/1	LEGION OF LOST FLYERS (U)	M	R. Arlen-A. Nagel-A. Devine	64
	11/18	CALL A MESSENGER (U)	M	B. Halop-H. Hall-M. Carlisle	58
	11/22	KID NIGHTINGALE (WB)	C	J. Payne-J. Wyman	62
39	11/8	REMEMBER? (M-G)	D	R. Taylor-G. Garson-L. Ayers	66
	12/6	HEROES IN BLUE (Mono)	D	D. Purcell- B. Hayes	72
	11/1	CAT AND CANARY (Par)	M	B. Rope-Paulette Goddard-J. Beal	76
	11/8	MAIN STREET LAWYER (Rep)	M	E. Ellis-A. Louise-R. Baldwin	96
	11/8	ALLEGHENY UPRISING (RKO)	D	J. Wayne-C. Trevor-C. Sanders	103
	11/8	DRUMS ALONG MO...	C	C. Colbert-H. Fonda-E. M. Oliver	44
	11/8	FIRST LOVE (U)		...Durbin-R. Stack	61
	11/6	ONE HOUR ...		Nolan-C. Blekford-J. Litel	100
	10/4	ELIZABETH ...		...vis-E. Flynn	
/39	11/15	ANOTH...		W. Powell-C. A. Smith	101
	11/15	THE P...		...s, Jr.-M. Lockwood	58
		BALD...		...-B. Karloff	96
	9/20	RULE...		...Gleason-T. Ryan	92
	11/22	TOW...		...Lovell-F. Lee	63
	11/15	THE...		...vington-K. Bowell	64
	10/18	ME...		...ds-J. Litel	62
	11/1	TO...			
	11/1	ON...		...Douglas	86
4/39	1/3	A...		...erymore-L. Day	83
	11/22	SE...			58
	12/20	BO...		Craven-E. Lowe	83
	11/8	OU...		Menjou-E. E. Horton	91
	11/22	TH...		Darnell-W. William	71
	11/15	DA...		...n-J. Cooper	76
	11/29	BIG ...		Bryan-F. Robson	112
	11/15	WE ...		...n-W. Gargan-L. Stone	69
/39	12/6	A CALL...		...er-A. Dvorak	65
	1/10	CAFE H...		...nolds-J. King	71
		GENTLE...		...ewill-L. Stanley-D. O'Brien-	
		YUKON FL...		...Livingston-R. Hatton-D. Renaldo	57
	12/6	COWBOYS FR...		P. O'Brien-O. Bradna-R. Young	85
	11/29	NIGHT OF NIG...		R. Dix-G. Patrick-A. Louise	72
	12/13	RENO (RKO)	M	S. Toler-L. Barr-R. Clarke	90
	11/22	CITY IN DARKNESS (20th)	M	G. Harker-A. Sim-L. Travers	64
	10/25	INSP. HORNLEIGH ON HOLIDAY (20th)	C	J. Downs-C. Moore	66
	12/20	LAUGH IT OFF (U)	M	H. Bogart-J. Litel-R. Lane	64
	11/29	RETURN OF DR. X (WB)	M	J. Hall-P. Ellis	54
/6/39	11/15	FUGITIVE AT LARGE (Col)	W	Bill Elliott	
	10/11	TAMING OF THE WEST (Col)	CD	F. Morgan-V. Weidler-G. Kibbee	
	12/13	HENRY GOES ARIZONA (M-G)	W	John Wayne	69
		LUCKY TEXAN (Mono)	W	T. Guinar-A. Dunn-A. Mowbray	
		THE LLANO KID (Par)	D	J. Lydon-J. Kerrigan	
		TWO THOROUGHBREDS (RKO)	CD	Alice Faye-W. Baxter-A. Treacher	76
	12/13	BARRICADE (20th)	D	R. Arlen-A. Devine	87
		MAN FROM MONTREAL (U)	M	J. Wyman-D. Foran	
	12/6	PRIVATE DETECTIVE (WB)			
			M	W. Pidgeon-R. Johnson-H. Hull	
/15/39	12/13	NICK CARTER, DETECTIVE (M-G)	W	Tex Ritter	89
		WESTBOUND STAGE (Mono)	RD	J. Allen, Jr.-J. Cagney-V. Dale	
	11/22	ALL WOMEN HAVE SECRETS (Par)	W	G. Autry-S. Burnette-J. Storey	69
	12/13	SOUTH OF THE BORDER (Rep)	D	S. Erwin-M. Weaver-P. Knowles	64
	12/20	THE HONEYMOON'S OVER (20th)	M	P. Foster-I. Hervey	
	11/22	MISSING EVIDENCE (U)	D	M. Novaro-L. Atwill-C. Nagel	
		THE MAD EMPRESS (WB)			
			CD	L. Stone-M. Rooney-C. Parker	88
/22/39	12/13	JUDGE HARDY AND SON (M-G)	CD	Carlson	69
	12/20	GULLIVER'S TRAVELS (Par)	CD	J. Gleason-L. Gleason-T. Ryan	76
	1/3	MONEY TO BURN (Rep)	RD	S. Henie-R. Milland-K. Cummings	76
		[redacted]	M	C. Barron-R. Cummings	119

2 — Imitated by A NATIONAL WEEKLY 2 YRS. LATER



3 — Copied by A N. Y. DAILY 3 YRS. LATER

Booking Chart

A GUIDE TO CURRENT RELEASES

Date at side of column is week ending. Number in square is national release date. 1939-40. Production numb right. Running time (company estimate) follows title. Letter "A" indicates Adult, otherwise Family suitability. I view date. Symbol O indicates [redacted] Award Winner. Symbol © indicates color photograp

	COLUMBIA	M-G-M	MONOGRAM	PARAMOUNT	REPUBLIC	RKO RADIO	20TH-FOX	UNITED ARTISTS	UNIVERSAL	WARNER-F. N.
DEC. 2	[illegible] Drama 1839 Cafe Hostess (63) [illegible] Drama (French) Devil Is an Empress (73) R—Dec. 23	[illegible] Com. Drama 14 Joe and Ethel Turp Call on the President (66) Ann Sothern R—Dec. 4*	[illegible] Drama 2012 Jesse James Newill	[illegible] Drama 2012 Night of Nights (67) Pat O'Brien Olympe Bradna R—Dec. 2	[illegible] Western 047 Cowboys From Texas (57) Three Mesquiteers R—Dec. 4	[illegible] Drama 008 Rano (73) Richard Dix Gail Patrick R—Nov. 14	[illegible] Melodrama 024 City of Darkness (74) R—Nov. 15 [illegible] Melodrama 022 Inspector Hornleigh on Holiday (77)		[illegible] Musical 4020 Laugh It Off (63) Constance Moore Johnny Downs R—Nov. 11	[illegible] Mys. Dr. FN460 Heirs of Dr. X (62) Wayne Morris Priscilla Lane R—Dec. 2
DEC. 9	[illegible] Drama 1036 Fugitive at Large (64) R—Aug. 5 [illegible] Western 1211 Taming of the West (54) R—Oct. 21	[illegible] Comedy 8 Henry Goes Arizona (67) Frank Morgan Virginia Weidler R—Dec. 16	[illegible] Western Reissue West of the Divide (55) John Wayne [illegible] Western Reissue Lucky Texan (58) John Wayne—	[illegible] Western 2013 Llano Kid (68) Tito Guizar Gale Sondergaard R—Nov. 11	[illegible]	[illegible] Melodrama 016 Barricade (71) Alice Faye Warner Baxter R—Dec. 2	[illegible] Com. Drama 016 Lemmon's Over Stuart Erwin Joan Weaver		[illegible] Action Drama 4004 Man From Montreal (69) Richard Arlen Andy Devine R—Nov. 18	[illegible] Mdr. FN473 Private Detective (66) Jane Wyman Dick Foran R—Nov. 26
DEC. 16		[illegible] Drama 15 Nick Carter, Master Detective (60) Walter Pidgeon Rita Johnson R—Dec. 4	[illegible] O'door Mus. 2052 Westbound Stage (61) Tex Ritter R—Jan. 12	[illegible] Drama 2016 All Women Have Secrets (70) Joseph Allen Jr Joan Cagney R—Dec. 9					[illegible] Melodrama 4006 Missing Evidence (64) P. Foster R—Oct. 7	[illegible] Drama FN461 Mad Empress (73) Medea Novaro Lionel Atwill
DEC. 23		[illegible] Comedy 18 Judge Hardy & Son (60) Mickey Rooney Lewis Stone R—Dec. 16		[illegible] Tech Cart. Dr. Gulliver's Travels (74) R—Dec. 23					[illegible] Comedy Charlie McCarthy, Detective (77) R—Dec. 23	
DEC. 30	[illegible] Drama 33 My Son Is Guilty (67) Jacqueline Wells Bruce Cabot	[illegible] Mus. Drama 17 Balalaika (101) Nelson Eddy Ilona Massey R—Dec. 23	[illegible] Drama 2018 Gentleman From Arizona (73) C. Reynolds-J. King	[illegible] Drama The Great Victor Herbert (82) Mary Martin Allan Jones R—Dec. 9		[illegible]	[illegible] Com. M'drama Raffles (71) David Niven Olivia DeHavilland R—Dec. 23		[illegible] Action Drama Destry Rides Again (84) Marlene Dietrich James Stewart R—Dec. 9	[illegible] Drama FN453 Four Wives (110) R—Dec. 9 [illegible] M'drama WB440 Invisible Stripes (76) Geo. Raft, R. Jan. 6
JAN. 6	[illegible] Western 1202 Two Fisted Rangers (61) Chas. Starrett Iris Meredith R—Jan. 12	[illegible] Com. M'dr. 18 Earl of Chicago (66) Robert Montgomery Edward Arnold R—Jan. 6		[illegible] Drama Emergency Squad (65) William Henry Louise Campbell R—Nov. 11		[illegible]			[illegible] Melodrama Oh, Johnny, How You Can Love (63) R—Jan. 13	[illegible] M'drama WB418 A Child Is Born (74) Geraldine FitzGerald Jeffrey Lynn R—Aug. 3
JAN. 13	[illegible] Musical 1018 Made to My Heart (70) Tony Martin	[illegible] Com. Drama 30 Shop Around the Corner (100) James Stewart	[illegible] Act. Drama 3038 Melodrama 2024 Secret Four (79)	[illegible] O'door Dr. 3018 Danger Ahead (80) Preston Foster Ellen Drew	[illegible]	[illegible]	[illegible]	[illegible] Drama Of Mice and Men (104) Burgess Meredith Man Gray	[illegible] Mys. M'drama Brother Rat and a Baby (87) Priscilla Lane	[illegible] Comedy Brother Rat and a Baby (87) Priscilla Lane

4 — Copied by A NATIONAL WEEKLY 4 YRS. LATER

THE EXHIBITOR • *the Trade Paper that is close enough to EXHIBITORS to know their NEEDS*

THE EXHIBITOR

TRADE WATCHES PROGRESS OF INDUSTRY BILLS

EDITORIAL: "WE REACH THE TURNING POINT"

SERVISECTION:

REVIEWS OF "DR. EHRLICH'S MAGIC BULLET", "LITTLE OLD NEW YORK", "GRAPES OF WRATH" "THE BLUE BIRD" AND "SWISS FAMILY ROBINSON"

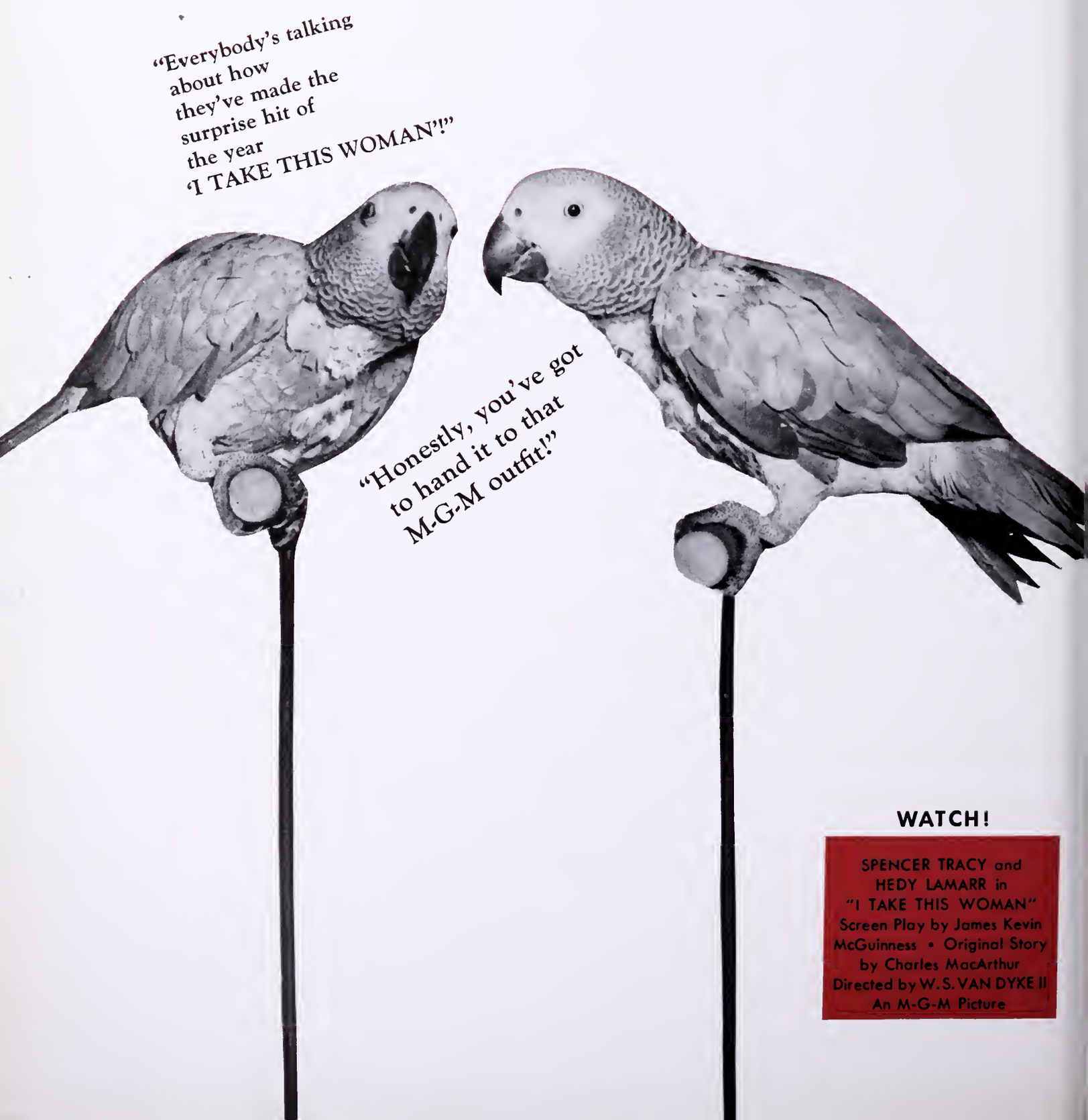
42 OTHER FEATURE AND SHORTS PRODUCTIONS

NEW YORK STATE EDITION

ENTERED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST OFFICE AT PHILADELPHIA, PA., UNDER THE ACT OF MARCH 3, 1879

FEBRUARY 7, 1940
VOL. 23 No. 13 PRICE 10 CENTS

YOU'LL HEAR THIS EVERYWHERE!



WATCH!

SPENCER TRACY and HEDY LAMARR in "I TAKE THIS WOMAN"
Screen Play by James Kevin McGuinness • Original Story by Charles MacArthur
Directed by W. S. VAN DYKE II
An M-G-M Picture

E D I T O R I A L

THE

EXHIBITOR

Vol. 23, No. 13 February 7, 1940

MEMBER AUDIT BUREAU OF CIRCULATIONS

A Jay Emanuel Publication. Covering the film territories in the Metropolitan East. Published weekly by Jay Emanuel Publications, Incorporated. Publishing office: 1225 Vine Street, Philadelphia, Pennsylvania. New York City office, 1600 Broadway. West Coast office, 1119 Poinsettia Drive, Hollywood, California. Representatives in Washington, D. C.; Albany, Buffalo, Boston, New Haven. Jay Emanuel, publisher; Paul J. Greenhalgh, business manager; Herbert M. Miller, managing editor. Subscription rates: $2 for one year; $5 for three years. Address all communications to 1225 Vine Street, Philadelphia, Pennsylvania.

Just In Passing

RKO FINALLY EMERGES

Seven years is a long time, any one will tell you, and it is no exception in the case of RKO-Radio, which emerged from its reorganization January 26, thus ending a period which began January 27, 1933.

It is a tribute to those who had charge of the company during that period that it functioned as it did. Despite the financial cloud, some of the industry's biggest money-makers came from the company during the seven years.

So now, it is full-speed ahead, with George J. Schaefer at the helm, and for the benefit of the industry we hope it will be clear sailing from now on.

U IN THE BLACK

The financial world has already brought the news about Universal, that the company is showing a profit for the first time in three years. Exhibitors who have been playing Universal product must have sensed it through their box-office returns. It has been a long climb for popular Nate Blumberg and Bill Scully, but they must have the satisfaction of knowing that hard work and experience pays dividends—in the form of financial statements, and credit from their customers.

THAT APPEAL ANGLE AGAIN

We do not have to remind theatres that February 17-18 have been designated as Finnish Relief Days at which time funds for Finland will be solicited in theatre lobbies. Such a worthy cause deserves the utmost of support.

WE REACH THE TURNING POINT

Inasmuch as February marks the turning point in the industry's year, we now follow the custom of this department, examine the record and speak of the future.

The state of the business at current writing is not something to encourage optimism. Grosses are down, turmoil within the industry has not subsided, threat of governmental regulation comes closer, and the equity suit, which may have far reaching consequences, begins within a few months.

On the ledger we have recorded significant developments, chief among which is "Gone With the Wind." "GWTW" has awakened in the public greater interest in motion pictures, effectively demonstrating that there can be something new. It also answers the complaints of those who say that the movies are slipping. Other pictures, "Abe Lincoln in Illinois," "Grapes of Wrath," "The Blue Bird," "The Fighting 69th," "His Girl Friday," to mention a few, can also currently be credited with a rebirth of interest in the films.

On the basis of the first half of the year, the most important money-making product seems to have come from MGM. "GWTW" insured first place, but, picture by picture, it was quite evident that the studio is clicking.

Well up in the front rank is Warners, which may not have yet hit its 1938-1939 mark, but the signs are pointing toward a strong second-half rush. Twentieth Century-Fox, UA, Paramount, and a vastly improved Universal also contributed important pictures, with RKO and Columbia apparently now getting into stride.

Another item of importance was RKO's emerging from receivership.

From the independent market, not much was heard, and in the ranks of the states right producers there was a letdown because of financing and release problems.

In the intra-industry picture, there was little change. No code was formulated and arbitration was not resumed despite good intentions demonstrated by some bodies.

In the second half of the season, two big items are scheduled, the Neely Bill and the government suit. The trade will also analyze evidence on how the drop in foreign revenues and domestic grosses will affect "big pictures" in the months to come.

All in all, there is not much reason for optimism. But this business being what it is, over night events may entirely change the present complexion.

Jay Emanuel

The Mighty Magnet of

SHOWMANSHIP

Now Adds the Magic Names o

*CAPRA an

To All the Other Great Rea

WAR

* THE

d RISKIN

ns for the Supremacy of

IER BROS.

duction of "The Life and Death of John Doe" begins April 15

THIS IS AN ABC PAPER!

WHAT DOES THAT MEAN TO THE ADVERTISER?

The A.B.C. of Circulation:
How much? Where? How Secured?

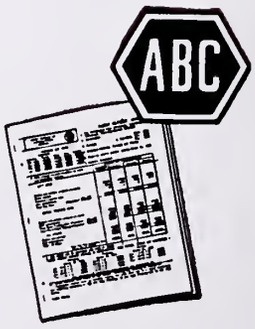
TO knowing advertisers, an A.B.C. paper means a publication whose advertising value can be authentically gauged through audited circulation reports . . . complete, concise A.B.C. reports.

Issued at regular intervals by auditors controlled and paid by the Audit Bureau of Circulations, A.B.C. reports reveal and analyze NET PAID CIRCULATION—the true measure of advertising value.

A.B.C. reports answer the three vital circulation questions: how much is there? Where is it? How was it secured?

Before you buy space in this or any other publication, do two things. Make sure the publication is an A.B.C. member. (Space bought in a publication not a member of A.B.C. is at best a speculation.) Then, study the A.B.C. report. See how the extent and nature of the circulation meet your requirements. Now, you can buy—knowing that you are making a sound advertising investment.

We will be glad to send you a copy of our latest A.B.C. report. It gives you the facts about the circulation you buy in this paper.



The EXHIBITOR *An A. B. C. Publication*

A.B.C. = Audit Bureau of Circulations = FACTS as a yardstick of advertising value

TERRITORIAL HIGHLIGHTS

Colonel Cole, Jenkins Debate on Neely Bill

Montclair, New Jersey, Hears Verbal Tussle

MONTCLAIR, NEW JERSEY—Highlight of a discussion on the Neely Bill here last week before local Motion Picture Council between Colonel H. A. Cole, president, Allied States Association, and Felix Jenkins, counsel for 20th Century-Fox Film Corporation, was an admission by Cole that the block booking system did not force immoral or obscene pictures on exhibitors, according to report.

Jenkins stated that he was both "pleased and surprised at Cole's admission as to the moral issue, since the bill has been sold to women's organizations throughout the country almost entirely on the false moral issue."

Colonel Cole's chief argument for the Neely Bill was that under the existing distribution system the exhibitors did not have sufficient right of selectivity in order to obtain pictures which were best suitable to their patrons.

Jenkins devoted most of his time to an attack on the synopsis and criminal provisions of the bill.

New Bronx Theatre

NEW YORK CITY—Kay Theatres, Inc., George Kleinman, treasurer, last week leased for 21 years at an aggregate rental of about $250,000, from the New Era Management Corporation, Dr. B. A. Kantrowitz, president, the motion-picture theatre to be erected at 85-89 Hugh Grant Circle, Bronx.

Theatre site is directly opposite the proposed main thoroughfare through the Metropolitan Life Insurance Company Parkchester development. House is expected to be ready for operation in June. David Berk and J. Krumgold arranged the lease as brokers and Moses H. Hoenig was attorney for the lessee.

Javanese Courtesy

NEW YORK CITY—The following correspondence from Malang (Java), Dutch West Indies, was received by Metro's still department last week.

"Dear Sir:

"I ask you politely to send me pictures of your players. I like your flicks very well and that's why I ask you for this favor. I thank you kindly beforehand."

Jersey Rights Bill Would Affect Theatres

Other Legislation of Interest Introduced

TRENTON—Assemblyman Frank S. Hargrave, Orange, New Jersey, last week introduced in the New Jersey Legislature a bill to amend the Civil Rights Law. Amendment provides that penalties paid in damage suits for violation of civil liberties shall be recovered by the aggrieved person instead of by the state. It applies principally to hotels, restaurants and theatres. Negro organizations are leading the fight for enactment of this measure, tending to stop segregation of negro patrons in theatres. A similar bill was offered by Hargraves last year but failed of enactment following a public hearing.

The Ferster Assembly Bill 40, wages and hour measure, fixing minimum wage and standard hours was reported out of committee January 29, and advanced to second reading.

Other measures introduced January 29 of interest to motion picture theatre owners are:

Assembly 128, introduced by William P. Howe, Pennington, to limit the working week of employed persons to six days. Referred to the Judiciary Committee.

Assembly 133. Introduced by Frank S. Platts, Newark. To clarify "gross income" with reference to taxation of foreign corporations. Referred to the Corporations Committee.

Theatre Suit Dismissed

FLUSHING—The suit of Marjorie Whittington, ex-Follies dancer, against RKO-Keith's Flushing was dismissed last week by Justice Rodman Richardson in Municipal Court here. Charging that she had sprained her ankle on one of the house's stairways because of inadequate lighting, Miss Whittington sued for $1,000 damages.

Justice Richardson ruled that since the plaintiff had visited the theatre many times before the accident, she had had opportunities to observe any deficiencies in the lighting system and could have demanded better lights or assistance in using the stairs.

"Bingo" Back in Rochester

ROCHESTER — "Bingo" has returned to neighborhood houses despite District Attorney O'Mara's edict against the games, a survey showed last week.

Bill Brimmer's Schine Madison is playing it, with others to follow.

Introduce Wages, Hours Measure In Legislature

Forty Hours, at 40 Cents Per, Asked

ALBANY—A State wages-hour bill, sponsored by the American Labor party, which would set up a minimum wage rate of 40 cents an hour and a maximum work week of 40 hours, was introduced in the Legislature last week by Senator Kleinfeld, Democrat, Brooklyn, and Assemblyman Boccia, Republican-Laborite, Manhattan.

Bill provides for a supervision of wages and hours by the State Industrial Commissioner and levies drastic penalties against employers violating the proposed measure.

Under the terms of the bill, employes working more than eight hours a day and 40 hours a week would receive time-and-a-half for overtime up to 10 hours a day and 54 hours a week. Over that period overtime is to be paid at double the hourly rate.

The bill exempts domestic servants and farmers. It also gives an employer the right of judicial review from the rates imposed by the wage board.

The wage boards, under the bill, would be established by the commissioner in each industry. The supervision of the bill would be given to the commission and the present division of minimum wages.

New Binghamton Theatre

BINGHAMTON—Plans for the construction of a new 600-seat super-modern theatre downtown were announced last week by Frederick Nansen, designer and contractor.

Structure will be located at 200 Court Street on a site now occupied by a frame residence.

He reported that the theatre will be operated by Mrs. Esther Nansen, Johnson City, his wife.

Cinema Lodge Meeting

NEW YORK CITY—A general meeting of Cinema Lodge, B'nai B'rith, will be held February 8 at the Hotel Edison, with Louis Nizer, Dr. Charles H. Johnson and Myron Sulzberger as principal speakers.

Harold Rodner is chairman of the program committee. Dr. deSola Pool will be guest of honor.

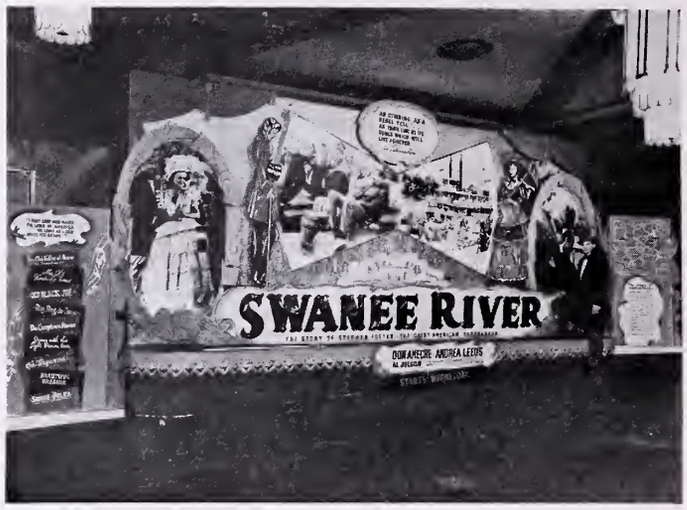
Ellis Keeps Post

NEW YORK CITY—RKO salesman Jack Ellis keeps his post as president of the Motion Picture Associates for a third term, it was decided last week. He will be installed February 20.

At session of the board, presided over by William Stein, Morris Sanders, who was one vote behind in the election count, withdrew his objection, but recommended change in the by-laws to prevent a similar situation from arising later.

IN THE SPOTLIGHT: PEOPLE AND EVENTS MAKE NEWSWORTHY CAMERA SUBJECTS

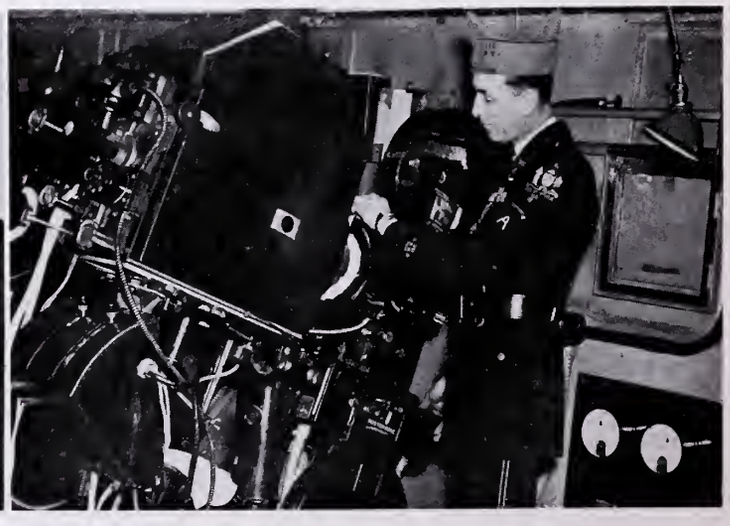
"HIS GIRL FRIDAY." At the showing of the Columbia picture at the Radio City Music Hall, New York City's sob sisters were special guests. Here are the Journal-American's Hannah Simmons, News' Edna Ferguson, News' Miriam Lundy, Scrivener Irene Kuhn, News' Rosaleen Doherty.



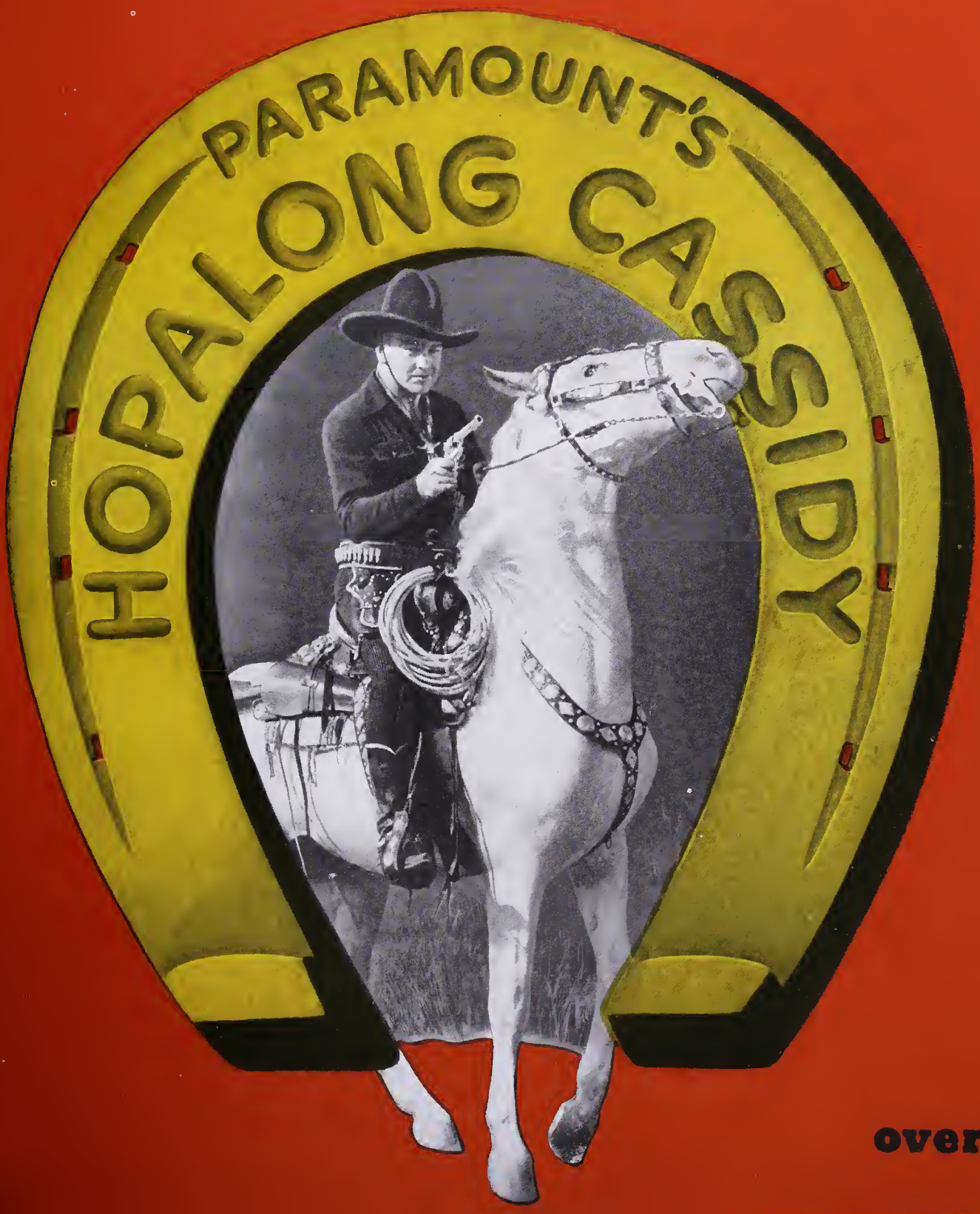
"SWANEE RIVER." These displays were arranged for the 20th Century-Fox picture by manager Notis Komninos, State, Jersey City. Note on the left the list of Stephen Foster songs included in the picture and, at the right, a brief synopsis and a map of the Foster journeyings.

MARCH FOR MONOGRAM. This six-foot poster in the New York City branch Monogram, calls attention to the drive.

"THE FIGHTING 69th." Here are two pictures of the campaign put on in Rochester for the engagement of the Warner picture at the RKO Palace, by manager Jay Golden. At the left are, at the Monroe County Legion headquarters, where a special screening was held, National Commander Raymond J. Kelly, screening chairman Jacob Ark, Presidential nomination candidate Frank Gannett, Warners' representative Charles Rich. At the right is seen Harold Benham, only survivor of the Rainbow Division in Rochester, pressing the button to start, with special ceremony, the public showing of "The Fighting 69th."



THE HORSESHOE that brings LUCK to theatres everywhere!



over →

Listen to this HORSE SENSE from the Hollywood Reporter...

TRADE VIEWS by W. R. WILKERSON

• OF the various bread - and - butter pictures that are being made, the series of "Hopalong Cassidys" that Harry Sherman has been producing for Paramount probably earn as much for the company, for the theatres and the industry as any other series produced on a like budget.

The popularity of the "Hopalongs" has reached the stage, because of their entertainment, that they are now getting playdates in the larger and more important theatres, and this gradual move into the better houses means a gradual move into better money, which will be velvet, for, with the manner in which Sherman produces and budgets his shows, the care and attention and sound showmanship that make up his entertainment, he will not have to exceed those costs with the acquisition of the more important exhibitions.

Sherman has been doing this series since 1935. He makes six a year at an average cost of $80,000 each. The series is now doing a domestic gross of $250,000 each and, because of the new interest on the part of the better houses, the collections should jump.

The job done on this series does not end with Sherman producing the pictures and then turning them over to the Paramount exchanges. Harry is one producer in this town who "contacts" his customers. He knows every theatre running the series, is always in correspondence with many of them, and immediately Paramount puts on a new "Hopalong" account, Sherman writes that exhib, thanks him, tells him about the series (from a producer point), encourages his suggestions and, in short, establishes a contact that's a cinch to get the theatre owner working for the pictures.

As mentioned here some time ago, some of the bread-and-butter pictures have been the backbone of production during the days when so many expensive efforts were flopping on all sides. The industry will never thrive on the cheap-budgeted product, as it must have its big, fine, expensively made shows to highlight the boxoffice, but series like Harry Sherman's "Hopalong Cassidys" are a credit to the business and the success that Paramount, Sherman and the exhibitors are having with them is most deserved.

"HOPPY" HAS THE HORSE POWER EXHIBITORS NEED!

2871 Exhibitors were asked this question: "Which series of all the westerns that you play do you consider the best?" 2256 answered "HOPALONG CASSIDY"

SOME RECORD!

"Yes sir, Cassidy can always be depended upon to bring in enough money to help pay last week's film rentals."
—A. B. Jefferis, Piedmont Theatre, Piedmont, Mo.

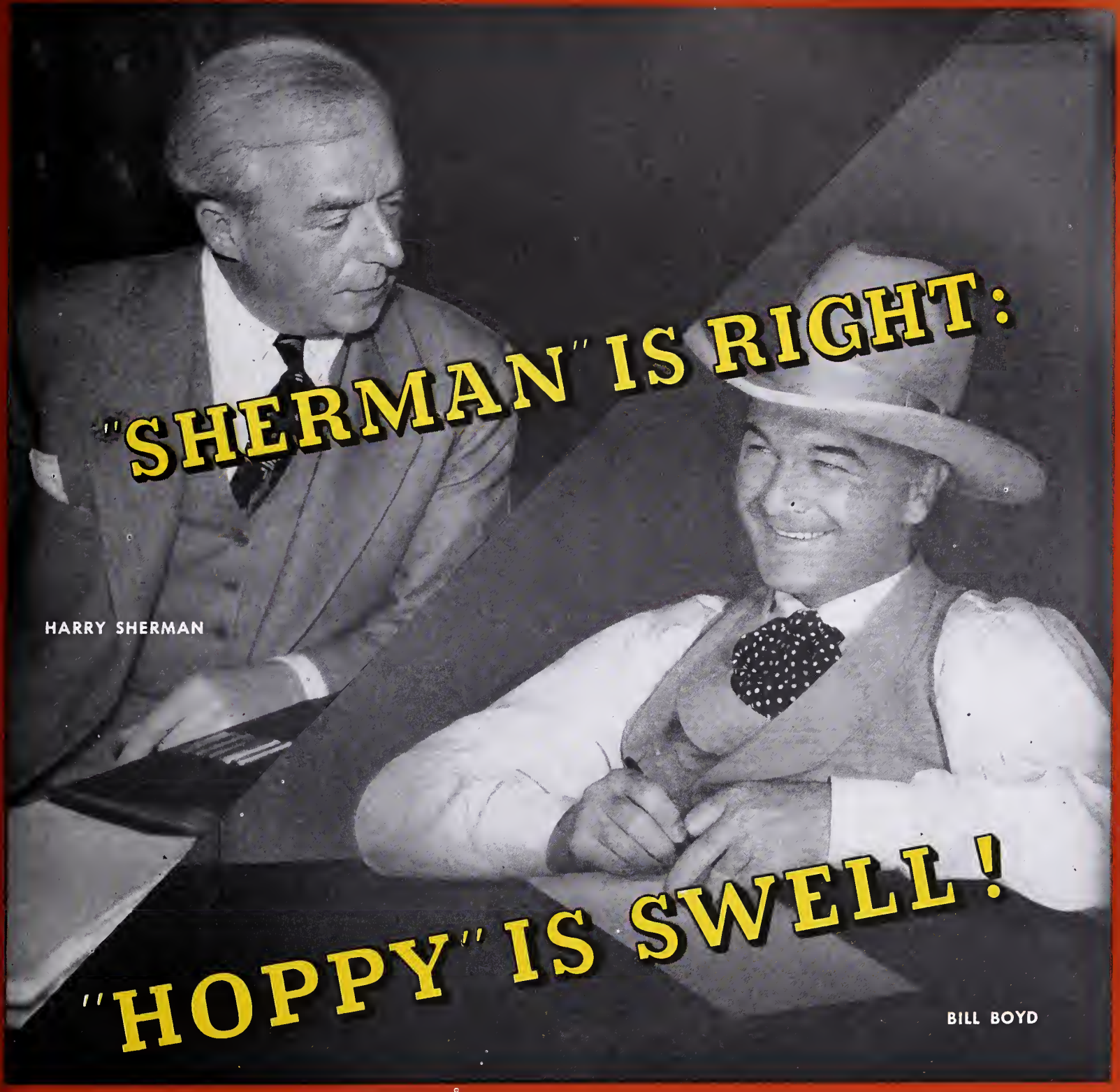
"'Cassidy' series are best westerns ever made."
—W. C. Lewellen, Uptown Theatre, Pueblo, Colo.

"'Hopalong Cassidy' westerns satisfy. Need more be said?" *—R. A. Moore, State Theatre, Clarence, Iowa.*

"These series are hard to beat." *—Harland Rankin, Plaza Theatre, Tilbury, Ontario.*

"No small town would be without Hopalong."
—Mrs. W. A. Wight, Rex Theatre, Konowa, Okla.

Paramount Pictures



• Producer Harry Sherman has signed a two-year deal with Paramount to continue his famous western character "Hopalong Cassidy," whose record is 30 "Hopalongs" and every one a hit.

No wonder the boys are joining in a HORSE OPERA!

Look at these "HOPPY" horseshoes for '40

NOW IN RELEASE

"RANGE WAR" • "LAW OF THE PAMPAS"

TO BE RELEASED

"SANTA FE MARSHAL"
January 19

"THE SHOWDOWN"
May 10

"HIDDEN GOLD"
June 7

"WAR ALONG THE STAGE TRAIL"
July 12 (Tentative Title)

AND UNDER THE NEW "HOPPY" CONTRACT...

"RIDERS OF THE PANAMINTS"
"BUCKAROO"
"THE CHISHOLM TRAIL"
"MEN OF THE PLAINS"
"THREE MEN FROM TEXAS"
"BORDER VIGILANTES"

(Titles Tentative)

LATE NEWS HIGHLIGHTS

Further Delay Seen In Government Suit

Dispute Looms Over Interrogatories

NEW YORK CITY—Application to strike out all interrogatories of every defendant in the government's suit with the exception of United Artists was filed by the government last week. The motion, which was to have been heard yesterday (February 6) by Federal Judge Henry W. Goddard, is based on 12 objections, identical to those made in a similar move against Columbia.

The notice states that although these objections are set forth in a single motion, the government intends that the court consider these as addressed to each separate set of interrogatories. Judge Goddard, who will head the government's motion, is slated to act as trial judge in the suit.

It is understood that combined interrogatories have been prepared by the majors with a view toward reaching a compromise with the government. Neither the government or attorneys for the defendants would comment further on the government's action.

Points on which the government asks to be excused from answering the major's queries are as follows: That the interrogatories are immaterial, and irrelevant; that they ask for evidence which has been acquired after filing of the demand; that they are hearsay and seek to classify evidence not within the pleadings; that they call for near expressions of opinion and not facts; and that they require the furnishing of names of probable witnesses.

In addition, the government claims that the interrogatories would limit government evidence, while in no way materially aiding the defendants in the preparation of their case. The government also claims that the interrogatories would prove to ben an unreasonable burden, and, consequently, a violation of the Federal rules of civil procedure.

It has been said that all this controversy will probably have the effect of preventing opening of the case May 1, as had been scheduled.

Loew's Net Down

NEW YORK CITY—For the 12 weeks ended November 23, 1939, Loew's, Inc., showed a net profit of $1,393,456, as against $2,979,943 during the same perior in 1938, it was announced last week. Earnings are equivalent to $10.19 on the preferred and 71 cents on the average common sotck.

Philadelphia Hails Fried Case Settlement

Think Peaceful Means Best Idea

PHILADELPHIA—Local film men viewed with favor last week the settlement of the anti-trust, clearance suit brought by Harry Fried against Stanley-Warner and the distributors.

Under the reported settlement, Fried gets two additional products, Paramount and Columbia, for his Suburban, where he now has 20th Century-Fox, and also gets the same clearance for his Anthony Wayne, Wayne, as is given the S-W Ardmore. These are believed to have been the major concessions.

Settling of differences in this fashion is the answer to many current arguments on clearance, product, etc., most film men believe, and the wisdom of the parties on both sides in seeing the light is complimented.

Many believe the solution to the industry's differences rests in having an industry arbiter, such as Jimmy Walker, as suggested recently in THE EXHIBITOR.

Roosevelt Speaks in Philly

PHILADELPHIA—James Roosevelt, son of the President, and now a producer through United Artists release, will speak at the annual B'nai B'rith women's dinner February 22 at the Penn Athletic Club. It will be his first visit here since he entered the industry.

It is expected that many members of the local film colony will use this occasion to pay their respects to the new UA producer.

Mrs. Carroll to Coast

PHILADELPHIA — Mrs. Edna R. Carroll, president of the Women's Republican Club of Pennsylvania, and chairman of the state board of censors, was tendered a testimonial dinner here last week by her associates, friends and political leaders, with exchange managers in attendance.

Highlight, as far as the trade is concerned, was her surprise announcement that she was flying to Hollywood with her expenses all paid by the producers. She was accompanied by Miss Florence Averill, Metro employee here.

Censorship Rapped at National Board Meeting

Speakers Discuss Pertinent Questions

NEW YORK CITY—Discussion of pertinent problems headlined the three-day meeting of the National Board of Review of Motion Pictures here last week.

At the annual luncheon February 3, Mrs. Alonzo Klaw, chairman of the schools committee, repeated the opposition of the board to censorship, especially as to censoring movies intended for child audiences in a manner "that would destroy all life's harshness into beauty." Most good adult films are good for children, she said.

Praise for films came from Dr. A. A. Brill, chairman, who also defended films against "gibes of the intelligensia." He said there were few movies in which vicious influences were not far outbalanced by beneficial factors.

A number of stars and writers were guests of honor at the luncheon, including Edward G. Robinson and Mrs. Robinson. Harry Carey, Burgess Meredith, Bert Lytell, Sara Allgood, Ona Munson, Edmond O'Brien, Mary Howard, Jane Darwell, Roman Bohnen, John Beal, Donald Cook, Betty Field, Van Heflin, Alison Skipworth, Ezra Stone, Robert Stack and Bertita Harding.

A plea for public support of films dealing with topical and social problems was made by Arthur L. Mayer.

Mayer told the 300 delegates that he favored the showings of more pictures on problems of the day. But he added that while he thought the motion picture industry had lacked enterprise in choosing themes, the real reason for the absence of such films was public unwillingness to support them.

A wider and more intensive use of motion pictures in education as school budgets are restored was predicted by W. W. Whittinghill, director of the department of visual and radio education of the Detroit public schools.

A warning against a blanket acceptance of documentary films as truth tellers by the public was voiced by Hans Burger, teacher at the New Theatre School. Albert S. Howson, scenario editor, Warner Brothers, traced the development of sound in the motion picture.

On the first day of the three-day session, February 1, among those heard were A. A. Brill, chairman; Francis Doublier, Robert Gessner, Norbert Lusk, Elissa Landi, Richard Griffith.

Attendance at a film course at New York University and screenings of several pictures were also listed.

Zanuck Signs Three

HOLLYWOOD—Darryl F. Zanuck, production chief at 20th Century-Fox, last week signed Lucien Hubbard, formerly with Metro, Warners and Paramount, as an associate producer on his production staff and elevated Ralph Dietrich and Walter Morosco from production assistants to full rank associate producers.

Yamins Dinner Postponed

BOSTON—Postponement of the Nathan Yamins testimonial dinner, scheduled for the Hotel Statler yesterday (February 6), was announced last week.

Morris Pouzzner, Region Theatres; Frank Perry, Orpheum, Foxboro; Wilbur Peterson, Orpheum, Somerville, committee in charge, said the testimonial will be held early next month.

"Fighting 69th" Smash As Strand Record Goes

"Louise," Import, Does Big in Debut

NEW YORK CITY—The Strand hit a new record last week, when Paul Whiteman and orchestra, abetted by "The Fighting 69th," took in $57,300, to top by some $1,500 the former title-holder. "Louise," at the Little Carnegie, set a new house record, with a $1,600 opening day and a $1,400 second day.

The complete report follows:

"THE FIGHTING 69th" (Warners)—At the Strand, opened January 26, with Paul Whiteman and His Orchestra headlining the stage show, did $29,000 on Friday, Saturday, Sunday of the second week; big. First week: $57,300; record.

"GONE WITH THE WIND" (Metro)—At the Astor (road-show), opened December 19, did $21,000 on the seventh week; big.

"GONE WITH THE WIND" (Metro)—At the Capitol ("continuous"), opened December 19, did $75,000 on the seventh week; big.

"THE GRAPES OF WRATH" (20th Century-Fox)—At the Rivoli, opened January 24, did $50,000 on the second week; big.

"LITTLE OLD NEW YORK" (20th Century-Fox)—At the Roxy, opened February 2, with stage show, did $28,536 on Friday, Saturday, Sunday; good.

"THE LONE WOLF STRIKES" (Columbia)—At the Globe, opened February 3, did $3,500 on Saturday, Sunday; fair.

"LOUISE" (Mayer and Burstyn)—At the Little Carnegie, opened February 3, did $3,000 on Saturday, Sunday; big.

"PIONEER DAYS" (Monogram) and "INVISIBLE KILLER" (PDC)—At the Central, opened February 3, did $1,600 on Saturday, Sunday; fair.

"REMEMBER THE NIGHT" (Paramount)—At the Paramount, opened January 17, with Enoch Light and His Orchestra, did $13,500 on the Saturday and Sunday of the third week; good.

"THE SHOP AROUND THE CORNER" (Metro)—At the Radio City Music Hall, opened January 25, with stage show, did $43,000 on Thursday, Friday, Saturday, Sunday of the second week; good.

R. I. Sunday Legit Bill

PROVIDENCE—Representative J. R. Cioci, this city, last week introduced an act in the General Assembly allowing Sunday presentation of legitimate show in several Rhode Island cities, Providence and Pawtucket included, pursuant to the approval of the local licensing authorities. Act, referred to the House Judiciary committee, is the first legislation affecting show business introduced at the present legislative session.

Michigan Against Neely

DETROIT—Members of Co-operative Theatres of Michigan last week announced their opposition to the Neely Bill.

Soviet Films Release Ends in This Country

Indefinite Halt Scheduled By Amkino

NEW YORK CITY—There will be no more Soviet motion-pictures shown in this country for an indefinite period, and Amkino Corporation, sole distributor of Soviet films in the United States, will be dissolved, it was learned last week.

N. Napoli, manager, Amkino Corporation, said he did not know whether any arrangements would be made in the future for the importation and distribution of the films.

Paul Horowitz, manager, Cameo, where Soviet films have been shown locally for several years, said that an entirely new policy has been put into effect there. Cameo ceased exhibiting Soviet pictures two weeks ago, and Elliot Weston, former manager, was succeeded by Horowitz.

Levines with Brandt

NEW YORK CITY—Marty and Bruise Levine last week became associated with Harry Brandt in the Carleton, Jamaica. New policy to be put into effect is four days of vaudeville, from Thursday to Sunday, following the Flatbush and Windsor, and three days, Monday to Wednesday, with double features.

Milton Hannock Passes

MIAMI—Passing of Milton Hannock, 50, head of the contract department at Columbia Pictures Corporation, was mourned here last week. He had been ill for several months and had been here for a period.

UA Board Meets

NEW YORK CITY—Meeting of the UA board of directors was scheduled for yesterday (February 6).

THE EXHIBITOR

VOLUME 23, NUMBER 13 FEBRUARY 7, 1940

Better Management 17, 18, 20
Coming Reviews 16
Editorial Page 3
Hints on Newspaper Advertising 19, 21
In the Spotlight 6
Late News Highlights 7, 8
National Mirror 9, 10
National Mirror Picture Pages . 11, 22
National Release Date Guide ..... Inside Back Cover
News of the Territory ..... 23, et seq.
Production Happenings 15, 16
Reviews (THE EXHIBITOR Servi-section) ..... Blue Section
Warren Stokes Hollywood Newsreel 15

Material contained on this and the preceding page often represents new developments in stories to be found on other pages of this issue. If the reader will bear this in mind, it will avoid possible confusion. This section of THE EXHIBITOR goes to press last, with latest developments within the industry, where available.

"Pinocchio" Smith

NEW YORK CITY—It's a boy at the Andy Smith, Jrs. The newest member of the family of the RKO sales exec arrived February 4, and all reports that he would be called "Pinocchio" were unverified.

National Screen Service Acquires Trailer-Made

Company Will Service T-M Contracts

NEW YORK CITY—Announcement was made last week by E. Schwartz, Trailer-Made, Inc., that National Screen Service was taking over the company.

A statement from Schwartz said in part:

"I have been indeed fortunate in being able to bring about arrangements whereby National Screen Service will accept for liquidation purposes an assignment of our existing contracts with exhibitors under the prevailing terms and rentals thereof to the end of the period as specified in each contract. Naturally, it cannot be expected that National Screen will continue for an indefinite period to service your contract on terms which have been unprofitable to us. They will, however, continue to service your contract upon its present terms up to its present expiration date, but it will not be renewed beyond that date. There remains your privilege to make replacement arrangements thereafter with National Screen.

"The service that they will render to you will be their own sound trailers which are acknowledged to be the best of their type in the field. This will give you better quality and a better type of service through this arrangement, which I was most pleased to find possible of consummation. Full particulars concerning service and billings will be sent you by Screen's nearest exchange."

New NYC House

NEW YORK CITY—A parcel of realty adjoining the Queensbridge housing project in Long Island City, Queens, has been sold and leased to an exhibitor for improvement with a motion picture theatre, it was announced last week.

Queensbridge Realty, Inc., acquired the one-story factory building on the northeast corner of 10th Street and 40th Avenue, on a plot 90 by 100 feet. The present structure will be demolished and a 600-seat theatre erected on a 60 by 100-foot portion of the land by Morris Kutisker, who leased the property from the Queensbridge concern. Kutisker has commissioned the Amusement Supply Company, Inc., to erect and equip the theatre, which is expected to cost about $75,000.

Film Folk Injured

PHILADELPHIA—Week-end accidents took their toll of district film people.

Mr. and Mrs. Charles Hooper, Peoples, Shickshinny, were injured February 2 just before leaving for Florida. They were badly bruised and scratched.

Mort Goldstein, local Columbia salesman, was injured the same day in an upstate snowstorm, suffering leg injury.

THE NATIONAL MIRROR

Warner Sales Staff Holds Chicago Meeting

Policies, Plans Discussed In Windy City

CHICAGO—Sales staff of Warner Brothers Pictures held a mid-season meeting here February 3-4 to discuss forthcoming product and company plans.

Heading the list of home office executives was Grad Sears, general sales manager, with S. Charles Einfeld, Carl Leserman, Mort Blumenstock, Roy Haines, Ben Kalmenson, Arthur Schason, Norman Moray, and Mitchell Rawson also in attendance.

Among the district and branch heads there were:

EASTERN DISTRICT—Eddie Schnitzer, district chief, with Paul Krumenacker, Albany; Norman J. Ayers, Boston; Charles Rich, Buffalo; Roger Mahan, New Haven; Sam Lefkowitz, New York City.

CENTRAL DISTRICT—Robert Smeltzer, district chief, with Bill Mansell, Philadelphia; F. W. Beiersdorf, Washington.

Among the exploitation men present was Phil Engel, New York.

Educational in Bankruptcy

NEW YORK CITY—A voluntary petition in bankruptcy was filed last week in Federal Court by Educational Pictures, Inc., listing liabilities of $577,923 and assets of $352,442. The largest item, $241,675, was secured by a mortgage on the company's studios at Los Angeles, held by Electrical Research Products, Inc., it was set forth. Lloyd Wright, trustee of Grand National Pictures, was said to have a claim for $200,000 against Educational.

Warners Talk with Hughes

HOLLYWOOD—A deal whereby Warners would release two pictures to be made by Howard Hughes was reported last week.

The company recently signed a deal with Frank Capra and Robert Riskin whereby it would release their first independently made production.

Lab Sale Complete

HOLLYWOOD—Pathe Laboratories, Inc., of California last week completed its buy of Cinema Laboratories, Inc. here. First named company is an associate of Pathe Laboratories, Inc. O. Henry Briggs is president, with T. P. Loach and C. Merwin Travis, vice-presidents, and R. E. Young, treasurer.

Schaefer, Myers Debate The Neely Bill on Coast

Screen Writers Guild Voting Stand

HOLLYWOOD—Coast highlight last week was a debate on the Neely bill between RKO president George J. Schaefer and Allied States Association leader Abram Myers before 200 members of the Screen Writers Guild and other organizations. The Guild is voting by mail on the bill.

Myers offered three arguments against the bill (1) altruistically, because there is a clear right or wrong issue, and that fair-minded persons with a knowledge of the issue cannot remain neutral, (2) selfishly, because the bill would give more chance for creative work and for screen writing recognition, (3) finally, because it is a bow to the inevitable, part of decentralization in the industry.

Schaefer offered four points for consideration: (1) should the industry be hampered by government regulation, (2) should we have government regulation of selling, (3) should we have regulation of it hamper production and check free expression, (4) should we have government regulation which gives the buyer an advantage over the producer and seller.

Schaefer said that the proposed act was un-American, while Myers stated that affiliated houses, under the present system, were given selective privileges not available to others. He said a decentralization of theatre districts would result from passage of the Neely bill.

He stated that there was no implication of censorship in the Neely bill or any government price fixing.

Para Sells 10,098

NEW YORK CITY—Domestic sales contracts for the 1939-40 season have reached an all-time company high of 10,098, Neil Agnew, vice-president in charge of Paramount sales, announced last week.

Agnew pointed out that many of these 10,098 contracts cover situations where the product is split between two or more houses under the same management so that actually there are many more theatres served than the number of contracts indicate.

At the current rate of selling, Agnew estimates that the total number of Paramount contracts for the season will be approximately 12,350.

Government Reports Big Drop in Exports

Figures for 1939 Released By Golden

WASHINGTON—Preliminary statistics of American motion picture film exports for the full twelve months of 1939 show a decrease of 27,600,000 linear feet in positive and negative sound motion picture films to the foreign markets of the world as compared with those exported during 1938, according to compilations announced last week by Nathan D. Golden, Chief of the Motion Picture Division of the Bureau of Foreign and Domestic Commerce, Department of Commerce.

This is a decrease of 14.7 percent during 1939. A total of 160,582,315 linear feet of motion picture entertainment films, with a declared value of $3,400,657 were exported during all of 1939 as compared with 188,237,129 linear feet valued at $4,268,818. (Valuation figures should not be confused with film remittances. Valuation is based upon raw stock film costs.)

The following table shows a breakdown of the above totals according to percentage change for the years 1939 and 1938 for sound positive and negative films.

	1938 Feet	1938 Value	1939 Feet	1939 Value	Percentage Change
Negative Sound	8,498,012	$300,351	8,079,437	$339,602	—4.3%
Positive Sound	186,739,117	3,968,467	152,502,878	3,061,055	—18.9%

Exports of American motion picture positive sound films to the 10 leading markets of the world during 1939 were, according to Golden, in the following order. Brazil replaced the United Kingdom as the largest consumer of American films in point of footage during 1939, importing 14,119,038 linear feet of positive and negative films with a value of $268,065 as compared with 13,078,753 linear feet valued at $255,953 in 1938.

Argentina follows closely with 13,588,743 feet of American films with a value of $227,433 for the 12 months of 1939 as compared with 14,307,290 feet valued at $242,263 during 1938. Mexico, as in 1938, remains in third position among the consumers of American films. During 1939, 8,785,001 linear feet of film valued at $245,252 were exported to this market, as compared with 9,091,383 feet with a declared value of $265,884 during 1938.

United Kingdom's imports of positive and negative motion pictures from the United States during 1939 show more than a 50 percent decrease which reflects itself primarily in positive imports since negative imports show an increase.

During 1939, 6,692,205 linear feet of positive film were exported to the United Kingdom with a value of $149,838, as compared with 14,359,042 feet valued at $380,040 during 1939. Negative film for the year 1939 increased by 500,000 feet, there being shipped 1,923,884 feet of negative film valued $71,108 as compared with 1,407,

(*Continued on page* 10)

More Academy Nominations

HOLLYWOOD—This year the Academy of Motion Picture Arts and Sciences will recognize cinematographic achievement in both color and black and white, it was revealed last week when it was announced there would be two "oscars" for cinematography.

Nominations for the black and white award: Universal's "First Love," Paramount's "The Great Victor Herbert," RKO's "Gunga Din," United Artists' "Intermezzo, a Love Story," Warners' "Juarez," Metro's "Lady of the Tropics," United Artists' "Of Mice and Men," Columbia's "Only Angels Have Wings," 20th Century-Fox's "The Rains Came," United Artists' "Stagecoach," United Artists' "Wuthering Heights."

Nominations for the color award: 20th Century-Fox's "Drums Along the Mohawk," United Artists' "Four Feathers," Metro's "Gone With the Wind," Universal's "The Mikado," Warners' "The Private Lives of Elizabeth and Essex," Metro's "The Wizard of Oz."

HOLLYWOOD—Announcement was made last week that 11 short subjects would be voted on for the Academy Awards this month.

Nominations follow:

ONE-REEL: "Busy Little Bears," Paramount; "Information Please," RKO; "Prophet Without Honor," Metro; "Sword Fishing," Vitaphone.

TWO-REEL: "Drunk Driving," Metro; "Five Times Five," RKO; "Sons of Liberty," Vitaphone.

CARTOONS: "Detouring America," Vitaphone; "Peace On Earth," Metro; "The Pointer," "The Ugly Duckling," RKO-Disney.

HOLLYWOOD—The Academy Film Editing Award Committee last week announced the following nominations for the Academy Award for Achievement in Film Editing: Metro's "Gone With the Wind," Metro's "Goodbye, Mr. Chips," Columbia's "Mr. Smith Goes to Washington," 20th Century-Fox's "The Rains Came," and United Artists' "Stagecoach."

UA Decision Reserved

NEW YORK CITY—Federal Judge William Bondy reserved decision last week after UA asked him to dismiss the suit of Samuel Goldwyn against UA for $54,559 which Goldwyn claims is due him under contractual clauses as a bonus for additional revenue on pictures.

Adv. Accessories Starts

NEW YORK CITY—Advertising Accessories, Inc., subsidiary of National Screen Service, officially took over ad accessories of RKO and Paramount in 32 key cities last week. Universal enters February 15.

A checkup shows that a large part of the RKO and Paramount ad sales employees were taken over by AA in the move.

RCA on Network

NEW YORK CITY—RCA announced last week that television for network transmission is ready, with service available via radio relay systems, although it is not known when it will be begun.

Col. Cole in Camden

CAMDEN, NEW JERSEY—Colonel Harry A. Cole, president of the Allied States Association of Motion Picture Exhibitors, was a recent visitor to the plant of the RCA Manufacturing Company. Colonel Cole had luncheon with George K. Throckmorton, president, RCA Manufacturing Company, and executives of the Photophone Division, including division manager E. C. Cahill, Reproducer sales manager Homer B. Snook, chief engineer M. C. Batsel, National Service manager W. L. Jones.

Air Film in Bow

NEW YORK CITY—Premiere performance of a motion picture was part of the program of the Institute of the Aeronautical Sciences January 26, on the occasion of that organization's Honors Night and annual dinner in the Grand Ballroom of the Hotel Biltmore. Arrangements were made to have the premiere performance of the film, "Conquest of the Air," produced by RKO Pathe for Films, Inc., shown before the distinguished gathering.

More "GWTW" Bookings

NEW YORK CITY—Forty-two additional "Gone With the Wind" engagements were announced last week by Metro bringing total bookings to 249 in 230 cities.

In 38 of the new situations the film will be shown twice daily on a reserved seat basis. District bookings are:

February 6, Paramount, Glens Falls, New York; February 8, Auburn, Auburn, Maine; February 9, Mayfair, Asbury Park, New Jersey; Victoria, Mahanoy City, Pennsylvania; Rialto, Lewiston, Pennsylvania; Arcade, Salisbury, Maryland.

February 15, Arcade, Waynesboro, Pennsylvania; Auburn, Auburn, New York; February 16, State, Columbia, Pennsylvania; Saint Mary's, Saint Mary's, Pennsylvania; February 18, Strand, Plattsburg, New York; Avon, Watertown, New York; Rialto, Amsterdam, New York; February 22, Traco, Toms River, New Jersey; February 25, Fitchburg, Fitchburg, Massachusetts; Flynn, Burlington, Vermont; Century, Petersburg, Virginia; February 28, Kallet, Oneida, New York; March 1, Lincoln, Washington, District of Columbia.

In the following four situations "Gone With the Wind" will be shown three times daily, with only the evening performance reserved: February 8, State, New Bedford, Massachusetts; February 9, Proctors, Schenectady, New York; Victoria, Shamokin, Pennsylvania.

"Wind's" Effect

NEW YORK CITY—It was reported this week that in a few spots where "GWTW" has ended its engagement that the attraction immediately following suffers in receipts.

Observers believe that "Wind's" draw is so terrific that so great an amount of money taken from a town's movie-goers is responsible.

Government Reports

(*Continued from page 9*)

974 feet valued at $54,892 for the year 1938.

The British West Indies remains in fifth position. During 1939 6,641,000 feet of American films, valued at $11,054 were taken as compared with 7,582,128 feet valued at $17,404 in 1938.

In the order of their importance as consumers of American motion pictures the following table covers our exports to the next five leading markets of positive and negative entertainment film for the years 1939 and 1938.

	1939		1938	
	Feet	Value	Feet	Value
Panama	5,676,788	$85,377	6,819,590	$92,463
Sweden	5,252,630	126,239	4,767,972	117,948
France	4,946,561	108,365	7,007,916	177,779
Cuba	4,890,904	87,465	5,465,300	98,749
Venezuela	4,650,431	82,671	4,281,259	78,692

Exports of sensitized, non-exposed 35mm. positive motion picture film for the year 1939 totalled 110,135,120 linear feet valued at $941,817 as compared with 132,573,556 feet valued at $1,238,184 for the year 1938. Unexposed negative film exports of 35mm. gauge totalled 48,835,467 linear feet valued at $1,281,579 for the year 1939 as compared with 41,034,667 linear feet valued at $1,086,493 for 1938. American exports of sensitized not exposed positive motion picture film of less than one inch amounted to 11,199,579 linear feet valued at $109,309 during 1939 and sensitized not exposed negative motion picture films of the same size amounted to 36,730,467 linear feet valued at $891,040 making a combined total for this class during 1939 of 47,930,046 linear feet valued at $1,000,349 as against 44,011,816 linear feet of less than one inch negative and positive sensitized not exposed film valued at $1,059,435 during the year 1938.

During 1939 there were exported to all markets of the world 35,712,342 linear feet of 16mm exposed positive film with a value of $887,634 and 1,911,497 linear feet of 16mm exposed negative film valued at $92,901.

During 1939, 155 motion picture cameras of 35mm. gauge were exported with a value of $65,163 as compared with 197, 35mm. cameras valued at $108,445 for the year 1938. Projector exports of 35mm. gauge during 1939 totalled 1,121 with a value of $367,256 as against 1,070 standard gauge projectors valued at $382,729 during the full year of 1938.

Exports of sub-standard gauge motion picture cameras of 16mm. or less during 1939 totalled 16,912 with a value of $454,155—a drop from 25,866 cameras valued at $754,822 during the year 1938.

Exports of substandard gauge silent motion picture projectors of 16mm. or less, amounted to 19,448 with a value of $414,440 during 1939 as compared with 25,866 projectors with a value of $754,822 for the year 1938. Sound projectors of the same class are carried for the first time during 1939; the total exports of sound projectors during this 12 month period amounted to 1,548 projectors with a value of $245,337.

Recording sound equipment exports for the year 1939 amounted to $217,060 as compared with $283,139 worth of this equipment in 1938. Sound reproducing equipment exports for 1939 were valued at $936,236 as against $1,340,438 during the calendar year of 1938.

A Private Nurse Asks:

"Which would you choose . . . your sister's shame or your own disgrace?"

CAROLE

Lombard

BRIAN

Aherne

ANNE

Shirley

Only a doctor could—or would dare—tell this startling, off-duty story of woman's most dramatic profession; only the AUTHOR OF "THE CITADEL" could tell it so vividly, so absorbingly, that three great stars reach new heights in its portrayal. From the pages of Good Housekeeping Magazine's most sensational serial comes A. J. CRONIN'S striking drama of a girl who made three heroic sacrifices to win the love of one man who thought her shameless!...BOX OFFICE IN EVERY SCENE OF PUNCH DRAMA!

"VIGIL IN THE NIGHT"

with JULIEN MITCHELL • ROBERT COOTE • BRENDA FORBES • PETER CUSHING

Produced and Directed by the man who made 'Gunga Din' GEORGE STEVENS

PANDRO S. BERMAN In Charge of Production • RKO RADIO PICTURE

Screen Play by Fred Guiol . . . P. J. Wolfson . . . Rowland Leigh

PEOPLE COME AND GO AND THINGS HAPPEN FOR THE EXHIBITOR'S CAMERAMEN

"THE SAINT IN LONDON." William Sistrom, producer for RKO-Radio of this Saint story, sails for six months in England. He will be active in production there for the company.

Acme Photo Service.

"THE UNDER-PUP" GRADUATES. Universal's Gloria Jean, from her strategic position, watches Mrs. Franklin Delano Roosevelt cut the cake at the President's Birthday Party in Washington. Credit Lou Pollock, U ad chief, and B. Bernard Kreisler, U branch manager in Washington, for the campaign given the child.

FERRIC NAG. This specimen of rolling stock is a restoration of the train on which Thomas Alva Edison, as a boy, worked as a butcher. The baggage car, the one he almost burned up, is part of an episode re-created in Metro's "Young Tom Edison," which has its world premiere in Port Huron, Michigan, February 10.

GOOD GIRL. Lilli Palmer makes her debut this month as a good girl in "Suicide Legion," a Film Alliance of U. S. picture, it is announced.

EN ROUTE BACK. After conferences in New York City, Louis B. Mayer, production vice-president, Loew's, goes back.

TESTIMONIAL DINNER. At the New York Athletic Club January 30, Paramount officials tossed a party for Vincent Trotta and Don Velde, who join Advertising Accessories, Inc. Trotta was with Paramount 25 years, Velde for 18.

Are We Happy!

THE PRIZE BABY OF THE INDUSTRY PERFORMS A *Miracle!*

HERMAN ROBBINS, PRESIDENT
NATIONAL SCREEN SERVICE CORPORATION
630 NINTH AVENUE, NEW YORK

I HAVE JUST LEARNED OF THE WRITING OF A CONTRACT BETWEEN NATIONAL SCREEN SERVICE AND PARAMOUNT PICTURES INC. WHEREBY YOU WILL CONTINUE TO RELEASE TRAILERS FOR PARAMOUNT AND IN ADDITION WILL TAKE OVER PARAMOUNT'S ACCESSORIES BUSINESS. PERSONALLY AND IN BEHALF OF THE ALLIED DIRECTORS I CONGRATULATE YOU ON THIS HAPPY OUTCOME OF YOUR NEGOTIATIONS. IN ADDITION I CONGRATULATE THE RESPONSIBLE OFFICERS OF PARAMOUNT ON THEIR VISION IN CONTINUING RELATIONS WITH A COMPANY THAT HAS SERVED THE EXHIBITORS AND THE INDUSTRY SO WELL. ALLIED HAS OFTEN EXPRESSED CONCERN AT THE ENTRANCE OF DISTRIBUTORS INTO THE TRAILER BUSINESS AND THE COUPLING OF TRAILER WITH NECESSARY SUPPLIES OF FEATURE PICTURES. WE HAVE FELT THAT THE TRAILER BUSINESS HAVING TO DO WITH ADVERTISING WAS A DISTINCT ENTERPRISE AND SHOULD BE KEPT SEPARATE FROM THE DISTRIBUTION OF PICTURES. WE ARE HAPPY THAT PARAMOUNT HAS DECIDED TO MAINTAIN THIS DISTINCTION AND TO CONFINE ITS TRAILER BUSINESS TO THE OLD ESTABLISHED AND RELIABLE NATIONAL SCREEN SERVICE. WE HOPE THAT OTHER DISTRIBUTORS NOW IN THE TRAILER BUSINESS WILL SEE THE WISDOM OF FOLLOWING A LIKE COURSE. YOUR ENTRANCE INTO THE ACCESSORIES FIELD DOUBTLESS WILL GIVE RISE TO SOME PROBLEMS AT FIRST BUT BASED ON EXPERIENCE WE ARE CONFIDENT THESE WILL BE ADJUSTED TO THE SATISFACTION OF THE EXHIBITORS. THIS IS AN AUSPICIOUS BEGINNING FOR 1940 AND WE HOPE YOUR SUCCESS WILL CONTINUE THROUGH THE YEAR.

ABRAM F. MYERS, CHAIRMAN OF THE BOARD, ALLIED STATES ASSOCIATION OF MOTION PICTURE EXHIBITORS

ABRAM F. MYERS

COL. H.A. COLE

HERMAN ROBBINS
NATIONAL SCREEN SERVICE
630 NINTH AVENUE, NEW YORK

CONGRATULATIONS TO YOU AND YOUR COMPANY ON DEAL JUST CONSUMMATED COVERING DISTRIBUTION OF ALL ADVERTISING ACCESSORIES BOTH TRAILERS AND PAPER. I HAVE FOUGHT MANY YEARS AGAINST DISTRIBUTION OF TRAILERS BY INDEPENDENT FILM COMPANIES FIGURING THAT THE INDIVIDUAL EXHIBITOR WOULD SUFFER BOTH IN SERVICE AND COST. THIS TREND WAS DANGEROUS AND I AM HAPPY TO NOTE CHANGE IN RIGHT DIRECTION. WHILE DISTRIBUTION OF PAPER BY YOUR COMPANY IS NEW I AM HOPEFUL IT WILL BE PRODUCTIVE OF IMPROVED SERVICE AND LESSENED COST.

REGARDS.

COL. H. A. COLE

ED KUYKENDALL

MR. GEORGE DEMBOW
NATIONAL SCREEN SERVICE
NEW YORK CITY

I AM SURE I EXPRESS THE SENTIMENTS OF EXHIBITORS EVERYWHERE, WHEN I CONGRATULATE NATIONAL SCREEN SERVICE, THROUGH YOU, BECAUSE OF THE RECENT SIGNING FOR THE HANDLING OF SCREEN TRAILERS FOR PARAMOUNT PICTURES.

MOST EXHIBITORS THAT I HAVE CONTACTED, AND THAT INCLUDES MANY, ARE OF THE OPINION THAT CENTRALIZED HANDLING OF COMING ATTRACTION TRAILERS WOULD BE MUCH MORE BENEFICIAL TO THEM, THAN TO BE FORCED TO BUY TRAILERS FROM VARIOUS SOURCES.

AND I FEEL THAT THEY ARE OF THE SAME OPINION AS TO ADVERTISING GENERALLY, I MEAN BY THAT, A HIGHLY SPECIALIZED ORGANIZATION TO SUPPLY ALL ADVERTISING MATTER ON ALL PRODUCTS, COULD NOT HELP BUT BE BENEFICIAL TO EXHIBITORS, TO REPLACE THE HAPHAZARD METHODS OF SECURING MATERIAL FROM MANY DIFFERENT SOURCES.

ED KUYKENDALL

MAX A. COHEN

MR. HERMAN ROBBINS
NATIONAL SCREEN SERVICE
630 NINTH AVENUE, NEW YORK

PARAMOUNT'S INITIATIVE IN TRANSFERRING THE SALE AND DISTRIBUTION OF THEIR STANDARD ACCESSORIES TOGETHER WITH RENEWAL OF THEIR TRAILER FRANCHISE TO NATIONAL SCREEN IS A MOST COMMENDABLE MOVE AND FOR WHICH PARAMOUNT AND NATIONAL SCREEN SHOULD BOTH BE CONGRATULATED. MORE IMPORTANT EVEN THAN AS IT AFFECTS THESE COMPANIES ARE THE RESULTANT BENEFITS THAT WILL BE DERIVED BY EXHIBITORS OF EVERY DESCRIPTION. AND IN SAYING THIS I AM SURE THAT I SENSE THE OPINION OF NOT ONLY THE MEMBERSHIP OF MY ORGANIZATION BUT THE EXHIBITORS AT LARGE. SPECIALIZING IN A SELECTED FIELD CAN ALWAYS MEAN FOR BENEFITS TO BOTH BUYER AND SELLER. NATIONAL SCREEN'S CONCENTRATION ON THEATRE ADVERTISING SHOULD MEAN EXACTLY THAT. NATIONAL CAN ALWAYS BE ASSURED OF MY CONTINUED SUPPORT TO THEIR NEWEST BABY, ADVERTISING ACCESSORIES, INC.

MAX A. COHEN
ALLIED THEATRE OWNERS OF NEW YORK

OUTSTANDING EXHIBITOR LEADERS AGREE THAT HERE IS ONE PLAN WHICH BENEFITS ALL!

W. AL STEFFES

HERMAN ROBBINS, PRESIDENT
NATIONAL SCREEN SERVICE
630 NINTH AVENUE, NEW YORK

I HAVE JUST BEEN RELIABLY INFORMED THAT YOU HAVE CLOSED A DEAL WITH PARAMOUNT PICTURES WHEREBY YOU ARE AGAIN GOING TO DISTRIBUTE THEIR TRAILERS AND IN ADDITION THE PARAMOUNT STANDARD ACCESSORIES. ALLOW ME TO CONGRATULATE YOU ON THE COMPLETION OF THIS DEAL. PARAMOUNT IS ALSO TO BE CONGRATULATED. THERE IS NO QUESTION BUT THIS DEAL WILL WORK OUT ADVANTAGEOUSLY TO THE THEATRE OWNERS OF THE COUNTRY INASMUCH AS NATIONAL SCREEN HAS ALWAYS BEEN VERY VERY FAIR IN THEIR DEALING WITH EXHIBITORS. I AM POSITIVE WHEN THE ANNOUNCEMENT IS MADE IT WILL MEET WITH SPONTANEOUS APPROVAL BY EVERY THEATRE OWNER IN THE COUNTRY. EXTENDING TO YOU THE SEASON'S GREETINGS AND A HEALTHY PAT ON THE BACK TO BOTH YOU AND PARAMOUNT I AM SINCERELY

W. AL STEFFES

HARRY BRANDT

HERMAN ROBBINS
NATIONAL SCREEN SERVICE
630 NINTH AVENUE, NEW YORK CITY

HAVE JUST LEARNED OF PARAMOUNT NATIONAL SCREEN TRAILER ACCESSORY ARRANGEMENT. THINK THIS WISEST MOST SENSIBLE BUSINESS DEAL IN MANY A MOON FROM BOTH EXHIBITOR AND PRODUCER STANDPOINT HENCE MY CONGRATULATIONS TO PARAMOUNT AND NATIONAL SCREEN. CANNOT SEE HOW ANY EXHIBITOR NO MATTER WHAT CLASS OR LOCATION CAN HELP BUT BENEFIT FROM NATIONAL SCREEN HANDLING INDUSTRY'S ADVERTISING THROUGH CENTRALIZED SOURCE OF DISTRIBUTION. NATIONAL SCREEN HAS ALWAYS SERVED EXHIBITORS WITH PROGRESSIVELY GOOD SCREEN ADVERTISING AT REASONABLY LOW RATES. INCLUSION OF ACCESSORIES UNDER SAME PRINCIPLE USED IN TRAILER DISTRIBUTION SHOULD MEAN FOR A WIDER RANGE OF LOBBY ACCESSORY SERVICE CONCENTRATED IN ONE SOURCE WHICH CANNOT DO OTHER THAN PROVE BOOM TO INDUSTRY ENTHUSIASTIC ABOUT ANY INNOVATION HELPFUL TO INDUSTRY. SO CONGRATULATIONS AGAIN.

HARRY BRANDT, INDEPENDENT THEATRE OWNERS ASSN., INC.

NATIONAL Screen SERVICE

PRIZE BABY OF THE INDUSTRY

More "Wind" Dates

New York City—Breaking every all-time house record in each one of the two dozen new key spots where it opened one week ago, "Gone With the Wind" continues to set entertainment history in all parts of the country, the company said last week.

With announcement over the week-end by Metro of 51 additional "Gone With the Wind" engagements, total bookings thus far scheduled for the film are 300 in 279 cities.

In 48 of the new situations the picture will be shown twice daily on a reserved seat basis. Some of the bookings are February 1; Roxy, Lock Haven, Pennsylvania; Sherman, Stroudsburg, Pennsylvania; February 23, State, Nanticoke, Pennsylvania; Comerford, Carlisle, Pennsylvania; State, Nashua, New Hampshire; Park, Hanover, Pennsylvania; February 26, Capitol, Danville, Virginia; Maryland, Cumberland, Maryland.

Legit Film in Stamford

Stamford, Connecticut—This city, long noted as a tryout town for Broadway plays, will once again view stage shows, with the announcement last week end from Edward J. Peskay, managing director, Strand, Palace, that arrangements are being completed to bring Broadway attractions to the 2500 seat Palace. "Kiss the Boys Goodbye" opens February 21, with a feature motion picture to boot at regular movie prices.

Peskay, in announcing the plan as more or less of an experiment for Stamford, has in view bringing at least one play of note to Stamford each month. He took over management of the theatre last week, succeeding George C. Ritch, who resigned to resume his affiliation with Skouras.

GN Hearing Continues

New York City—Hearings in the GN financial situation continued last week before Referee Peter B. Olney, Jr. Among those heard were F. G. Holleran, vice-president, National City Bank; Earle W. Hammons, and others.

Hollander and Bernheimer were designated to collect GN assets in Great Britain.

Union Plea Heard

New York City—Application was heard February 4 by Supreme Court Justice Samuel I. Roseman for a preliminary injunction which would decree that suspension of Local 258, United Theatrical and Motion Picture Service Employees Union, from the United Retail and Wholesale Employes of America, CIO unit, is void.

Davidson Receiver

New York City—James A. Davidson was last week end named receiver for Educational Pictures, Inc., under $5000 bond. He was appointed on application of Lloyd Wright, trustee of the estate of Grand National Films, Inc., a creditor.

"Westerner" to UA

New York City — Samuel Goldwyn's production of "The Westerner," will be released by United Artists, it was announced last week.

"Young Tom Edison" Opens

New York City—"Young Tom Edison," with Mickey Rooney portraying the noted inventor as a boy, will have a special preview February 10 at three theatres in Port Huron, Michigan, Edison's boyhood home. Film was produced by Metro, now making a second picture, "Edison the Man," starring Spencer Tracy.

Mickey Rooney will be guest of honor at the triple opening of the film, and will make personal appearances. He will also take part in the specially charted run of Henry Ford's "Edison train" from Detroit to Port Huron earlier in the day. This is one of the actual wood-burning trains on which Edison worked as a boy as "Candy butcher," nearly 80 years ago. One hundred and thirty guests will make the trip, among them Edsel Ford, Louis B. Mayer, Governor Luren Dickinson of Michigan, other governors and mayors, and the representatives of some great corporations.

Bravery Prevents Panic

Somerville, Massachusetts — Arthur Vianno's Teele Square had a small fire last week. confined to the furnace room and brought under control easily by firemen, but manager Robert Schoonover played a heroic part in preventing panic among audience of 700.

Schoonover suffered burns and was blinded by smoke when a heater, directly under the stage, exploded while he was regulating the temperature. In spite of his injuries, he crawled up stairs to stage, calming persons who had become alarmed by smoke seeping through, directed the ushers to different sections of theatre, who supervised orderly exit of audience.

"Wind" Suit Launched

Birmingham, Alabama—Petition for an injunction to restrain a local theatre from showing "Gone With the Wind" was filed in Federal District Court last week end by Miss Ann R. Davis, Montgomery, administrator of the estate of Miss Susan Lawrence Davis.

It charges that copyright material in "An Authentic History of the Ku Klux Klan, 1865-1877," written by Miss Davis and published in 1924, was used without authorization in the motion picture.

Warner Men Promoted

Chicago—Among the highlights of the Warner sales meeting here last week end was the promotion of Dick Hyland, publicist in Dallas, Texas, to work in the Central District, under district chief Bob Smeltzer, Washington.

Sid Dennenberg Passes

Hollywood—Passing of Sid Dennenberg, 43, who died last week, was mourned. Dennenberg, who came here for his health several weeks ago, was formerly with Warners and Paramount.

Merrill RKO Treasurer

New York City—W. J. Merrill was last week end elected treasurer of RKO, at a meeting of the board. William Mallard resigned from the board but stays as general counsel.

Brown Produces In East

New York City—Rowland Brown, Hollywood writer and director, revealed last week that he is contemplating producing "Young Man of Manhattan" at a local studio this Spring. Lead roles will be played by Joel McCrea and Frances Dee and the picture will be budgeted between $400,000 and $500,000, according to Brown, who added he now is negotiating a distribution agreement with Paramount.

A spokesman for Paramount admitted that the company was discussing a distribution deal with Brown, but said no contracts had yet been made.

John Stahl Conferring

New York City—Arriving in town to discuss his deal with United Artists on his first independently produced picture, John Stahl has been in daily conference with executives of the home office, it was announced last week. Current discussions revolve around signatures, story material and casting.

Stahl will personally direct and produce a big name feature, and plans to start production immediately on his return to Hollywood.

New Radio Program

New York City—A new sponsored radio program which will broadcast programs of all metropolitan motion picture houses twice daily makes its bow here early in March, it was reported this week.

Program has met with success in other cities. Listeners who send in one label from sponsored product will receive one pass to their nearest theatres. Further information is not available at present.

Imperial Alliance Deal

Boston—Hary Segal, Imperial Pictures, anounced last week end that an agreement has been completed with Ben Rogers, Alliance, whereby Imperial will distribute Alliance films.

Distribution of Alliance films will be handled in Boston by Segal and in Connecticut by Hyman Levine.

Rocker-Freidberg

New York City—Engagement of Sidney Freidberg, associate of the firm of Phillips and Nizer, film attorneys, to Miss Benice Rocker was announced February 3. Freidberg studied law at Yale, while his fiancee was educated at Ethical Culture School, Vassar College and Packard. Wedding is planned for early Fall.

Sherman Conquers Atlanta

Atlanta, Georgia — Columbia's single reel, natural color film, "The Threads of a Nation," was the feature of the annual midwinter meeting of the officers and directors of the Southern Newspaper Publishers Association, February 4 at the Biltmore Hotel, Atlanta, Georgia.

Columbia Plea Denied

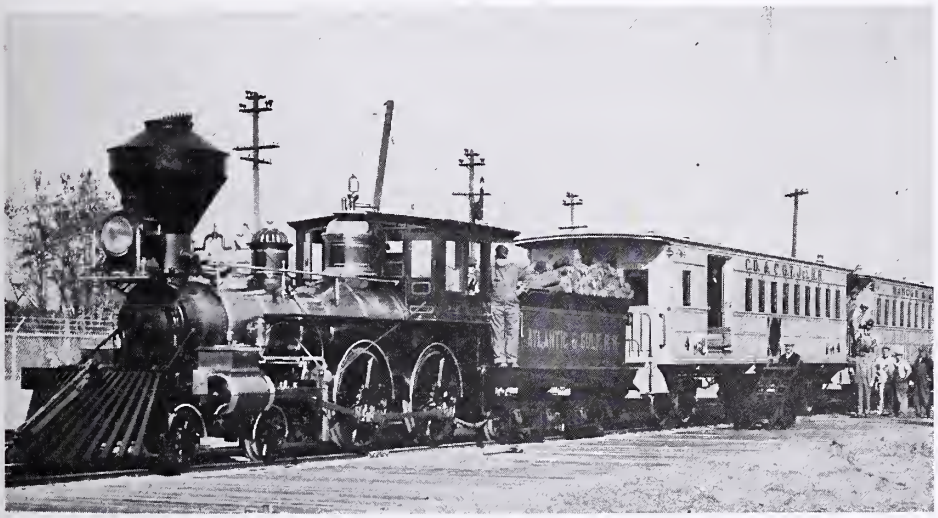
New York City—Federal Judge William Bondy last week end denied application of Columbia to vacate notices of examination of Harry Cohn, Jack Cohn, and Abe Montague, executives. Examination of the first will take place in Los Angeles or this city.

PEOPLE COME AND GO AND THINGS HAPPEN FOR THE EXHIBITOR'S CAMERAMEN

"THE SAINT IN LONDON." William Sistrom, producer for RKO-Radio of this Saint story, sails for six months in England. He will be active in production there for the company.

Acme Photo Service.

"THE UNDER-PUP" GRADUATES. Universal's Gloria Jean, from her strategic position, watches Mrs. Franklin Delano Roosevelt cut the cake at the President's Birthday Party in Washington. Credit Lou Pollock, U ad chief, and B. Bernard Kreisler, U branch manager in Washington, for the campaign given the child.



FERRIC NAG. This specimen of rolling stock is a restoration of the train on which Thomas Alva Edison, as a boy, worked as a butcher. The baggage car, the one he almost burned up, is part of an episode re-created in Metro's "Young Tom Edison," which has its world premiere in Port Huron, Michigan, February 10.

GOOD GIRL. Lilli Palmer makes her debut this month as a good girl in "Suicide Legion," a Film Alliance of U. S. picture, it is announced.

EN ROUTE BACK. After conferences in New York City, Louis B. Mayer, production vice-president, Loew's, goes back.

TESTIMONIAL DINNER. At the New York Athletic Club January 30, Paramount officials tossed a party for Vincent Trotta and Don Velde, who join Advertising Accessories, Inc. Trotta was with Paramount 25 years, Velde for 18.

Are We Happy!

THE PRIZE BABY OF THE INDUSTRY PERFORMS A *Miracle!*

HERMAN ROBBINS, PRESIDENT
NATIONAL SCREEN SERVICE CORPORATION
630 NINTH AVENUE, NEW YORK

I HAVE JUST LEARNED OF THE WRITING OF A CONTRACT BETWEEN NATIONAL SCREEN SERVICE AND PARAMOUNT PICTURES INC. WHEREBY YOU WILL CONTINUE TO RELEASE TRAILERS FOR PARAMOUNT AND IN ADDITION WILL TAKE OVER PARAMOUNT'S ACCESSORIES BUSINESS. PERSONALLY AND IN BEHALF OF THE ALLIED DIRECTORS I CONGRATULATE YOU ON THIS HAPPY OUTCOME OF YOUR NEGOTIATIONS. IN ADDITION I CONGRATULATE THE RESPONSIBLE OFFICERS OF PARAMOUNT ON THEIR VISION IN CONTINUING RELATIONS WITH A COMPANY THAT HAS SERVED THE EXHIBITORS AND THE INDUSTRY SO WELL. ALLIED HAS OFTEN EXPRESSED CONCERN AT THE ENTRANCE OF DISTRIBUTORS INTO THE TRAILER BUSINESS AND THE COUPLING OF TRAILER WITH NECESSARY SUPPLIES OF FEATURE PICTURES. WE HAVE FELT THAT THE TRAILER BUSINESS HAVING TO DO WITH ADVERTISING WAS A DISTINCT ENTERPRISE AND SHOULD BE KEPT SEPARATE FROM THE DISTRIBUTION OF PICTURES. WE ARE HAPPY THAT PARAMOUNT HAS DECIDED TO MAINTAIN THIS DISTINCTION AND TO CONFINE ITS TRAILER BUSINESS TO THE OLD ESTABLISHED AND RELIABLE NATIONAL SCREEN SERVICE. WE HOPE THAT OTHER DISTRIBUTORS NOW IN THE TRAILER BUSINESS WILL SEE THE WISDOM OF FOLLOWING A LIKE COURSE. YOUR ENTRANCE INTO THE ACCESSORIES FIELD DOUBTLESS WILL GIVE RISE TO SOME PROBLEMS AT FIRST BUT BASED ON EXPERIENCE WE ARE CONFIDENT THESE WILL BE ADJUSTED TO THE SATISFACTION OF THE EXHIBITORS. THIS IS AN AUSPICIOUS BEGINNING FOR 1940 AND WE HOPE YOUR SUCCESS WILL CONTINUE THROUGH THE YEAR.

ABRAM F. MYERS, CHAIRMAN OF THE BOARD, ALLIED STATES ASSOCIATION OF MOTION PICTURE EXHIBITORS

ABRAM F. MYERS

COL. H.A. COLE

HERMAN ROBBINS
NATIONAL SCREEN SERVICE
630 NINTH AVENUE, NEW YORK

CONGRATULATIONS TO YOU AND YOUR COMPANY ON DEAL JUST CONSUMMATED COVERING DISTRIBUTION OF ALL ADVERTISING ACCESSORIES BOTH TRAILERS AND PAPER. I HAVE FOUGHT MANY YEARS AGAINST DISTRIBUTION OF TRAILERS BY INDEPENDENT FILM COMPANIES FIGURING THAT THE INDIVIDUAL EXHIBITOR WOULD SUFFER BOTH IN SERVICE AND COST. THIS TREND WAS DANGEROUS AND I AM HAPPY TO NOTE CHANGE IN RIGHT DIRECTION. WHILE DISTRIBUTION OF PAPER BY YOUR COMPANY IS NEW I AM HOPEFUL IT WILL BE PRODUCTIVE OF IMPROVED SERVICE AND LESSENED COST.

REGARDS.

COL. H. A. COLE

ED KUYKENDALL

MR. GEORGE DEMBOW
NATIONAL SCREEN SERVICE
NEW YORK CITY

I AM SURE I EXPRESS THE SENTIMENTS OF EXHIBITORS EVERYWHERE, WHEN I CONGRATULATE NATIONAL SCREEN SERVICE, THROUGH YOU, BECAUSE OF THE RECENT SIGNING FOR THE HANDLING OF SCREEN TRAILERS FOR PARAMOUNT PICTURES.

MOST EXHIBITORS THAT I HAVE CONTACTED, AND THAT INCLUDES MANY, ARE OF THE OPINION THAT CENTRALIZED HANDLING OF COMING ATTRACTION TRAILERS WOULD BE MUCH MORE BENEFICIAL TO THEM, THAN TO BE FORCED TO BUY TRAILERS FROM VARIOUS SOURCES.

AND I FEEL THAT THEY ARE OF THE SAME OPINION AS TO ADVERTISING GENERALLY, I MEAN BY THAT, A HIGHLY SPECIALIZED ORGANIZATION TO SUPPLY ALL ADVERTISING MATTER ON ALL PRODUCTS, COULD NOT HELP BUT BE BENEFICIAL TO EXHIBITORS, TO REPLACE THE HAPHAZARD METHODS OF SECURING MATERIAL FROM MANY DIFFERENT SOURCES.

ED KUYKENDALL

MAX A. COHEN

MR. HERMAN ROBBINS
NATIONAL SCREEN SERVICE
630 NINTH AVENUE, NEW YORK

PARAMOUNT'S INITIATIVE IN TRANSFERRING THE SALE AND DISTRIBUTION OF THEIR STANDARD ACCESSORIES TOGETHER WITH RENEWAL OF THEIR TRAILER FRANCHISE TO NATIONAL SCREEN IS A MOST COMMENDABLE MOVE AND FOR WHICH PARAMOUNT AND NATIONAL SCREEN SHOULD BOTH BE CONGRATULATED. MORE IMPORTANT EVEN THAN AS IT AFFECTS THESE COMPANIES ARE THE RESULTANT BENEFITS THAT WILL BE DERIVED BY EXHIBITORS OF EVERY DESCRIPTION. AND IN SAYING THIS I AM SURE THAT I SENSE THE OPINION OF NOT ONLY THE MEMBERSHIP OF MY ORGANIZATION BUT THE EXHIBITORS AT LARGE. SPECIALIZING IN A SELECTED FIELD CAN ALWAYS MEAN FOR BENEFITS TO BOTH BUYER AND SELLER. NATIONAL SCREEN'S CONCENTRATION ON THEATRE ADVERTISING SHOULD MEAN EXACTLY THAT. NATIONAL CAN ALWAYS BE ASSURED OF MY CONTINUED SUPPORT TO THEIR NEWEST BABY, ADVERTISING ACCESSORIES, INC.

MAX A. COHEN
ALLIED THEATRE OWNERS OF NEW YORK

OUTSTANDING EXHIBITOR LEADERS AGREE THAT HERE IS ONE PLAN WHICH BENEFITS ALL!

W. AL STEFFES

HERMAN ROBBINS, PRESIDENT
NATIONAL SCREEN SERVICE
630 NINTH AVENUE, NEW YORK

I HAVE JUST BEEN RELIABLY INFORMED THAT YOU HAVE CLOSED A DEAL WITH PARAMOUNT PICTURES WHEREBY YOU ARE AGAIN GOING TO DISTRIBUTE THEIR TRAILERS AND IN ADDITION THE PARAMOUNT STANDARD ACCESSORIES. ALLOW ME TO CONGRATULATE YOU ON THE COMPLETION OF THIS DEAL. PARAMOUNT IS ALSO TO BE CONGRATULATED. THERE IS NO QUESTION BUT THIS DEAL WILL WORK OUT ADVANTAGEOUSLY TO THE THEATRE OWNERS OF THE COUNTRY INASMUCH AS NATIONAL SCREEN HAS ALWAYS BEEN VERY VERY FAIR IN THEIR DEALING WITH EXHIBITORS. I AM POSITIVE WHEN THE ANNOUNCEMENT IS MADE IT WILL MEET WITH SPONTANEOUS APPROVAL BY EVERY THEATRE OWNER IN THE COUNTRY. EXTENDING TO YOU THE SEASON'S GREETINGS AND A HEALTHY PAT ON THE BACK TO BOTH YOU AND PARAMOUNT I AM SINCERELY

W. AL STEFFES

HARRY BRANDT

HERMAN ROBBINS
NATIONAL SCREEN SERVICE
630 NINTH AVENUE, NEW YORK CITY

HAVE JUST LEARNED OF PARAMOUNT NATIONAL SCREEN TRAILER ACCESSORY ARRANGEMENT. THINK THIS WISEST MOST SENSIBLE BUSINESS DEAL IN MANY A MOON FROM BOTH EXHIBITOR AND PRODUCER STANDPOINT HENCE MY CONGRATULATIONS TO PARAMOUNT AND NATIONAL SCREEN. CANNOT SEE HOW ANY EXHIBITOR NO MATTER WHAT CLASS OR LOCATION CAN HELP BUT BENEFIT FROM NATIONAL SCREEN HANDLING INDUSTRY'S ADVERTISING THROUGH CENTRALIZED SOURCE OF DISTRIBUTION. NATIONAL SCREEN HAS ALWAYS SERVED EXHIBITORS WITH PROGRESSIVELY GOOD SCREEN ADVERTISING AT REASONABLY LOW RATES. INCLUSION OF ACCESSORIES UNDER SAME PRINCIPLE USED IN TRAILER DISTRIBUTION SHOULD MEAN FOR A WIDER RANGE OF LOBBY ACCESSORY SERVICE CONCENTRATED IN ONE SOURCE WHICH CANNOT DO OTHER THAN PROVE BOOM TO INDUSTRY ENTHUSIASTIC ABOUT ANY INNOVATION HELPFUL TO INDUSTRY. SO CONGRATULATIONS AGAIN.

HARRY BRANDT, INDEPENDENT THEATRE OWNERS ASSN., INC.

NATIONAL Screen SERVICE

PRIZE BABY OF THE INDUSTRY

More "Wind" Dates

New York City—Breaking every all-time house record in each one of the two dozen new key spots where it opened one week ago, "Gone With the Wind" continues to set entertainment history in all parts of the country, the company said last week.

With announcement over the week-end by Metro of 51 additional "Gone With the Wind" engagements, total bookings thus far scheduled for the film are 300 in 279 cities.

In 48 of the new situations the picture will be shown twice daily on a reserved seat basis. Some of the bookings are February 1; Roxy, Lock Haven, Pennsylvania; Sherman, Stroudsburg, Pennsylvania; February 23, State, Nanticoke, Pennsylvania; Comerford, Carlisle, Pennsylvania; State, Nashua, New Hampshire; Park, Hanover, Pennsylvania; February 26, Capitol, Danville, Virginia; Maryland, Cumberland, Maryland.

Legit Film in Stamford

Stamford, Connecticut—This city, long noted as a tryout town for Broadway plays, will once again view stage shows, with the announcement last week end from Edward J. Peskay, managing director, Strand, Palace, that arrangements are being completed to bring Broadway attractions to the 2500 seat Palace. "Kiss the Boys Goodbye" opens February 21, with a feature motion picture to boot at regular movie prices.

Peskay, in announcing the plan as more or less of an experiment for Stamford, has in view bringing at least one play of note to Stamford each month. He took over management of the theatre last week, succeeding George C. Ritch, who resigned to resume his affiliation with Skouras.

GN Hearing Continues

New York City—Hearings in the GN financial situation continued last week before Referee Peter B. Olney, Jr. Among those heard were F. G. Holleran, vice-president, National City Bank; Earle W. Hammons, and others.

Hollander and Bernheimer were designated to collect GN assets in Great Britain.

Union Plea Heard

New York City—Application was heard February 4 by Supreme Court Justice Samuel I. Roseman for a preliminary injunction which would decree that suspension of Local 258, United Theatrical and Motion Picture Service Employees Union, from the United Retail and Wholesale Employes of America, CIO unit, is void.

Davidson Receiver

New York City—James A. Davidson was last week end named receiver for Educational Pictures, Inc., under $5000 bond. He was appointed on application of Lloyd Wright, trustee of the estate of Grand National Films, Inc., a creditor.

"Westerner" to UA

New York City — Samuel Goldwyn's production of "The Westerner," will be released by United Artists, it was announced last week.

"Young Tom Edison" Opens

New York City—"Young Tom Edison," with Mickey Rooney portraying the noted inventor as a boy, will have a special preview February 10 at three theatres in Port Huron, Michigan, Edison's boyhood home. Film was produced by Metro, now making a second picture, "Edison the Man," starring Spencer Tracy.

Mickey Rooney will be guest of honor at the triple opening of the film, and will make personal appearances. He will also take part in the specially charted run of Henry Ford's "Edison train" from Detroit to Port Huron earlier in the day. This is one of the actual wood-burning trains on which Edison worked as a boy as "Candy butcher," nearly 80 years ago. One hundred and thirty guests will make the trip, among them Edsel Ford, Louis B. Mayer, Governor Luren Dickinson of Michigan, other governors and mayors, and the representatives of some great corporations.

Bravery Prevents Panic

Somerville, Massachusetts — Arthur Vianno's Teele Square had a small fire last week. confined to the furnace room and brought under control easily by firemen, but manager Robert Schoonover played a heroic part in preventing panic among audience of 700.

Schoonover suffered burns and was blinded by smoke when a heater, directly under the stage, exploded while he was regulating the temperature. In spite of his injuries, he crawled up stairs to stage, calming persons who had become alarmed by smoke seeping through, directed the ushers to different sections of theatre, who supervised orderly exit of audience.

"Wind" Suit Launched

Birmingham, Alabama—Petition for an injunction to restrain a local theatre from showing "Gone With the Wind" was filed in Federal District Court last week end by Miss Ann R. Davis, Montgomery, administrator of the estate of Miss Susan Lawrence Davis.

It charges that copyright material in "An Authentic History of the Ku Klux Klan, 1865-1877," written by Miss Davis and published in 1924, was used without authorization in the motion picture.

Warner Men Promoted

Chicago—Among the highlights of the Warner sales meeting here last week end was the promotion of Dick Hyland, publicist in Dallas, Texas, to work in the Central District, under district chief Bob Smeltzer, Washington.

Sid Dennenberg Passes

Hollywood—Passing of Sid Dennenberg, 43, who died last week, was mourned. Dennenberg, who came here for his health several weeks ago, was formerly with Warners and Paramount.

Merrill RKO Treasurer

New York City—W. J. Merrill was last week end elected treasurer of RKO, at a meeting of the board. William Mallard resigned from the board but stays as general counsel.

Brown Produces In East

New York City—Rowland Brown, Hollywood writer and director, revealed last week that he is contemplating producing "Young Man of Manhattan" at a local studio this Spring. Lead roles will be played by Joel McCrea and Frances Dee and the picture will be budgeted between $400,000 and $500,000, according to Brown, who added he now is negotiating a distribution agreement with Paramount.

A spokesman for Paramount admitted that the company was discussing a distribution deal with Brown, but said no contracts had yet been made.

John Stahl Conferring

New York City—Arriving in town to discuss his deal with United Artists on his first independently produced picture, John Stahl has been in daily conference with executives of the home office, it was announced last week. Current discussions revolve around signatures, story material and casting.

Stahl will personally direct and produce a big name feature, and plans to start production immediately on his return to Hollywood.

New Radio Program

New York City—A new sponsored radio program which will broadcast programs of all metropolitan motion picture houses twice daily makes its bow here early in March, it was reported this week.

Program has met with success in other cities. Listeners who send in one label from sponsored product will receive one pass to their nearest theatres. Further information is not available at present.

Imperial Alliance Deal

Boston—Hary Segal, Imperial Pictures, anounced last week end that an agreement has been completed with Ben Rogers, Alliance, whereby Imperial will distribute Alliance films.

Distribution of Alliance films will be handled in Boston by Segal and in Connecticut by Hyman Levine.

Rocker-Freidberg

New York City—Engagement of Sidney Freidberg, associate of the firm of Phillips and Nizer, film attorneys, to Miss Benice Rocker was announced February 3. Freidberg studied law at Yale, while his fiancee was educated at Ethical Culture School, Vassar College and Packard. Wedding is planned for early Fall.

Sherman Conquers Atlanta

Atlanta, Georgia — Columbia's single reel, natural color film, "The Threads of a Nation," was the feature of the annual midwinter meeting of the officers and directors of the Southern Newspaper Publishers Association, February 4 at the Biltmore Hotel, Atlanta, Georgia.

Columbia Plea Denied

New York City—Federal Judge William Bondy last week end denied application of Columbia to vacate notices of examination of Harry Cohn, Jack Cohn, and Abe Montague, executives. Examination of the first will take place in Los Angeles or this city.

Warren Stokes' HOLLYWOOD NEWSREEL

• BOOKMAKER'S DAY IN HOLLYWOOD could well be the title of this week's discourse on doings in movieland. A Novel Enterprise, this concerns the better class of bookmakers, those of the literary variety, who seem to have diverted the minds of the movie moguls from the class of bookmakers they have more recently been associated with. As a wag puts it, these literary bookmakers have been working under cover too long. Now they are coming into the open, sending more starters to the post than the writers of original screen entries in the box-office line-up for the new season. They even have a new name for the studio readers, this same wag tells us, advising that the studios' reader of fact and fiction is now referred to as so and so's Under-Cover Man. Akin to the newspaper man, his work is never done. After a full day at the studio, he still carries on. He even takes the latest books to bed with him, ever hoping to discover something of interest between the covers.

Novel Method

• THIS NOVEL PRODUCTION METHOD might have been brought on by the off-track influence during the past few weeks of Unusual Weather with old formulas failing to finish in the money. It could be the result of trial workouts on the novel starters that are now showing profits in the home stretch. In any event, best sellers and newly published books, out in front for the public purse, are now winning the attention of the producers as the best money bets for entry on the celluloid track.

Some Clicking

• SOME RECENT EXAMPLES are "Grapes of Wrath," "Of Mice and Men," and "Gone With the Wind." Reports on early workouts of these entries are very encouraging and it is interesting to note that the movie moguls are still looking over the bookstalls for established literary champions that can still finish in the money. Next important entry to run on the track of public opinion is Paramount's screen version of Rudyard Kipling's "The Light that Failed," already touted by the early clockers as a winner from wire to wire. This studio is now readying "The City that Never Sleeps," scratching the original title of the best selling novel of a year ago, which was "F. O. B. Detroit." Perhaps we can forgive Paramount for changing the title in this case since it might lead the patrons to believe the exhibitor is giving away a free automobile. Other early starters listed at this studio, from novel sources, are "Miss Susie Slagel's "Country Lawyer," "The Shepherd of the Hills," "Skylark," "I Wanted Wings," and the widely discussed H. G. Wells' work, "Food for the Gods."

At Warners

• THIS NOVEL IDEA is being followed through at Warners with the slating of Louis Bromfield's "It All Came True," C. S. Forester's "Captain Horatio Hornblower," Polan Hill's "January Hill," and Raphael Sabatini's "The Sea Hawk." At 20th Century-Fox, the trend is still a novel one. This studio schedules "Children of God," story of the Mormons, "Marching As to War," based on the work and growth of the Salvation Army, and "Salute to the Thirty-Niners," by Mrs. Duncam Pearmain.

More on Way

• UNITED ARTISTS ENTRIES will include Edward Small's "My Son, My Son," a best seller novel, now being exploited through one of the best newspaper contests devised in Hollywood in many moons, when judged from a viewpoint of human interest. Walter Wanger is preparing "Dynasty of Death," saga of a munitions-making family, and Metro-Goldwyn-Mayer is filming "Not Too Narrow, Not Too Deep" which is too long for the marquee, plus "The Yearling," and 'Danger Signal," while David O. Selznick, who breezed down the track with his "Gone With the Wind," is just about ready to release through UA the screen version of the novel sensation, "Rebecca." Columbia plans to make Clarence Buddington Kelland's "Arizona," and Frank Lloyd is preparing "Tree of Liberty" by Elizabeth Page.

Future Promise

• THESE LITERARY PROPERTIES hold much promise for future box-office stakes, provided they are not turned into mistakes. One of the greatest mistakes made by Hollywood is the changing of an established title. We have outlined a list of best selling novels already procured and in the making. It behooves the exhibitor to look them over, take into consideration the already established value of the original titles, and, in order to get the full benefit of the advance exploitation and public interest, advise the producers, through the local exchange managers, to retain the novel titles, so that this novel experiment might be launched under the most favorable conditions to everyone concerned.

What Title Means

• ONCE MORE WE REPEAT the commercial value of an established title. The book sold in the first place because the title aroused curiosity and stimulated the imagination of the purchaser. The same applies to the title on a marquee. The book buyer walks up to the book stand, looks over the covers, and is intrigued into buying the book through the appeal of its title. He buys the title first and lives in hopes of the story living up to its label. The titles of best selling novels have been tested and proven by this process and it is our firm conviction that they should remain unchanged to garner the same interest on the part of the movie going patron. If the new trend is to be a novel experiment, we hope it will be just that from the title on the book to the take on the theatre ledger.

Brief Glances At PRODUCTION HAPPENINGS

West Coast News Items

HOLLYWOOD—So that its readers may keep abreast of the times, be in the know on the major developments and interesting sidelights, THE EXHIBITOR offers the following items from the various lots.

Columbia

Dance Director LeRoy Prinz has started rehearsals for the terpsichorean routines in "Too Many Husbands." . . . Noah Beery, Jr., has signed for "Passport to Alcatraz." . . . "Texas Express" has been re-titled "Texas Stagecoach."

Cecilia Callejo has been signed as Jack Holt's leading lady in "Passport to Alcatraz." . . . Gordon Jones and Frank Sully have been signed for "The Doctor Takes a Wife." . . . "U. S. Treasury," one of the Washington Parade, received the endorsement of Secret Service Chief Frank J. Wilson. . . . "Men without Souls" has gone before the cameras. . . . Thurston Hall and Chester Clute were signed for "Blondie on a Budget."

Goldwyn

Borden Chase, one-time Hudson River sandhog, has been engaged to do the adaptation of "Black Gold," a story which closely parallels his own life and romance. . . . Earlier announcement by Samuel Goldwyn was that he had paid $100,000 for the rights to "The Little Foxes," Lillian Hellman's current Broadway success.

Lesser

At the beginning of production of "Our Town," a novelty was a New England boiled dinner at the studios to the ladies and gentlemen of the press and the cast, on the studio set. Menu included celery and olives, cream of pea soup, boiled beef, boiled turkey and corned beef, cabbage and boiled potatoes, pork and beans, Boston brown bread, tea biscuits, pumpkin pie and coffee. An added attraction was the souvenir menu, describing the cast, staff, etc. All in all, it was a novel idea.

Metro-Goldwyn-Mayer

David Miller and Fred Zinneman have been signed to new long term contracts

IRWIN SEATING
famous for its
"NECK TO KNEE COMFORT"
AND SNAPPY APPEARANCE
Distributed by National Theatres Supply Co.

Decorative Lighting • Glass and Metal Work
Exit and Direction Signs • Ornamental Plaster
Drinking Fountains • Air Distribution Plaques
36 Years in Business Is Your Assurance of Our Reliability.
VISIT OUR SHOWROOMS OR WRITE US
VOIGT Designers-Engineers-Manufacturers 1745 N. 12th Street, Phila.

as directors of short subjects. . . . George H. Reed, veteran colored actor, who played Old Black Joe in "Swanee River," will be seen as Conover, Lionel Barrymore's superstitious handyman in the new "Kildare" picture. . . . Robert Z. Leonard will direct "Pride and Prejudice," starring Laurence Olivier and Greer Garson, with Hunt Stromberg producing. . . . Studio has purchased "The World We Make," current Broadway hit, as a dramatic starring vehicle for Norma Shearer.

New Orleans' Mardi Gras celebration will be seen in a James A. FitzPatrick traveltalk. . . . Cordell Hickman will be Tarzan Junior's pal in the next offering in the series. . . . Billy Newell goes into the short, "Woman Proposes."

Judith Anderson has signed a long-term contract. Her next role will be in in "The Mortal Storm." . . . Katherine Brush has been engaged to prepare one of the forthcoming Judge Hardy pictures. . . . Ann Rutherford goes into "Pride and Prejudice." . . . Into "Susan and God" went Rita Hayworth. . . . Kent Taylor gets a part in "Two Girls on Broadway." . . . Clark Gable re-signed for seven years.

Robert Z. Leonard will direct "Pride and Prejudice." . . . "Waterloo Bridge" is in production. . . . Writers Leon Gordon, James Edward Grant, Howard Dimsdale, Dorothy Yost, John Goulder, and H. S. Kraft have been re-signed. . . . Wallace Ford has been added to "Two Girls on Broadway."

The original, unpublished story by Adele Comandini and Stanley Rauh, "Never Say Love," has been purchased. . . . "Susan and God" is co-starring Joan Crawford and Fredric March. . . . Laurence Olivier will play opposite Greer Garson in "Pride and Prejudice." . . . Vivien Leigh plays opposite Robert Taylor in "Waterloo Bridge." . . . Margaret Sullavan and James Stewart are set for "Mortal Storm." . . . The next Dr. Kildare show is in work.

Rita Johnson gets a part in "Edison the Man." . . . Virginia Fields has been added to "Waterloo Bridge." . . . Jack McGowan has signed a new writing contract. . . . John Nesbitt's voice will be the Voice of the Flag in "The Flag Speaks." . . . Slot machines is the subject matter of "Jackpot," a Crime Doesn't Pay subject. . . . Hank Mann (an original Keystone Cop), Claire MacDowell, and Barbara Bedford—old-timers all—will be seen in Our Gang's "In Love Again."

Paramount

In addition to six Hopalong Cassidy features and two Zane Grey specials, Harry Sherman will produce "The Round-Up" as part of his program for the 1940-41 season. . . . Anthony Quinn gets a top supporting role in "The Ghost Breakers," Bob Hope-Paulette Goddard co-starring picture, now before the cameras under direction of George Marshall. . . . Betty Field and William Holden will be teamed by Paramount in "Cup of Coffee," an original story by Preston Sturges, which this company recently purchased from Universal.

Rights to the unpublished "Reap the Wild Wind" have been purchased. The story is by Thelma Strabel. . . . "Destiny," with Basil Rathbone, Ellen Drew, and John Howard, went before the cameras. . . . "Down Went McGinty" has been set as the release title for the production known up to now as "Down Went McGinty."

RKO-Radio

Lucille Ball and James Ellison will be co-starred in "The Romantic Mr. Hinklin," a Cliff Reid production to be directed by Ray McCarey.

Republic

Four writers recently signed are Isabel Dawn and Boyce DeGaw, on the script of "Lady From New Orleans," to be produced by Sol Siegel; Bradford Ropes, to do a treatment of "Down by the Old Mill Stream," a Gene Autry-starrer to be produced by William Berke; and Charles Kenyon, to do the screenplay of "Girl from God's Country," to be produced by Armand Schaefer.

Small

Joan Bennett and Louis Hayward, co-starring team in Edward Small's "The Man in the Iron Mask," will again be united in celluloid for the film version of "The Son of Monte Cristo." Picture is slated to go before the cameras March 1, with Rowland V. Lee directing.

The new song, "My Son, My Son!" by L. Wolfe Gilbert and Lew Pollack, dedicated to Edward Small's forthcoming production of the same name, is being featured by radio's headline orchestras.

20th Century-Fox

Henry Fonda has checked in at this lot for his role in "Lillian Russell." . . . Warner Baxter comes back to the movies after an absence of seven months. He will co-star with Andrea Leeds in "Earthbound," to be directed by Irving Pichel. . . . Marjorie Weaver gets the femme lead in "Charlie Chan's Oriental Cruise." . . . Darryl F. Zanuck plans to make a picture entitled "Comrade Stalin," based on the career of the Russian dictator.

Elsie Knox, Alice Armand, and Joan Valerie will play Alice Faye's sisters in "Lillian Russell" and Dorothy Peterson will play the mother of all. . . . Jessie Ralph has been assigned a part in "Twinkle, Twinkle, Little Star." . . . Kane Richmond and Gladyn Blake go into "Sailor's Lady."

Universal

"Seven Sinners," a torrid tale of love and intrigue in the East Indies, has been set as the next starring vehicle for Marlene Dietrich. This will be the star's first picture under her exclusive Universal contract.

Warners

George Brent will be Merle Oberon's leading man in "The Constant Nymph." . . . "This Man Reuter," story of the journalist who founded the international Reuter's news agency, is slated to follow "Brother Orchid," as an Edward G. Robinson starring vehicle. . . . Claude Rains has been cast in "The Sea Hawk," starring Errol Flynn. . . . Virginia Weidler will be borrowed from Metro for the role of Charles Boyer's daughter in "All This and Heaven, Too."

James Cagney, Pat O'Brien, and Ann Sheridan will do "Torrid Zone." . . . James Cagney and George Raft are set for "The Patent Leather Kid." . . . Lucile Fairbanks and Charles Halton have been added to "Three Cheers for the Irish."

Advance Shots On COMING REVIEWS

New Pictures Tersely Told

PHILADELPHIA—Received too late at THE EXHIBITOR'S office here to be included in this week's Blue Section were reviews of the following pictures. These Advance Shots are given pending the publication of the next issue of the Six-Point Reviews (Blue) Section.

Features

MY LITTLE CHICKADEE (Universal) —Mae West, W. C. Fields, Joseph Calleia, Dick Foran, Donald Meek. 84m. The long-awaited combination of Mae West and W. C. Fields has finally arrived in "My Little Chickadee" and it should be responsible for a nice box-office return. Although the supporting cast contains some good feature names, the principal draw of the show rests in the two stars. Wisely, the story is never allowed to check the star's individual appeals, although this has a tendency to make for an uneven pace. These are some lines which will provide guffaws, and both Fields and West contribute their usual situations. All told, this is a rowdy affair, which can stand the circus type of selling.

PINOCCHIO (RKO-Radio) — Feature-length Technicolor cartoon, produced by Walt Disney. 86m. The genius of Walt Disney is further expressed in "Pinocchio," an offering which, technically and otherwise, tops his "Snow White and the Seven Dwarfs." The story is that of an old wood-carver who made the puppet, Pinocchio, and longed to have a son, a real boy. "Pinocchio" is a credit to the entire Disney organization, and should draw a large patronage from young and old alike.

PIONEER DAYS (Monogram) — Jack Randall, June Wilkins, Frank Gacinelli, Nelson MacDowell. 59m. As far as horse operas go, "Pioneer Days" seems to be somewhat of a counterfeit; for lacking action, pace, and the good photography that usually distinguish westerns, this film crawls through a darn long 59 minutes.

Shorts

DAVE APOLLON AND HIS ORCHESTRA (Vitaphone—Melody Master). 10m. Fair.

THE HECKLER (Columbia — Charley Chase Comedy). 17½m. Good.

MECHANIX ILLUSTRATED, No. 3 (Vitaphone—Color Parade). 10m. Good.

THE THREADS OF A NATION (Columbia—Cinescope). 10½m. Fair.

U. S. TREASURY (Columbia—Washington Parade). 11m. Good.

WATCH THE
SHORTS PARADE
An EXHIBITOR Service

BETTER MANAGEMENT

Philly's Hollander Clicks With "Geronimo" Hi-lights

PHILADELPHIA—Manager Elmer Hollander, Stanton, came through with a big campaign on "Geronimo."

For "Geronimo," manager Hollander tied in with the Daily News with a six-day carton contest; special contacts were made with all Boy Scouts throughout Philadelphia; special display in the West Philadelphia High School library; use of teaser recordings on local radio stations; complete serialization on "Geronimo!" planted in advance in the Daily News; an eye-provoking truck which traveled throughout the city; promoted one-sheets planted throughout the city; brilliant display near the theatre using a 16 mm. machine showing the trailer currently with the picture; an Indian in disguise visited all critics with a special story and put on an act thereby gathering publicity for the picture; inter-city tie-up and contest with Uncle Wip's followers for "Geronimo!" and answers coming in by thousands; special bally-stunt stories in all newspapers; regular stories and pictures in all papers; tie-up with the Bulletin's Heigh-De-Ho column; a P. R. T. Traveler tie-up; stories in foreign-language newspapers, as well as advertisements; newsstand cards on all newsstands throughout central city.

"Judge Hardy and Son"

NORTH ADAMS, MASSACHUSETTS—Manager Francis Faille, Paramount, had a tieup with an automobile dealer for the give-away of a used car "jallopy." Circular with coupons attached was distributed, the coupon being filled in and deposited in a box in the lobby. Car, painted in several colors, was given away by a drawing at the theatre before the picture opened. Pictorial reviews were clipped from press books and mounted on cardboard with theatre credits and displayed in library and YMCA. Window displays were arranged in tire stores and drug store, with appropriate stills. Admission of a father and son for the price of one was in effect during the showing of the picture.

"Birth of a Champion"

PHILADELPHIA—Joe Bergin recently went outside the theatre department for his local tab, corralled his sports writers in Chester to visit the Stanley and see Jack Dempsey knock out Jess Willard in "Birth of a Champion." Sales angle used was a comparison between the methods of present-day fisticuffers and Dempsey's special brand of blitzkrieg.

Diapers and Whispers "Child" Gross-Builders

BOSTON—Warners' "A Child is Born," was sold from every angle at the Paramount by Boston's publicist Jack Saef and assistant Mario Daru. Besides an extensive newspaper ad campaign, using what Saef calls "subtle sensationalism," a stunt which netted excellent publicity breaks in newspapers was the baby-diaper changing contest held in the theatre.

The boys at the Paramount discussed the subject, and Pop Henderson, father of four, challenged fellow employees. Safety-pin type were required, and four of the boys swung into action. Pictures were flashed, and released to papers, as Pop won in four seconds.

FALL RIVER, MASSACHUSETTS—A "whispering campaign" that the picture was only for women aided materially in building up box-office receipts at the Interstate Empire, manager Bill Canning reports.

Ellen McComb and Muriele Gaucher, box-office cashiers, were instructed not to sell any tickets for children even though they might be accompanied by parents. This mouth to mouth campaign proved highly successful, backed up by special posters in all mills, factories, and shops where young women were employed.

"Pinocchio" Broadsides Sent

NEW YORK CITY—Broadsides heralding the production value of "Pinocchio" and the world premiere date at the Center, Radio City, have been mailed to 1,389 merchandise managers of department stores over the country and to other key men who are in a position to co-operate with theatre managers in "Pinocchio" promotion, it was announced last week. Contacts established include 1,018 advertising managers of department stores, 325 New York buying offices, 140 chain buying offices, 500 licensees and sub-licensees, 300 dairies and 20 ice cream companies.

"Mr. Smith Goes to Washington"

NEWPORT, RHODE ISLAND—Considerable interest was built up by manager Gerry Wagner, Loew's Colonial, with a Frank Capra Cavalcade contest in which the winner received 50 free tickets and the runner up 25 tickets. Newport Herald co-operated. Five scenes from famous movies directed by Frank Capra were run in the Herald one day, and contestants had to tell the players' names in each, what picture they were from and what was being said in the scenes.

Yarbrough Has a Triple In "Hunchback" Ballyhoo

ELMIRA, NEW YORK—Eddie Yarbrough, Keeney, sold "The Hunchback of Notre Dame" from three different angles: horror, literary, and Catholic.

Literary angle: Secretary of Board of Education approved a celebration of Victor Hugo Week in the schools, and he personally instructed principals to hold the celebration. Each English class in all local schools was assigned book reviews of Victor Hugo's works, and many chose to use the Study Guides on "The Hunchback of Notre Dame" in each classroom. Reviews were judged and prizes of passes to the picture were awarded to winners in each school. Better Films Council distributed several hundred Study Guides. Elmira College English departments arranged a Hugo display in the library with stills and tie-in 30x40 card. Steele Memorial Library made up special table display. Book shop at a department store devoted window to Hugo books and inexpensive edition of "The Hunchback of Notre Dame." Cinema Clubs of both high schools got stills and cards from theatre to display on school bulletin boards.

Catholic angle: Picture was approved by Monsignor Lee and this recommendation was passed on to all local Roman Catholic churches, clubs, and organizations, approval being granted on the cathedral reproduction angle and the portrayal of mass resentment at the attempt violation of the civil authorities to disregard the right of sanctuary as told in picture. Grand Knight of the Knights of Columbus announced the showing of picture and recommended it.

Horror angle: Borrowed stocks, a jerkin, and gray wig from local dramatic society; dressed usher in costume with large padding under the jerkin to make a hunchback. Face of usher was covered with a white mark. He carried a sign reading "I'm the Hunchback. See my face unmasked at the Keeney." Newspaper ads stressed the horror angle, with "Half Man—Half Monster—Half Beast—Half Poet—Dared to Love a Beautiful girl."

BRIDGEPORT, CONNECTICUT—Matt Saunders, Loew's Poli, didn't overlook a bet in bringing to the attention of his city the opening of RKO-Radio's "The Hunchback of Notre Dame." Highlight of the campaign was the 15-foot cut-out figure of the "Hunchback" on the marquee, illuminated at night by means of a "blinker light." Other features included 24-sheet posters in prominent downtown locations; spot radio announcements, a tie-in with the various book shops featuring the Victor Hugo classic and an elaborate entrance display in the public library.

"Abe Lincoln in Illinois"

HARRISBURG, PENNSYLVANIA—Torch-light parade of newsboys and members of the Harrisburg Boys' Club to theatre for free show aided the cause of the RKO epical film at the Senate, manager, Bob Sidman. Editorials were written for two consecutive days in the Harrisburg Telegraph, tearsheets of which were sent along with reviews to Harrisburg educators.

Fitzgerald, Anstead Click with "Wind" Plugs

WORCESTER, MASSACHUSETTS—Joseph N. Anstead, manager, Loew-Poli Elm Street, and Maurice Druker staged a very effective campaign. Filene's Department Store gave over entire six front windows, ran three co-op ads and set up booth in store to handle tickets at regular prices, with customers allowed to charge their cost to their accounts. Denholm-McKay gave three windows to gowns, books, furniture and used own special Stensgaard art. Sherer's gave a window on hats, McInnes on hose, plus 80-inch ad. W. T. Grant gave a window and quarter-page ad, Kresge a window on special drinks, Carroll's Cut Rate four windows on cosmetics, Newberry's a window on imprint bags, Woolworth a window on jewelry, Greyhound buses a window, and Western Union a window and shoppers' service on tickets plus letters to accounts within 50 miles. Marcus Fur gave a window on sweaters, blouses, Norse Shoe a window, Barnard & Putnam a window on gowns, pajamas; Remnant Store a window and ad, Richard Healey Company a window and four spot radio announcements, Dorothy Hat Shoppe a window on hats.

House used 100 automobile bumper strips, 100 tire covers, 200 jumbo window cards, 5000 heralds. It arranged with trolley company to run after-midnight special cars, covered 35-mile area with cards and ads, used a girl to solicit clubs and ran spot announcements on WORC. Cashiers wore "GWTW" blouses, front of theatre was painted glossy white, crashed Gazette for front page box announcing review next day, crashed Telegram for front page review, and broke into exclusive society column of Sunday Telegram with swell plug.

WATERBURY, CONNECTICUT—Manager Ed Fitzgerald submits the following highlights of an extensive campaign. All local dailies co-operated with art and special feature stories on the unique policy. All suburban dailies carried special art and stories, as well as weekly publications. Special announcements were promoted over local radio station; downtown stores co-operated with special arrow cards in their windows; heralds were delivered by bus drivers to rural routes; special announcements were distributed by the laundries and bakeries; special news bulletins were allowed to be placed outside newspaper offices; nine window displays were obtained with stores handling Scarlett O'Hara and Rhett Butler novelties; a co-op ad was promoted; the Lions Club and other large organizations bought blocks of tickets for special theatre parties; extra girls were employed and extra phones installed.

SYRACUSE, NEW YORK—About the only ones in Syracuse that would not know that "Gone With the Wind" was playing at Loew's State were those who could not see or hear. Manager Frank Murphy arranged on the opening night a dinner to some of the leading citizens of the city, who afterward went to the theatre for the first performance.

A contest was run in the Post-Standard to find the unmarried girl in Syracuse whose measurements were nearest to those of the actress whose gown, worn in the picture, was at the theatre. Winner of the contest wore the gown and appeared at the dinner. Practically every book and department store in the city featured the sale of the movie version of the book and displayed window and counter displays and theatre cards. Extra art and special stories were secured in all daily and Sunday papers for three weeks in advance of opening and during the showing of the picture. Windows were without doubt the most attractive that have been dressed for any tie-up in the memory of the writer. Beautifully colored sets were used in back of the windows, containing ladies apparel featuring those appropriate for southern journeys and including articles of the period represented by the picture.

A private collection of papers, pictures and magazines gathered in the Civil War days were used, with colored stills from the picture, in the windows of a vacant store near the theatre.

A band was present opening night in front of the theatre.

WILKES-BARRE, PENNSYLVANIA—Manager Fred Lee, Capitol, and assistant Jim Riley along with Jimmy Ashcraft, Ed Gallner, Metro, did a fine job. The campaign has many highlights, with a tie-up with the Wilkes-Barre Record seeking a local Scarlett O'Hara, complete with the usual merchandise angles; plenty of store co-ops, windows. etc., spot announcements over the radio; displays in high school, etc., some outstanding features.

LANCASTER, PENNSYLVANIA — When the newspapers here break down and give a picture a line of publicity, it is something little short of colossal, but Ray O'Connell performed the impossible; he wheedled the tab into turning all their men loose on accounts to stir up a couple of pages of ads for a co-operative line-up.

"Gulliver's Travels"

WILMINGTON, DELAWARE—Manager Dick Kirsh, Aldine, exploiting "Gulliver's Travels," covered nearly every ballyhoo angle.

Schools were reached through the members of the Board of Education who asked teachers to mention it in assemblies. Notices were on all of the school bulletin boards, and also the board of the Better Films Council.

Other "reaches" were as follows: Window displays; spot announcements; arrangements to play RCA record hits from the picture from the Camden plant studio over the air; distribution of a "Gulliver's Travels" masks to the first 200 children through a flour hook-up; distribution of 50 giant pencils.

"South of the Border"

PHILADELPHIA—Herman Comer obtained space in local department stores on "South of the Border." Among those co-operating were Gimbel's music department, which inserted heralds into each package. Newsstands carried imprinted dummy covers on Radio Guide. Comer used 5,000 heralds, which resembled the front cover of a song sheet, and songs sung by Gene Autry came through the iron grill above the sidewalk pavement which created no end of comment.

Fretwell Uses Snow in "Ninotchka" Campaign

HARRISONBURG, VIRGINIA—Following is a summary of the campaign on "Ninotchka," conducted by manager Jack W. Fretwell, State, assisted by Martin Garacofe.

Two weeks in advance, applaud record was played between shows, with accompanying announcement, "We now take you to Radio City Music Hall, where a capacity audience is applauding Greta Garbo's greatest laugh sensation, 'Ninotchka.' You will have an opportunity to thrill to 'Ninotchka' starting Monday, January 15." This announcement was made every matinee and night for one week.

A week in advance, a special trailer was ordered from Filmack, and hooked in front of the regular Metro trailer. The special trailer bore copy, as follows: First frame, "Ladies and Gentlemen" (upside down); second frame, (without a frame); then, complete blackout; then, upside down again; and, finally, the sound of a rumpus in the booth and the operator breaking in, saying, "Gosh, ladies and gentlemen, this is the operator speaking. I'm so excited about a new picture we have coming, I'm getting all messed up. But I guess I'd better show you some of the scenes from the picture, so you'll know why I'm so excited," and then the dark faded into the regular sound trailer on "Ninotchka."

Special lobby displays consisted of a cut-out of Garbo, with a pair of dummy legs obtained from a nearby dress shop, which gave a very realistic appearance and caught many eyes with the message, "This time I don't want to be alone. When I laugh all Harrisonburg is going to laugh with me."

A special ballyhoo man was used, wearing a white linen suit, a straw hat, and a pair of white shoes, with snow on the ground and the temperature at 18 degrees, bearing the copy, "Don't laugh at me, wait until you see Garbo in 'Ninotchka'—State, now."

CHESTER, PENNSYLVANIA—Charles Crowley, State, tied up with a weekly newspaper on a contest. He ran cuts of Greta Garbo's old pictures and issued 10 passes to winners who selected the correct titles.

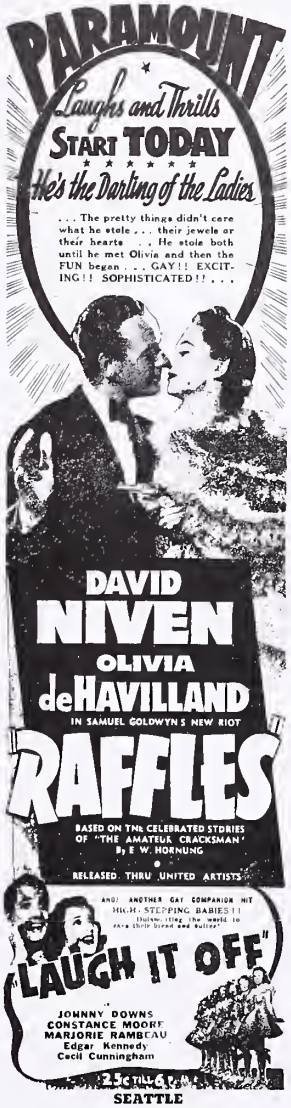
Selling Philly Schools

PHILADELPHIA—Manager David Seaman, Forum, cracked a barrier heretofore denied the theatre managers. The children in nearby schools carry the Forum's publicity into the classrooms, homes, and wherever they congregate. The stunt was achieved when Seaman provided schoolbook covers, with institutional Forum copy imprinted.

"Bowling Skill"

NEW YORK CITY—To enable exhibitors to cash in on the current popularity of bowling, which is now receiving national newspaper coverage through scheduled major tournaments, Paramount has completed an exploitation tie-up with the Brunswicke-Balke-Collender Company on its current short subject release, "Bowling Skill."

CHICAGO



SEATTLE

SAN FRANCISCO

SEATTLE

INDIANAPOLIS

NEW YORK CITY

MIAMI

HINTS ON NEWSPAPER ADVERTISING

No. 113—"Raffles" (United Artists)

Business on this remake isn't what it should be, although the ads listed on this page must be deemed attractive.

Those from Chicago, New York and San Francisco are especially different as to use of photographs in layout, the spotlight effect in the SF ad being off the beaten path. We would suggest that those who still have to play the picture give as good a break as possible to Olivia De Havilland as her buildup in "Gone With the Wind" makes her more important than she has been.

Copy is rather similar in all cases, with the Indianapolis Loew ad providing "He stole my watch, he stole my pearls, he stole my heart." The copy in Chicago's contribution should come in for some praise, too.

All in all, for this type of show, the ads are striking, so perhaps the word of mouth isn't helping the grosses.

Seidenberg's Tieups Aid "The Fighting 69th"

PHILADELPHIA—Harold W. Seidenberg, manager, Fox, had a strong lineup of ideas which helped make "The Fighting 69th" engagement the biggest in many, many months.

Highlights were:

Plenty of radio time on WCAU; 25 trailers in neighborhoods and keys weeks in advance; eight 40x60's in downtown theatre lobbies; 100,000 heralds distributed at the theatre and the Post Commanders' luncheon as well as in American Legion posts; newspaper interviews of members of the division residing in town; parade and concert by Legion bands; 100 three-sheets in the subways; screening for Legion post heads, with subsequent endorsement; special screening for priests; special local plug on Kraft Cheese program; 2000 newsstand tack cards with Screen Guide Magazine; 50 United News truck posters with Screen Guide Magazine; special radio interview with local priest and Legion official; drug store window tieups with tooth powder company.

ROCHESTER, NEW YORK—Manager Jay Golden, RKO Palace, Rochester, put on a wham campaign. Taking advantage of the official visit of Raymond J. Kelly, national commander, American Legion, manager Golden arranged a private showing of the film at reception and cocktail party in the Powers Hotel. There he had Frank Gannett, Rochester publisher and candidate for the Republican nomination for President of the United States, hobnobbing with the Legion officials and viewing the picture for heavy newspaper publicity. Two local radio stations aired the event.

Manager Golden also located Harold Benham, only surviving member of the "69th" in the Rochester area, for a notable press interview. He also had Benham pressing button at a ceremony starting the official run of the film. Lobby was strikingly decorated with flags and buting. Restaurants had cards advertising show at all tables.

Legion Fife and Drum Corps staged a parade and lobby concert in connection with memorial ceremonies on the stage for James M. Mangan, deceased member of the 69th.

ELMIRA, NEW YORK—Eddie Yarbrough, Keeney, used these highlights:

Manager attended the meeting of Bentley Post American Legion and secured their co-operation for a street parade to theatre with Drum and Bugle Corps and stage appearance on opening night with short address by Legion Commander.

He contacted Better Films Council for their approval and recommendation to their 1400 members.

Secured permission of Knights of Columbus to place sign and blow-up of Winchell's column in their rooms together with stills and press notices featuring the Father Duffy angle on all material.

Manager located an Elmiran, a member of the 69th regiment living in Elmira, now a retired disabled veteran—Cornelius Lorden. He was married by Father Francis Duffy, joining the regiment day before war was declared.

SYRACUSE, NEW YORK—Manager Harry Unterfort, RKO-Schine-Keith's, located the successor to Father Duffy as chaplain in the old 69th regiment in nearby Jordan and invited him to see the picture. After seeing the show, he endorsed it and carried back the message to his parish. Committees from the American Legion, Syracuse Council, K. of C., and Catholic Womens Clubs also endorsed the picture.

A special editorial was run in the Syracuse Herald-Journal. A contest was run to find old photos of war training camps, with guest tickets. The Patriot, local Legion publication, devoted story to the picture. Stories were run in local papers trying to find members of the 69th and giving the picture a plug. A nine foot banner was hung in the drill hall of the local armory, and a special army recruiting board containing pictures of army life and centered by a still from the picture was used on the sidewalk in front of the theatre.

"Swanee River"

HARRISONBURG, VIRGINIA—Following is a summary of the campaign on 20th Century-Fox's "Swanee River" as presented for the State by manager Jack W. Fretwell, assisted by Martin Caracofe.

Outstanding feature was this float made up of two six-sheets and special art work built on an automobile. Public address system, consisting of record player and microphone, was installed to play the musical numbers from the picture and make special announcements about theatre and playdate. Float was driven through the city and several adjoining counties, to all the schools and colleges as the pupils were dismissed. Various factories in the community were visited as the employees got off from work, and the colorful float was the center of a great deal of attention. Float was then parked in the heart of the down town section at night as a last-minute reminder of theatre-goers to see this gorgeous Technicolor musical.

Special letters were mailed out several days in advance to over 200 ministers and school principals in the city and county, playing up the highlights of the picture as to musical educational value and requesting that the picture playdate and theatre be announced to church congregations and school pupils.

Special banjo hangers and the large valance added a great deal of color to the front.

Blumberg Keeps Kids Warm

PHILADELPHIA—Irving Blumberg, Oxford, has a good-will builder. He always made a habit of catering to children, to see to it that they do not run out of the theatre in bad weather with their coats open or without their hats. In some neighborhoods, some children do not have the proper clothing, and many times it is necessary to get an old scarf or hat from the lost-and-found department to give it to a child so that he would not catch a cold. Recently, such a thing happened and that is just what Blumberg did, receiving numerous thank-you letters from parents who appreciated the unselfish personal care given their offspring.

"The Great Victor Herbert"

WILMINGTON, DELAWARE—Manager Lewis S. Black, Warner, exploiting "The Great Victor Herbert," covered 20 points in his campaign, feature of which was to have the entire student body of the public schools, through a Board of Education tie-up, study the life and works of Victor Herbert and be encouraged to see the picture. Picture was discussed in the schools and essays written.

Other school promotion work included Victor Herbert music with reference to picture in assemblies of both public and private schools; 1350 students in groups from the five high schools to see the picture, with classes dismissed early for the purpose, and bulletin board cards.

Aside from these activities the following were listed: Daily spot announcement over the air; radio stations playing Victor Herbert music; dance bands playing music with credit; window tie-ups in all music and dime stores; announcement at the All-Wilmington Community Music Festival at the Playhouse; Wilmington Music Commission; tie-ups and window cards in all large radio stores and radio departments; advance stories; picture discussed in all women's clubs; display stills in New Century Club; stills in all school libraries; Lobby Hobby program from theatre lobby direct from screen with description of the picture.

"Judge Hardy and Son"

HARRISBURG, PENNSYLVANIA — Telegrams were sent by manager Sam Gilman, Loew's, to advise local newspaper columnists that Mickey Rooney had been selected "King of the Movies" by readers of a New York newspaper.

At the suggestion of Paul Walker, Harrisburg Telegraph, the theatre invited all Dauphin County judges and their sons to be guests of the management. Twenty members of WHP's Mickey Rooney-Judy Garland Fan Club were guests of manager Gilman and they later discussed the picture during club's broadcast.

"Shop Around the Corner"

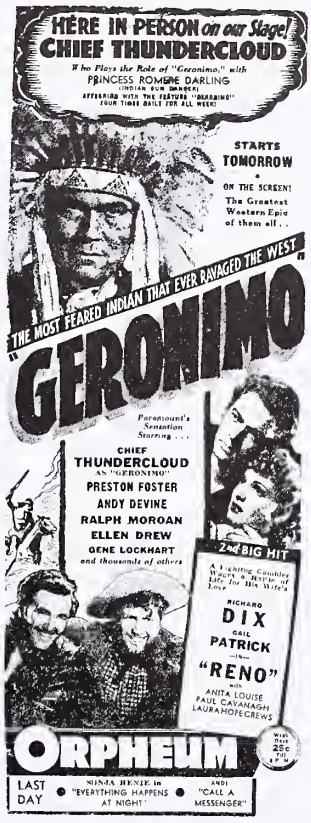
BRIDGEPORT, CONNECTICUT—Matt Saunders' exploitation campaign for Metro's "The Shop Around the Corner" at Loew's Poli was featured by an excellent full-page co-operative ad in the local Post. Contacting neighborhood merchants, he arranged for a display, one day before the opening, featuring ads of various dealers, including luggage, furniture, photographs, service stations, carrying copy plugging "The Shop Around the Corner" and urging readers to shop at these places following their visit to the theatre.

"Invisible Stripes"

SYRACUSE, NEW YORK—Manager Gene Curtis, RKO-Schine-Paramount, secured a window tie-up with a clothing store in which the store featured clothing of the invisible stripe cloth together with theatre cards. Two men's wear stores featured the George Raft sweaters and stills and cards. An exhibit of visible means used by prisoners in trying to escape from Onondaga County Penitentiary and the invisible stripes were featured in show case in front of the theatre and in lobby.

TOMORROW—

INDIANAPOLIS



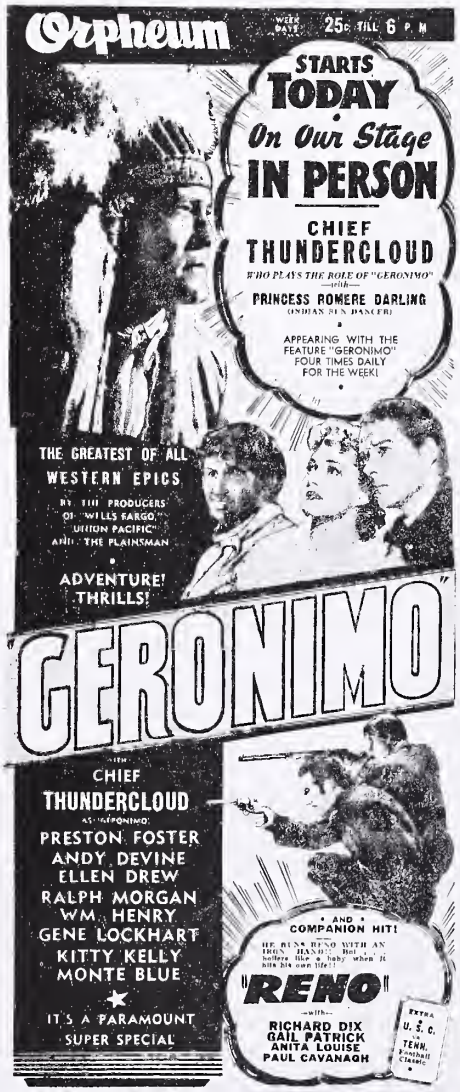
SEATTLE

HOUSTON

SAN FRANCISCO

ALBANY

SEATTLE



HINTS ON NEWSPAPER ADVERTISING

No. 114—"Geronimo" (Paramount)

No need to disguise this one or aim for anything except the soldiers and Indian appeal—that's everything. The cast is devoid of big names, although Andy Devine is popular, so it's Indians or bust, and this page shows it.

The art goes strong for the Indian head, with a touch of the romantic from the two comparatively unknown stars. We like Seattle's modest "Paramount super special," which might sell some tickets, (but we doubt it).

In the small towns, of course, this is raw meat, with no checks on the copy. In these early runs, it became a spectacle, as witness the deluge of copy from San Francisco. If this is examined closely, a little white space which got by the layout man might be found.

All in all, this is a wild meller, so don't disguise the fact.

In Still Review Passes "Northwest Passage," With Spencer Tracy

On February 23 will come to the U. S. screens "Northwest Passage," based on Book One, "Rogers' Rangers," of the novel by Kenneth Roberts, and featuring a cast composed of Spencer Tracy, Ruth Hussey, and Robert Young, shown in the top row, supported by Walter Brennan, Nat Pendleton, Robert Barrat, Isabel Jewel, Montague Love, Hugh Sothern, and others. In the other pictures are black and white scenes directed by King Vidor. The picture, produced by Hunt Stromberg, was filmed entirely in Technicolor and was more than a year in the making. Those who have seen it are high in praise.

NEWS OF THE TERRITORY

NEW YORK CITY

Crosstown

"Harvest," Gallic import which was the center of several industry squabbles, closes February 25, after about six months of successful business at the World. "Baker's Wife," another Frenchie follows.

Waldorf gets a $90,000 renovation, with the Brandt house receiving new front, marquee, doors, carpets, chairs, stage, loge for smoking, etc. . . . A program of documentary films on incidents in American history was presented last week at a theatre party given by the New York Round Table of the National Conference of Christians and Jews at the Stoddard. About 800 persons attended the showing, intended to promote inter-faith amity and said to be the first program of it type offered to adults.

Ernest Lubitsch, producer and director, "The Shop Around the Corner," Radio City Music Hall, was guest of honor at a luncheon given by the Music Hall executive staff in the theatre's studio apartment. Gus. S. Eyssell, presided at the festive board. Others present honoring Mr. Lubitsch were; Leon Leonidoff, Russell Market, Gene Snyder, Florence Rogge, Hattie Rogge, Erno Rapee, Maurice Baron, Fred Cruise, Gene Braun, Robert E. Henderson and Hazel Flynn, all Music Hall department heads.

"The Grapes of Wrath" began the second week of its extended engagement at the Rivoli theatre after breaking all attendance records in the history of the theatre during its opening week. 20th Century-Fox picture drew an attendance of 85,714 persons for the week in the 2,000 seat theatre.

Preview of "Abe Lincoln in Illinois" at the Hollywood last week brought out a host of film men. . . . The local film world was well represented at the opening of "Little Old New York" in Miami last week, a world premiere.

Dave Weinstock will operate the new theatre being built by the Puritan Land Corporation at 169th Street and Meadow Lane, Flushing, a 600-seater scheduled to open May 1.

Paramount's "Remember the Night," completed its second week at the Paramount with receipts of approximately $35,000, Robert M. Weitman, manager, reported.

Eureka! Chrysler finally delivered that new model to Seymour Kutinsky, National Theatre Supply. . . . The longest run film on Broadway is "Harvest." Longest run legit on the stem is "Tobacco Road." There was a general "get-together" of both last week when the players in the long-run legiter were the guests of Gil Josephson at the World where the French film is currently in its fifth month. . . . Mel Adams, Hal Kemp's press agent and well known among filmfolk, wrapped his car around a telephone pole last week and miraculously got off with practically no damage to his own self. Car was not quite as lucky.

Lee Newbury, temporarily chucked his chores as Jersey Allied chief to trek through the icy southlands. . . . Harry Doniger's wife is in Hollywood, visiting young Doniger who holds down a writing job for Metro. . . . Bob Weitman informs us that Tommy Dorsey plays a return engagement at the Paramount in a week or two. . . . "Men and Dust," a Lee Dick, Inc., two-reeler, is to be released shortly by Garrison Films. A novelty sound track features four different well known commentators.

Alfred E. Smith and William Church Osborn sponsored the premiere of "Recovery Road" and "The Disinherited," two shorts produced by The Children's Aid Society. Event took place last evening at the Museum of Modern Art. . . . Gus Eysell, secretary, Music Hall Corporation, was host at a cocktail party in the studio apartment for Brian Aherne and Madeleine Carroll last week. W. G. Van Schmus is vacationing.

John C. Bolta, president, Wakfield Cinemas, Inc., operators of the 1,330-seat Wakefield, Bronx, has signed with RCA Photophone for new sound for the house.

44th Street

METRO: Back from Florida came Harold Goldgraben, with Moe Rose, Lou Allerhand and wife, and Suzanne Armand heading the other way.

RKO: Bob Wolff enjoyed his short Florida jaunt. . . . Jack Ellis is expected to travel to Philly to help the salesmen there organize.

REPUBLIC: Herman Gluckman went to Florida.

Brooklyn

Werba, Flatbush Avenue Extension showcase for burly, legit, and film, is being torn down. . . . To raise funds for its newly-planned 1940 activities, the Bedford Branch of the Motion Picture Council of Brooklyn gave a dessert bridge and cake sale. . . . Yiddish picture policy at the Fair seems to be doing okay. . . . Herman Pett, Saint George Playhouse, is beginning to discover that Wednesday comes around to seldom.

Staten Island

Elihu Glass, manager, Fabian's Liberty, worked with Edgar Goth, Fabian publicist, to set in a cooking school February 28 to March 1. Tie-up is with the local newspaper, the Staten Island Advance with much free publicity. . . . Manager John Firnkoess, Fabian Paramount, jammed the kids in for "Gulliver's Travels" by giving away 1500 miniature Gulliver stage sets promoted at no cost from a Macaroni company. . . . By arrangement with George Evans, manager, Fabian Saint George, the winners of the local talent quest contest provided entertainment at the Staten Island Advance Employee's Annual Dinner Dance. . . . George Trilling's White Caps, girl basketball team playing on stage of Ritz, have made it six straight, defeating the Shamrocks. . . . Harry Black, district manager, Fabian Island theatres, was guest speaker at the South Shore Lion's Club. . . . In a contest to select a new name for the renovated and remodernized New Dorp, over 2500 entries were submitted. Contest was in co-operation with the Staten Island Advance. Name selected was Staten. Mike Garzetta, manager, awarded prizes to winners as part of the ceremonies of the gala opening. . . . Art Lane, manager, Fabian Strand, was appointed to the board of directors of the Great Kills Business Men's Association.

CIRCUITS

Consolidated

Fred Perry, after 14 years with Comerford in various sectors of Pennsylvania, is now holding the fort at the Jerome, Bronx.

Loew's

Ona Munson, Belle Watling of "Gone With the Wind" was the guest of Brooklyn newspaper writers at dinner. Miss Munson appeared at the Brooklyn Metropolitan opening of the picture. . . . Arthur Loew left for visit to New Orleans Mardi Gras, to be followed by motor trip to the Coast. . . . "Judge Hardy and Son" held for three weeks at the Criterion, the longest run for that house in a long time.

David Bernstein has been vacationing in Saint Petersburg. . . . William F. Rodgers was ill with the grippe. . . . Mr. and Mrs. Arthur Loew left for New Orleans, the Mardi Gras and the Coast.

Sam Coolick, advertising department, is the father of a girl baby, Marilyn Ann, born at Brooklyn Bushwick Hospital.

Randforce

Passing of Mrs. Rose Sirkin, mother of Joseph Sirkin, manager, Maspeth, was mourned.

HOME OFFICES

Alliance

Week beginning January 21 marked a red-letter period of celebration for Budd Rogers, vice-president-general manager, Alliance Films Corporation. January 24 Budd's son, Richard, graduated from junior high school and two days later, his parents celebrated their 20th wedding anniversary.

Hoffberg

A housewarming party was tossed February 3 to mark the opening of the new offices in 1600 Broadway. Projection room takes up some of the new space. . . . Arthur Benjamin and Bob Snyder have established offices under the name, Midwest Film Exchange, Inc., as Hoffberg's Chicago affiliate.

Korda

Arriving on the Conte de Savoia last week were Sabu, who has just completed

the leading role in "The Thief of Bagdad"; Zoltan Korda, Mrs. Korda (she is the former Joan Gardner) and the Kordas' young son. . . . Following a brief stay here, Sabu will proceed to the coast, where plans are now under way to star him in Hollywood-made pictures.

Metro

A new post was created last week when Norman Kaplan was appointed staff photographer. He was transferred from Al Simon's WHN publicity department and leaves shortly for Port Huron, Michigan, for the world premiere of "Young Thomas Edison." . . . Si Seadler trekked westward for a vacation at the B Bar H ranch in Garnet, California. . . . Bill Hebert who did "GWTW" publicity chores, left for the coast. . . . Sam Katz is in town. . . . Publicist Charlie Cohen's sister will hear wedding bells ring for her in March. . . . Those charades parties tossed by Halsey Raines are becoming contagious. . . . Tina Kreisberg recently celebrated her first wedding anniversary. . . The Metro basketball team shellacked United Artists, 52-19. Horowitz chalked up 18 points personally. . . . Jack Streiker was the model for a Liberty illustration by Vincentini.

Monogram

Old man Grippe has taken his toll of the home office. Madeleine White, Ray Johnston's sec, is still fighting the demon even though she has returned to the office. Lou Lifton was home, too, and Bill Raynor of Lifton's department followed suit. . . . Manny Reiner had "car trouble" again last weekend—he didn't see a hydrant when backing out of his garage. . . . Industry is lamenting the loss of our very attractive Barbara Livingston of Lou Lifton's staff, who is leaving Monogram. We are sorry to see her go to Cleveland where she is joining her mother for a trip to the West. . . . Her place is being filled by Flavia Soracci, who used to be with Columbia. . . . Does anyone know why Charles Dorsa, art department, likes to watch the skaters at the Rockefeller Center ice rink on these cold blustery days? . . . Marion Kirschner, Lou Lifton's genial girl Friday, is a commuter—again having moved to the Bronx.

Paramount

John A. Ojerholm, head of Paramount's British technical staff, who has been visiting this country since Christmas, returned to England via Italy. . . . Prior to Ojerholm's appointment to the British post last year, he was for many years assigned to Paramount's Long Island laboratory. . . . Robert L. Graham, newly-appointed assistant to A. L. Pratchett, Paramount general manager for Cuba, Mexico, and Central America, will arrive at his headquarters in Mexico City on February 5 to take up duties there.

Vincent Trotta and Don Velde were given a farewell party, on leaving to join Advertising Accessories, Inc.

Among those who hopped to Florida were Alec Moss. . . . Y. Frank Freeman returned to the coast. . . . So did Cliff Lewis.

RKO-Radio

Of interest to the entire organization is the announcement by popular projectionist Sam Kaplan of his forthcoming marriage. Girl is Sylvia Bonyon, a Newark native. Nuptials take place in May or June. . . . A special screening of "Pinocchio" will be held for the children and young relatives of the press. ,

President George J. Schaefer came in from the Coast for a quick trip, returning.

Roach

Burgess Meredith, Roman Bohnen, and Betty Fields were guests of honor at a National Board of Review luncheon last week.

Tom Walker, vice president and Eastern representative for Hal Roach Productions, left for the coast. At the studio he will confer with the producer on the selling of forthcoming Roach pictures. . . . Walker will be away from his desk in New York for about two weeks.

Selznick

Joan Fontaine arrived to join Brian Aherne, her husband, also here for a visit.

Small

Brian Aherne, who has just completed the leading masculine role in "My Son, My Son!" arrived in New York from Hollywood last week. Madeleine Carroll, who plays the leading feminine role opposite him, also arrived in New York prior to sailing for Europe.

Madeleine Carroll and Brian Aherne, were feted at a press reception in the studio of the Radio City Music Hall.

20th Century-Fox

Roger Ferri went to the Miami opening of "Little Old New York," publishing the Dynamo, house organ, from there. Christy Wilbert was down for the opening, too.

Universal

Telegrapher Billy Simons has been home suffering from a lingering malady these past weeks. . . . Ask Lou Pollock how his son is and the press chief will open a desk drawer and show you pictures of the offspring by way of answering. Lou has something to brag about.

Warners

Bob Taplinger, who came East with a group of newspaper men for "The Fighting 69th," hopped back. . . . Beatrice Greene, secretary to Joe Hummel, resigned after 16 years in the foreign department. She is Mrs. Monroe Levy in private life.

NEW JERSEY

Bergen County

Clifford Dunn Post, American Legion of Bogota, is holding "Bingo" game each Thursday night at Queen Anne, Bogota, with program also including newsreel and feature. . . . George Djimos, manager, Plaza, Englewood, has recovered from a back injury suffered in a fall. Special morning showing of "Gulliver's Travels," was held for 10 O'Clock Club at Plaza. . . . Harry Fuchs, manager, Fox, Hackensack, served as chairman of theatre committee in Bergen County drive against infantile paralysis.

—P. C.

Dover

Sam Roth, manager, Baker, plans to join the crowds at Miami Beach around February 9.

East Orange

Otto Rettig, Ormont, is getting his sunshine vitamins via a case of oranges sent to him by a good friend.

Elizabeth

A Saturday Eleven O'Clock Club has been formed at the Liberty. . . . Five musicians were given pit positions as the result of vaudeville's return on a three-day basis at the Liberty. . . . Broad reduced its prices: Now 10 cents for all up to 5 P. M., thereafter 15 cents until closing. . . . Amateur radio awards are being made at the Liberty.

—McI.

Jersey City

New Jersey premiere of "Gone With the Wind" was held at Loew's Jersey City. Ona Munson, a member of the supporting cast, was an honor guest. She gave a short talk after being introduced by G. Beatus, district manager, Loew's theatres in New Jersey. Premiere was attended by a capacity crowd of nearly 6,000 persons with a carpet extending from the curb into the theatre and upon which persons coming in automobiles alighted and walked into the theatre, the front of which was lighted by a battery of searchlights. . . . Six Jersey City society leaders welcomed the guests and there were many theatre parties in attendance, the largest being that of the Ninth Ward Woman's Democratic Club. Theatre was decorated with American flags and pennants and preceding the start of the show and during the intermission, Ted Meyn, theatre organist, played Southern tunes on a novachord, in keeping with the story of the film.

Everything went off according to schedule under the direction of manager George Dumond. Many notables were present including Marvin Schenck, Loew's executive; James J. Braddock, former world's heavyweight boxing champion; and Mrs. A. Harry Moore, wife of Governor Moore. . . . Jersey City Kiwanis and Lions Club held a "Gone With the Wind" dance following the premiere at the Hotel Plaza.

Orient has started giving away volumes of encyclopedia. . . . A 10 for 10 at 10 a.m. is the new policy for the kiddies shows at the Tivoli with 10 units of films being offered on screen for 10 cents with ice cream free to each child attending. . . . Mrs. Al Unger, wife, Capitol manager, had a birthday recently. . . . Favorable comment has been heard of Ted Meyn's playing of the Novachord during intermissions of "Gone With the Wind" at Loew's Jersey City. . . . Notis Kammenos, manager of State, put on a swell campaign for "Swanee River." . . . First of a series of visual education programs was presented at the Central. . . . Stanley has new projection equipment. . . . State's Bill Goodman likes to read detective stories. . . . James Cambridge is responsible for erection of large "Gone With the Wind" display in lobby of Loew's Jersey City. . . . State has a new screen. . . . Lawrence Barr, Charles Doerling, Eugene Baker, Harry Meyers and Walton Watson, ushers, Loew's Jersey City, and Frank Feeney, chief of staff, have adopted "Windy" a homeless black and white "mutt" as their mascot during showing of "Gone With the Wind." . . . Herman Starr and Notis

JOE JOEL SAYS:

Among Other Things . . .

The burning of the Mardi Gras Theatre, Coney Island, brought back to me recollections of the past. I remember during the Raines law, no beer could be sold without a meal and the owners of the Mardi Gras to overcome that, placed a plate on each table with three slices of bread on it. I know for a fact that some of the bread was over three weeks old. In fact, some of the bread was covered with cigar ashes.

There was no admission charge but you were supposed to buy a glass of beer and if you did not keep an eye on your glass, the waiter would steal it before it was half empty. There were silent pictures in those days and there always was a crowd inside and on the street. Every three minutes, there was an intermission to drive the old customers out to make room for the new. Think of it—a glass of beer, moving pictures, and three slices of bread for a nickel.

Ed Kaplan, formerly with Metro Premiums, has joined Mac Schwartzman's Quality Premiums. He is quite an old timer in the Premium Business and has many friends in the motion picture industry. . . . Joel Appelbaum, Royal, 10th Avenue, informs me he has increased his business on Sunday night by having community singing. Appelbaum, who is quite a singer himself, leads the singers. . . . While at Republic, I heard Vincent Traynor, Denville, ask for a date on Gene Autry's feature "South of the Border." He was told by the booker the first open date was Easter week. He said, "I'm booked that week. Give it to me Labor Day." Miss Dennet, head booker, informed me that all of the Gene Autry features are going like wild fire. . . . My hat is off to Moe Streimer, United Artists, for his marvelous work in getting up a collection for Fred Samuels, elevator man, and Joe Wilt, mechanical engineer, who are both in a hospital. They were employed in the Film Center Building. . . . Streimer succeeded in collecting over $200 which I know will be highly appreciated by the unfortunates' families who will say "God Bless him and those who so highly contributed."

Sid Kramer, National Screen Service, was married to Al Roseman, January 27. They spent their honeymoon at Lakewood, New Jersey. . . . Elsie Rosenkrantz, daughter of Morris, Metro film room, graduated with high honors. I have had the pleasure of seeing Miss Elsie and, without any exaggeration, she is a very handsome child. . . . American Film Exchange has many features suitable for the Lenten season. Among them is "Golgotha," which has been pronounced by the press as one of the best pictures of its kind ever produced. If you are looking for pictures for Lent, it will pay you to visit the exchange at 630 Ninth Avenue. . . . It is with sincere regret that I announce the death of Louis Egert, father of Harry, one of the owners of the Progressive Poster exchange. He had been ill for a long time. I extend to his family my heartfelt sympathy. . . . Jack Cohn, Monogram, poster and shipping department, is home suffering with a very severe illness. It is my earnest wish that he has a speedy recovery and I know he is surely missed by his associates in the exchange.

I was invited to a birthday party in honor of the birthday of Murray Blutzreich, cashier, RKO. It was held by the bookkeeping department. Cake was made and furnished by Peggy Degnan who is one of the oldest employees in RKO. . . . B. Barry, formerly with the Empire Electric Supply Company, is now connected with the Crown Motion Picture Supply Company. . . . Louis Simon, a pioneer manager in the motion picture industry, now managing the City Hall, is still living with the same lady he married 25 years ago. He celebrated his silver wedding Janauary 16. Well, Lou, here's hoping you may celebrate a Golden Wedding.

My friend, Milton Kronacher, who has been staying in Lakewood, New Jersey, sends regards to all the boys.

Kammenos, Skouras New Jersey division, and William White, John Benes and Tony Rossi, home office, inspected Skouras theatres in Jersey City. . . . Dorothy Hellman, Skouras home office, is sporting new outfit.

—P. C.

Linden

A Hungarian picture was well received at the Saint George. . . . "Fair-O" is a new feature.

—McI.

Morristown

Walter M. Hoffman, local Roth executive, is now a member of the Board of Education.

Newark

Spitzer Kohen, manager, Globe, slipped and fell, sustaining severe head injuries which have confined him to bed. . . . Since the recent fire at the Paramount, the Newark Building department has enforced the law compelling amusement centers to fire-proof all hanging drapes and materials. License renewals have been refused pending compliance with the law. . . . Mosque was among the first to comply in order to stage a Dorothy Thompson lecture.

Passaic

Warners again donated use of Montauk for noon-hour Lenten services for Passaic churches. . . . Harry Hecht, owner, Lincoln, Palace, has been elected a director in the Passaic YMHA. . . . Telephones at the Capitol, Montauk and Playhouse (all Warners' houses) have been consolidated into one circuit, Passaic 3-2440, to save operating costs.

—I. S.

Paterson

William Rogokos, assistant manager, United States, until a year ago, died recently. Funeral was attended by the staff of the U. S. . . . Frank Hall, Rivoli, has been laid up with a severe cold. . . . Charles L. Dooley, district manager, Warners, rented a store room adjoining the Alexander Hamilton hotel and set up a suite of modern ticket offices where seats are being sold for the engagement of "Gone With the Wind" at the Garden.

John O'Neil, assistant manager, Garden, has been ordered by his physician to take a six to eight weeks rest.

IMPORTANT ANNOUNCEMENT

Edward Kaplan

Formerly with Metro Premiums

NOW ASSOCIATED WITH

MAC SCHWARTZMAN

in the SERVICING of

QUALITY PREMIUMS

MAC-BERT, INC.

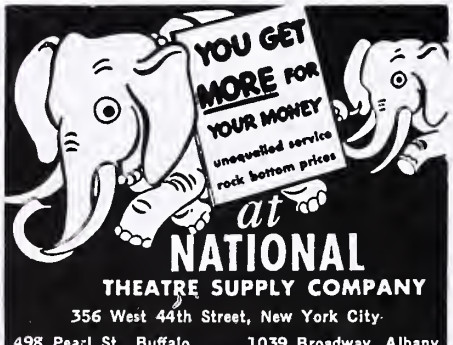
362 WEST 44th STREET

NEW YORK CITY

EXPERTS . . .

in every field of theatre design and maintenance will be found listed on

THE EXHIBITOR'S PAGES



BINGO CARDS

MADE ON CARD — NOT PAPER!

WITH PUSHOUT TABS — LARGE

1,000 COMBINATIONS—SIZE 4½x5

$2.25 PER THOUSAND

JOSEPH FITZER
104 GORLAND AVE.
SYRACUSE, N. Y.

LUCKY AND BINGO

The ONLY GUARANTEED Theatre Games!

DENNIS GAMES, Inc.

N. E. Cor. 13th and Race Streets, Philadelphia

RUSS COHEN, 353 W. 44th Street, N. Y. C.

"Pioneer of Theatre Games"

Rahway

Goodwill bonus to patrons are being given at the Rahway.

—McI.

Union City

Lincoln held contest in conjunction with showing of "Gulliver's Travels." Three column cartoon of characters and scenes from the film were published in newspapers and guest tickets were given persons sending in 10 best sketches of Gulliver, made by drawing pencil between numbers on the newspaper cartoon. . . . First baby boy and girl born in North Hudson Hospital, Weehawken, February 1 will have a happy start in life waiting for them, according to management of RKO Capitol, Union City. More than $50 in gifts awaits babies born on that day, the opening one of the theatre's showing of "A Child Is Born."

—P. C.

NEW YORK STATE

Albany

Frank Weitung, Park, Cobleskill, is doing nicely after an operation in a Utica hospital. . . . Mike Boumasour, Plaza, Malone. made a trip to New York, and stopped off in Albany. . . . In town on one of his infrequent visits was Alec Papyanakos, Canton. . . . Andy Roy, Strand, arranged a two- column write-up in Sunday Times-Union Legionnaire column, conducted by Raymond Joyce, on "The Fighting 69th." . . . Most improved handball player on the row is Leon Herman, RKO. . . . Cal King, with son William, Walden, Williamstown, Massachusetts, was a row visitor. . . . Ben Smith, Pamo, kept on his feet and managed to fight off a bad cold.

Bernie Kranze, RKO, was pleased indeed at the turnout for advance screening of "Abe Lincoln In Illinois" at the Madison. . . . Total of 150 gave the picture the once-over. . . . Bill Kramer, Schine circuit booker, was seen along the row, together with Frank Williams, Schine-Benton booker. . . . Mr. and Mrs. M. J. Kallett are now in Florida. . . . Joe Miller reports dates are coming in fast and furious on Columbia's "The Shadow," which is being booked for full week playing time, instead of Saturdays only, at Fabian circuit's Grand, and other area houses.

Artie Newman, Republic, was in New York. . . . Max Friedman, Warner circuit film buyer and booker, made trips to Buffalo two weeks in a row, staying several days each time, lining up upstate bookings with district manager Ralph Crabill.

Weldon Waters, Paramount, week-ended with friends in Springfield, Massachusetts, where the missus spent several days. . . . Vivian Sweet, Salem, Greenwich, is still busy working on his summer camp, which he expects to have ready by fishing season. . . . Joe Weinstein, Warner theatres' short subjects booker, was a grippe victim. . . . It cost Metro booker, Bill Gaddoni, a double sawbuck when a taxi dented fenders on his new buggy. . . . Jimmie Moore, Vitagraph assistant booker, was stiff for several days after a strenuous handball workout with the boys. . . . Jim Papyanakos, Gouveurneur, Pottsdam, was on the sick list. . . . Smalley circuit opened Gift-a-Fur Night at Smalley's, Norwich, February 1. . . . Neil Hellman, Paramount, Royal, made a one-day trip to New York.

Tony Ryan, Universal, verifies the report of 64 inches of snow in Watertown, where he swears he saw 50-foot drifts. . . . Sam Rosen, Fabian circuit home office, was a visitor in town. . . . Herb McIntyre, RKO drive leader, was expected in town to conduct a sales meeting with manager Bernie Kranze and staff. . . . Clarence Mull, Nassau, had troubles with his sound. . . . Morris Silverman, former operator, Mount Pleasant, Schenectady, is looking for a theatre connection, as manager or booker. . . . George Jefferies, Universal salesman, was a bit under the weather.

"The Fighting 69th" kept cashiers and service staff stepping at the Stanley, Utica, where Warner film rang up record grosses. . . . Manager Bill Haynes had a comprehensive campaign. . . . Alice Smith, Vitagraph's cheery hello girl, was on the sick list with a cold. . . . ditto Strand manager Andy Roy. . . . One of the happeist men on the row is 20th Century-Fox's Ben Dare, who has had his territory 100 percent sold since mid-December, 79 out of 79, and his accounts are right up-to-the-minute on their playdates as well.

—C.

Beacon

Beacon presented midnight benefit show January 27 for the benefit of the Child Refugee Fund. Show was sponsored by Beacon Chapter of Hadassah.

Binghamton

"GWTW," going into its second week at the Strand, will again interfere with manager Tom Hannifan's bowling. . . . General manager Ned Kornblite and the Mrs. are probably getting their second coat of tan, down Florida way. . . . Pat Stevens and Marie Davis, Capitol usherettes, will journey south. . . . Mrs. Frances (Parmley) Rolles, Capitol, has finally found a suitable nest of rooms, and will give up the theatre for a housewife's career. . . . Carl Winters, Capitol maintainence man, has been confined to bed at home. . . . Charles Ryan, Comerford, executive, Scranton, was a recent visitor.

H. J. Mac Daniels, manager, Endicott Strand, had boy with sandwich sign and appropriate copy, parade to local skating rinks "Everything Happen At Night." . . . J. L. Fitzpatrick, Riviera, and Buddy Kornblite, assistant, Suburban, are always engaging in a crazy conversation whenever they meet. . . . Doormen again took in the Managers Bowling team a fortnight ago 2 to 1. . . . Managers won the first by the margin of one pin; the Doormen took the second game by the same margin and the third by too many. . . . Because of the widening of the street, the marquee at the Grand had to be removed to meet with requirements, but will soon be reinstalled according to owner Sammy Sunness.

—F. D. R.

Buffalo

RKO preview of "Abe Lincoln In Illinois' held at the Court Street, January 29 was a success. Buffalo, Rochester and Syracuse newspaper critics, representatives from broadcasting companies, exhibitors, film executives, members of the Board of Education and city officials attended. Luther D. Aydelotte lent atmosphere to the gathering, mingling with RKO's guests, his garb, facial expressions, size and mannerisms perfectly imitating Abraham Lincoln.

Lafayette bowling team defeated the Shea Operators, January 29. February 5 the Lafayette will bowl the Shea stagehands. . . . Cecil Febrey, assistant cashier, 20th Century-Fox, took to the Airways both ways to spend the week-end in Washington. . . . Lillian Cray, Boston, spent 10 days visiting in town. It is rumored that she will be the future Mrs. Sam Geffen (Sam has Metro Premiums in this territory). . . . Lovely Majorie Bellman was in from New York visiting her daddy, Jack Bellman, manager, Republic. . . . Mr. and Mrs. Constantine Basil, Basil circuit, and Mr. James Jameson left February 6 for Miami Beach, Florida. . . . Ask Vernon Gray, RKO publicity representative, to explain the benefits derived from drinking sauerkraut juice. . . .Lou Blumenfeld has taken a house on Long Island and will move his family down there March 1. . . . A. A. Schubart, manager exchange operations, RKO, visited branch manager Charlie Boasberg. . . . Maurice Nicholson, organist, Shea's Buffalo, gave a housewarming for the boys. . . . J. R. Grainger, president, Republic, was in town last week conferring with branch manager Jack Bellman.

About 60 exhibitors, branch managers, bookers and salesmen attended a stag luncheon, January 27 in honor of Lou Blumenfeld, former 20th Century-Fox office manager. Sydney Lehman, branch manager, United Artists, was master of ceremonies and read telegrams from Bill Cadoret, RKO-Comerford's city manager in Rochester; George Lynch, Lou Goldstein, Schine circuit; Tom Walsh, Comerford circuit; Chris Heidt, 20th-Century-Fox. Lou was presented with a beautiful travelling bag and fitted case, and a scroll with the names of the guests present. . . . Sydney Samson, branch manager, Emmy Dickman, salesman, 20th Century-Fox, and Elmer Lux, salesman, RKO, deserve a big vote of thanks. . . . George A. Roberts, district manager, came from Cleveland for the luncheon and Robert Clabeaux, former booker, also attended.

Charles Rich, branch manager, Warner Brothers attended a meeting of the district managers and branch managers in Chicago February 3-4. . . . Basil Brothers Night was celebrated February 3 at the Variety Club. . . . George Schneller, operator, Lafayette, fell while boarding a street car. . . . Max Vogel, Webster, Rochester, planned a grand affair February 6, when Syd Lehman, Jack Zurich, Nate Sodikman and Ted Hammer took their third degree in the Orpheus Masonic Lodge. Max is Past Master of this lodge.

Fred Ullman, president, Pathe News, was in Buffalo with Charlie Boasberg, RKO manager. He brought with him a special short called "Siege," showing smuggled pictures of the siege of Warsaw and screened it for newspaper men and leading exhibitors. . . . Emile Giffoniello is in the market for a four-passenger sleigh. If you hear of one, call him at Shea's Buffalo. . . . Mrs. Henry Fruecht and Mrs. Ed Frank were entertained by the girls of the Shea office in the Peter Stuyvesant room. . . . Chris Heidt, 20th Century-Fox booker, flew to Mountclair New Jersey and back.

Local premiere of "Gone With the Wind" saw city officials and society

leaders turning out en masse for the event, a complete sell-out, despite a severe snow storm. . . . A. J. Dademacher, Altec service, attended the premiere with two guests from Toronto. . . . Irene Blair, stenographer, Columbia, attended a dinner given by her bridge club before the premiere. . . . George Mackenna, general manager, Strand-Cataract, Niagra Falls, reports that their opening of "Gone With the Wind" at the Cataract a huge success. . . . Why didn't Monogram's star salesman, Nat Sodikman, wince every time a certain lodge affair on February 6 was mentioned. Ask Joe Friedman, National Screen.

Sydney Samson, branch manager, 20th Century-Fox, has again been appointed zone chairman of the Annual Will Rogers National Theatre Week Drive, for the Will Rogers Memorial Hospital. He appointed the following committee: Ralph Maw, manager, Metro; Charles Boasberg, manager, RKO; Jack Bellman, manager, Republic; Harry Berkson, manager, Monogram; Charles Rich, manager, Warner Brothers; Ken Robinson, manager, Paramount; Phil Fox, manager, Columbia; Sydney Lehman, manager, United Artists; John Scully, manager, Universal. At a meeting held January 29 it was decided that each of the committee would appoint a sub-committee.

All Monogram upstate representatives are working very hard on the "March for Monogram" playdate drive. Harry Berkson, local franchise holder, reports the response gratifying. . . . All hands at 20th Century-Fox are greatly enthused over "Grapes of Wrath." . . . When that big snowstorm hit Buffalo and stalled the film truck outside of Pembroke, the only Monogram representative whose car could run that day was Howard MacPherson. That's one time he wasn't so proud of his car, for, the job of bicycling that Sunday automatically fell upon him.

Out-of-towners booking along film row were Don Whittington, Don Stevenson, Rivoli, Rochester; Ray Pashley, Lakes, Interlaken; Clyde Lathrop, Dunkirk; Howard Lurie, Rochester; George Tooker, Glen, Watkins Glen; Max Vogel, Webster, Rochester; Bill Tischkoff, Murray, Rochester; O. K. Westbrook, Hemlock; Morris Zimmerman. . . . Georg Hanny, Jr., Capitol, gave a cocktail party at his home preceding the screening of RKO's "Abe Lincoln In Illinois." . . . Charles Rich, branch manager, Warners, gave a talk over WHAM regarding "The Fighting 69th." . . . George Larkin took over the Harvard, Syracuse, from George Smith January 24. . . . Murray Briskin, Homer, left for New York City to join his mother, who is coming from California to visit him. . . . Sam Sunness, Grand, Jarvis, Binghamton, is building a new theatre in downtown Binghamton, which he expects to open May 1. . . . Mr. and Mrs. Irving Fried are the proud parents of a new eight-pound baby boy, born at the Children's Hospital, January 27. Irving says the baby looks just like him. . . . Hunt Sidway gave a reception January 28 in honor of Allan Jones and his pretty wife, Irene Hervey, who were in town for a concert at the Consistory for the benefit of the March of Dimes. . . . Dolores Hayes, Shea's Buffalo cashier, is back on the job after a leave of absence. . . . Norman Pearlman, Cameo, Binghamton, spent last week visiting in New York.... Sydney B. Kulick, Producers Distributing, New York, was noticed lunching. . . . Vincent R. McFaul, general manager, Shea theatres, has announced plans for reseating their Hippodrome. . . . Marion Walsh, secretary, Lafayette, left for New Orleans to attend the Mardi Gras.

Jim Kelly, manager, Strand and Cataract, Niagara Falls, was called to Rochester due to illness of his father. . . . Irving Altshuler, auditor, who has spent the past two months at Columbia, is making Boston his next stop. . . . Tommy Roy, bass player, Shea's Buffalo orchestra, was married February 3 to Kay McEneny. . . . A meeting was held January 31 at the local RKO exchange in furtherance of the current Ned Depinet Drive, attended by all employees. Conducting the meeting were drive captain and district manager Herbert McIntyre, A. A. Smith, Jr., Eastern sales manager; Woods of the "March of Time" and Harry Gittleson. . . . Bert Stern, United Artists district manager was in town conferring with branch manager Sydney Lehman on the testimonial drive. . . . Mr. and Mrs. Fred Bischoff, mother and father of Mary, Metro stenographer, leave for the coast February 18. . . . Lowell Calvert, David O. Selznick's representative, was in town for the opening of "Gone With the Wind." . . . Vera Mackenna, wife of George, manager, Lafayette, is on the sick list. . . . Jack Bullwinkle, Rochester, and Nat Marcus, Syracuse, salesmen, were in town for a meeting with Columbia's branch manager Phil Fox.

We saw Madeline Moore, stenographer, Columbia, leaving the film building in her riding habit the other night. . . . Bill Bradley, auditor, Strand-Cataract, Niagara Falls, has been home ill for the past week. . . . Mr. and Mrs. George Ferguson, salesman, Columbia, journeyed to Niagara Falls for the opening of "Gone With the Wind." . . . Helen and Bill Rowell, Rochester, salesman, 20th Century-Fox, spent the week-end here. . . . Buffalo friends of Mrs. Frances Gehring will be interested to know she is spending the winter at Coral Gables, Florida.

Jack (Berkowitz) Berkson, better known around this territory as "Jay Bee" and Bernie Mills, a very popular chap in Albany and New York among circuit buyers and independent producers, have formed Screencraft Pictures, Inc., with the intention of distributing all types of pictures through the state-right market. Berkson and Mills have been affiliated in the distribution field for over 20 years and have distributed some of the best independent product from their three offices in Albany, Buffalo and Detroit. In 1931, they were given the Monogram franchise in the three territories which was subsequently converted into the Republic franchise in 1934. They retained Republic's franchise until June 1939, when they sold out to Republic. "It is our plan," stated Jack Berkson, "presently to distribute various types and groups of pictures. These will consist of revivals and new pictures applicable to western, action, art and road-show houses in the hope of leading up ultimately to a more important program of new product when the state-right market will have improved sufficiently to justify such an undertaking."

Gloversville

Schine Home Office News

Members of the Schine home office force attended the funeral January 26 of Mrs. Caroline Lynch, mother of chief film buyer George V. Lynch at Saint Mary's church here. A solemn high mass preceded interment at Fern Dale cemetery. Paul Krumanacher, Warner Brothers Albany representative, headed the delegation of out-of-town film men present.

John A. May, Schine comptroller, was taken ill suddenly in Albany January 25 when a severe cold brought on a fever. He was rushed to the Albany hospital, where a physician advised him to rest for a few days. He is now recuperating at his home here. . . . Sandy Lazar, ski accident victim, has left Littauer Hospital for his home. Sandy fractured his leg on the Gore Mountain slide. . . . Gus Lampe, Schine-RKO city manager, Syracuse, and Bill Tubbert, Northern New York district manager, stationed at Watertown, have left for their annual vacation at Lake Worth, Florida. Accompanying them was manager Tubbert's young daughter, Sally Marie. They made the trip south to Richmond, Virginia, by train, proceeding from that city by auto to Florida. . . . Louis W. Schine made a business trip to New York City January 29. . . . Ralph Pielow, Metro branch manager, was in for conferences with film buyer Lynch. . . . Lou S. Hart, Hipp manager, put over a grand campaign for "The Earl of Chicago," He sent out 700 special postcards and arranged a store tie-up with five pairs of silk stockings as prizes. For "Day Time Wife," Lou had 500 teaser cards printed asking, "Psst—Are you a day time wife?" and following with: "What Have Secretaries Got That Wives Haven't—See Tyrone Power, Linda Darnell in 'Day Time Wife' for the complete answer."

—J. B.

HIDDEN ENEMY. In this scene from the Monogram action-drama is a moment of levity. Warren Hull, Kay Linaker, and George Cleveland have leads in this spy story.

Hastings

Senta Theatre Corporation has acquired the Hastings as of January 25. Corporation officers are Jacob Neuss, president; Walter Ehrlich, vice president; Harry Kosch, secretary. Ed Peskay formerly had the house.

Jamestown

Jack Gilmore, Metro exploiteer, was in Jamestown to work on "Gone With the Wind" with district manager Ralph Crabill. . . . Allen B. Newhall, Palace, celebrated his birthday January 24 and the office presented him with a cake, candles and all. . . . William Pfiffer, projectionist, Strand, Elmira, became a happy papa to a bouncing boy named John Franklin. Coworker William Switzer, Hornell, received his bundle of joy the same day. . . .

Naples

Carolina Perriello, operator, Naples, is modernizing the house by installing RCA Photophone sound. House is part of the Martina circuit.

Newburgh

Netco Theatre (Insomnia) Bowling League twelfth session was paced by Kip Revelle, who had 211 high single and 520 high three, both individual highs for the session and Jack Mitchell with 201. Art Department sixth place team in the league rolled 759 in their third game as they beat the Ritz 2-1, for a new team game league record. Fred Schaefer, Managers, had 189 high single and 503 high three as they lost, 2-1, to first place Parks and were replaced as runnersup by Cameos, who blanked the Operators. Red Sutton, Ushers, had 179 high single and 484 high three as they lost, 2-1, to Broadway. J. McCann, Cameo, had 167 high single and was nosed out for high three by three pins, 409 to 406, by his teammate, Bill Mims. Teams now stand: Park won 27, lost 9; Cameo won 26, lost 10; Managers won 25, lost 11; Ushers won 21, lost 15; Broadway won 20, lost 16; Art Department won 12, lost 24; Ritz won 9, lost 27; Operators won 4, lost 32.

Fred J. Schaefer, Broadway manager and president, Broadway Business Men's Association, was a speaker at the annual dinner of the Chamber of Commerce. . . . Anne Carroll has joined the parade and became a bowling enthusiast. Annie was observed at the Central bowling with son, Jack, Jr. . . . Jack Corwin, Ritz assistant, is confined to his home with the mumps. . . . Conrad Fontaine, Academy manager, has been inducted into the local Lions Club. . . . Opening day of "Fighting 69th" had Clint Lake and the Ritz staff on their toes with a jammed house. . . . Observed in the gallery at the last session of the Insomnia Bowling League were Mesdames Lake, Schaefer, Murray, Pizzaro, Smith, Garrison, and Decker.

Oneida

Annual meeting of the managers of Kallet Theatres, Inc., was held last fortnight, followed by a banquet.

Managers present besides Mike, Sid and Joe Kallet and William T. McNeilly, home office, were Fred Donohue, Syracuse; Anthony Balduci, William Keener, Utica; "Jimmie" O'Brien, Fulton; Donald Blair; Pulaski; Francis Brownell, Geneseo; Otto Karmer, Canajoharie; Al Barton, Ticonderoga; Joe Essel, Margarettsville, Mike Potter, Deposit; Sammy Labolbo, Canastota.

Potsdam

L. Carkey, who is remodelling a Utica theatre, is to remodel a local commercial structure for use as a theatre in the Spring, it was reported last week.

Rochester

Bud Silverman, Schine city manager, a daily radio program with ticket giveaways as goodwill builder, at same time brightening up and increasing newspaper advertising. . . . Don Stevenson, Rivoli, uses a changeoff on summer ads "It's cool inside" to cards announcing new heating system stating "It's always 70 degrees in the Rivoli." . . . Manager Louis Levitch, Riveria, starts "jitterbug" contests Friday nights to compete with similar shows at downtown Century. . . . Jay Golden, manager, RKO Palace, got big plug for "Fighting 69th" by special preview of picture at Powers Hotel for Monroe County Legion. . . . Reported transfer of Lee Stern, manager, West End, was delayed. . . . Mrs. Leah Irons, Clinton, installed a new marquee. . . . Manager Lester Pollock, Loew's, staged huge "Hollywood opening" for "Gone With the Wind."

Syracuse

Gus Lampe, Syracuse and "Bill" Tubbert, Watertown, are reported to have shipped their golf clubs to Florida and filled their car with snow shovels. . . . Harry Burley might try using do-nuts for tires. . . . Note to Howard (16mm) Kelley; wines age better in a cellar. . . . "Joey" Lampe has suspended all theatrical work for the present. . . . Latest one act skit is "Return of the Prodigal Son," starring Fay Woodford, supported by Louis Boyd. . . . One fellow who loves to be left alone "Bob" Sardino. . . . George Murphy, stage hand, Eckel, has a hard time getting all the letters on the marquee. . . . Herb Meyers, Mike LaVine and Carl Blair were overheard going over school days. . . . James DeVenney thanks Melvin Denny for sending tobacco to the hospital.

Fire Marshal Charles Wilkes is out on the street with new maroon colored coach. . . . Boys are all glad to see Mrs. George (Altec) Brown back. . . . Rennie ("Bennie") Coates, Regent assistant manager, wants an awning erected over the marquee. . . . It would seem that Hymie Menter has stage aspirations. . . . Jack Kerley threatens to carry extra rectifiers. . . . George (Altec) Brown could show the minute men new tricks in covering distance.

Hymie (Broncho) Grossman uses strips of adhesive on car windows to avoid breakage due to shock. . . . Quick action on part of Jack Kerley in locking booth doors on inside prevented attendants from opening doors and letting smoke alarm audience recently at the Avon. . . . New York State Projectionists Association held a meeting at Hotel Syracuse with 18 locals represented. Highlight was passage of a resolution condemning the passage of the Neely bill and the determination of all present to make their wishes known by writing to their representatives in Congress. Glenn Humphreys, Utica, was endorsed to succeed himself as secretary of the 10th district IATSE at the next regular election. Officers present were Fred Boukhout, president; Dennis Harrington, vice-president; Harry M. Brooks, secretary; and Earl Tuttle, Charles F. Wheeler, Cal. Bornekessel, Robert Griffin, Herman Gabriel, members of the executive board.

Louis Boyd journeyed to New York City to arrange details of Silver Anniversary celebration of Local 376. . . . Ray Roe and Jack Meaney wonder if Joe Cecile still is of the opinion they are jealous. . . . Jack Kerley reported to have decided to give up night life. . . . Welcome, Walter Scarfe and Eddie Cummings to the reader circle. . . . Mrs. Randall Brownell was recently on the sick list.... Fred Donohue, manager, Regent, is reported to be checking your correspondent's activity as messenger boy. (They must have their coffee, Fred). . . . Mike Kallett has gone to Florida for a winter vacation.

Harry Gurnes had Harold Baker as a guest at the Local 376 banquet. . . . Carl Henry is reported to believe that Fay Woodford will show a profit. . . . Ray Roe is wondering about the lock on the business agent's phone. . . . We noted that the camera Gus Lampe took on the vacation to Florida was of the silent variety. Gus will supply all the sound when he returns. . . . There still is quite a difference between operating pop-corn machine and a projector equipped with sound. . . . Joe Fitzer is of opinion that if they want different kinds of "Bingo" cards "Give them what they want." . . . We are glad to see the old smile come back on Frank Murphy's face.

—J. J. S.

OF MICE AND MEN. United Artists' release of the Hal Roach production finds Lon Chaney, Jr., Burgess Meredith, Betty Field, and Charles Bickford.

GENE AUTRY COMES TO REPUBLIC'S "VILLAGE BARN DANCE"; OTHER ITEMS

PREMIERE'S PRELUDE. Barely visible in the center of this mob is Republic's Gene Autry, as he arrived in the Pennsylvania Station, New York City, to take part in the premiere showing of Republic's "Village Barn Dance."

LIFE OF THE PARTY. At New York City's Village Barn, Republic's Gene Autry makes merry. Shown here, left to right, are Phyllis McLain, the No. 1 Cowboy Star, Ruth Berliner, and Tony Ricci, Republic salesman.

IVORIES TICKLER. Ted Meyn, popular Jersey City Loew's organist, is snapped at the console of Hammond "Novachord."

MORE OF THE SAME PARTY. Still at the Village Barn, in New York City, where Republic's "Village Barn Dance" was given its premiere showing, are Gene Autry, Republic's Herbert J. Yates, and 21 Club's Jack Kriendler.

"GONE WITH THE WIND." This window display, featuring a cheap edition of the Margaret Mitchell novel, was arranged for the Metro picture by manager Lester Pollock, Loew's Rochester, Rochester.

NEW YORK CITY EXCHANGE LISTING

ADVANCE

630 Ninth Avenue—CIrcle 6-6765

President—Emil Rosenbaum.

Salesmen—Mike Thomas, New York and Brooklyn; Al Spector, New Jersey.

ALLIANCE

630 Ninth Avenue—CIrcle 6-6660

Vice-President—Budd Rogers.

General Manager—Arthur Greenblatt.

Salesmen—Julius Levine, Brooklyn and Long Island; Jack Farkas, New York City and Upstate; Sidney Hess, New Jersey.

Booker—Louis Solkoff.

COLUMBIA

630 Ninth Avenue—CIrcle 6-0900

District Manager—Nat J. Cohen.

New York and Brooklyn Supervisor—Saul Trauner.

New Jersey, Upstate, Long Island Supervisor—Irving Wormser.

Office Manager—Edward Helouis.

Salesmen—Jack Sokoloff, Brooklyn; Moe Fraum, New Jersey, Upstate; John Wenisch, New Jersey; Seymour Schussell, Long Island, Upstate.

Bookers—Sam Feinblum, Head Booker; William Katz, Brooklyn; Jack Safer, New Jersey; Gilbert Fillet, Upstate, Long Island; Ira Michaels, city.

J. H. HOFFBERG CO., Inc.

729 Seventh Avenue—MEdallion 3-3813

President—J. H. Hoffberg

Sales Manager—Oliver Unger

Salesmen—Irving Grossman, Robt. Snyder.

Booker—Walter Klee

MERIT

630 Ninth Avenue—CIrcle 6-0271

Office Manager—Etta V. Segall.

Salesmen—Jack Farkas, Jerry Wilson.

Booker—Etta V. Segall.

Asst. Service Manager—Jerry Thomas.

METRO

630 Ninth Avenue—CIrcle 6-6200

District Manager—E. K. O'Shea.

New Jersey, Long Island, Upstate Manager—Ben Abner.

New York, Brooklyn Branch Manager—Jack Bowen.

Office Manager—Harold Goldgraben.

Salesmen—Harry Miller, Brooklyn; Howard Levy, New York City; Lou Allerhand, New Jersey; H. L. Ripps, Long Island, Upstate.

Bookers—Eddie Richter, New Jersey; Moe Rose, New York City; Johnny Cuniff, Brooklyn; Al Arnswalder, New Jersey; Harry Margolis, Upstate, Long Island.

Head Booker—Robert Ellsworth.

MONOGRAM

630 Ninth Avenue—CIrcle 6-8886

Branch Manager—Joseph J. Felder.

Office Manager—Sol Kravitz.

Salesmen—Irving Landes, Upstate and New Jersey; Charles Penser, Manhattan, Bronx; Ben Schwartz, Brooklyn, Long Island.

Booker—Sol Kravitz.

NATIONAL SCREEN SERVICE

630 Ninth Avenue—CIrcle 6-5700

Salesmen—Harold Bennett, Joe Friedman, Jack Judd, L. George Ross, Henry Reiner, Louis W. Vogel, Arnold Cohen, Charles Ost, Stanley Neal, Herman L. Booth, E. Feldberg, A. J. Edman.

PARAMOUNT

331 West 44th Street—CIrcle 6-6160

New York State District Manager—Milt Kusell.

Brooklyn Branch Manager—Henry Randel.

New York Branch Manager—Myron Sattler.

New Jersey Branch Manager—Edward Bell.

Salesmen—Ted Aber, Max Mendel, Brooklyn; Irwin Lesser, Jack Tuohy, New York; Herbert Kaufman, Albert Gebhardt, New Jersey.

New York Bookers—Kitty Flynn, Nat Stern, Irving Baron, Victor Bikel.

Brooklyn Bookers—L. Bergson, Sam Lake, Ruby Greenberg.

New Jersey Bookers—Jack Perley, Seymour Berkowitz, Richard Magan.

PRODUCERS DISTRIBUTING CORP.

630 Ninth Avenue—CIrcle 6-8866

Eastern District Manager—Harry Rathner.

Salesmen—Bert Kulick, Melvin M. Hirsh, Sidney Kulick, Larry Kulick.

Booker—Larry Kulick; assistant, Dora Fried

RKO

630 Ninth Avenue—CIrcle 6-4700

Branch Manager—R. S. Wolff.

Assistant Manager—F. L. Drumm.

Sales Manager—Phil Hodes.

Salesmen—Jack Ellis, New York City; Louis Kutinsky, Ed Carroll, New Jersey; John Dacey, short subjects; Harry Zeitels, Long Island, Upstate.

Bookers—F. Laurie, New York City; Jean Slade, Brooklyn; D. Post, Long Island, Upstate; H. Silverman, New Jersey.

REPUBLIC

630 Ninth Avenue—CIrcle 6-0760

Exchange Head—Herman Gluckman.

General Sales Manager—Morris Epstein.

Office Manager—Sidney Picker.

Salesmen—Anthony Ricci, New Jersey; David Black, Brooklyn; Dave Sohmer, New York City; Robert J. Fannon, Long Island, Upstate.

Bookers—Jen Dennett, Anna Plisco, Pearl Goldstein.

SACK AMUSEMENT

723 Seventh Avenue

In charge—Lester J. Sack.

SYNDICATE

630 Ninth Avenue—CIrcle 6-8866

President—Melvin Hirsh.

Salesmen—Bert Kulick, Larry Kulick, Sidney Kulick.

Booker—Larry Kulick.

TIMES PICTURES

630 Ninth Avenue—CIrcle 6-0980

Managers—Moe Kerman, Dave Rosengarten.

Salesmen—Harry Goldstone, New York; Lenny Rosengarten, Brooklyn; Morris Cohen, Jersey.

Booker—"Dixie" Birstein.

TREO FILM EXCHANGE

630 Ninth Avenue—CIrcle 6-4724

Ben Levine.

20th CENTURY-FOX

345 West 44th Street—CIrcle 6-6700

Branch Manager—H. H. Buxbaum.

Sales Manager—J. J. Lee.

Office Manager—Moe Sanders.

Salesmen—Moe Kurtz, New Jersey; Seymour Florin, Upstate; J. St. Clair, Long Island; Willie Schutzer, Brooklyn; Abe Blumstein, New York City.

Bookers—George Blenderman, head booker; Al Mendelson, New Jersey; Lou Kuttler, New York City; Pete Fishman, Brooklyn, Long Island; Norma Bernstein, newsreels.

UNITED ARTISTS

630 Ninth Avenue—CIrcle 6-5480

District Manager—Charles Stern.

Branch Manager—Clarence Eisman.

Assistant Branch Manager—Nat Beier.

Office Manager—Eddie Mullen.

Salesmen—Sam Rifkin, New Jersey; Dave Burkan, New York City; S. Stern, Brooklyn; Larry Brown, New York State.

Bookers—Herb Richek, Ben Levine, Tony Agoglia.

UNIVERSAL

630 Ninth Avenue—CIrcle 6-4747

District Manager—A. J. Herman.

Branch Manager—David A. Levy.

Sales Manager—Max Cohen.

Assistant Manager—Nat Goldberg.

Salesmen—Ben Price, Bronx, New York City; Phil Winnick, New Jersey, Staten Island; Jules "Sonny" Liggett, Upstate, Long Island; Harry Furst, Brooklyn.

Bookers—Sam Phillips, Harold Weisenthal, New York City; Leo Simon, New Jersey; James Cummings, Brooklyn, Long Island.

WARNERS

315 West 44th Street—CIrcle 6-1000

District Manager—Edward M. Schnitzer.

General Sales Manager, Metropolitan Branch—Sam Lefkowitz.

In Charge of Brooklyn—Harry P. Decker.

In Charge of New York City—Leo Jacobi.

In Charge of New Jersey—Gus Solomon.

In Charge of Long Island and Upstate—Irving Rothenberg.

Office Manager—S. Macomber.

Short Subjects Sales Supervisor—

Salesmen— , New York and Brooklyn; I. Rothenberg, Upstate, Long Island and Brooklyn; New Jersey.

Bookers— , head booker; Max Fried, Upstate and Long Island; Dan Ponticelle, New Jersey; Peter Saglembeini, New York; Al Blumberg, Brooklyn. P. Levine, non-theatrical.

WORLD PICTURES CORPORATION

729 Seventh Avenue — MEdallion 3-2943

President—Irvin Shapiro.

Sales Manager—Archie Mayers.

Asst. Sales Manager—Ed Barison.

Booker—Ann Litman.

SIX-POINT FEATURE REVIEWS

COLUMBIA

Convicted Woman (1034)

FAMILY MELODRAMA 66M.

Rochelle Hudson, Lola Lane, Frieda Inescort, June Lang, Glenn Ford, Iris Meredith, Lorna Gray, Esther Dale, William Farnum, Mary Field, Beatrice Blinn, June Gittleson, Dorothy Appleby. Directed by Nick Grinde.

Patterned after the style set by Alexander Korda's "Prison Without Bars," this Columbia visit to a pen for femmes is okay reelage for the lower half of duals. Rochelle Hudson, a nice girl in search of a job, gets railroaded into a sentence at a pretty vile prison. Her attorney, Frieda Inescort, is appointed superintendent of the penitentiary after it had been proven that the old administration was pretty tough on the inmates. Inescort allows the girls plenty of liberties, but almost loses her own job when Hudson doesn't show up on time following an "honor leave." However, Glenn Ford saves the day, Hudson, and Inescort's job with some last-minute heroics. There isn't too much to it, and, by the same token, there isn't much that can be said against it.

ESTIMATE: *Just a dualler.*

METRO

I Take This Woman (26)

FAMILY MELODRAMA 97M.

Spencer Tracy, Hedy Lamarr, Verree Teasdale, Kent Taylor, Laraine Day, Mona Barrie, Jack Carson, Paul Cavanaugh, Louis Calhern, Frances Drake, Marjorie Main, George E. Stone, Willie Best, Don Castle, Dalies Frantz, Reed Hadley. Directed by W. S. Van Dyke, II.

Finally emerging from an enforced hibernation, "I Take This Woman" seems to be a nice enough batch of celluloid. Its commercial possibilities are chiefly wrapped up in the drawing power of such stars as Hedy Lamarr, Spencer Tracy, etc., but the usual "triangle" theme of the story will prove added bait for the women. As for the men—that Lamarr person will take care of them. Don't judge this film too lightly, because it was originally put back in the can and then brought back to life. "The Big House" went through the same process. Lamarr, a gorgeous clotheshorse, weds clinical doctor Tracy after she is disappointed in a love affair with wealthy Kent Taylor. Verree Teasdale provides the contacts whereby Tracy is enabled to become one of society's favorite medicos. Lamarr and Tracy believe the former is still in love with Taylor whose ex-wife, Mona Barrie, is catty enough to spread gossip to that effect. They part temporarily and get together when Lamarr insists her husband go back to working in the East Side clinic. It gets a bit too melodramatic near the end, but that can be overlooked. It's good entertainment throughout.

ESTIMATE: *For the women; Lamarr will get the men.*

PARAMOUNT

Parole Fixer (3920)

FAMILY MELODRAMA 59M.

William Henry, Virginia Dale, Robert Paige, Gertrude Michael, Richard Denning, Fay Holm, Anthony Quinn, Harvey Stevens, Marjorie Gateson, Charlotte Winter, Lyle Talbot, Louise Beavers, Paul McGrath, Wilfred Roberts, Jack Carson, Richard Carle, John Gallaudet, Edward Marr, Morgan Wallace, Sonny Bupps, Billy Lee, Harry Shannon, Russell Dicks. Directed by Robert Florey.

Weak program fare, this yarn about the iniquities of the state parole system, as practiced by corrupt politicians, fails to stand on its own feet, deserves only low billing on a double program. The cast is large but undistinguished, and the story is trite, slow-moving, and rather boring in all. Lyle Talbot and William Henry are G-Men. When one of their colleagues is murdered by parolee Anthony Quinn, they burn up, swear to get him. However, their anger does not interfere with their going about the whole affair in anything but a scientific way. They trail another parolee, who never should have been paroled, land on the trail of Quinn, and the man at the top of the fixing racket. Mud and pine needles brought into the laboratory are all that are needed to put these unsavory lawbreakers behind bars. J. Edgar Hoover is supposed to have had a hand in the story.

ESTIMATE: *Anemic dualler.*

Sidewalks of London (3922)

(English-Made)

FAMILY COMEDY DRAMA 85M.

Charles Laughton, Vivien Leigh, Rex Harrison, Larry Adler, Tyrine Guthrie, Gus McNaughton, Bart Cormack, Edward Lexy, Marie O'Neil and others. Directed by Tim Whelan.

This is a story of buskers, London curbstone entertainers, who sing, dance, and otherwise display their talents, passing their hats among the line of patrons waiting to get into London's theatres. Charles Laughton, after doing his busker stunt, sees Vivien Leigh, a cockney vagabond, steal a cigarette case from Rex Harrison, a musical producer. He chases her into a deserted house, where he sees her dance and recognizes her talent. He takes her to his home, a warm friendship develops and, with other buskers, they put on an act. Harrison sees the troupe working, singles out Vivien, puts her on the legitimate stage, and she is a success. Laughton, in love with Vivien, is broken hearted when she deserts him for her career. He becomes a bum, is arrested and serves his time. Out of prison, he sees Vivien's name in electric lights but avoids her. She goes to his old home, finds him gone but finally gets in touch with him, giving him a chance to perform at a dress rehearsal and he fails to make good. He runs out of the theatre and Vivien's life to rejoin his busker troupe. Offering has plenty of humor, pathos and action. Laughton is tops and Vivien Leigh runs him a close second for acting honors. Doubtful it is, however, if American audiences will grasp the subtleties of the buskers. Nevertheless, there is plenty of entertainment to satisfy the patrons, plus the name-draw of Laughton and Vivien Leigh. Audience reaction was good.

ESTIMATE: *Sell the names.*

RKO-RADIO

The Marines Fly High (018)

FAMILY ACTION DRAMA 68M.

Richard Dix, Lucille Ball, Chester Morris, Steffi Duna, John Eldredge, Paul Harvey, Horace MacMahon, Dick Hogan, Robert Stanton, Ann Shoemaker, Nestor Paiva. Directed by George Nicholls, Jr., and Ben Stoloff.

Swell dualler fare with top-spot possibilities in the smaller situations, "The Marines Fly High" doesn't stint a whit on the action. Stationed with the Marines in a tropical land, Richard Dix doesn't have much competition for Lucille Ball's hand until Chester Morris flies his crate into the scene. A mob of revolutionary desperadoes led by John Eldredge are on hand to provide plenty of trouble for the Marines and the natives. Eldredge traps a detachment by means of an ambush, but Dix's flying saves the day. He, incidentally, wins Ball. The action fans will have no complaint.

ESTIMATE: *Strong dual support; small situation feature.*

Swiss Family Robinson (019)

FAMILY MELODRAMA 93M.

Thomas Mitchell, Edna Best, Freddie Bartholomew, Terry Kilburn, Tim Holt, Baby Bobby Quillan, Christian Rub, John Wray, Herbert Rawlinson. Directed by Edward Ludwig.

Singularly impressive from a production standpoint and equally effective from an entertainment angle, "Swiss Family Robinson" can be worth its weight in gold if it receives the selling it so rightfully deserves. Gene Towne and Graham Baker, Hollywood's ace writing duo, hopped off on the right foot with their first "The Play's the Thing" production, but it is up to the exhibitor to get behind the picture and prove that a near-perfect, albeit not so well known, cast can reap as good a profit as a "big name" one. Thomas (William Robinson) Mitchell, tiring of the hardship and suffering caused by an intolerant Napoleon, ships for Australia with his family to start life anew. Their brig is

wrecked and the family of six are forced to make the best of it on a totally uninhabited isle. Edna (Elizabeth Robinson) Best is bitter about leaving England, but the three older sons (Freddie Bartholomew, Terry Kilburn, Tim Holt) forget their foppish ways and become men. Production heights are reached in the filming of a storm in which their tree-home is struck down by lightning. When a ship which can rescue the family arrives, only Holt and Bartholomew board it, and the rest remain behind for a continued peaceful existence. Mitchell is superbly cast and his performance leaves absolutely nothing to be desired. Ditto for the other players. Edward Ludwig's direction is tops.

ESTIMATE: *It has the angles; get behind it.*

REPUBLIC

Village Barn Dance (919)

FAMILY MELODRAMA, WITH MUSIC 74M.

Richard Cromwell, Doris Day, George Barbier, Esther Dale, Robert Baldwin, Andrew Tombes, Barbara Jo Allen (Vera Vague), Llubelle and Scotty, Don Wilson, The Kidoodlers, Texas Wanderers, Helen Troy, Frank Cook. Directed by Frank McDonald.

Homespun cinema stuff with some generous helpings of top-notch rural music and song, "Village Barn Dance" is box-office meat for our provincial cousins, as well as downright good entertainment for so-called "sophisticated" city folk. A cast studded with capable players is supplemented by a half-dozen or so of radio's favorite "hill-billy" acts, a combo which jelled nicely. Richard Cromwell, an engineer without an engine to work on, arrives broke in the town controlled by old-maidish Esther Dale. He falls in love with her granddaughter, Doris Day, much to Dale's sorrow. The entire populace puts itself into hock in order to raise money for enlarged power plant, which would serve as an inducement for Andrew Tombes to bring part of his dairy industry into town. It's also hinted that if Tombes' son, Robert Baldwin, doesn't marry Doris Day, the whole thing's off. Day almost goes for the Baldwin fellow, but a radio program run off with George Barbier, as the mastermind, breaks up the nuptials and Day goes back to Cromwell. Interspersed with the melodramatic and comedy goings-on are novelties by Lulubelle & Scotty, the Kidoodlers, Texas Wanderers, and Frank Cook. The first-named combine gave out in grand fashion with "Nobody's Business But Our Own" and "What Are Little Girls Made Of?" Frank McDonlad's megaphoning and Cy Feuer's musical direction enhance the production throughout.

ESTIMATE: *Darned good musical for the sticks and slicks; sell radio draw.*

Wolf of New York (918)

FAMILY MELODRAMA 69M.

Edmund Lowe, Rose Hobart, James Stephenson, Jerome Cowan, William Demarest, Maurice Murphy, Charles D. Brown, Edward Gargan, Andrew Tombes, Ben Welden, Ann Baldwin, Roy Gordon. Directed by William McGann.

With Edmund Lowe turning in a smooth performance as the criminal lawyer turned district attorney, "Wolf of New York" happily shapes up as one of Republic's most entertaining entries. Although the film is loaded with familiar courtroom scenes, director William McGann refused to allow most of the courtroom and last-minute reprieve cliches to bob up. The smaller situations will find this meller a swell attraction for the top-spot. Lowe, a successful and not too scrupulous criminal lawyer, goes on the bum when a truly innocent client is convicted of murder and eventually executed. Rose Hobart convinces the governor to appoint Lowe D. A. and the bemoustached hero proceeds to clean up the town, the chief cleansing process arriving with the arrest of James Stephenson.

ESTIMATE: *Good program; top dualler.*

20th CENTURY-FOX

The Blue Bird (025)

FAMILY FANTASY 82M.

(Technicolor)

Shirley Temple, Spring Byington, Nigel Bruce, Gale Sondergaard, Eddie Collins, Sybil Jason, Jessie Ralph Helen Erickson, Johnny Russell, Laura Hope Crews, Russell Hicks, Cecilia Loftus, Al Shean, Gene Reynolds, Leona Roberts, Stanley Andrews, Dorothy Dearing, Frank Dawson, Claire DuBrey, Sterling Holloway, Thurston Hall, Edwin Maxwell, Herbert Evans, Brandon Hurst, Dewey Robinson, Keith Hitchcock, Buster Phelps, Tommy Baker, Dorothy Joyce, Billy Cook, Scotty Beckett, Juanita Quigley, Payne Johnson, Ann Todd, Diane Fisher. Directed by Walter Lang.

A beautiful and enchanting version of a literary classic, which should be indelibly inscribed on the minds of old and young, is "The Blue Bird," based on Maurice Maeterlinck's description of the real source of happiness and contentment. It is the story of the adventures of Mytyl (Shirley Temple) and her brother (Johnny Russell), who, with their dog, Tylo, and cat, Tylette, (transmogrified into the persons of Eddie Collins and Gale Sondergaard), search for the Blue Bird of Happiness. In their dreams, the children are transported by the fairy godmother (Helen Erickson) into the past, through the future, and back to the present, finally realizing that they had real happiness in the beginning without recognizing it. "The Blue Bird" has been produced on a lavish scale, reaching the apex of spectacular effect in the forest storm and fire, when the children are subjected to the dangers of fire and lightning, with massive trees lunging forward to crush them to death. Every member of the cast contributes a commendable performance. It is a masterpiece on celluloid, well produced and directed. The camerawork is notable. What "The Blue Bird" will do at the box office remains to be seen, but if ever there was a picture loaded with exploitation ammunition this is it. Definitely, it cannot merely be booked and ignored: it has to be handled "differently."

ESTIMATE: *Must be sold in the "different" manner.*

The Grapes of Wrath (040)

ADULT DRAMA 129M.

Henry Fonda, Jane Darwell, John Carradine, Charles Grapewin, Dorris Bowdon, Russell Simpson, O. Z. Whitehead, John Qualen, Eddie Quillan, Zeffie Tilbury, Grant Mitchell, John Arledge, Ward Bond, William Pawley, Charles Middleton, Paul Guilfoyle, Frank Sully, Frank Darien, Darryl Hickman, Shirley Mills, Roger Imhof, Charles D. Brown, Harry Tyler, Arthur Aylesworth, Charles Tannen, Selmar Jackson, Eddie Waller, David Hughes, Cliff Clark, Joseph Sawyer, Frank Faylen, Adrian Morris, Hollis Jewell, Robert Homans, Irving Bacon, Kitty McHugh. Directed by John Ford.

After seeing "The Grapes of Wrath," a gentleman named Walter Winchell, as independent a journalist one could wish for, said, "It's greater than John Steinbeck's book." He hit it right smack on the head. As powerful as was the book, the filmization of the dynamic story, that pyramids climax upon climax, is greater. With the right handling, there is no reason on earth why this sordid tale of migrant workers cannot hit high-water marks in the matter of grosses. Darryl F. Zanuck and director John Ford got off on the right foot by casting this show to perfection. Henry Fonda is the perfect Tom Joad; Jane Darwell is the perfect Ma Joad; John Carradine ditto as Preacher Casy; and the same goes for every member of an outstanding cast. Steinbeck's best-seller story is familiar to all: Jim Toad is paroled from prison and finds his share-cropping folk tossed off their Oklahoma farm. They hear that work is to be had in California and make the heart-breaking journey westward in a creaky "jaloupey." En route, Grandpa (Charley Grapewin) and Grandma (Zeffie Tilbury) are called to the Beyond. Once in California, the Joads, as well as the myriad other "Okies," find that work is scarce, pay for what work is available is niggardly, and that the average Californian would just as soon murder an Okie as look at him. One can't retell Steinbeck's story in limited space. Suffice to say that it's realistic, hard-hitting, socially significant, powerful, dramatic, sympathetic, emotional, and never once making concessions to one's "finer" feelings. There's no sense in listing the players worthy of extra plaudits because everyone, from Fonda down through the entire cast, does a grand job. John Ford's direction leaves absolutely nothing to be desired. The same goes for Gregg Toland's photography and Nunnally Johnson's adaptation of the book for the screen.

ESTIMATE: *Superb photoplay, but has to be sold.*

Little Old New York (031)

FAMILY MELODRAMA 98M.

Alice Faye, Fred MacMurray, Richard Greene, Brenda Joyce, Andy Devine, Henry Stephenson, Fritz Feld, Ward Bond, Clarence Hummel Wilson, Robert Middlemass, Roger Imhoff, Theodore Von Eltz, Arthur Aylesworth, Virginia Brissac, Stanley Andrews, Ben Carter, O. G. Hendrian, Harry Tyler, Victor Killian, Paul Sutton, Robert Ashley, Tyler Brook, Jody Gilbert, Herbert Haywood. Directed by Henry King.

Although the acting is nothing to write home about, this picture is saved by the excellent sets and by the interest created in the story material. Richard Greene does not make a good Robert Fulton, inventor of the first American steamboat. Even Fred MacMurray fails to click as the poor but capable shipwright. Best performances are those of Alice Faye, Andy Devine, and Clarence Wilson. Robert Fulton arrives on the New York waterfront ready to build his steamboat, lacking the funds for the construction of a hull. Alice Faye, proprietress of a tavern, is impressed by his gentlemanly ways, offers him lodging. MacMurray, Faye's boy friend, becomes interested in Fulton's steamboat; soon all three are looking for a backer. Brenda Joyce, daughter of wealthy Henry Stephenson, falls in love with Fulton, persuades her father to invest. Just as the boat nears completion, villainous Ward Bond and his gang set it afire. The three scrape some more money together finally get "Fulton's Folly"

afloat and steaming triumphantly up the Hudson.

ESTIMATE: *Title and names in cast will help sell this; push it.*

UNITED ARTISTS

Over the Moon

(Technicolor) (English-Made) (Korda)

FAMILY COMEDY DRAMA 83M.

Merle Oberon, Rex Harrison, Ursula Jeans, Robert Douglas, Louis Borell, David Tree, Mackenzie Ward, Zena Dare, Peter Haddon, Elizabeth Welch, Carl Jaffe, Herbert Lomas, Wilfred Shine, Bruce Winston, Gerald Nodin. Directed by Thornton Freeland.

A pleasant concoction of light romance and frivolity, "Over the Moon" won't shatter any records in its American travels, but you can bet your last nickel the paying customers won't be asking for their money back. Just before country doctor Rex Harrison is to wed plain country frau Merle Oberon, the latter inherits a mere matter of £18,000,000 sterling. Harrison wants no part of her once she has the money, and gets himself a job at a clinic. She, in the meantime, squanders her dough and is chased by gigolos and millionaire Robert Douglas. However, a trip to Italy with Oberon induces Harrison to change his mind. It's a lot of Technicolor fun all the way.

ESTIMATE: *Very good British program; sell Oberon.*

WARNERS-FN

Castle on the Hudson

FAMILY DRAMA 77M.

John Garfield, Ann Sheridan, Pat O'Brien, Burgess Meredith, Henry O'Neill, Jerome Cowan, Guinn "Big Boy" Williams, John Litel, Margot Stevenson, Willard Robertson, Edward Pawley, Billy Wayne, Nedda Harrigan, Wade Boteler, Barbara Pepper, Robert Strange. Directed by Anatole Litvak.

A remake of "20,000 Years in Sing Sing," the Warden Lawes yarn which first hit the screen back in 1933, "Castle on the Hudson" is a corking prison drama. When better high-grey-walls stuff is made, you can lay odds it's by Warners. Nothing startling and strong enough to set box offices afire, the film packs enough wallop to satisfy most anybody as a top attraction. John Garfield, a cocky crook, goes up the river and takes a ribbing from Warden Pat O'Brien and the prison guards. When Garfield's girl, Ann Sheridan, is seriously injured, O'Brien allows the young prisoner to visit her for a day. Sheridan murders phony politico Jerome Cowan, Garfield taking the rap and paying the penalty. The story is more powerful than can be told here. Suffice to say, it's meaty cinema, but whether the title is an asset is open to question.

ESTIMATE: *Can do okay business.*

Dr. Ehrlich's Magic Bullet

FAMILY DRAMA 103½M.

Edward G. Robinson, Ruth Gordon, Otto Kruger, Donald Crisp, Madame Ouspenskaya, Montague Love, Sig Rumann, Donald Meek, Harry O'Neill, Albert Basserman, Edward Norris, Harry Davenport, Louis Calhern, Louis Jean Heidt, Charles Holton, Irving Bacon, Douglas Wood, Theodore Von Eltz, Hermine Sterler. Directed by William Dieterle.

Carrying on in the same tradition as "Pasteur" and "Zola," Warners has produced another historical epic in this splendid film originally titled "The Life of Dr. Ehrlich." Edward G. Robinson fills the difficult title role with all the art, all the interpretation of small detail that could have been summoned by Paul Muni himself. He completely submerges his old screen manner and becomes Dr. Paul Ehrlich, discoverer of arsphenamine, the first positive cure of syphilis. Ruth Gordon, fresh from her success as Mary Todd in "Abe Lincoln in Illinois," plays Ehrlich's wife competently. Outstanding also are Otto Kruger, Donald Crisp, Sig Rumann and especially Albert Basserman as Dr. Robert Koch, discoverer of the cure for diphtheria. The story threads around the researches of Ehrlich, his preoccupation with dermatology, immunization against disease, and the cure of the dread venereal diseases. Obstacles both scientific and social make rough his path, but with the aid of a loyal colleague (Otto Kruger) and the sympathetic love of his wife, Ehrlich surmounts adversity, rises to fame throughout the world with medical and lay acceptance of his formula No. 606. Sig Rumann plays the heavy, and does as well as he did in comic roles.

ESTIMATE: *Great biographical drama, to be exploited for high returns.*

MISCELLANEOUS

Death Rides the Range

(Colony)

FAMILY WESTERN 56M.

Ken Maynard, Fay McKenzie, Ralph Peters, Julian Rivero, Charles King, John Elliott, William Castello, Sven Hugo Borg, Michael Vallon, Julien Madison, Kesneth Rhodes, Tarzan. Directed by Sam Newfield.

Three shots, two brawls, two murders, and one helium well, with, however, plenty of riding, are the essential details on "Death Rides the Range," with Ken Maynard, later revealed as a G-Man, finally bringing Foreign Agent Sven Hugo Bord and (of course!) Charles King to U. S. justice. Although without gold, cattle, or rustlers, this is still in the strict western mold, and should provide plenty of entertainment for such—and Maynard—fans. Maynard is ably supported by Ralph Peters and Julian Rivero, and Fay McKenzie furnishing an adequate distaff interest. Kesneth Rhodes offers one song (rather well done, too), called "Get Along, My Pal," and John Elliott does right by the role of McKenzie's crotchety uncle. The villuns—Borg, Michael Vallon, William Castello—pose as—of all things!—archeologists.

ESTIMATE: *Good Maynard.*

FOREIGN

The Baker's Wife

(La Femme Du Boulanger) (The Baker's Wife, Inc.)

ADULT MELODRAMA 99M.

Raimu, Ginette Leclerc, Charles Moulin, Robert Vattier, Robert Bassac, Charpin. Directed by Marcel Pagnol.

Destined to create excitement in cinema circles and among the more discriminate moviegoers, Marcel Pagnol's "The Baker's Wife" is one of those earthy films in which power is gained by simplicity. It's commercial worth, as far as art and French houses are concerned, is of the "bonanza" variety. Some theatres can capitalize on the hue and cry which is certain to arise because of occasional "sex" scenes. Although sex rears its head every once and a while, it is placed on to high a plane to be called bawdy. Story is that of baker Raimu and his wife, Ginette Leclerc, who arrive in a tiny provincial town to take over the only bakery. Leclerc, younger than her husband, runs off with Charles Moulin, a handsome shepherd. It scandalizes the village and the gossip-mongers have several field days. However, they realize that as long as the baker and his wife are apart, the populace will have no bread. The local curate, Robert Vattier, brings estranged couple together for the economic and gastronomic benefit of his parish. Raimu's performance is so superb it stands head and shoulders above those of the remainder of the cast. And when one considers that there isn't a bad acting job in the lot, then you get a general idea of Raimu's characterization. John Erskine's English sub-titles are excellent.

ESTIMATE: *Corking French success; can reap a box-office harvest among the arty.*

Life on the Hortobagy

(Jewel)

FAMILY DOCUMENTARY 79M.

Janos Cinega, Mrs. James Cinega, Istvan Kanyasi, Margit Czancsak, Mihaly Nagy, Janos Sarkany, Imre Kovacs, Mrs. Imre Kovacs, Lajos Keleman, Istvan Veres. Directed by George M. Hollering.

Maybe Samuel Cummins doesn't get his hands on outstanding productions, but there's no doubting the gentleman always pops up with something sensational enough to have plenty of selling angles. In this case, "Life on the Hortobagy" is one of those harmless things, badly acted by Hungarian natives and equally poorly produced. However, there is one scene showing the birth of a horse. New York's prudish board of censors clamped down on it and forced Cummins to get out a Supreme Court injunction. Therein lies the basis for an exploitation campaign for a mediocre picture which simply tells the tale of an old farmer set on the old way of doing things, and his more modern son. English titles supplement the Hungarian dialogue.

ESTIMATE: *Exploitable Hungarian bit.*

Love in Old Naples

(Napoli d'Alti Tempi) (Esperia)

FAMILY MELODRAMA WITH MUSIC 93M.

Emma Grammatica, Vittorio de Sica, Elisa Cegani, Maria Dennis, Olga V. Gentili, Giuseppi Porelli, Enrico Glori, Gianno Altieri, Vittorio Bianci, Nicola Maldacea. Directed by Amleto Palermi.

A grand musical cinema which smoothly passes the obstacle of a slow start, "Love in Old Naples" should be a box-office bonanza for houses catering to an Italian clientele. The musical excellence and familiarity of the songs—such as "Funiculi, Funicula," "O Sole Mio," "Napoli Mia," "Oi Mari, Oi Mari," and "O Marinarello"—may serve as an attraction for folks who ordinarily don't visit Italian playhouses. Story is that of an aristocratic woman who returns to Naples after an absence of many years. She finds her nephew, a penniless composer. The nephew is faced with the problem of deciding between his childhood sweetheart and a nobleman's daughter. English titles are satisfactory.

ESTIMATE: *Excellent Roman fare.*

Shorts Release Number Listing, with National Release Dates

COLUMBIA

Two Reel

COMEDIES

Three Stooges

1401	Calling All Curs	Aug. 25
1402	Oily to Bed, Oily to Rise	Oct. 6
1403	Three Sappy People	Dec. 1
1404	Oh, You Natzy Spy	Jan. 19
1405	Rockin' Thru the Rockies	Mar. 8

All-Star

1421	Skinny the Moocher (Chase)	Sept. 8
1422	Static in the Attic (Catlett)	Sept. 22
1423	All American Blondes (Clyde)	Oct. 20
1424	Teacher's Pest (Chase)	Nov. 3
1425	Glove Slingers (N. Beery, Jr.)	Nov. 24
1426	Andy Clyde Gets Spring Chicken (Clyde)	Dec. 15
1427	The Awful Goof (Chase)	Dec. 22
1428	Nothing But Pleasure (Keaton)	Jan. 5
1429	Mr. Clyde Goes to Broadway (Clyde)	Feb. 2
1430	The Heckler (Chase)	Feb. 16

SERIALS

1140—1154	The Shadow	Jan. 5

One Reel

CINESCOPES

1971	World of 1960	Dec. 22
1972	The Threads of a Nation	Jan. 19

COLOR RHAPSODIES

1501	Jitterbug Knights	Aug. 11
1502	Crop Chasers	Sept. 22
1503	Mountain Ears	Oct. 20
1504	Dreams on Ice	Nov. 3
1505	Mother Goose in Swingtime	Dec. 8
1506	A Boy, a Gun and Birds	Jan. 12
1507	The Happy Tot's Expedition	Feb. 9

COMMUNITY SINGS

1651	Bing Crosby Hit Songs	Aug. 4
1652	Old Time Songs	Sept. 8
1653	College Songs	Oct. 13
1654	Stephen Foster Songs	Nov. 17
1655	Gypsy Songs	Dec. 29
1656	No. 6	Feb. 2
1657	No. 7	Mar. 15

FABLES

1751	Little Lost Sheep	Oct. 6
1752	Park Your Baby	Dec. 22
1753	Practice Makes Perfect	Apr. 5

FOOLS WHO MADE HISTORY

1601	The Story of Elias Howe	Sept. 1
1602	The Story of Charles Goodyear	Oct. 6

HAPPY HOUR (Specials)

1520	The Book of Books	Oct. 6
1521	Building of Boys	Oct. 12

NEWS WORLD OF SPORTS

1801	Bows and Arrows	Oct. 6
1802	Jai Alai	Nov. 17
1803	Skiing Technique	Jan. 19
1804	Flying Targets	Feb. 22

PHANTASIES

1701	The Charm Bracelet	Sept. 1
1702	Millionaire Hobo	Nov. 24
1703	The Mouse Exterminator	Jan. 26
1704	Man of Tin	Feb. 23

SCREEN SNAPSHOTS

1851	Art of Make-Up	Sept. 22
1852	Animal Actors and Trainers	Nov. 10
1853	Outdoor Parties	Dec. 1
1854	Behind the Scenes in Hollywood	Jan. 5
1855	No. 5	Feb. 9
1856	No. 6	Mar. 15

TOURS

1551	Holland and the Zuyder Zee	Sept. 15
1552	Modern Cities of India	Oct. 27
1553	Beautiful Switzerland	Nov. 11
1554	Life in Paris	Dec. 22
1555	New Hampshire	Jan. 26

WASHINGTON PARADE

1991	Smithsonian Institution	Nov. 10
1902	U. S. Treasury	Dec. 29
1903	Inside the Federal Bureau of Investigation	Feb. 9

METRO-GOLDWYN-MAYER

Two Reel

CRIME DOESN'T PAY

P-1	Pount Foolish	Dec. 23
P-2	Know Your Money	Jan. 27

One Reel

CARTOONS

W-81	Peace on Earth	Dec. 9
W-82	The Mad Maestro	Dec. 30
W-83	The Fishing Bear	

FITZPATRICK TRAVELTALKS

T-51	A Day on Treasure Island	Sept. 2
T-52	Natural Wonders of Washington State	
T-53	Quaint Saint Augustine	Nov. 4
T-54	Valient Venezuela	Nov. 25
T-55	Land of Alaska Nellie	Dec. 23
T-56	Old Natchez	Dec. 30
T-57	Night Descends on Treasure Island	Jan. 20

MINIATURES

M-71	Rhumba Rhythm	Sept. 2
M-72	The Ash Can Fleet	Sept. 9
M-73	A Failure at Fifty	Oct. 7
M-74	Mendelssohn's Wedding March	
M-75	Miracle at Lourdes	Dec. 30
M-76	Where Turf Meets Surf	Jan. 6
M-77	The Old South	Jan. 20

OUR GANG COMEDIES

C-131	Captain Spanky's Showboat	Sept. 9
C-132	Dad for a Day	Oct. 21
C-133	Time Out for Lessons	Dec. 2
C-134	Alfalfa's Double	Jan. 20

PASSING PARADE

K-121	Forgotten Victory	Dec. 9

PETE SMITH SPECIALTIES

S-101	Let's Talk Turkey	Oct. 28
S-102	Ski Birds	Nov. 18
S-103	Romance of the Potato	Dec. 9
S-104	Maintain the Right	Jan. 13

ROBERT BENCHLEY COMEDIES

F-141	The Day of Rest	Sept. 16
F-142	See Your Doctor	Dec. 16
F-143	That Inferior Feeling	Jan. 20

PARAMOUNT

One Reel

COLOR CLASSICS

C9-1	The Fresh Vegetable Mystery	Sept. 29
C9-2	Little Lambkin	Feb. 2
C9-3	Busy Little Ants	Feb. 23

COLOR CRUISES

K9-1	Ecuador	Sept. 1
K9-2	Peru	Oct. 6
K9-3	Chile	Nov. 10
K9-4	Cuba	Jan. 5
K9-5	Isle of Clumbus	Feb. 9

HEADLINERS

A9-1	Artie Shaw's Class in Swing	Sept. 8
A9-2	Ted Fio Rito and His Orchestra	Oct. 6
A9-3	Moments of Charm of 1940	Oct. 27
A9-4	Here's Hal [Kemp]	Nov. 24
A9-5	Paramount Presents Frankie Masters	Dec. 29
A9-6	Jimmy Dorsey and His Orchestra	Feb. 2

PARAGRAPHICS

V9-1	Public Hobby Number One	Sept. 22
V9-2	Busy Little Bears	Oct. 20
V9-3	Bits of Life	Nov. 17
V9-4	Touchdown Review	Dec. 22
V9-5	Sugar Wind	Jan. 19
V9-6	Paramount Pictorial	Feb. 16

POPEYE

E9-1	Never Sock a Baby	Nov. 3
E9-2	Shakespearean Spinach	Jan. 19
E9-3	Females Is Fickle	Feb. 23

POPULAR SCIENCE

J9-1	No. 1	Sept. 15
J9-2	No. 2	Nov. 3
J9-3	No. 3	Dec. 15
J9-4	No. 4	Feb. 16

SPORTLIGHTS

R9-1	Hydro-Maniacs	Sept. 1
R9-2	A Desert Adventure	Sept. 22
R9-3	Catching Whoppers	Oct. 13
R9-4	A Dog Is Born	Nov. 3
R9-5	Aqua-Rhythm	Nov. 24
R9-6	Judo Experts	Dec. 15
R9-7	Bowling Skill	Jan. 26

STONEAGE CARTOONS

B9-1	Way Back When a Triangle Had Its Points	Jan. 26
B9-2	Way Back When a Night Club Was a Stick	Feb. 16

SYMPHONIC SERIES

D9-1	The Blue Danube	Sept. 29
D9-2	Merry Wives of Windsor	Oct. 27
D9-3	William Tell	Nov. 24

UNUSUAL OCCUPATIONS

L9-1	No. 1	Oct. 13
L9-2	No. 2	Nov. 17
L9-3	No. 3	Jan. 19

RKO-RADIO

Two Reel

EDGAR KENNEDY COMEDIES

03401	Act Your Age	Oct. 6
03402	Kennedy the Great	Dec. 1
03403	Slightly at Seas	Feb. 9

LEON ERROL COMEDIES

03701	Wrong Room	Sept. 22
03702	Truth Aches	Nov. 3
03703	Scrappily Married	Mar. 1

THE MARCH OF TIME

03101	Soldiers With Wings	Sept. 1
03102	The Battle Fleets of England	Sept. 29
03103	Uncle Sam—The Farmer	Oct. 27
03104	Newsfronts of War, 1940	Nov. 24
03105	Crisis in the Pacific	Dec. 22
03106	The Republic of Finland, 1919-1940	Jan. 19
03107	No. 7	Feb. 16

RADIO FLASH COMEDIES

03201	Blamed for a Blonde (R. Atwill)	Oct. 20
03202	Coat Tales (J. Prouty)	Nov. 17
03203	Chicken Feed (B. Gilbert)	Jan. 19
03204	Twincuplets (Stroud Twins)	Apr. 12
03205	Goodness a Ghost	Mar. 8

RAY WHITLEY MUSICAL WESTERNS

03501	Cupid Rides the Range	Sept. 8
03502	Bandits and Ballads	Dec. 29

One Reel

INFORMATION, PLEASE

04201	No. 1	Sept. 8
04202	No. 2	Oct. 6
04203	No. 3	Nov. 3
04204	No. 4	Dec. 1
04205	No. 5	Jan. 19
04206	No. 6	

REELISMS

04601	Nevada Unlimited	Sept. 15
04602	Acres of Plenty	Oct. 13
04603	American Royal	Nov. 10
04604	The West Wall	Dec. 8
04605	Men of Muscle	Jan. 5
04607	Navajo Land	

SPORTSCOPES

04301	Gun Play	Sept. 1
04302	Hunting Hounds	Sept. 29
04303	Ice Cutters	Oct. 27
04304	Winter Playground	Nov. 24
04305	Sky Game	Dec. 22
04306	Aquapoise	
04307	Court Favorites	

One Reel

WALT DISNEY CARTOONS

04101	Officer Duck	Sept. 22
04102	The Riveter	Feb. 16
04103	Donald's Dog Laundry	Mar. 8
04104	Tugboat Mickey	Mar. 29
04105	The Billposters	Apr. 19
04106	Donald's Date	May 10
04107	Donald's Outboard Motor	May 31
04108	Donald's Vacation	June 21
04109	Day in a Dog's Life	July 12
04110	Magician Mickey	Aug. 2
04111	No. 11	Aug. 23
04112	No. 12	Sept. 13
04113	No. 13	Oct. 4
04114	No. 14	Oct. 25
04115	No. 15	Nov. 15
04116	No. 16	Dec. 6
04117	No. 17	Dec. 27
04118	No. 18	Jan. 17

REPUBLIC

SERIALS

870/1—870/15	The Lone Ranger Rides Again	Feb. 25
871/1—871/12	Dare Devils of the Red Circle	June 10
872/1—872/15	Dick Tracy's G-Men	Sept. 2
873/1—873/12	Zorro's Fighting Legion	Dec. 16

20th CENTURY-FOX

One Reel

ADVENTURES OF A NEWSREEL CAMERMAN

0201	Conquering the Colorado	Aug. 18
0202	Filming the Fleet	Oct. 27
0203	Sky Fighters	Dec. 8

DRIBBLEPUSS PARADE

0401	"Monkies Is the Cwaziest People"	Sept. 29
0402	The Silly Season	Dec. 8

FASHION FORECASTS

0601	No. 5 (Fall Fashions)	Sept. 15
0602	No. 6 (Winter Fashions)	Dec. 22

MAGIC CARPET OF MOVIETONE

0101	Birthplace of Icebergs	Aug. 4
0102	The Evergreen Empire	Oct. 13
0103	The Aghileen Pinnacles	Nov. 10
0104	The Kangaroo Country	Feb. 2
0105	The Valley of Ten Thousand Smokes	Feb. 16

SPORTS REVIEWS

0301	Big Game Fishing	Sept. 1
0302	Clocking the Jockeys	Nov. 24
0303	Topnotch Tennis	Jan. 19

TERRYTOONS

Black and White

0501	The Golden West	Aug. 25
0502	Sheep in the Meadow	Sept. 22
0503	The Watchdog	Oct. 20
0504	One Mouse in a Million	Nov. 3
0505	The Hitch-Hiker	Dec. 1
0506	The Ice Pond	Dec. 15
0507	A Dog in a Mansion	Jan. 12
0508	Edgar Runs Again	Jan. 26

Technicolor

0551	Two-Headed Giant	Aug. 11
0552	Hook, Line and Sinker	Sept. 8
0553	The Orphan Duck	Oct. 6
0554	Wicky-Wacky Romance	Nov. 17
0555	The First Robin	Dec. 29
0556	Harvest Time	Feb. 9

UNIVERSAL

Two Reel

COMEDY RE-ISSUES

6567	Ooh, La, La	Jan. 1
6887	We, We, Marie	Jan. 1

MUSICALS

4221	Boy Meets Joy	Sept. 6
4222	Swing Hotel	Oct. 18
4223	Rhumba Land	Nov. 18
4224	Snow Follies	Dec. 13
4225	Rhythm Jamboree	Jan. 17
4226	Bullets and Ballads	Feb. 14
4227	International Revels	Mar. 13

SERIALS

4581—4595	Oregon Trail	July 4
4681—4692	The Phantom Creeps	Oct. 17
4781—4793	Green Hornet	Jan. 9
4881—4892	Flash Gordon Conquers the Universe	Apr. 9

(Continued on page 469)

THE SHORTS PARADE

TWO-REEL

Comedy

GOODNESS A GHOST. RKO-Radio—Radio Flash Comedy. 15m. Harry Langdon, old-time comedian of the silent days, has the leading role in this weak two-reeler about an amateur theatre group. Langdon lends the players the policeman's uniform of his late grandfather. The spirit of the old man prevents everyone but Langdon from wearing the uniform. He is later mistaken for a real cop, tangles with a bunch of crooks, captures them with the aid of grandfather's ghost. FAIR. (03205). D. O.

NOTHING BUT PLEASURE. Columbia—Comedy. 17½m. Unusually good for a comedy two-reeler, this features dead-pan Buster Keaton, old timer of the silents. Keaton and his wife buy a new car preparatory to making a pleasure trip across the country. He insists he is a careful driver and does not need car insurance, but subsequent events including a chase after several gunmen prove differently. Audience reaction was very favorable. GOOD. (1428). D. O.

Color Dramatic

TEDDY THE ROUGHRIDER. Vitaphone-Technicolor Production. 21m. Packed into two reels is enough meat to make a feature picture. Here is a smash short, one that deserves more than the usual attention even for members of this series. Sidney Blackmer is Teddy Roosevelt, who becomes Police Commissioner of New York City, Assistant Secretary of the Navy, a Colonel in the Spanish-American War, Vice-President, and then President. Ray Enright's direction makes a fast-moving episodic succession of highlights, with the cast studded with many feature names. It ends, as does all members of this series, with a plea for Americanism, and it should make the audience applaud heartily. EXCELLENT. (5004). H. M.

Dramatic

KNOW YOUR MONEY. Metro—Crime Doesn't Pay. 21m. Maintaining the standard of excellence set by previous C.D.N.P. two-reelers, this dramatized lecture on how to watch out for counterfeit bills is just as exploitable as the full-length pictures it will accompany. When phoney $10 bills start showing up, the country's secret service gets to work. In this case, operative Dennis Moore traces one of the bill-cashers to a cigarette store used as a blind. When the trail leads to an engraving plant where enough data is gathered to rope the printer. From the printer, the secret service gets the info which corrals the leader of the ring. EXCELLENT. (P-2). L. S. M.

Musical

BULLETS AND BALLADS. Universal—Musical. 17½m. With a dude ranch as the setting and cowboy stuff as the motif, this two-reeler is a drawn out affair which gets a bit tiring after the first 10 minutes. Armida, Mexican singer and dancer, does okay in the starring role. Others in the company include singer Ken Stevens; the Franchonettes; the Texas Rangers; the Caits Brothers; and a precocious six-year-old tap dancer. FAIR. (4226). L. S. M.

RHYTHM JAMBOREE. Universal—Musical. 18m. Tops among Universal's two-reel musical releases, "Rhythm Jamboree" is a fast-stepping, breezy subject which can serve as an audience pleaser on anyone's bill. Larry Ceballos directs this short, featuring Judy Starr, a familiar vocalist. Also seen and heard are the Ada Broadbent Dancers; Johnny O'Brien and his Harmonica Hi-Hats; tap dancer Billy Burt; Jitterbugs Arkin and Colby; colored swingsters, the Brown Sisters; the Pickerts, novelty dancers; and the Tunesmiths. EXCELLENT. (4225). L. S. M.

ONE-REEL

Color Cartoon

ANDY PANDA GOES FISHING. Universal—Walter Lantz Cartune. 8m. Andy Pandà—a non-stuttering cousin of Porky Pig—goes fishing, meets up with Mr. Whiffletree (a turtle), who expostulates on his Joe Cookian piscatorial inventions. When panda hunters are about to get Andy, he is saved by an electric eel. Summary: It is not a Disney nor a Schlesinger! FAIR. (4625). W. W.

THE FISHING BEAR. Metro—Cartoon. 9m. The Wallace-Beeryish type of bear goes fishing, tries to attract the fish with his special bail, almost succeeds but is interrupted by a duck who proceeds to wreck his afternoon. This packs laughs generally, with a small fish stealing acting honors. GOOD. (W-83). H. M.

HARVEST TIME. 20th Century-Fox—TerryToon. 7m. The bugs go to work at harvest time, putting in supplies for the winter. But after their work is done and they frolic, the spider captures the fairy-bug and takes her to his lair. However, the grasshopper, who, up to this time, wasn't much of a character, saves her, and falls, once again, into a vat of wine for an intoxicating ending. The color is pretty. FAIR. (0556). H. M.

Cartoon

AFRICA SQUEAKS. Vitaphone — Looney Tune. 7m. One of the best of the Leon Schlesinger series, with Porky as the hunter invading the Darkest Continent. He meets, among other things, an explorer who looks strangely like Spencer Tracy looking for Doctor Livingstone, and then finds the Doctor who turns out to be a version of Kay Kyser. The belly laughs are many, and the gags good. EXCELLENT. (5608). H. M.

EDGAR RUNS AGAIN. 20th Century-Fox—TerryToon. 6m. Edgar, the old horse, dreams of the days when he was champ, finally becomes part of a junk-wagon set-up, and does finally win a race, all amidst the general lack of originality so manifest in this series. FAIR. (0508). H. M.

SHAKESPEARIAN SPINACH. Paramount—Popeye. 7m. Popeye's feud with Bluto is staged, in this instance, during a whacky performance of "Romeo and Juliet." The sailor takes the villun's job as Romeo, causing Bluto to try wrecking the works. A wreath of spinach saves the day for Popeye and Olive Oyl. There are laughs aplenty. GOOD. (E9-2). L. S. M.

Comedy

ALFALFA'S DOUBLE. Metro — Our Gang. 11m. Alfalfa meets his double, a rich socialite kid, with whom he changes places. But both find out that the switch isn't advantageous, so they get their original places back. FAIR. (C-134). H. M.

Musical

COMMUNITY SING, No. 5. Columbia. 10m. As a Community Sing, this collection of gypsy songs (a la Russe) makes only a passable Community Listen, rising only in the closing selection to anything approaching familiarity or singability. The selections—"Two Guitars," "The Gay Merchant," "Dark Eyes" (as a solo by Donald Grayson), "The Volga Boatman," and "Abdul Abulbul Amir"—miss the series aim through the lack of familiarity with the lyrics and the particular instrumentation and tempo. FAIR. (1655). W. W.

Color Novelty

UNUSUAL OCCUPATIONS, No. 3. Paramount. 10m. An ark-builder, who awaits the end of the world; a young man, who makes gadgets out of straws; a man who sells fresh water pearls; a visit with a Hollywood stunt man, who hunts treasure—altogether they make for an interesting subject. GOOD. (L9-3). H. M.

Novelty

INFORMATON PLEASE, No. 5. RKO-Radio. 10m. Christopher Morley is the guest this time, with the Will Rogers Memorial Fund benefitting only to the tune of $25. As usual, the quizzical trio —John Kieran, Franklin P. Adams, and Oscar Levant—with ceremonies' master Clifton Fadiman—comes through with colors flying, making this another good entrant in the series. GOOD. (04205).

INFORMATION PLEASE, No. 6. RKO-Radio. 9½m. Gene Tunney is the guest again in this very entertaining short based on the famous radio quiz hour. Wrestlers go into various contortions and the experts are asked to identify the holds. The same is done with stuffed birds, bugle calls, and lines of poetry. GOOD. (04206). D. O.

THE OLD SOUTH. Metro—Miniature. 10m. The story of the happiness and sorrow brought about by cotton in America's Southlands is interwoven with a subtle sales talk on "Gone With the Wind" in this well-done subject. Tracing the history of cotton from the time Eli Whitney's gin made it a profitable industry; through the slave-running practices; the resultant Civil War; and to the present industrialized area, it's swell stuff all the way. EXCELLENT. (M-77). L. S. M.

SUGAR WIND. Paramount—Paragraphic. 10m. How the black folk of the Barbadoes take advantage of the steady breezes to turn the mills which provide the grinding power utilized for making molasses from sugar cane, is shown in this average Paragraphic. The most outstanding portion of the reel is the Calypso singing of the Juanita Hill Singers. FAIR. (V9-5). L. S. M.

WHERE TURF MEETS THE SURF. Metro—Miniature. 11m. This sepia subject of the "Screen Snapshots" variety takes the audience to Delmar, the horse racing track owned by Bing Crosby and where Hollywood's "Who's Who" can be found racing their own ponies and betting on the others. Among the stars seen are Crosby, Edmund Lowe, Pat O'Brien, Mr. and Mrs. Bob Taylor, Stuart Erwin, Virginia Bruce, and Nat Pendleton. A bit of a story is woven in when Sally Payne and Mary Treen try to pay their cab fare by betting on the gee-gees. GOOD. (M-76). L. S. M.

Sport

BOWLING SKILL. Paramount—Sportlight. 10m. Various types of bowling are shown in this well-down sport subject. Opening with a few shots of lawn bowling, the camera treks to California where a bevy of honeys are seen kegling with duckpins. Final shots are of regular tenpins with ABC champ Gene Gagliardi exhibiting some trick shots that had a projection room gathering ga-ga. It holds interest throughout. Ted Husing, as usual, capably handles the announcing chores. GOOD. (R9-7). L. S. M.

Color Travel

CUBA. Paramount—Color Cruise. 9m. This visit to Cuba doesn't show much of the land other than a few buildings in and around Havana. The rest of the time is spent trying to prove that the Cubans like their fun. Proof is forwarded via about five minutes of rhumba dancing. The Cinecolor throughout is blurry and weak. BAD. (K-94). L. S. M.

NIGHT DESCENDS ON TREASURE ISLAND. Metro—FitzPatrick Traveltalk. 9m. A camera study of San Francisco's "Treasure Island" Fair on a pitch black evening, this is one FitzPatrick effort which pulls itself out of and above the formula groove. The varied hues and colors of the lamps playing upon the Fair's structures provide beautiful targets for the cameras and an equally beautiful sight for the moviegoer. Also seen are some of the art masterpieces housed at the Fair. This is tops in travel reelage. EXCELLENT. (T-57). L. S. M.

Travel

NAVAJO LAND. RKO-Radio—Reelism. 10m. A sepia-tone presentation of the Navajo Indian problem, this shows how the United States government is attempting to meet it. These Indians, with their natural love of horses, keep old, useless animals on their land, which has barely enough pasturage to feed the useful stock. The U. S. supervisor however shows them the wisdom of scientific animal husbandry. FAIR. (04607). D. O.

LAST MINUTE FEATURE REVIEWS

Five Little Peppers At Home

FAMILY MELODRAMA 69M.

(Columbia)

Edith Fellows, Dorothy Ann Seese, Clarence Kolb, Dorothy Peterson, Ronald Sinclair, Charles Peck, Tommy Bond, Bobby Larson, Rex Evans, Herbert Rawlinson, Laura Treadwell. Directed by Charles Barton.

Another film recording the vicissitudes of the Pepper family, this mild programmer takes up the story where it ended in the previous picture, jogs the whole family down into poverty again, then back to wealth and good fortune. It is suitable fare for kids and women, but the men will probably squirm. Action involved is little. Edith Fellows owns half of a copper mine discovered by her late father. Clarence Kolb, affectionate "uncle" to the Pepper family, owns the other half. Financial difficulties and eventual bankruptcy overwhelm Kolb, and he persuades Fellows to let him sell the mine, which so far has produced no copper. She reluctantly agrees, feeling certain that there is a rich vein of copper in the mine. She and the rest of the kids decide to investigate the mine for themselves with the help of Rawlinson, Kolb's butler. They are trapped when the mine caves in, but one of the boys escapes and notifies the townspeople who effect the rescue of the party. Meantime, during their imprisonment in the mine, the butler found the copper vein, so everything ends hunky-dory. The little Seese kid is cute.

ESTIMATE: *Dual fare for the kids, women.*

LAST MINUTE SHORT SUBJECTS

THE HAPPY TOTS' EXPEDITION. Columbia—Color Rhapsody. 6½m. Pretty good color work and an atmosphere of "cuteness" marks this better-than-average Color Rhapsody entry. The Happy Tots peer through a powerful telescope and see a city dump. Mistaking it for Mars, they set off on a rocket to explore. They have fun and trouble before hurriedly boarding the rocket for the return journey. GOOD. (1507). L. S. M.

LIFE IN PARIS. Columbia—Tour. 11m. It appears as though every other travelogue takes Paris for its subject, but none as has Andre de la Varre in this rambling through Parisian streets and among Parisians themselves. Excellent camera work marks this grandly produced short and Len Sterling spoken commentary is in keeping with the standard of excellence which runs throughout. EXCELLENT. (1554). L. S. M.

SIEGE. RKO-Radio—Reelism. 9 2/3m. Excellent pictures taken during the German "Blitzkreig" in Poland, these are accompanied by the comments of the man who photographed them. Shown in all their pathetic horror are the peasants and city dwellers of the stricken country, women who were machine-gunned, lying dead in the potato fields where they had been trying to gather a few morsels of food for their families, and shots of shell-smashed Warsaw. EXCELLENT. (04608). D. O.

VACATION DIARY. RKO-Radio. 9m. Two office stenographers take a winter vacation in Bermuda. The camera follows them from New York to the tropic isle, shows their adventures there until the time comes for them to go back to dictations and reports. GOOD. (04606). D. O.

Shorts Release Number Listing

(Continued from page 466)

SPECIALS

4110 March of Freedom ..... Sept. 6
(Pre-released June 7)

One Reel

GOING PLACES

4351 No. 66 ..... Sept. 25
4352 No. 67 ..... Oct. 16
4353 No. 68 ..... Nov. 13
4354 No. 69 ..... Dec. 11
4355 No. 70 ..... Dec. 25
4356 No. 71 ..... Jan. 15
4357 No. 72 ..... Feb. 5
4358 No. 73 ..... Feb. 26
4359 No. 74 ..... Mar. 18
4360 No. 75 ..... Apr. 8
4361 No. 76 ..... Apr. 29

STRANGER THAN FICTION

4371 No. 66 ..... Sept. 18
4372 No. 67 ..... Oct. 9
4373 No. 68 ..... Nov. 6
4374 No. 69 ..... Dec. 4
4375 No. 70 ..... Dec. 18
4376 No. 71 ..... Jan. 8
4377 No. 72 ..... Jan. 29
4378 No. 73 ..... Feb. 19
4379 No. 74 ..... Mar. 11
4380 No. 75 ..... Apr. 1
4381 No. 76 ..... Apr. 15

WALTER LANTZ CARTUNES

4261 A-Haunting We Will Go ..... Sept. 4
4262 Life Begins for Andy Panda ..... Oct. 9
4263 Scrambled Eggs ..... Nov. 20
4264 The Sleeping Princess ..... Dec. 4
4265 Andy Panda Goes Fishing ..... Jan. 22
4266 Kittens Mittens ..... Feb. 12
4267 Tom Thumb, Jr. ..... Mar. 4

VITAPHONE

Two Reel

BROADWAY BREVITIES

5101 Remember When ..... Jan. 20
5102 Ice Frolics ..... Oct. 28
5103 Slapsie Maxie's ..... Sept. 16
5104 World's Fair Junior ..... Dec. 9
5105 One for the Book ..... Feb. 3
5106 Alex in Wonderland ..... Mar. 9

TECHNICOLOR PRODUCTIONS

5001 Monroe Doctrine ..... Oct. 14
5002 Royal Rodeo ..... Nov. 25
5003 Old Hickory ..... Dec. 23
5004 Teddy the Roughrider ..... Feb. 24
5005 Untitled ..... Apr. 6

One Reel

COLOR PARADE

5401 Mechanix Illustrated, No. 1 ..... Sept. 30
5402 American Saddle Horses ..... Nov. 11
5403 Mechanix Illustrated, No. 2 ..... Dec. 2
5404 New Horizons ..... Jan. 6
5405 Mechanix Illustrated, No. 3 ..... Feb. 17
5406 Men Wanted ..... Mar. 23

LOONEY TUNES

5601 Porky's Hotel ..... Sept. 2
5602 Jeepers Creepers ..... Sept. 23
5603 Naughty Neighbors ..... Oct. 7
5604 Pied Piper Porky ..... Nov. 4
5605 Porky the Giant Killer ..... Nov. 18
5606 The Film Fan ..... Dec. 16
5607 Porky's Last Stand ..... Jan. 6
5608 Africa Squeaks ..... Jan. 27
5609 Ali Baba Bound ..... Feb. 10
5610 Pilgrim Porky ..... Mar. 16
5611 Slap Happy Pappy ..... Mar. 30

MELODY MASTERS

5501 Swing Styles ..... Sept. 2
5502 Vincent Lopez & Orchestra ..... Sept. 29
5503 Rubinoff & Orchestra ..... Nov. 11
5504 Artie Shaw and Orchestra ..... Dec. 30
5505 The Coquettes ..... Feb. 17
5506 Dave Apollon and Orchestra ..... Mar. 2
5507 Carl Hoff and Orchestra ..... Mar. 23

MERRIE MELODIES

5301 Sioux Me ..... Sept. 9
5302 Little Lion Hunter ..... Oct. 7
5303 Land of the Midnight Fun ..... Sept. 23
5304 Good Egg ..... Oct. 21
5305 Fresh Fish ..... Nov. 4
5306 Fagin's Freshman ..... Nov. 18
5307 Sniffles and Bookworm ..... Dec. 2
5308 Screwball Football ..... Dec. 16
5309 Curious Puppy ..... Dec. 30
5310 Early Worm Gets Bird ..... Jan. 13
5311 Mighty Hunters ..... Jan. 27
5312 Busy Bakers ..... Feb. 10
5313 Elmer's Candid Camera ..... Mar. 2
5314 Untitled ..... Mar. 16
5315 Untitled ..... Mar. 30
5316 Untitled ..... Apr. 13

VARIETIES

5701 Vote Trouble ..... Sept. 9
5702 Sword Fishing ..... Oct. 21
5703 An Organ Novelty ..... Jan. 13
5704 No Parking ..... Apr. 13

Alphabetical Guide

(Continued from page 470)

ON HIS OWN—100m.—Amkino 388
ON YOUR TOES—94m.—Warners 402
$1,000 A TOUCHDOWN—73m.—Paramount 392
OUR FIGHTING NAVY—see Torpedoed
OUR NEIGHBORS, THE CARTERS—84m.—Para. 408
OUTPOST OF THE MOUNTIES—63m.—Columbia 407
OVERLAND MAIL, THE—52m.—Monogram 416
OVER THE MOON—83m.—United Artists 465

P

PACK UP YOUR TROUBLES—75m.—20th C.-Fox 386
PAROLE FIXER—59m.—Paramount 463
PEOPLE ETERNAL, A—65m.—Henry Lynn 418
PHANTOM RANCHER—60m.—Colony 457
PHANTOM STRIKES, THE—58m.—Monogram 423
POCOMANIA—65m.—Lenwal 434
PORT OF SHADOWS (Le Quai des Brumes)—90m.—Film Alliance of U. S. 403
PRIDE OF THE BLUE GRASS—65m.—Warners 393
PRIVATE DETECTIVE—55m.—Warners 425
PRIVATE LIVES OF ELIZABETH AND ESSEX, THE—106m.—Warners 396
PRISONER OF CORBAL, THE—73m.—Syndicate 381

Q

QUAI DES BRUMES, LE—see Port of Shadows.
QUEEN OF DESTINY (Sixty Glorious Years)—95m.—RKO-Radio 220

R

RAFFLES—71m.—United Artists 445
RAINS CAME, THE—103m.—20th Century-Fox 386
RANGE WAR—66m.—Paramount 369
RASPUTIN—93m.—Concord Films 410
RE DI DANARI—see King of Diamonds
REAL GLORY, THE—96m.—United Artists 386
REMEMBER?—83m.—Metro 415
REMEMBER THE NIGHT—92m.—Paramount 447
RENO—73m.—RKO-Radio 416
RETURN OF DOCTOR X, THE—62m.—Warners 425
RETURN OF THE FROG—71m.—Select Attractions 381
RIDERS OF BLACK RIVER—54m.—Columbia 385
RIDERS OF PASCO BASIN—56½m.—Universal 442
RIDERS OF THE SAGE—56m.—Metropolitan 402
RIDIN' FOOL, THE—58m.—Metropolitan 402
RIO—77m.—Universal 393
ROAD BACK, THE—79m.—Universal ("The Outspoken Version") 417
ROAD TO GLORY—101m.—20th C.-F. (re-issue) 401
ROARING TWENTIES, THE—106m.—Warners 409
ROLL WAGON ROLL—54m.—Monogram 431
ROVIN' TUMBLEWEEDS—64m.—Republic 424
ROYAL DIVORCE—82½m.—Imperial 394
RULERS OF THE SEA—97m.—Paramount 385

S

SABOTAGE—69m.—Republic 400
SAINT'S DOUBLE TROUBLE, THE—68m.—RKO 456
SAGA OF DEATH VALLEY—58m.—Republic 424
SANTA FE MARSHAL—68m.—Paramount 448
SCANDAL SHEET—67m.—Columbia 407
SCIPIO AFRICANUS MAJOR—see Scipione Africano
SCIPIONE L'AFRICANO (Scipio Africanus Major)—115m.—Esperia 394
SECOND BUREAU—66m.—Film Alliance of U. S. 410
SECRET FOUR (Four Just Men)—79m.—Mono. 431
SECRET OF DR. KILDARE, THE—82m.—Metro 423
SEVENTEEN—78m.—Paramount 408
SHE GOES TO WAR—55m.—Mitchell Leichter 417
SHIPYARD SALLY—79m.—20th Century-Fox 401
SHOP AROUND THE CORNER, THE—100m.—Metro 453
SHORS—92m.—Amkino 425
SIDEWALKS OF LONDON—85m.—Paramount 463
SIGNOR MAX, IL—see Mr. Max.
SIXTY GLORIOUS YEARS—see Queen of Destiny.
SKY PATROL—61m.—Monogram 385
SLIGHTLY HONORABLE—80m.—United Artists 456
SMASHING THE MONEY RING—57m.—Warners 409
SMUGGLED CARGO—62m.—Republic 380
SOLDIER'S BRIDE (Jaakarin Morsian)—83m.—Werner F. Savela 442
SON OF INGAGI—66m.—Sack 457
SONG OF THE STREET—77m.—Mayer-Burstyn 381
SONGS AND SADDLES—65m.—Road Show Attr. 235
SORPRESE DI UN MATRIMONION, LE—see The Surprises of Matrimony.
SOS MEDITERRANEAN—78m.—Vedis Films 458
SOUTH OF THE BORDER—71m.—Republic 432
SPY BUREAU—same as Second Bureau, q. v.
SQUADRON BIANCO, LO (The White Squadron)—98m.—Esperia 425
STANLEY AND LIVINGSTONE—101m.—20th C.-F. 354
STOP, LOOK AND LOVE—57m.—20th Century-Fox 380
STRAIGHT SHOOTER—60m.—Victory 418
STRANGER FROM TEXAS, THE—54m.—Columbia 431
STREET OF MISSING WOMEN—same as Cafe Hostess, q. v.
SUED FOR LIBEL—66m.—RKO-Radio 406
SURPRISES OF MATRIMONY, THE (Le Sorprese di un Matrimonion)—118m.—Columba 410
SWANEE RIVER—86m.—20th Century-Fox 448
SWISS FAMILY ROBINSON—93m.—RKO-Radio 463

T

TAMING OF THE WEST—55m.—Columbia 399
TELEVISION SPY—59m.—Paramount 400
TELL YOUR CHILDREN—see The Burning Question
TEN NIGHTS IN A BARROOM—61m.—B. & M. 418
TEVYA—93m.—Mayman 458
THAT'S RIGHT, YOU'RE WRONG—95m.—RKO-Radio 424
THAT THEY MAY LIVE—73m.—Mayer-Burstyn 410
THESE GLAMOUR GIRLS—78m.—Metro 379
tures 418
THEY SHALL HAVE MUSIC—101m.—United Artists 354
THEY WANTED PEACE—73m.—Amkino 458
THEY WENT TO WAR (Let's Pretend We're Sweethearts; Flirting With Death)—68m.—Imperial 321
THOSE HIGH GREY WALLS—82m.—Columbia 391
THOU SHALT NOT KILL—68m.—Republic 441
THREE SONS—72m.—RKO-Radio 392
THUNDER AFLOAT—94m.—Metro 391
THUNDER OVER PARIS—82m.—Transatlantic 425
TORPEDOED (Our Fighting Navy)—75m.—Film Alliance of U. S. 387
TORTURE SHIP—62m.—Producers Pictures 409
TOWER OF LONDON—92m.—Universal 424
TREACHERY ON THE HIGH SEAS—68m.—Times 394
TRIGGER FINGERS—53m.—Victory 381
TROPIC FURY—62½m.—Universal 370
20,000 MEN A YEAR—84m.—20th Century-Fox 409
TWO BRIGHT BOYS—70¼m.—Universal 387
TWO THOROUGHBREDS—62m.—RKO-Radio 432
TWO'S COMPANY—64m.—B. & D. 442
TWO-FISTED RANGERS—62m.—Columbia 447

U

U-BOAT 29—79m.—Columbia 391
UNCIVILIZED—see White Savage
UNDER-PUP, THE—88m.—Universal 380

V

VILLAGE BARN DANCE—74m.—Republic 464

W

WALL STREET COWBOY—66m.—Republic 386
WE ARE NOT ALONE—112m.—Warners 417
WESTBOUND STAGE—58m.—Monogram 447
WEST OF CARSON CITY—55m.—Universal 424
WHAT A LIFE!—79m.—Paramount 385
WHITE SAVAGE (Uncivilized)—72m.—Box-Office Attractions 445
WHITE SQUADRON, THE—see Lo Squadrone Bianco
WHY THIS WAR?—81m.—Samuel Cumings 409
WINTER CARNIVAL—91m.—United Artists 354
WITNESS VANISHES, THE—66m.—Universal 393
WOLF OF NEW YORK—69m.—Republic 464
WOMEN, THE—134m.—Metro 379

Y

YOUNG AS YOU FEEL, THE JONES FAMILY IN—58m.—20th Century-Fox 456
YUKON FLIGHT—57m.—Monogram 431

ALPHABETICAL GUIDE TO 313 FEATURES

Reviewed since August 1, 1939

A

ABE LINCOLN IN ILLINOIS—110m.—RKO-Radio..455
ADVENTURES OF THE MASKED PHANTOM, THE—55m.—Equity 442
ADVENTURES OF SHERLOCK HOLMES, THE—82m.—20th Century-Fox 380
ADVENTURE IN DIAMONDS—76m.—Paramount...455
AFFAIR LAFONT, THE (Conflict)—84m.—Trans-Atlantic Films 402
ALL QUIET ON THE WESTERN FRONT—93m.—Universal ("Uncensored Version") 392
ALL WOMEN HAVE SECRETS—70m.—Paramount..437
ALLEGHENY UPRISING—78m.—RKO-Radio 408
ALLERGI MASNADIERI (The Make-Believe Pirates)—72m.—Americo Pullini 402
ALPINE PASSION (Amore sulle Alpi) — 74m. — Esperia 418
AMAZING MR. WILLIAMS, THE—86m.—Columbia 423
AMORE SULLE ALPI—see Alpine Passion.
ANOTHER THIN MAN—102m.—Metro 423
ARIA DEL CONTINENTE—see Continental Way
ARIZONA KID, THE—61m.—Republic 400
AWFUL TRUTH, THE—92m.—Columbia (re-issue) 29

B

BABES IN ARMS—94m.—Metro 391
BAD BOY—65m.—Atlas 442
BAD LITTLE ANGEL—72m.—Metro 407
BALALAIKA—102m.—Metro 439
BAKER'S WIFE, THE (La Femme du Boulanger)—99m.—The Baker's Wife, Inc. 465
BARRICADE—71m.—20th Century-Fox 429
BEASTS OF BERLIN—see Goose Step
BEAU GESTE—114m.—Paramount 353
BETRAYAL—80m.—World 393
BEWARE SPOOKS—68m.—Columbia 407
BIG GUY, THE—78m.—Universal 433
BLACKMAIL—81m.—Metro 385
BLACK PIRATE, THE—see Il Corsaro Nero
BLONDIE BRINGS UP BABY—69m.—Columbia...415
BLUE BIRD, THE—82m.—20th Century-Fox....464
BOMBS OVER LONDON—78m.—Film Alliance...387
BRITISH INTELLIGENCE—62m.—Warners 449
BRIVELE DER MAMEN, A (A Letter to Your Mother)—104m.—Sphinx 393
BROTHER RAT AND A BABY—87m.—Warners ..449
BURIED ALIVE—71m.—Producers 432
BURNING QUESTION, THE (Tell Your Children)—62m.—G. & H. Productions 433

C

CAFE HOSTESS—63m.—Columbia 431
CALL A MESSENGER—65m.—Universal 392
CALLING ALL MARINES—66m.—Republic 386
CALLING PHILO VANCE—63m.—Warners 449
CASTLE ON THE HUDSON—77m.—Warners ... 465
CAT AND THE CANARY, THE—74m.—Paramount 399
CHARLIE CHAN IN PANAMA—68m.—20th C.-Fox 456
CHARLIE CHAN IN (AT or WITH)—20th Century-Fox—
CITY IN DARKNESS—74m. 408
TREASURE ISLAND—74m. 370
CHARLIE McCARTHY, DETECTIVE—78m.—Univ..441
CHASING DANGER—63m.—Monogram 455
CHICKEN WAGON FAMILY—64m.—20th Cent.-F..362
CHILD IS BORN, A—79m.—Warners 363
CHILDREN OF THE WILD—57m.—Grand National 266
CHIP OF THE FLYING U—55m.—Universal ...416
CISCO KID AND THE LADY—73m.—20th C.-Fox..432
CITADEL DE SILENCE, LA—see The Citadel of Silence)
CITADEL OF SILENCE, THE (La Citadel de Silence)—90m.—Film Alliance of U. S. 449
CITY OF CHANCE, THE—57m.—20th Cent.-F....448
CONDOTTIERI (The Leaders)—same as Giovanni de Medici, the Leader, q. v.
CONFLICT—see The Affair Lafont.
CONGO MAISIE—70m.—Metro 455
CONQUESTS OF PETER THE GREAT—96m.—Amk. 387
CONTINENTAL WAY, THE (L'Aria del Continente)—82m.—Esperia 425
CONVICTED WOMAN—66m.—Columbia 463
CORSARO NERO (Black Pirate)—96m.—Esperia 442
COWBOYS FROM TEXAS—57m.—Republic 432
CRASHING THROUGH—55m.—Monogram 391

D

DANCING CO-ED—84m.—Metro 391
DANGER FLIGHT—61m.—Monogram 415
DANGER ON WHEELS—61m.—Universal 457
DAYS OF JESSE JAMES—63m.—Republic 441
DAY THE BOOKIES WEPT, THE—64m.—RKO ...381
DAY-TIME WIFE—72m.—20th Century-Fox 424
"DEAD END" KIDS ON DRESS PARADE—62m.—WB 417
DEATH OF A CHAMPION—67m.—Paramount....379
DEATH RIDES THE RANGE—56m.—Colony 465
DEMON BARBER OF FLEET STREET, THE—67m.—Select Attractions 381
DESPERATE TRAILS—58m.—Universal 380
DESTRY RIDES AGAIN—94m.—Universal 433
DEVIL IS AN EMPRESS, THE (Le Jouer d'Echees)—75m.—Columbia 434
DISPUTED PASSAGE—91m.—Paramount 391
DR. ANTONIO (Dotter Antonio)—103m.—Itala....442
DR. EHRLICH'S MAGIC BULLET—103½m.—Warners 465
DOTTER ANTONIO, IL—see Doctor Antonio
DRUMS ALONG THE MOHAWK—103m.—20th C.-F. 408
DUST BE MY DESTINY—88m.—Warners 370

E

EARL OF CHICAGO, THE—87m.—Metro 447
ELSA MAXWELL'S HOTEL FOR WOMEN—83m.—20th Century-Fox 362
EMERGENCY SQUAD—57½m.—Paramount 440
END OF THE DAY (Fin du Jour)—95m.—Juno...387
ENTENTE CORDIALE—93m.—Concord 449
ESCAPE, THE—58m.—20th Century-Fox 380
ESCAPE TO PARADISE—62m.—RKO-Radio 432
ESPIONAGE AGENT—83m.—Warners 393
ETERNALLY YOURS—91m.—United Artists 401
EVERYBODY'S HOBBY—54m.—Warners 387
EVERYTHING HAPPENS AT NIGHT—77m.—Fox..441
EVERYTHING'S ON ICE—66m.—RKO-Radio 386

F

FAST AND FURIOUS—73m.—Metro 399
FATAL HOUR, THE—68m.—Monogram 455
FEMME DU BOULANGER, LA—see The Baker's Wife
FIFTH AVENUE GIRL (My Fifth Avenue Girl)—88m.—RKO-Radio 370
FIGHT FOR PEACE—65m.—Monogram 125
FIGHTING GRINGO, THE—59m.—RKO-Radio 380
FIGHTING MAD—55m.—Monogram 415
FIGHTING 69th, THE—90m.—Warners 457
FIN DU JOUR—see The End of the Day.
FIRST FILM CONCERT, THE—52m.—World 418
FIRST LOVE—84m.—Universal 417
FIRST WORLD WAR—78m.—20th C.-F. (re-issue) 400
FIVE LITTLE PEPPERS AND HOW THEY GREW—60m.—Columbia 381
FIVE LITTLE PEPPERS AT HOME — 66m. — Columbia 468
FIGHTING RENEGADE—54m.—Victory 387
FLAMING HEAD—57m.—Monogram 347
FLIGHT AT MIDNIGHT—66m.—Republic....380
FLIRTING WITH DEATH—see They Went to War
FLYING DEUCES, THE—68m.—RKO-Radio 400
FOUR FEATHERS, THE—112m.—United Artists . 337
FOUR JUST MEN, THE—see The Secret Four
FOUR WIVES—99m.—Warners 433
FRAMED—60m.—Universal 448
FUGITIVE AT LARGE—66m.—Columbia 361
FULL CONFESSION—73m.—RKO-Radio 370

G

GENTLEMAN FROM ARIZONA—71m.—Monogram. 440
GERONIMO!—90m.—Paramount 423
GIOVANNI DE MEDICI, THE LEADER — 88m. — Esperia 457
GOLDEN BOY—101m.—Columbia 379
GOLDEN KEY, THE—70m.—Amkino 453
GONE WITH THE WIND—228m.—Metro 439
GOOSE STEP (Hitler—Beast of Berlin; Beasts of Berlin)—85m.—Producers 409
GRANNY GET YOUR GUN—55m.—Warners 449
GRAPES OF WRATH, THE—129m.—20th Cent.-F. 464
GREAT COMMANDMENT—85m.—Cathedral Films. 402
GREAT VICTOR HERBERT, THE—91m.—Para. . 432
GREEN HELL—87m.—Universal 448
GULLIVER'S TRAVELS—77m.—Paramount ... 440

H

HAWAIIAN NIGHTS—65m.—Universal 370
HE MARRIED HIS WIFE—83m.—20th Cent.-F....448
HEARTBEAT—88m.—French M. P. Corp. 388
HEAVEN WITH A BARBED-WIRE FENCE—62m.—20th Century-Fox 400
HENRY GOES ARIZONA—67m.—Metro 431
HERE I AM A STRANGER—83m.—20th Cent.-F. 392
HERO FOR A DAY—60m.—Universal 387
HEROES OF THE SADDLE—56m.—Republic 456
HEROES IN BLUE—58m.—Monogram 415
HIDDEN POWER—60m.—Columbia 319
HIGGINS FAMILY, THE, IN—Republic—COVERED TRAILER, THE—66m. 424
HIGH SCHOOL—74m.—20th Century-Fox 433
HIS GIRL FRIDAY—92m.—Columbia 447
HITLER—BEAST OF BERLIN—see Goose Step
HITLER'S REIGN OF TERROR—56m.—Cummins 425
HO PERDUTO MARITO!—see My Husband Is Lost
HONEYMOON IN BALI—96m.—Paramount 385
HONEYMOON'S OVER, THE—70m.—20th Cent.-F. 416
HOLLYWOOD CAVALCADE—96m.—20th Cent.-F. 400
HOUSEKEEPER'S DAUGHTER, THE—80m.—UA 386
HUNCHBACK OF NOTRE DAME—117m.—RKO...440

I

I MET A MURDERER—78m.—York Pictures 402
I TAKE THIS WOMAN—98m.—Metro 463
IDEAL MARRIAGE (Un Matrimonio Ideale)—84m.—Esperia 442
IN SOVIET RUSSIA TODAY—100m.—Amkino 393
INSPECTOR HORNLEIGH ON HOLIDAY — 74m.—20th Century-Fox 433
INTERMEZZO, A LOVE STORY—70m.—UA ... 396
INVISIBLE KILLER, THE—60m.—Producers....455
INVISIBLE MAN RETURNS, THE—81m.—Universal 449
INVISIBLE STRIPES—82m.—Warners 442
IRELAND'S BORDER LINE—65m.—Wm. Alexander 409
IRISH LUCK—58m.—Monogram 379
ISLE OF DESTINY—83m.—RKO-Radio 456

J

JAAKARIN MORSIAN—see Soldier's Bride
JAMAICA INN—99m.—Paramount 392
JEEPERS CREEPERS—69m.—Republic 416
JOE AND ETHEL TURP CALL ON THE PRESIDENT—70m.—Metro 431
JONES FAMILY, THE (20th Century-Fox) IN (AT or WITH)—
QUICK MILLIONS—61m. 363
TOO BUSY TO WORK—65m. 401
JOUER D'ECHEES, LE—see The Devil Is an Empress
JUAREZ AND MAXIMILIAN—see The Mad Empress
JUDGE HARDY AND SON—90m.—Metro 439
JUST LIKE A WOMAN—73m.—Alliance 410

K

KANSAS TERRORS, THE—57m.—Republic 408
KATIA—80m.—Mayer-Burstyn 425
KEEP PUNCHING—81m.—M-C Pictures 433
KID NIGHTINGALE—57m.—Warners 393
KING OF DIAMONDS (Re di Danari) — 84m. — Esperia 453
KLIATSHE, DI—see Light Ahead
KOL NIDRE—90m.—Joseph Seiden 388
KONGA, THE WILD STALLION—61m.—Columbia 385

L

LAMBETH WALK—80m.—Metro 371
LAND OF LIBERTY—138m.—MPPDA 347
LAST DESIRE—77m.—Transatlantic 457
LAW OF THE PAMPAS—74m.—Paramount....407
LAUGH IT OFF—63m.—Universal 417
LEADERS, THE—see Condottieri (same as Giovanni de Medici, the Leader, q. v.)
LEGION OF LOST FLIERS—63m.—Universal....392
LEGION OF THE LAWLESS—59m.—RKO-Radio..423
LET'S PRETEND WE'RE SWEETHEARTS—see They Went to War
LETTER TO YOUR MOTHER, A—see A Brivele der Mamen
LIFE ON THE HORTOBAGY—79m.—Jewel ... 465
LIGHT AHEAD (DI Kliatshe)—103m.—Carmel ...393
LIGHT THAT FAILED, THE—99m.—Paramount..440
LION HAS WINGS, THE—73m.—United Artists.. 456
LITTLE ACCIDENT—65m.—Universal 409
LITTLE OLD NEW YORK—98m.—20th Cent.-Fox 464
LLANO KID, THE—70m.—Paramount 416
LONE WOLF STRIKES, THE—70m.—Columbia....461
LOST HORIZON—118m.—Columbia (re-issue) ... 1
LOST ON THE WESTERN FRONT—63m.—Standard 410
LOVE IN OLD NAPLES (Napoli d'Altri Tempi)—93m.—Esperia 465

M

MACUSHLA (My Darlin')—80m.—Transatlantic.. 457
MAD YOUTH—73m.—Willis Kent 402
MADEMOISELLE MA MERE—80m.—Hoffberg....394
MAD EMPRESS, THE (Juarez and Maximilian)—72m.—Warners 305, 425
MAIN STREET LAWYER—72m.—Republic 416
MAKE-BELIEVE PIRATES, THE—see Allergi Masnadieri.
MAN FROM MONTREAL—60m.—Universal 417
MAN IN THE IRON MASK, THE—111m.—UA 347
MAN WHO WOULDN'T TALK—72m.—20th C.-F...441
MARINES FLY HIGH, THE—68m.—RKO-Radio . 463
MARRIED AND IN LOVE—59m.—RKO-Radio 441
MARSEILLAISE—80m.—World Pictures 418
MARSHAL OF MESA CITY, THE—62m.—RKO....400
MARX BROS. "AT THE CIRCUS"—87m.—Metro . 407
MATRIMONIO IDEALE, UN—see Ideal Marriage
MEET DR. CHRISTIAN—70m.—RKO-Radio 408
MEXICAN SPITFIRE—67m.—RKO-Radio 441
MIDDLETON FAMILY AT THE WORLD'S FAIR, THE—50m.—Modern Talking Picture Service..396
MIKADO, THE—91m.—Universal 281
MILL ON THE FLOSS, THE—78m.—Standard 418
MIRACLE ON MAIN STREET—78m.—Columbia...415
MIRELE EFROS—87m.—Credo Pictures 410
MISSING EVIDENCE—64m.—Universal 401
MR. SMITH GOES TO WASHINGTON—130m.—Col..399
MR. MAX (Il Signor Max)—86m.—Esperia 402
MONEY TO BURN, THE HIGGINS FAMILY IN—69m.—Republic 448
MOTEL, THE OPERATOR—80m.—Cinema Service. 457
MUSIC IN MY HEART—70m.—Columbia 439
MUTINY IN THE BIG HOUSE—83m.—Monogram. 399
MUTINY ON THE BLACKHAWK—66m.—Universal 337
MY DARLIN'—see Macushla
MY FIFTH AVENUE GIRL—see Fifth Avenue Girl
MY HUSBAND IS LOST (Ho Perduto Mio Marito!)—87m.—Esperia 410
MY MAN GODFREY—93m.—Universal (re-issue). 321
MY SON IS GUILTY—63m.—Columbia 447
MYSTIC CIRCLE MURDER—69m.—Fanchon Royer 402

N

NANCY DREW AND HIDDEN STAIRCASE—60m.—WB 371
NAPOLI D'ALTRI TEMPI—see Love in Old Naples
NICK CARTER, DETECTIVE—60m.—Metro 440
NIGHT OF NIGHTS, THE—86m.—Paramount 432
NINOTCHKA—110m.—Metro 399
NO PLACE TO GO—56m.—Warners 381
NORTH SEA PATROL—69m.—Alliance Films .. 418
NOTORIOUS ELINOR LEE, THE—104m.—Micheaux 461
NURSE EDITH CAVELL—98m.—RKO-Radio 380

O

OF MICE AND MEN—104m.—United Artists ... 448
OH, JOHNNY, HOW YOU CAN LOVE—63m.—Univ. 457
OKLAHOMA FRONTIER—58m.—Universal 401
OKLAHOMA TERROR—50m.—Monogram 379
OLD DARK HOUSE—74m.—Universal (re-issue).. 321
OLD MAID, THE—95m.—Warners 363
ONE DARK NIGHT—81m.—Million Dollar Prod.. 434
ONE HOUR TO LIVE—59½m.—Universal 387

(*Continued on page* 469)

READ CAREFULLY

ALL FEATURE PICTURES carried in the Six-Point review pages (Blue Section) are listed alphabetically by title, with the latest available running time, the distributor, and the number of the page on which the review appears.

SHORT SUBJECTS INDEXES will be found on pages 128 and 129, 179, 229, 325 and 326, and 376.

For further information, consult the Production Number Analysis (also in the Blue Section) and The Feature Check-Up (the Yellow Section).

THE EXHIBITOR'S ORIGINAL NATIONAL RELEASE DATE GUIDE

ANOTHER SERVICE OF THE JAY EMANUEL PUBLICATIONS CREATED IN THE INTERESTS OF BETTER MANAGEMENT

Pictures listed are in the order of their release by the several companies, placed as closely as possible to the correct date. This Guide is subject to changes in dates, titles, and casts, as made by the companies' home office. For convenience, series westerns are designated by a W following the title, not to be confused with (W) in the Warner-First National column, where the letter designates a Warner picture.

	COLUMBIA	METRO	MONOGRAM	PARAMOUNT	RADIO	REPUBLIC	20th-FOX	UNITED ARTISTS	UNIVERSAL	WARNERS FIRST NAT.
JAN 12	**Music in My Heart** T. Martin, A. Kostalanetz, R. Hayworth	**The Shop Around the Corner** M. Sullavan, J. Stewart, F. Morgan	**The Secret Four** H. Sinclair, F. Lawton (English-made) **The Fatal Hour** B. Karloff	**Geronimo!** P. Foster, E. Drew, R. Morgan, A. Devine	**Mexican Spitfire** L. Velez, D. Woods, L. Hayes	**Heroes of the Saddle** 3 Mesquiteers, P. Parsons	**The City of Chance** L. Bari, C. Smith, D. Woods	**Of Mice and Men** B. Meredith, B. Field, L. Chaney, Jr. (Roach)	**The Invisible Man Returns** C. Hardwicke, V. Price, N. Grey	**Brother Rat and a Baby (W)** W. Morris, P. Lane, E. Albert
19	**His Girl Friday** C. Grant, R. Russell	**Congo Maisie** A. Sothern, J. Carroll, R. Johnson	**Hidden Enemy** W. Hull, K. Linaker	**Remember the Night** F. MacMurray, B. Stanwyck, B. Bondi	**Married and in Love** B. Read, A. Marshall, P. Knowles		**He Married His Wife** J. McCrea, N. Kelly, M. Bolanc	**The Lion Has Wings** M. Oberon, R. Richardson (English-made) (Korda)	**West of Carson City, W** J. Brown, B. Baker, F. Knight	**British Intelligence (W)** B. Karloff, M. Lindsay
26	**The Lone Wolf Strikes** W. William, J. Perry, A. Baxter	**Lambeth Walk** L. Lane, S. Gray (English-made)	**Pioneer Days, W** J. Randall	**Santa Fe Marshal, W** W. Boyd, R. Hayden, B. Hayes	**The Saint's Double Trouble** G. Sanders, J. Hale, H. Whitney	**Wolf of New York** E. Lowe, R. Hobart, J. Stephenson	**High School** J. Withers, J. Brown, Jr., L. Corrigan		**Green Hell** D. Fairbanks, Jr., J. Bennett, J. Howard	**The Fighting 69th (FN)** J. Cagney, P. O'Brien, G. Brent, J. Lynn
FEB 2	**Convicted Women** R. Hudson, F. Inescort **Pioneers of the Frontier, W** B. Elliott, L. Winters	**I Take This Woman** S. Tracy, H. Lamarr, V. Teasdale	**Chasing Trouble** F. Darro, M. Stone, L. Elliott	**Parole Fixer** W. Henry, R. Paige, V. Dale	**The Marines Fly High** R. Dix, C. Morris, L. Ball	**Village Barn Dance** R. Cromwell, D. Dav. Lulu Belle & Scotty	**The Man Who Wouldn't Talk** L. Nolan, J. Rogers, R. Clark		**Danger on Wheels** R. Arlen, A. Devine, P. Moran	**Calling Philo Vance (W)** J. Stephenson, M. Stevenson, H. O'Neill
9	**Five Little Peppers at Home** E. Fellows, D. Peterson, C. Kolb	**Broadway Melody of 1940** F. Astaire, E. Powell, G. Murphy	**East Side Kids** V. Barnet, D. Moore	**The Light That Failed** R. Colman, W. Huston, I. Lupino	**Vigil in the Night** C. Lombard, B. Ahearn, A. Shirley		**Little Old New York** A. Faye, F. MacMurray, R. Greene		**My Little Chickadee** W. Fields, M. West, J. Calleia, D. Foran	**Granny Get Your Gun (W)** M. Robson, M. Stevenson, H. Davenport
16		**The Man From Dakota** W. Beery, J. Howard, D. Del Rio	**Murder on the Yukon** J. Newill	**The Sidewalks of London** C. Laughton, V. Leigh (English-made)	**Swiss Family Robinson** T. Mitchell, E. Best, F. Bartholomew		**Young As You Feel** The Jones Family	**A Chump at Oxford** S. Laurel, O. Hardy (Roach)	**Honeymoon Deferred** E. Lowe, M. Lindsay, E. Risdon	**The Castle on the Hudson (FN)** J. Garfield, A. Sheridan, P. O'Brien
23	**Blondie on a Budget** P. Singleton, A. Lake, L. Simms	**Northwest Passage** S. Tracy, R. Young, W. Brennan, R. Hussey (Technicolor)	**The Cheyenne Kid, W** J. Randall	**Knights of the Range** R. Hayden, J. Parker, J. MacDonald	**Pinocchio** W. Disney Feature-Length Cartoon (Technicolor)		**They Came by Night** W. Fyffe, A. Hulme, P. Calvert (English-made)		**Framed** J. Cowan, C. Moore, R. Armstrong	
MAR 1	**Outside the Three-Mile Limit** J. Holt, I. Ware, E. Cianello	**Strange Cargo** C. Gable, J. Crawford, I. Hunter	**Rhythm of the Rio Grande, W** T. Ritter	**Seventeen** J. Cooper, B. Field, O. Kruger	**Little Orvie** J. Sheffield, E. Truex, A. Todd		**Earthbound** W. Baxter, A. Leeds, L. Bari	**The House Across the Bay** G. Raft, J. Bennett (Wanger)	**Double Alibi** W. Morris, M. Lindsay, W. Gargan	**Dr. Ehrlich's Magic Bullet (FN)** E. Robinson, R. Gordon, O. Kruger
8	**Bullets for Rustlers, (W)** C. Starrett, L. Grey		**The Human Monster** B. Lugosi (English-made)	**Adventure in Diamonds** G. Brent, I. Miranda, J. Loder	**Isle of Destiny** W. Gargan, W. Ford, J. Lang (Cosmocolor)		**Charlie Chan in Panama** S. Toler, J. Rogers, L. Atwil.		**Zanzibar** L. Lane, J. Craig, E. Cianelli	
15			**Tom Boy** J. Moran, M. Jones	**Women Without Names** E. Drew, J. Barrett, R. Paige	**Millionaire Playboy** J. Penner, L. Hayes					**Three Cheers for the Irish (FN)** P. Lane, D. Morgan, T. Mitchell
22			**Son of the Navy** J. Parker, M. Spellman	**Road to Singapore** B. Crosby, D. Lamour, B. Hope	**The Primrose Path** G. Rogers, J. McCrea		**The Blue Bird** S. Temple, S. Byington, N. Bruce (Technicolor)	**My Son, My Son!** B. Ahearn, M. Carroll (Small)	**It's a Date** D. Durbin, K. Francis, L. Howard	

PRODUCERS DISTRIBUTING CORPORATION

January 14: The Sagebrush Family Trails West—B. Clark, E. Hodgins, N. Gilbert; **January 21: The Man From Oklahoma**—G. Houston; **February 1: Mercy Plane**—J. Dunn, F. Gifford.

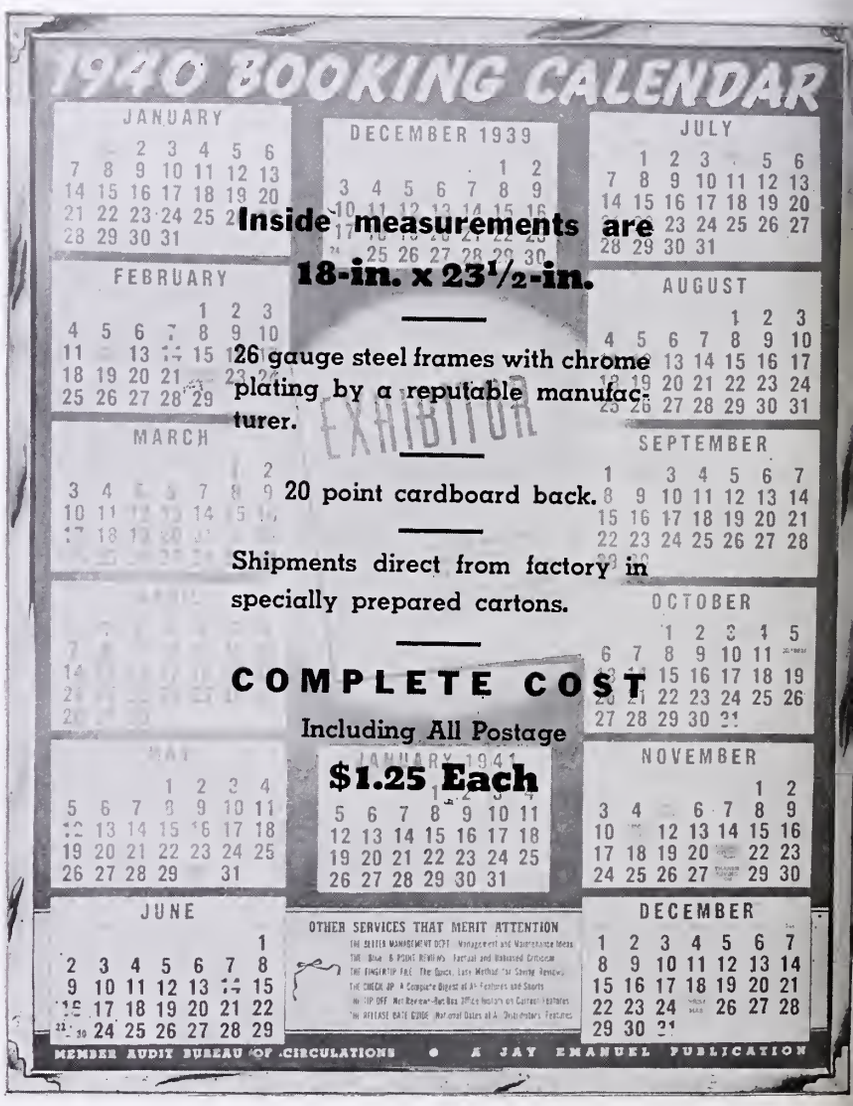
A NEAT CHROMIUM FRAME

for your 1940 Booking Calendar:-

At the suggestion of scores of Subscribers we have designed a special frame to accommodate—and keep in good order throughout the year—our ANNUAL BOOKING CALENDAR. Of sturdy construction and plated in chromium it promises to give good service on your office wall for many years to come.

On our part, we promise to keep our ANNUAL BOOKING CALENDAR to its new size, inaugurated with that of 1940, of 18 x 23½ inches—and in future years you will find it very easy to change from the old to the new calendar. And neatly too!

Manufactured and shipped to you by the DE-FI MANUFACTURING CO. of Chicago, which is one of the leading companies specializing in chrome frames for theatrical use—we will act only as the clearing house for our subscribers' orders. We will not receive a commission or profit of any kind. The frames will be sent direct to you—



Inside measurements are 18-in. x 23½-in.

26 gauge steel frames with chrome plating by a reputable manufacturer.

20 point cardboard back.

Shipments direct from factory in specially prepared cartons.

COMPLETE COST
Including All Postage
$1.25 Each

at actual Manufacturer's Price in quantities!

ANOTHER SPECIAL SERVICE FROM THE TRADE PAPER THAT ORIGINATES MOST OF THEM . . . AND SERVES YOU BEST!

CLIP AND MAIL THIS COUPON

THE EXHIBITOR
1225 Vine Street
Philadelphia, Pa.

Please place my order for..... DE-FI MANUFACTURING CO
All Metal Chrome Frames to fit my Annual Booking Calendar as show
in your recent issue. I understand that shipment will be made to m
direct from the manufacturer via PARCEL POST C.O.D. at the com
plete cost per frame, including postage, of **$1.25** each.

I heartily approve of this added service.

NAME.....

ADDRESS.....

THE EXHIBITOR

METROPOLITAN BOOKERS HOLD INAUGURAL MEET

EXPLOITATION TIPS ON "VIGIL IN THE NIGHT"

"THE TIP-OFF" REPORTS ON CURRENT BUSINESS

THE COMPLETE FEATURE AND SHORTS CHECK-UP

EDITORIAL: "THE MORAL ISSUE IS CLARIFIED"

NEW YORK STATE EDITION

ENTERED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST OFFICE AT PHILADELPHIA, PA., UNDER THE ACT OF MARCH 3, 1879

FEBRUARY 14, 1940
VOL. 23 No. 14 PRICE 10 CENTS

WATCH THE MOVIE SKY!

E D I T O R I A L

THE

EXHIBITOR

Vol. 23, No. 14 February 14, 1940

MEMBER AUDIT BUREAU OF CIRCULATIONS

A Jay Emanuel Publication. Covering the film territories in the Metropolitan East. Published weekly by Jay Emanuel Publications, Incorporated. Publishing office: 1225 Vine Street, Philadelphia, Pennsylvania. New York City office, 1600 Broadway. West Coast office, 1119 Poinsettia Drive, Hollywood, California. Representatives in Washington, D. C.; Albany, Buffalo, Boston, New Haven. Jay Emanuel, publisher; Paul J. Greenhalgh, business manager; Herbert M. Miller, managing editor. Subscription rates: $2 for one year; $5 for three years. Address all communications to 1225 Vine Street, Philadelphia, Pennsylvania.

Just In Passing

"TEDDY" IS TOPS

We wager even Norman Moray, Vitaphone's enthusiastic shorts sales chief, can't think of enough adjectives to describe "Teddy, the Rough Rider."

If ever a sock two reels of entertainment was manufactured this is it. Urging that every theatre in the country should play this high-rating Technicolor review of the high spots of Teddy Roosevelt's career probably won't mean a thing, so let's put it this way. The exhibitor who books this and fails to sell it is tossing money out of the window. "Teddy" is a short that will make the feature that follows look pretty bad unless it is exceptionally good. It is marquee fodder if ever we saw one, and it will get more attention than the ordinary second feature. In other words, the boys outdid themselves on this. It is your duty Mr. Exhibitor, to play it, for profit and prestige. Warners is to be congratulated.

MAYBE MR. MYERS MISUNDERSTOOD

We would prefer to think that Abram Myers didn't know exactly what kind of a picture "Dr. Ehrlich's Magic Bullet" was when he recently included that among others in a group some of which he said had "subject matter that was filth."

Having seen it, we think the picture belongs in the screen's top bracket (and we don't mean allocation). It took courage to make it. It is a fine picture, no matter from what angle you look.

The screen must be growing up. Any business which can come forth with "Gone With the Wind," "Grapes of Wrath," "Dr. Ehrlich's Magic Bullet," "Of Mice and Men," "Abe Lincoln in Illinois," and "Pinocchio" within the space of a month or so has plenty of reason to hold its head high.

THE MORAL ISSUE IS CLARIFIED

The news from Montclair, New Jersey, is important. During the course of a debate on the Neely Bill between Felix Jenkins, 20th Century-Fox Film Corporation counsel, and Colonel H. A. Cole, Allied States Association president, the latter was reported as asserting at the outset of the argument that block booking did not force any immoral or obscene pictures on any exhibitor. Inasmuch as Colonel Cole is said to have made a deliberate and emphatic statement to clear up this point, both sides now agree that there is no moral issue connected with the Neely Bill and Colonel Cole is to be congratulated on his frankness and honesty.

Pressure for this measure, it is known, has come in a large measure from organized groups concerned with pictures' moral effect on the community. It must be assumed that these people are not interested in the exhibitor's financial worries, or whether he will make money under the Neely Bill, and it cannot be expected that they should be.

Remove the moral issue, then, and the problem remains solely one for the trade. Will it be better off with the bill than it is now?

Because we have yet to be convinced that the Neely Bill will be beneficial, we have failed to come out for it, but we are still open to argument. During the past week, for example, advocates of the measure have tried to point out to us personally what the good effects of the bill will be if it is passed, but we're still not sold. Among the advantages under the bill, they say, will come increased trade-paper advertising, since the producers, selling individually, will be forced to advertise all pictures instead of perhaps one-third the product as they do now. Even if this were true, the interests of the entire industry come before any individual gain. Again the disadvantages which would come to us as an exhibitor would be far greater than any predicted gain for the trade-papers, we feel.

Mind you, we are not pleased with conditions within the industry. Drastic reforms are needed but we do not believe the Neely Bill will directly or indirectly solve such trade problems as clearance, overbuying, circuit buying monopoly or similar headaches and we speak as an exhibitor of 28 years' experience with both first and subsequent runs. It has always been our opinion that there is nothing like fair arbitration to handle all industry headaches, and the action of Allied in seeking arbitration is indication of that body's belief, regardless of the Neely Bill.

By the time the hearings on the measure come up before the House Interstate Commerce Committee next month, there should be no one within our industry who hasn't made up his mind where he stands. If it has done nothing else, the bill has destroyed for once the "let George do it" attitude which had too long prevailed. Practically everyone knows that something is happening in Washington and "George" is getting plenty of help this time.

To come back to Colonel Cole's statement. He deserves credit because he has clarified an issue. But it is now clearer than it has ever been—the Neely Bill as far as Allied is concerned, is desired for other reasons.

Common sense must prevail. Producers will not sell their product at a loss. Complying with the bill means furnishing a synopsis with criminal provisions, as a penalty for violations, which does not seem practical. And instead of making one sale, as at present, there must come greater selling costs, to be paid for out of the exhibitors' pockets, resulting in higher rentals. Where is the gain to the exhibitor?

But as we said above, we're still willing to listen further.

Jay Emanuel

QUAD.

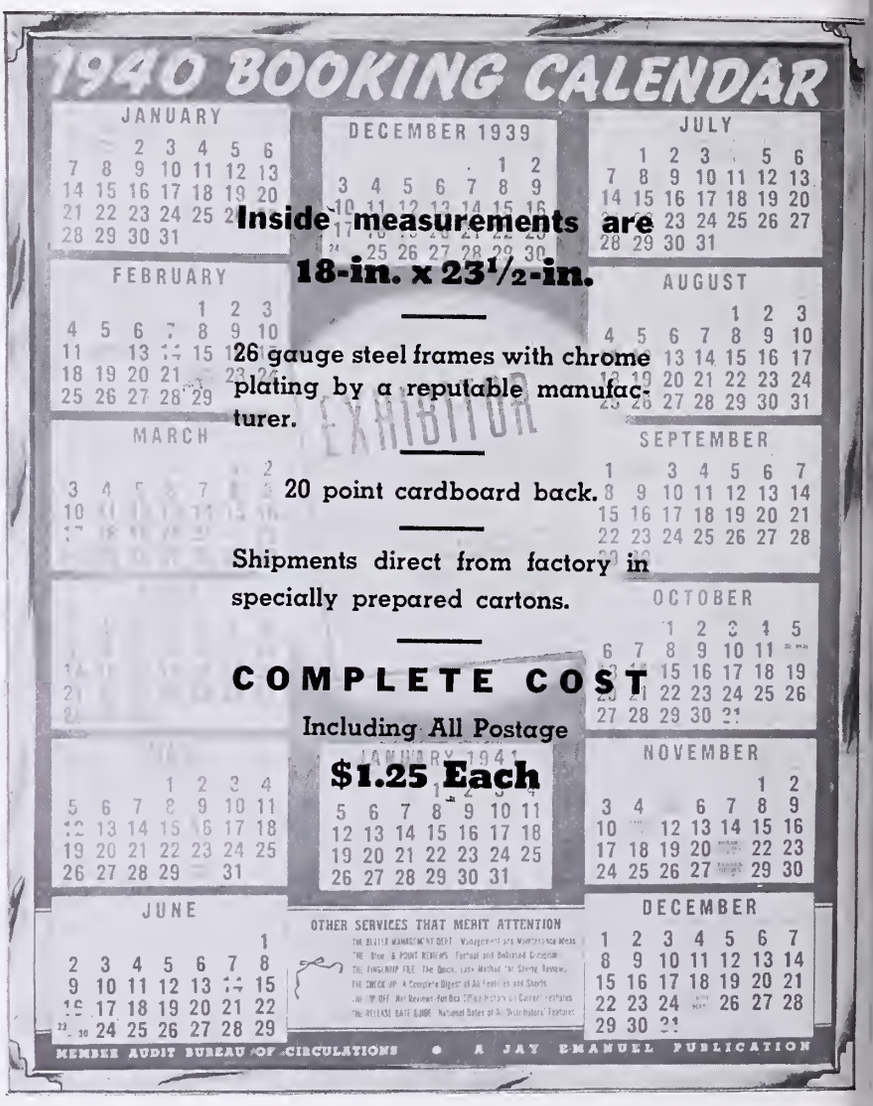
A NEAT CHROMIUM FRAME

for your 1940 Booking Calendar:-

At the suggestion of scores of Subscribers we have designed a special frame to accommodate—and keep in good order throughout the year—our ANNUAL BOOKING CALENDAR. Of sturdy construction and plated in chromium it promises to give good service on your office wall for many years to come.

On our part, we promise to keep our ANNUAL BOOKING CALENDAR to its new size, inaugurated with that of 1940, of 18 x 23½ inches—and in future years you will find it very easy to change from the old to the new calendar. And neatly too!

Manufactured and shipped to you by the DE-FI MANUFACTURING CO. of Chicago, which is one of the leading companies specializing in chrome frames for theatrical use—we will act only as the clearing house for our subscribers' orders. We will not receive a commission or profit of any kind. The frames will be sent direct to you—



Inside measurements are 18-in. x 23½-in.

26 gauge steel frames with chrome plating by a reputable manufacturer.

20 point cardboard back.

Shipments direct from factory in specially prepared cartons.

COMPLETE COST
Including All Postage
$1.25 Each

at actual Manufacturer's Price in quantities!

ANOTHER SPECIAL SERVICE FROM THE TRADE PAPER THAT ORIGINATES MOST OF THEM . . . AND SERVES YOU BEST!

CLIP AND MAIL THIS COUPON

THE EXHIBITOR
1225 Vine Street
Philadelphia, Pa.

Please place my order for ..... **DE-FI MANUFACTURING CO. All Metal Chrome Frames** to fit my **Annual Booking Calendar** as shown in your recent issue. I understand that shipment will be made to me direct from the manufacturer via PARCEL POST C.O.D. at the complete cost per frame, including postage, of **$1.25** each.

I heartily approve of this added service.

NAME .....

ADDRESS .....

TERRITORIAL HIGHLIGHTS

Bookers Organization Not "Union" Says Kline

Clears Atmosphere at Recent Meeting

NEW YORK CITY—Emphasizing that the newly-formed New York Bookers' Club is for purposes of fraternization and benevolence and that it definitely has no intention of ever becoming a union, Harold Kline, the organization's first president, keynoted the installation dinner meeting attended by more than 100 persons at the Cafe Loyale here last week.

In his short talk, Kline refuted charges of "unionism" by saying, "I deny unequivocally that this organization was formed to start a union of bookers in this industry . . . I will set up my offices as a bulwark against unionism."

Preceding Kline on the speaker's platform was Dave Levy, Universal branch manager, who claimed "If you have started an organization with the real definite purpose of hurting no one, I'll be very glad to help you in any way I possibly can." Ted O'Shea, Metro, praised the group and then added, "In the spirit of the organization, I would like to become a member."

Arthur Greenblatt, Alliance, was toastmaster. He introduced the first slate of officers as well as the speakers and Charles Stern, UA; Clarence Eisman, UA; Monroe Steins, Cocalis; John Benas, Skouras; Max Fellerman, RKO; Morris Epstein; Republic; Irving Wormser, Columbia; Ben Abner, Metro; Moe Streimer, UA.

Those installed were Kline; Al Arnswalder, vice-president; Ed Susse, financial secretary; Ben Levine, treasurer; Dora Fried, recording secretary; Herb Richek, sergeant-at-arms; Bernie Brooks, Dan Ponticelle, trustees; Eddie Richter, Max Fried, Henry Suchman, Harry Margolies, board of directors.

Strausberg Foresight

NEW YORK CITY — Fifteen years ago, Samuel Strausberg, president, Interborough Circuit, Inc., bought a site on Myrtle Avenue, Brooklyn, anticipating improvements in that section, but the area declined.

However, he maintained the plot for 15 years to learn last month that the new Brooklyn Navy Yard district improvement takes place a block away.

As a result, a 1200-seat stadium type house will be built.

Theatre Cleared in Local Robbery Action

Decision Important to NY Houses

NEW YORK CITY—A ruling of the Appellate Division in Brooklyn of importance to all theatres in the state last week held that a theatre is not responsible for the assault and robbery of a woman patron in its secluded ladies' room even though no matron or usher is assigned to furnish protection.

Miss Cora L. Hart, Brooklyn, was held up and robbed of her pocketbook in the ladies' room in the Paramount February 21, 1934. She resisted and was punched several times until she fell, releasing her hold on her pocketbook. The hold-up man fled.

The Appellate Division upheld a lower court's dismissal of Miss Hart's suit for $3,000 damages upon the ground that the motion picture house had no reason to anticipate the assault.

The court wrote:

"To assume that the presence of a matron in the ladies' room would have prevented the assault is merely to speculate upon the degree of criminality possessed by the thief. Human experience proves that the presence of two or more women does not prevent a thief from plying his calling, nor protect from assault and injury one who courageously attempts resistance."

The court added that the assault upon the plantiff could not have been foreseen nor could it be said to be "the reasonable or probable consequence of the absence of a matron from the ladies' room or of an usher from that particular passageway."

Gloria Injunction Denied

NEW YORK CITY—A motion for a temporary injunction made by the 395 Amusement Corporation, operator of the Gloria, Brooklyn, in a suit charging Randforce, five of the majors and others with restraint of trade was denied last week by Judge Grover Moskowitz, Brooklyn Federal Court Justice.

No date for the trial has been set but the court said that an immediate trial is possible so no injunction was necessary.

Charges of combination in restraint of trade was made by the plaintiff, denied by the defendants. The charges said that the defendants favor the Clinton, built by William Yoost, but acquired by Randforce.

NYC Assessments Listed by Tax Group

Theatres in Five Boroughs Named

NEW YORK CITY—Tentative assessment valuations were announced last week by the City Tax Commission. The following are the theatre and allied properties listed:

BOROUGH OF THE BRONX	
Grand	$1,090,000
Keith's Fordham	775,000
Paradise	1,300,000
Valentine	570,000
BOROUGH OF BROOKLYN	
Fox	3,863,000
Loew's Kings	1,115,000
Loew's Melba	426,500
Loew's Metropolitan	1,015,000
Oxford	114,000
Saint George	187,000
Star	255,000
Tivoli	412,000
BOROUGH OF MANHATTAN	
Ambassador	510,000
Astor	1,750,000
Biltmore	360,000
Booth-Shubert	1,200,000
Broadhurst	460,000
Capitol	2,350,000
Center Theatre and U. S. Rubber Bldg.	6,500,000
Criterion	6,700,000
Empire	845,000
Forrest	400,000
46th Street	575,000
Gaiety	2,210,000
Globe	1,150,000
Hollywood	1,125,000
Loew's State	4,100,000
Lyceum	535,000
Majestic	640,000
Mayfair	1,800,000
Music Hall and RKO Building	11,700,000
New Amsterdam	1,000,000
Palace	1,325,000
Paramount Building and Theatre	11,850,000
Playhouse	365,000
RCA Building	28,500,000
Rialto	3,000,000
Rivoli	1,625,000
Roxy	4,100,000
Strand	3,200,000
Times-Apollo	1,475,000
Windsor	435,000
BOROUGH OF QUEENS	
Alden	483,000
Keith	788,000
Lasky Famous Players Studio	735,000
Madison	642,500
Merrick	875,000
National Carbon Company	925,000
Valencia	1,060,000
BOROUGH OF RICHMOND	
Paramount	350,000
Saint George Theatre and Office Bldg.	620,000

More Jersey Measures

TRENTON—Additional measures introduced in the New Jersey legislature February 5 of interest to theatre owners and exhibitors of New Jersey were as follows:

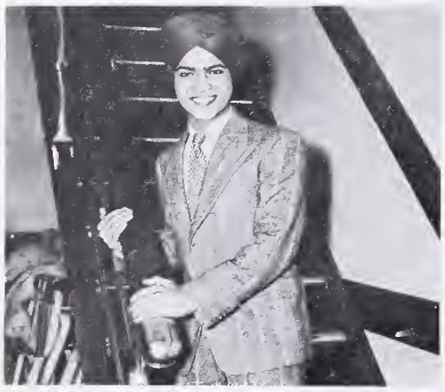
Assembly 174. Introduced by Samuel S. Ferster, Newark. An act to limit and regulate child labor. Referred to the Ways and Means Committee.

Assembly 178. Introduced by William J. Hanna, Paterson. An act to prohibit espionage during labor strikes and disputes; regulates private detective agencies. Referred to the Ways and Means Committee.

RKO Suit Settled

NEW YORK CITY—It was disclosed last week that the $164,751 breach of contract suit of RKO against Center Music Hall, Inc., and Rockefeller Center, Inc., had been settled. A stipulation was filed in Federal Court. Contract violation was charged.

IN THE SPOTLIGHT



ARRIVAL. Sabu, Indian boy actor, arrives in New York en route to Hollywood, where he will appear in Alexander Korda's production of "Jungle Book."

MORE ARRIVALS. Zoltan (brother of Alexander) and Mrs. Korda (Joan Gardner) arrive in New York City en route to Hollywood where he will star Sabu in the Rudyard Kipling story.

ORPHAN. Ushers at Loew's Jersey, Jersey City, adopt a mascot. Left to right they are (standing) Lawrence Barr, Charles Doerling, chief of staff Frank Feeney, (kneeling) Eugene Baker, Harry Myers (with mascot Windy), Walter Watson.

INTERVIEW. Madeline Carroll and Brian Ahearn (on the left) and the Post's Irene Thurber and the Journal-American's Donna Grace (on the right) indulge in a few questions and answers anent Edward Small's "My Son, My Son!" at a cocktail party given by Gus Eyssell, manager, Radio City Music Hall, New York City.

OUT OF THE PAST. This is a picture of IATSE, Local 253, taken on a summer's Sunday in 1913 in Rochester. The original from which this cut was made is said to be the only picture of this event in existence.

QUINTETTE. The Metro basketball team is composed of (seated) John Kraus, Bob Rigby, co-captain Murray Horowitz, co-captain Hy Malitsky, player-manager Sid Salitsky, (standing) Charles Group, assistant manager Arthur Adler, Sol Lindner, Edwin Weiland, all of them home office employees.

NOW—

WHILE THE WHOLE NATION IS TALKING

"THE GRAPES OF WRATH"...

. . . with the word of the all-time record-breaking New York run spreading the country over . . .

. . . with big-space news breaks hitting top-circulation newspapers and magazines to reach every man, woman and child in the land . . .

. . . with the greatest reviews ever written lauding "The Grapes of Wrath" as the greatest entertainment of all time . . .

. . . with the ace columnists and radio commen-

tators voicing their highest praise to their vast personal followings . . .

. . . with the Rivoli manager reporting "'The Grapes of Wrath' surpasses anything in my entire experience", and predicting a "ten weeks' to three months' run". . .

. . . with such radio programs as "Information Please", "We the People", "Pursuit of Happiness" featuring "The Grapes of Wrath" from coast to coast in response to unparalleled public interest . . .

. . . with the millions asking when they can see it . . .

"THE GRAPES OF WRATH" IS YOURS!

20th CENTURY FOX

THE KEYSTONE OF YOUR FUTURE

Printed in U.S.A.

LATE NEWS HIGHLIGHTS

Columbia To Honor A. Montague with Drive

Annual Billing, Sales Campaign Begins

NEW YORK CITY—As a tribute to general sales manager A. Montague, Columbia Pictures Corporation's annual sales and billing campaign will be called the "Montague Fifteenth Anniversary Campaign," it was announced last week.

It will get under way February 17 and will continue for three months through May 10.

In commenting, Jack Cohn said:

"In the fruitful years that have passed and in the development of Columbia, Montague has played an important part.

"Of all the executives of motion picture companies, I know of none with a better reputation for fair dealing than he has. That in itself should create an urge among exhibitors to contribute their best efforts toward making this particular campaign an unique succes."

During his 15 years of association with Columbia, Montague has been an important factor in the company's growth to its present proud position in the film industry.

In order further to stimulate unusual zeal on the part of the Columbia sales organization throughout the country, a series of bonuses will be awarded during the period of the campaign. There also will be grand awards made on the completion of the three months' period.

During the three months of the "Montague Fifteenth Anniversary Campaign," many of the outstanding features of Columbia's 1939-40 program will be released.

Among the films designed to help make this a Columbia banner year released during their campaign are Wesley Ruggles' "Too Many Husbands," co-starring Jean Arthur, Fred MacMurray, and Melvyn Douglas; Loretta Young and Ray Milland in "The Doctor Takes a Wife"; the latest Blondie comedy, "Blondie on a Budget"; another in the "Five Little Peppers" series, "Five Little Peppers at Home"; "I Married Adventure," which stars Osa (Mrs. Martin) Johnson.

"Lincoln" Bows In N Y

NEW YORK CITY—Robert E. Sherwood's screen adaptation of his Pulitzer Prize play "Abe Lincoln in Illinois" will have its New York premiere at the Radio City Music Hall February 22.

Set Aside Injunction In Mori-Vineland Case

Case Will Now Proceed To Trial

PHILADELPHIA—The Third Circuit Court February 9 set aside the preliminary injunction granted a short time ago by Judge William H. Kirkpatrick in the so-called Landis-Vineland Case, declaring that the document had been prematurely issued and so sweeping as to take on the aspect of a final court decision rather than a temporary relief measure such as was intended under the injunction law.

The Circuit Court judge, however, withheld any comment on the merits of the Kirkpatrick injunction, and issued instructions to him to hold a final hearing on the matter.

The case is now expected to come up for trial in March, with heads of the distribution, production and exhibition branches to be subpoenaed to appear. If need be, masters will probably take dispositions in New York City and Hollywood if the execs can not come to Philadelphia.

The case, it is believed, will take at least a month.

R. I. Sunday Bill Up

PROVIDENCE, RHODE ISLAND—State Senator Raymond E. Adams, Republican, North Smithfield, last week introduced into the General Assembly a bill to permit the showing of Sunday motion pictures in that town. The measure also authorizes Sunday operation of skating rinks and golf courses.

Poster Group Passing

NEW YORK CITY—Passing of the National Poster Service Association was believed imminent here last week end following action of the members of the group at their annual meeting in approving a recommendation of the president, Simon Libros, whereby independent individual poster exchanges through the United States and Canada will sell their assets to Advertising Accessories, Incorporated.

Libros and Charles Casanave have been negotiating for the past few months striving to consummate deals for their poster companies that would want them.

Columbia Makes Deal With Ad. Accessories

Is Fourth Company Joining Plan

NEW YORK CITY—Following conferences with Jack Cohn, vice president, Columbia, and Abe Schneider, treasurer, same company, Charles L. Casanave, vice-president and general manager, Advertising Accessories, Inc., announced here last week end that Columbia has joined with Paramount, RKO and Universal in the new accessories set-up centralizing distribution of all accessories through Advertising Accessories, Incorporated whose headquarters are at 630 Ninth Avenue.

It is expected that service on all Columbia accessories will begin through the new company on or about March 1.

Casanave said that both he and Herman Robbins, president, Advertising Accessories, Inc., are both particularly enthusiastic about Columbia coming into the fold because Cohn was one of the first executives amongst the major producers to approve the organization and ideas of the specialty accessories company now know as National Screen Accessories, Inc., of which Robbins is president and Casanave vice-president and general manager.

Republic Men Meet

NEW YORK CITY — Republic's eastern regional sales meeting was held at the New York Athletic Club February 9 to be followed by similar meetings in Chicago, Atlanta, Dallas and Los Angeles.

These meetings review the progress made by the company in the last quarter, and plans for the company's operation in the next quarter are under discussion. Also under discussion are the plans for distributing Republic's de-luxe production, "The Dark Command."

Those in attendance at the eastern regional sales meeting included Herman Gluckman, New York and Philadelphia franchise holder; Morris Epstein, New York branch manager; Max Gillis, Philadelphia branch manager; James H. Alexander, Pittsburgh franchise holder; George Collins and Sam Fineburg, Pittsburgh branch; Sam and Jake Flax, Washington franchise holders; Jack Bellman, Buffalo branch manager; Arthur Newman, Albany branch manager; Sam Seletsky, New Haven branch manager; E. M. Morey, Boston branch manager.

Not less than 52 features and four serials will be included on the new season program, with $750,000 budget for each of four specials, it was announced by Herbert K. Yates, last week end. Expansion of the exchange system, wherever satisfactory deals can't be worked out with franchise holders, was promised by him.

Para Men to South

NEW YORK CITY—Paramount executives hopped south last week to visit theatre units in the area. M. F. Gowthorpe, Sam Dembow, Jr., Leon Netter, and Leonard Goldenson were in the party.

Metro's "Tom Edison" Bows at Port Huron Fete

Bigwigs, Others At Celebration

DETROIT—Converging here last week end were notables from coast to coast to participate in the "Edison Days" celebration in connection with the special preview of Metro's "Young Tom Edison" at three theatres in Port Huron, Michigan, February 10.

Among those on hand were Mr. and Mrs. Louis B. Mayer, John W. Considine, Jr., producer; Mickey Rooney, star; Mr. and Mrs. W. F. Rodgers, Mr. and Mrs. Howard Dietz, W. R. Ferguson, Mr. and Mrs. Ben Wickham and Reverend Edward J. Flanagan.

A cavalcade of cars took the celebrities to the Ford Motor Company, where Louis B. Mayer was the special guest of honor.

Special homage was paid to Mayer. With more than 300 listening to an eloquent talk by him that stressed the need for tolerance and love of man as his central theme. Mayer recounted some personal experiences that gave him the broad outlook on life that permeates his relations with associates, friends, and business connections, and spoke for even better relations and reasons to justify and earn the title of "The Friendly Company." His humorous references to the Neely Bill, percentages, and other subjects pertinent to the industry, were received with applause.

Mayer breathed optimism in the outlook for his company when speaking of future plans and stressing the importance and value of so-called reserves in the production department, consisting of stars, players, story properties, physical equipment, but above all an organization of men whose production brains are considered the greatest in the industry.

Mayer announced that the 70 percent sales policy for "GWTW" was a success. William F. Rodgers, sales chief, was given credit by Mayer for instituting the policy of a profit guarantee with the plan. Mayer said there were a few situations where Metro had to pay back money to make good the guarantee.

The gala program of events, marking the biggest celebration in Port Huron history, was ushered in by the running of one of the original wood-burning trains on which Edison worked as a boy from Detroit to Port Huron. Accompanying it was a special excursion train.

In New York City, Secretary of the Navy Charles Edison, son of the late inventor, and Governor A. Harry Moore of New Jersey were guests of honor at the luncheon at the Hotel Astor of the Edison Pioneers, commemorating the 93rd anniversary of the birth of Thomas A. Edison.

At the same time the Manhattan luncheon was taking place, a second luncheon was held in Port Huron. Speakers at the Port Huron gathering included Governor Luren Dickinson of Michigan, Premier Mitchell Hepburn of Ontario, Canada, Mrs. Minna M. Edison Hughes, wife of the famous inventor, Mayer, Rooney.

Brandt in NE

NEW YORK CITY—Week-end reports indicated that the independent theatre circuit headed by Harry Brandt, ITOA head, would be expanded to cover 11 more New England towns, including Pawtucket, Providence, Rhode Island; Putnam, Danielson, Bridgeport, Darien, Danbury, Connecticut; Southbridge, Milford, Great Barrington, Plymouth, Massachusetts.

Houses, according to report, will be along Colonial lines, and equipped for television.

Gil Josephson Host

NEW YORK CITY—Prior to the first screening of "The Baker's Wife" with preems at the World Cinema February 26, Gilbert Josephson, World, hosts trade-paper and periodical reviewers at a luncheon in the Champlain Restaurant today (February 14).

Mobeel Suit Ends

NEW YORK CITY—A stipulation was filed last week end in Federal Court ending the suit of Mobeel Enterprises, Inc., against the majors, Republic, Century circuit and Monogram. Plaintiff had filed for triple damages in amount of $75,000.

Boston Meet Moved

BOSTON—Meeting of Independent Exhibitors, Allied unit, scheduled to have been held February 13, was moved back to February 20.

Week-End Arrival

NEW YORK CITY—It's a girl, Judy, at the Charles Levys. The arrival to the family of the RKO publiciteer came February 9.

Wolfe Comes East

NEW YORK CITY—Wallace Wolfe, chief RCA engineer in Hollywood, is on a two-week business trip to the Photophone laboratories here and Camden, New Jersey.

THE EXHIBITOR

VOLUME 23, NUMBER 14 FEBRUARY 14, 1940

Better Management 20, 21
Coming Reviews 16, 18
The Check-Up (THE EXHIBITOR'S Servi-section) ..... Yellow Section
Editorial page 3
Hints on Newspaper Advertising 22, 22a
Late News Highlights 7, 8
National Mirror 9, 10, 12
National Mirror Picture Pages 15, 17, 19, 22b
National Release Date Guide ..... Inside Back Cover
News of Territory ..... 23 et seq.
Production Happenings 14, 16
Territorial Highlights 5
The Tip-Off 13
Warren Stokes Hollywood Newsreel 14

Material contained on this and the preceding page often represents new developments in stories to be found on other pages of this issue. If the reader will bear this in mind, it will avoid possible confusion. This section of THE EXHIBITOR goes to press last, with latest developments within the industry, where available.

Bad Weather Affects Grosses on Broadway

"Pinocchio" Fast After Slow Start

NEW YORK CITY—Reports of first-run theatres, after a meteorologically inauspicious week end, from usually authoritative sources, follow. After a comparatively slow start, "Pinocchio," at the Center, began to show the benefit of the rave reviews and hold-out crowds became the rule over the week end.

"BRITISH INTELLIGENCE" (Warners) — At the Globe, opened February 10, did $2,700 on Saturday, Sunday, fair.

"BULLETS FOR RUSTLERS" (Columbia) and "HORRORS OF WAR" (Merit)—At the Central, opened February 10, did $1,300 on Saturday, Sunday, fair.

"THE FIGHTING 69th" (Warners) — At the Strand, opened January 26, with Paul Whiteman & His Orchestra, Joan Edwards, the Four Modernaires, and the Sax-Soc-Tette headlining the stage show, did $24,500 on Friday, Saturday, Sunday of the third week, very good. Second week: $49,600, swell.

"GERONIMO" (Paramount) — At the Paramount, opened February 7, with the stage show headlined by Matty Malneck & His Orchestra, Van Alexander & His Orchestra, Cass Daley, Frank Paris, and Roberts & Douglas, did $15,200 on Saturday, Sunday, good.

"GONE WITH THE WIND" (Metro)—At the Astor (Road-show), opened December 19, did $21,000 on the eighth week, excellent.

"GONE WITH THE WIND" (Metro)—At the Capitol ("continuous"), opened December 19, did $70,000 on the eighth week, excellent.

"THE GRAPES OF WRATH" (20th Century-Fox)—At the Rivoli, opened January 24, did $41,000 on the third week, very good.

"LITTLE OLD NEW YORK" (20th Century-Fox)—At the Roxy, opened February 2, with the stage show, did $19,500 on Friday, Saturday, Sunday of the second week, good.

"PINOCCHIO" (RKO-Radio)—At the Center, opened February 7, with no accurate figures available, but holdout crowds were noted over the weekend after a slow start.

"SWISS FAMILY ROBINSON" (RKO-Radio)—At the Radio City Music Hall, opened February 8, with the stage show, did $54,000 on Thursday, Friday, Saturday, Sunday, fair.

Walker Set on WHN

NEW YORK CITY—Former Mayor James J. Walker will take over the helm of the WHN Amateur Hour and preside over the program when it resumes on the air February 26. It will come directly from the stage of Loew's State every Monday night from 9 to 10 P. M.

This is the first time the broadcast will come from Loew's State where patrons of the theatre on Monday evenings will witness the program in addition to the regular stage and screen shows.

Two Phillyites Stricken

PHILADELPHIA—Sam Lefko, RKO salesman, was stricken with appendicitis while traveling in upstate Pottsville February 9. He was given an emergency operation.

The daughter of Mr. and Mrs. Nat Levy (he is the RKO district manager) also suffered an appendicitis attack the same day and was operated on.

Lederer with Merit

NEW YORK CITY—Otto Lederer, veteran exhib-distrib, once with Harry H. Thomas in First Division, joined Merit Pictures here this week to participate actively in the business along with Jerry Wilson and Etta V. Segall as co-associates.

THE NATIONAL MIRROR

Cohn Examination Leads Producers List

Testifies in Oral Questioning

New York City—Beginning of the oral examinations of company executives in connection with the government suit was recorded last week with president Harry Cohn, Columbia, on the stand. He told Special Assistant Attorney General Robert L. Wright that Columbia had never considered the advisability of purchasing theatres. Cohn was asked whether he considered it necessary for a producer to own theatres, but attorneys for Columbia objected.

Cohn refused to answer, and Wright reserved the question for decision by a Federal judge. Cohn's examination, which was completed after several hours, took place before attorneys representing all major companies. Wright was assisted by Thomas Lynch and William P. Farnsworth. Cohn described his duties and gave a short history of his activities since 1918 when he first connected himself with the film industry. His first feature, he said, was called "More to be Pitied than Scorned," and cost about $20,000. In 1924, he said, Columbia was organized as a successor of his former company.

Columbia made no effort from 1924 to 1929 to secure release of films through any of the majors, he continued. In 1929, Columbia, through the purchase of a number of states rights exchanges, set up its own distribution system, he said.

The company, he stated, had loaned talent to independents since 1930 in 86 instances. Wright attempted to obtain an admission from Cohn that these loans were made to producers who released through one of the major companies. Cohn refused to concede this and declared that Columbia was not interested in who released pictures, but merely in whether it would be paid, the billing of stars and the type of story for which the player was loaned.

Wright and Cohn differed on whether a producer lost his independent status when he released through a major. Columbia had not borrowed from independents because they had no talent to lend, Cohn said.

Bernhard Operated On

New York City—Joseph Bernhard, general manager, Warner Brothers theatres, was operated upon last week at the Lenox Hill Hospital for gallstones.

Changes in Holdings Reported by Film Men

Regular SEC Report Indicates Shifts

Washington — Semi - monthly summary of security transactions and holdings by the Securities Exchange Commission revealed many changes in industry stock ownership last week.

William Goetz disposed of 6,300 shares of 20th Century-Fox common stock, now holding 178,343 of common, as well as 55,284 of cumulative preferred.

Leopold Friedman disposed of 100 shares of Loews' Inc., now holding 712. Sam Katz disposed of 750 shares of Loew's common, now holding two shares, with J. Robert Rubin disposing of 1,400 shares of common, holding 30,015 shares.

Morris Wolf disposed of 500 shares of Warners common, holding 450 shares directly and 167 in trust.

Malcolm Kinsberg acquired 300 shares of K-A-O seven percent cumulative convertible preferred, now holding 500 all told. M. J. Meehan disposed of 300 shares, now holding 26,504 shares.

A. Schenider added 100 common voting trust certificates of Columbia, now holding 504.

Allan A. Kirby has 2,100 shares of common, and 5,000 shares through two holding companies. He also holds 600 shares in trust.

Charles Prutzman acquired 200 common voting trust certificates of Universal, now holding 900.

"Siege"

"Siege," RKO-Pathe's one reel presentation of highlights of the films taken in war-stricken Poland by Julien Bryan during the period in which the Germans were battering at Warsaw, is one of the highlights of the shorts season.

Never before has the screen seen such a pictorial representation of a people's suffering. We suggest that this be given unusual attention, with possible screening before playing. No exhibitor can look at it and not know that it is something way above the average.

A bow is due Bryan, RKO-Pathe's Fred Ullman, Jr., and the others responsible for its being issued.

—J. E.

Warner Sales Force Hears Production Plans

Capra Deal Confirmed at Chicago Meeting

Chicago—Confirmation of the deal bringing Frank Capra and Robert Riskin to Warners' production staff, with their first release to be "The Life and Death of John Doe," was announced by Gradwell L. Sears, Warners' distribution chief, to the assemblage of the company's district and branch managers and field publicity representatives during the mid-season meet at the Hotel Blackstone here last week.

Charles Einfeld, director of advertising and publicity, also addressed the body and paid high tribute to Jack L. Warner and Hal B. Wallis for their production genius. Einfeld also made special mention of the recognition the entire industry accorded to Wallis in his winning of the Irving G. Thalberg Memorial Award offered for the most consistent high quality of production by an individual producer for the year 1938.

Einfeld reviewed plans for "Dr. Ehrlich's Magic Bullet," with Edward G. Robinson; "Three Cheers for the Irish," with Priscilla Lane; "Virginia City," with Errol Flynn and Miriam Hopkins, which gets a special world premiere in Virginia City, Nevada; "Till We Meet Again," with Merle Oberon and George Brent; "It All Came True," with Ann Sheridan and Jeffrey Lynn; "Saturday's Children," with John Garfield and Anne Shirley; "The Sea Hawk," starring Errol Flynn; "All This and Heaven, Too," co-starring Bette Davis and Charles Boyer; Rex Beach's "Flowing Gold"; "The Sentence," by W. Somerset Maugham; Jack London's "Burning Daylight"; "They Died with Their Boots On," starring James Cagney; "Tahiti," by Nordhoff and Hall; "The House on the Hill," starring Merle Oberon and George Brent; "Captain Horatio Hornblower," starring Errol Flynn; "Reuters," starring Edward G. Robinson; "The Constant Nymph," with Merle Oberon and George Brent; "January Heights," starring Miriam Hopkins and Fred McMurray; "The Patent Leather Kid," starring George Raft and Priscilla Lane; Jack London's "The Sea Wolf"; "Torrid Zone," with James Cagney, Pat O'Brien and Ann Sheridan; "The Spirit of Knute Rockne," with Pat O'Brien; "Brother Orchid," with Edward G. Robinson, Wayne Morris and Gale Page; "Stuff of Heroes," starring Jimmy Stewart; "City of Conquest," starring James Cagney and Priscilla Lane; "Four Mothers," with Priscilla Lane, Rosemary Lane, Lola Lane and Gale Page; "An Angel from Texas," with Priscilla Lane, Eddie Albert, Wayne Morris, Jane Wyman and Ronald Reagan.

Norman Moray, Vitaphone short subjects sales manager, pointed out the growing interest of the nation's exhibitors in short subjects as evidenced by the good response to his recent questionnaire.

At the meeting Gradwell L. Sears, general sales manager, received a wire from Wallis describing the company's production plans for the remainder of the 1940 season.

M. E. Comerford Left Nearly $2,000,000

Will Of Late Exhibitor Filed in Scranton

SCRANTON, PENNSYLVANIA—M. E. Comerford, nationally known theatre magnate, owned personal property to the value of nearly $2,000,000 at the time of his death in Miami, February 2, 1939, it was revealed last week by an inventory of the decedent's holdings filed with the register of wills January 31.

Appraisal of the estate showed a total net value of $1,739,171.32.

Frank C. Walker, executor of the will, recorded the inventory which showed the estate to consist principally of holdings in some 30 theatre companies and several real estate corporations.

Comerford's most valuable property was 1,000 shares of Penn Realty Company which was listed at $386,860. His next biggest holding was 3,334 shares of Meco Realty Company to the value of $376,018.99.

Principal among the estate's other assets were: 1,150 shares of North Penn Theatres, $175,195.66; 616 2/3 shares Metropolitan Theatre Company, $126,219.33; 500 shares Capitol Theatre Company of Hazleton, $103,013.23; 333 1/3 shares Luzerne Theatre Company, $78,369.96.

Additional amusement company enterprises listed among the stock holdings were: 84 shares Carbondale Theatre Company, $24,128.16; 167 shares Comerford Theatres, Inc., $72,739.38; 389 shares Federal Theatre Company, $45,316.39; 334 shares Hyde Park Amusement Company, $56,961.34; 84 shares Shawnee Amusement Company, $23,805.37; 334 shares West Side Amusement Company, $56,078; 25 shares Savoy Theatres Company, $30,000.

The inventory listed $24,000 in cash and placed a valuation of but $150 on 150 shares of C. & C. Rea'ty Company stock and $268.75 on 268¾ shares of Town Hall Company, or $1 a share in each instance.

"Grapes" Opens in 150

NEW YORK CITY—Twentieth Century-Fox will set between 100 and 150 day and date bookings on "The Grapes of Wrath" March 1, according to an announcement made last week by Herman Wobber, general manager of distribution.

Exhibitors who get the picture for the pre-release engagements will be asked to play it as a single bill and not as a double feature because of the length of the production. Twentieth Century-Fox will put an assist advertising campaign behind the picture, but also will require the exhibitor to increase his normal advertising budget for the engagement.

Cromwell Gets High Honor

NEW YORK CITY—An award was handed John Cromwell by the National Educational Association in recognition of his work on the picture, "Abe Lincoln in Illinois," last week.

Dr. William Lewin, chairman, NEA's Motion Picture Committee, Department of Secondary Teachers, wired the director that he was being awarded a special trophy, and also was being made a member of the educational organization's Film Advisory Board.

GN Assets Set at $60,000

NEW YORK CITY—Grand National Pictures' gross assets are $60,000, an affidavit from Harry G. Fromberg, GN trustee, revealed last week.

Call BU 8-7222

NEW YORK CITY—By calling BUtterfield 8-7222, New Yorkers can find out direct from the telephone company what films are currently playing at their nabe Loew houses. The tie-up was made last week and is being promoted by the circuit and the phone company, both of whom are distributing blotters and literature.

Hoover Lines Up Houses

NEW YORK CITY—Herbert Hoover, chairman, Finnish Relief Fund, addressed last week a letter to 6,000 independent theatre owners in the United States naming February 17 and 18 as the dates for the collections to be made in theatres. All of the major theatre chains have agreed to co-operate with Hoover, and word has been received at the headquarters here from more than 4,000 independent theatre owners, accepting his invitation to participate in the drive.

Major L. E. Thompson is national chairman of the motion-picture division of the drive, and Vincent G. Hart is the national director.

At the same time the FRF announced a four-and-one-half-minute subject, "Finland Fights," for use in connection with the drive. The subject was produced for the FRF by the Emerson Yorke Studio, here, and has descriptive commentary by Alois Havrilla. Besides being a quasi-travelogue of the country, the subject presents such personalities as Paavo Nurmi and the Finnish Minister, Hjalamar Procope and U. S. Secretary of the Treasury Henry Morgenthau. Background music is, of course, that of Jan Sibelius.

Ed Golden Hits the Road

NEW YORK CITY—Edward A. Golden, general sales manager, Monogram, left on a coast to coast tour February 8 to visit 15 Monogram offices in connection with the company's March for Monogram playdate drive.

Golden's schedule provides for a sales meeting in each exchange, to be attended by the personnel of the offices as well as by the sales force of neighboring exchanges not on the itinerary.

Included in these releases are Bela Lugosi in "The Human Monster"; Boris Karloff in "The Fatal Hour"; Edgar Wallace's "The Secret Four," with Frank Lawton and Anna Lee; Jean Parker, James Dunn in "Son of the Navy," Silver Theatre radio story featuring Martin Spellman; "The Gentleman from Arizona," with John King and Craig Reynolds; and "East Side Kids," with Dennis Moore and the Original East Side Kids.

Gov't Trial Set

NEW YORK CITY—An order was signed last week which provides that the government equity suit against the majors begin May 1.

This definitely sets the long-awaited case to begin at that time.

More "GWTW" Bookings

NEW YORK CITY—Twenty-seven additional "Gone With the Wind" engagements were announced last week by Metro. This brings the total bookings thus far scheduled to 327 in 306 cities.

In 18 of these new situations the film will be shown twice daily on a reserved seat basis. Some bookings are: February 21, State, Cortland, New York; Fox, Corning, New York; Palace, Lockport, New York; February 22, Majestic, Gettysburg, Pennsylvania; February 23, Strand, Berwick, Pennsylvania; Capitol, Bloomsburg, Pennsylvania; February 24, Strand, Oswego, New York; February 25, Colonia, Laconia, New Hampshire; Geneva, Geneva, New York; Circle, Annapolis, Maryland; February 28, Glove, Gloversville, New York; Oneonta, Oneonta, New York; March 3, Community, Saratoga Springs, New York.

In the other situations the picture will be shown three times daily with only the evening show reserved, and twice on Sunday with seats reserved at both performances. One of the bookings is February 16, Capitol, Trenton, New Jersey.

Lowell "Bingo" Okay

LOWELL, MASSACHUSETTS—Mayor George T. Ashe last fortnight lifted the ban placed on "Bingo" when Lowell was depicted in Life Magazine as a natural "Bingopolis." "Bingo" parties, said the mayor, was controlled by state law.

He gave as his reason for continuance of "Bingo" parties the fact that the city derives $6,500 annually in rentals from the Memorial Auditorium and that hundreds of Lowell citizens have been playing the game out of town since the ban in Lowell became effective.

Freeman Heads AMPP

HOLLYWOOD—Y. Frank Freeman was last week elected president of the Association of Motion Picture Producers. Other officers are Eddie Mannix, first vice-president; Cliff Work, second vice-president; Fred W. Beetson, executive vice-president.

Board included Harry Cohn, Samuel Goldwyn, Hal B. Roach, Joseph M. Schenck, Walter Wanger, Mannix, Jack Warner, Freeman, James L. Roosevelt, J. R. McDonough.

A report was heard from Will H. Hays.

SWG Acts on Neely Bill

HOLLYWOOD—The Screen Publicists Guild special committee, consisting of chairman Ralph Block, John Howard Lawson, Sidney Buchanan, Wolfe Kaufman and Dore Schary last week unanimously adopted a measure of the Guild urging members to vote against the Neely Bill.

Government Will Answer 50

NEW YORK CITY—The government announced last week that it will agree to answer a consolidated set of 50 interrogatories filed against it by all the majors except Columbia and UA by March 1.

Schine-Altec Deal

NEW YORK CITY—Schine circuit last week renewed service contracts with Altec for 110 theatres in New York State, Ohio, Maryland, and Kentucky. Bert Sanford negotiated for Altec.

WORLD-WIDE SUPREMACY

NINE out of the Ten Best Pictures chosen in the *Film Daily's* 1939 critics' poll were made on Eastman Negative Films. Two of the Ten Best Pictures were made in England, and both were on Eastman—striking evidence of the world-wide recognition of this film's excellence. Eastman Kodak Company, Rochester, N. Y. (J. E. Brulatour, Inc., Distributors, Fort Lee, Chicago, Hollywood.)

NINE OF THE "TEN BEST" ON EASTMAN NEGATIVE

Broadcast Music, Inc. Completes Financial Plans

Competition to ASCAP Seen in Body

New York City—With general co-operation of the broadcasting industry assured by stock subscriptions and license fee pledges totaling $1,140,375 and with additional contracts forthcoming making certain a minimum collection of $1,250,000, the board of directors of Broadcast Music, Inc., radio's new music organization, announced last week that the company would become operative immediately and set April 1 as the date when it would begin the licensing of music for public performance.

Neville Miller, president, NAB, will serve as president. Sydney M. Kaye was elected vice-president and general counsel at a meeting which was held at its offices, and attended by Neville Miller; John Elmer, president, Baltimore Broadcasting Corporation, Baltimore, Maryland; Lenox R. Lohr, president, National Broadcasting Company, Inc., New York; Edward Klauber, executive vice president, Columbia Broadcasting System, Inc., New York; Samuel R. Rosenbaum, president, WFIL Broadcasting Company, Philadelphia; John Shepard, III, president, Yankee Network, Boston; and Everett R. Revercomb, auditor, NAB.

Cash and contracts are in hand from 246 stations totaling more than 90 percent of those which participated in the meetings held throughout the country to gain support for the plan. It was pointed out by Neville Miller, that many of the stations not included in the 246 had not pledged to date because their owners or operators had not been present at the series of meetings.

Answering the question of whether the broadcasters would license their new music catalogue for use other than by radio, Miller said that they expected to work in the closest co-operation with all other users of music, including motion-picture producers and exhibitors, theatre owners, orchestras, recording companies, hotels, and restaurants.

Principal reason for organization of Broadcast Music, Inc., rests in the fact that the radio industry has available at the present time only one major source of supply for performing rights—the American Society of Composers, Authors and Publishers (ASCAP).

Broadcast Music, Inc., will buy, and engage in the publishing of, new music, and new arrangements of music now in the public domain. Present plans call for the building of a catalogue of music for its licensees and do not contemplate the production of profits.

NY ASCAP Bill

Albany, New York—A measure which would amend the state tax law to require the licensing of agencies which collect royalties for use of copyrighted musical compositions was introduced into the Legislature here last week by Assemblyman Canney, Buffalo.

ASCAP Award Announced

New York City—To afford practical encouragement and stimulus to the development of creative talent in reference particularly to the composition and writing of musical plays, musical comedies, operas, operettas, light operas, and musical revues by college students, the American Society of Composers, Authors, and Publishers announced last week the ASCAP Fellowship Competition, with an annual award of $720 payable to the winner in each of eight U. S. regions.

Proposer of the plan was ASCAP's educational counsellor, Professor S. Stephenson Smith, author of the distinguished "The Craft of the Critic," at the association's meeting in Chicago in late December. Said ASCAP in its announcement, "It is the earnest hope that through this competition there may be discovered and developed amongst the students of American colleges and universities some truly great creative genius, to enhance our culture; to increase the joy of living."

U Execs Hit the Road

New York City—Universal top sales executives swung out into the territory last week for visits to all Universal exchanges to confer with branches on the pictures to come.

Those announced include Deanna Durbin in "It's A Date;" Bob Burns in "Alias The Deacon;" Baby Sandy in "Sandy Is A Lady;" Bing Crosby and Gloria Jean in "If I Had My Way;" Loretta Young in the Tay Garnett production, "World Cruise;" Nathaniel Hawthorne's "House of Seven Gables;" Boris Karloff and Bela Lugosi in "Black Friday;" Ritz Brothers in the George Abbott play, "The Boys From Syracuse," to be produced by Jules Levey; and Irene Dunne production, as yet untitled.

"69th" Clicking Strong

New York City—Warner Brothers' "The Fighting 69th" has been held over for a third week's engagement in 11 key cities to date, the home office reported last week.

Among the three-week dates are Strand, New York; Fox, Philadelphia; Earle, Washington; Metropolitan, Boston, moving for its third week to the Paramount and Fenway; Stanley, Baltimore.

AMPA Hears Casanave

New York City—Members of the AMPA, advertising unit, heard Charles Casanave, vice-president and general manager of Advertising Accessories, Inc., at their weekly luncheon February 8.

He told them that his company had been organized to form an economic service for the industry, and a showmanship job as well.

William Wyler East

New York City—William Wyler, ace Hollywood director arrived from Hollywood February 12 accompanied by Mrs. Wyler, the former Margaret Tallichet.

Nugent to 20th Century-Fox

New York City—Frank S. Nugent, motion picture critic of The New York Times, joins 20th Century-Fox April 8 as a writer, it was learned last week.

Neely Amendments Suggested

Washington—It was revealed here last week that suggested amendments to the Neely Bill had been presented to Commerce Committee by Co-operative Theatres of Michigan.

These would affect sections three and four of the measure, and would ask for arbitration of disputes, a 20-25 percent elimination clause; prohibition of forcing of shorts, newsreels, trailers and reissues; prohibition of collective playing time on percentage pictures; barring of score charges, elimination of blind buying; providing for cancelation of part of a block by producers, not to affect the exhibitor's cancelation clause.

Monogramite Bombed

New York City—Norton C. Ritchey, Monogram's foreign manager, late last week received word from Helsinki that the home of Nils Dahlstroem, managing director of Suomi Filmi, Monogram's Finnish distributor, had been bombed and completely destroyed in a Soviet air raid.

Mrs. Dahlstroem escaped injury, and Dahlstroem is reported to be in command of a "pill box" at the border.

Rodner to Coast

New York City—Harold Rodner, Warner Brothers' executive and vice-president Will Rogers Memorial Fund, left for the Coast last week to supervise the selection of stars and the arrangements for the filming of the annual Will Rogers short subject, to be shown at theatres throughout the country during Will Rogers National Theatre Week beginning April 18.

Lenrose Suit Ends

New York City—The anti-trust suit of the Lenrose Amusement Corporation, owner of a Newark, New Jersey, theatre, for $150,000 damages against the majors and the Hays organization was discontinued without prejudice in a stipulation filed last week in District Court.

Suit was filed in March, 1939, and alleged restraint of trade.

Farren on Own

New York City—William A. Farren, Paramount News commentator and for seven years a radio announcer, last week resigned from the National Broadcasting Company, to become a free lance. He has established business headquarters with Voices, Inc., in the RCA Building.

Goldsmith to Coast

New York City—I. Goldsmith, British producer of "The Stars Look Down," left last week for the West Coast. Purpose of the trip was to show Dr. A. J. Cronin the picturization of his story and to discuss another story for production in England.

World Releasing Featurettes

New York City—World Pictures Corporation will release 12 featurettes during the next six months.

Irwin Shapiro, general manager, has just returned from a trip to several of the key cities and has found that exhibitors desire three-reelers.

The TIP-OFF

Another Exclusive Service of Jay Emanuel Publications

A Consensus of box office results, kept as factually correct as possible, as culled by the field news staff of THE EXHIBITOR in this and neighboring territories.

PICTURE	START (First Runs)	TURN (Sub. Runs)	STRETCH (Neighborhoods)	PAYOFF (Consensus)	REMARKS
ANOTHER THIN MAN (Metro)	Good	Good	Good	Good	Not as good as the series best, but good enough.
BARRICADE (20th Century-Fox)	Disappointing	Slow	Slow	Disappointing	This never got started.
BALALAIKA (Metro)	Spotty	Spotty			In class spots okay, but generally fair or under.
BROTHER RAT AND A BABY (Warners)	Fair				Not even close to first "Rat" business.
A CHILD IS BORN (Warners)	Good				A "B" sleeper with the right exploitation.
DESTRY RIDES AGAIN (U)	Good	Good	Good	Good	Good grosses all along the line.
EARL OF CHICAGO (Metro)	Spotty				Nothing exciting, although some critics like it.
EVERYTHING HAPPENS AT NIGHT (20th Century-Fox)	Fair	Fair	Fair	Fair	Miss Henie is slipping, needs a new angle.
THE FIGHTING 69th (Warners)	Fast				One of the biggest for the company in years.
FOUR WIVES (Warners)	Good	Good			In the better gross ranks.
GRAPES OF WRATH (20th Century-Fox)	Fast				New York City opening was sensational.
THE GREAT VICTOR HERBERT (Paramount)	Good	Good			Nothing exciting, but usually above the average.
GREEN HELL (Universal)	Slow				It misses.
GULLIVER'S TRAVELS (Paramount)	Good	Fair			First remarks hold true, mostly kid business.
HE MARRIED HIS WIFE (20th Century-Fox)	Slow				Just a programmer.
HIS GIRL FRIDAY (Columbia)	Good	Good			Good business everywhere.
HUNCHBACK OF NOTRE DAME (RKO)	Fast	Good			One of the better grossers.
INVISIBLE STRIPES (Warners)	Fair	Fair			Despite familiarity of material, the results are not bad.
JUDGE HARDY AND SON (Metro)	Good	Good	Good	Good	Holds to the good tradition of the series.
THE LIGHT THAT FAILED (Paramount)	Good				Not enough to tell accurately, but some openings good.
NINOTCHKA (Metro)	Good	Good	Spotty	Good	Garbo made a comeback, except in a few small towns.
OF MICE AND MEN (UA)	Spotty				Gets critical applause.
RAFFLES (UA)	Poor				A lightweight.
REMEMBER (Metro)	Disappointing	Disappointing	Spotty	So-so	Generally disappointing.
REMEMBER THE NIGHT (Paramount)	Good				One of the better grade programmers.
RULERS OF THE SEA (Paramount)	Fair	Fair	Fair	Fair	Just a well-made show that didn't do the business.
SHOP AROUND THE CORNER (Metro)	Good				Lubitsch name and star values help.
SWANEE RIVER	Good	Good		Fair	Sentimental appeal and star names are turning the trick.
TOWER OF LONDON (Universal)	Spotty	Spotty	Spotty	Spotty	Considering the investment, results are not satisfying.
WE ARE NOT ALONE (Warners)	Fair	Fair	Fair	Fair	Muni gets a critical hand, but the box office doesn't show it.

Warren Stokes' HOLLYWOOD NEWSREEL

Unknown Quantity

• A HOLLYWOOD PUBLICATION—which has long championed screen personalities as the main magnets of the picture industry, citing the selling value of names to the producer, distributor and exhibitor, taking a definite stand that this is an industry of personalties, constituting the real selling power of the celluloid commodity—changes its viewpoint, without a glance at its prior observations which it still obviously maintains, following the success of some recent pictures devoid of the so-called big names, to toss a few bouquets to the advertising and exploitation heads who can "take nothing and make it into something."

Must Have Something

• WE ARE CONVINCED that Hollywood can take something and make it into nothing, to wit: Personalities who have remained personalities and puppets through the typing process, with no opportunity to display any versatility. But we are inclined to believe that it is a fallacy to credit the advertising and exploitation miracle-workers with supernatural powers, to take nothing and make it into something. There must have been something there to begin with. Then, and only then, can they forcibly express, on a profitable basis, its recognized value through the psychology of print.

Can't Salvage Duds

• SEAT-SELLING CAMPAIGNS, contrary to the belief of our contemporary, do not provide individual community campaigns for the second-and-subsequent-run exhibitors. They begin and end with the first run of the product. Second and subsequent run exhibitors will agree that they reap the benefit of the advance advertising in metropolitan situations, when the initial showing of the product lives up to the ballyhoo. If it fails to live up to the label, results are just the opposite. It is a fallacy to surmise that the advertising and exploitation experts can salvage mediocre product with no big name casts and turn it into money-making celluloid with dynamic copy, primarily designed to attract the first nighters—the advance agents of the picture business—who either agree or disagree with the exploiteers.

Word-of-Mouth Counts

• FUNCTION OF THE EXPLOITEER is undoubtedly to ballyhoo his company's product. He must convince the paying public that his company's latest release is the tops in the entertainment world. The main object of his campaign is to impress the cinema-going public in general but, in the final analysis, he is forced to put everything he has in the opening gun, which must echo his praise to the four corners of the globe, via the gossip-al truth of public opinion, which confirms or denounces his appraisel over the celluloid-trail by word of mouth, resulting in a business build-up or a gradual let-down as the case might be. These wizards of dynamic broadsides shoot the works on every occasion, but, if the product fails to live up to the label, and garner favorable word-of-mouth, they are not to blame. Hollywood is still responsible. If it produces something worthwhile to begin with, the exploiteers can start it off on the right foot. They can't take nothing and make it into something beyond the first screening. It has to be there in the beginning.

Hit and Miss

• KEY-CITY OPENINGS, backed by the creative genius of the advertising and exploitation heads, often furnish some staggering figures for the Hollywood moguls. They immediately designate their latest production as a definite hit. They overlook the powerful campaign, the attendant celebrities, the studio lights, and the other contributing factors that do not accompany the film to the other theatres of the country. Most of all, they overlook the greatest advertising medium of all, the first-night audience that reserves its opinion and takes it home to the neighbors. This, in turn, travels to friends and relatives in other parts of the country and, when the final figures are tabulated at the end of the run, the big-city success turns out in a good many cases to be a big-city flop that had no legs to carry it any further. The exploiteers made something out of nothing which turned out to be nothing after all.

Giving Credit

• WE CAN CREDIT the exploitation and advertising heads with doing a great job within their limitations. As a matter of fact some of them display more creative ability than the manufacturers of the product they are supposed to sell. We must, however, arrive at the conclusion that the dark horses that have paid off at the box office during the past season definitely prove that this industry is no longer dependent upon personalities and so-called big names, but upon people with histrionic ability, writers who share that viewpoint, and production executives who must encourage the real genius that has gone begging under the illusion that it is easier to sell pre-established names, with stories to fit their typed personalities, rather than entertainment of a higher quality through versatility displayed by names that have never made the marquee.

EXPERTS . . .

in every field of theatre design and maintenance will be found listed in the

THE EXHIBITOR'S PAGES

Brief Glances At PRODUCTION HAPPENINGS

West Coast News Items

HOLLYWOOD—So that its readers may keep abreast of the times, be in the know on the major developments and interesting sidelights, THE EXHIBITOR offers the following items from the various lots.

Columbia

Columbia is dickering for the rights to "Heart of Paris," a French picture produced by Andre Daven in 1938, which will be remade in English if deal is consummated. . . . Studio has signed Boris Karloff for the title role in "The Man Who Would Not Die." Nick Grinde will direct.

Franklyn Farnum, Colonel Tim Lonergan, Ralph Norwood, Jean Acker, and Emily Cabanne—old-timers all—have been signed for the cabaret scenes in "Too Many Husbands." . . . Maxie Rosenbloom has been signed for a part in "Passport to Alcatraz." . . . Charlie Chase is going east to appear in the stage farce, "Worth a Million." . . . "Pardon My Berth Marks" is the title for the next Buster Keaton comedy.

"Men Without Souls" has gone into production, with Nick Grinde directing the cast headed by John Litel, Rochelle Hudson, and Barton MacLane. . . . Thurston Hall and Chester Clute have been signed for "Blondie on a Budget." . . . Dance director LeRoy Prinz has begun rehearsals for the dance routines in "Too Many Husbands." . . . Noah Beery , Jr., has been signed for "Passport to Alcatraz."

Globe

"The Bat" is expected to go before the cameras in April.

Goldwyn

Jon Hall and Dorothy Lamour will be co-starred in "Tahiti," adapted by Arthur Tuckerman from Somerset Maugham's story, "Macintosh." . . . Samuel Goldwyn has three pictures in various stages of preparation: "The Little Foxes," "Black Gold," "Tahiti." . . . Forrest Tucker, who makes his cinema bow in "The Westerner," with Gary Cooper, went to New York for a visit.

Lesser

Ruth Tobey, 10 years old, has been signed for "Our Town." Dore Merande goes into the same show. . . . Martha Scott has been signed for her second picture, Jane Austin's "Emma," screen rights for which were recently purchased. . . . Douglas Gardner, 12, has been signed for "Our Town."

Metro-Goldwyn-Mayer

May McAvoy, star of silent days, returns to the screen under this company's banner after a retirement of 10 years. She

METRO, MICHIGAN, HOLLYWOOD PAY TRIBUTE TO THE LATE THOMAS EDISON

Here are some of the festivities in conjunction with special opening of "Young Tom Edison" in Port Huron, Michigan, and Detroit last week end. Top row shows Edsel Ford. Mickey Rooney, Henry Ford, Louis B. Mayer; Mickey Rooney, Mrs. Howard Dietz, Howard Dietz; W. R. Ferguson, W. F. Rodgers; J. E. Flynn, Louis B. Mayer, Mrs. Louis B. Mayer. Second row shows Harry Kelly, W. F. Rodgers, Jack Flynn, Louis B. Mayer, Edsel Ford, Mickey Rooney; (above) Port Huron Mayor Cassin, Mrs. Hughes, Louis B. Mayer, Mrs. Louis B. Mayer; (below) Jack Flynn, Louis B. Mayer, Mickey Rooney, K. T. Keller; Mina Edison Hughes, Mickey Rooney, Harry Kelly. Third row shows Mrs. Louis B. Mayer, Mickey Rooney, Mr. Jahl, Louis B. Mayer; E. M. Saunders; Mrs. Hughes; Mickey Rooney, Louis B. Mayer, W. F. Rodgers. Bottom row shows C. E. Sorensen, Rabbi Leon From, Alfred O. Tate, the Reverend Mr. Harold J. Markey, B. F. Morris, E. C. Shields, John Smith, E. M. Saunders, Howard Dietz, H. F. Kelly, W. F. Rodgers; (at the head table) F. J. Downey, F. G. Weil, Mary Mielock, Barrett C. Kiesling, J. E. Flynn, Warren Slee, R. Swan, (at the long table) J. O. Brooks, J. S. Helsdon, Fred L. Black, George Ebling, Sergeant L. V. Maycock, Charles Bernard, James Brady, Frank Holland, Jim Rooney, A. G. Coulton, Robert L. Perry, Cy Mann, A. B. Crown, H. E. Morehead, D. J. Mitchell, J. A. Clancy, F. E. D. McDowell, Hugh McGoucghey, W. J. Hogan, H. Brandies, C. C. Cheadle, Albert Felice, R. H. Undersood, J. C. Pegg, George W. Stark, Shannon Cormack; Virginia Weidler, Mickey Rooney; the old wood-burning Sam Hill. (See Late News Highlights pages for added details.)

has been set for a role in "Two Girls on Broadway," featuring George Murphy and Lana Turner. . . . Production on "Susan and God," which co-stars Joan Crawford and Fredric March, is now under way, with George Cukor directing. . . . John Nesbitt's latest short subject, "Science Finds a New SOS," has been retitled "CQ Medico." . . . "Hooray, I'm Alive," the Frank Morgan comedy, gets the new monicker of "The Ghost Man."

Motion-picture rights to "A Night in Bombay," by Louis Bromfield, currently being serialized in Cosmopolitan under the title "Bombay Night," have been purchased. . . . Jane Drummond, Chicago actress, has been signed. . . . June Preisser has signed a new term contract. . . . "Strike Up the Band" is the title of the Mickey Rooney-Judy Garland picture soon to start. . . . George Lessey has been signed. . . . Production has started on "Pride and Prejudice." . . . Screen rights to "Old Lady 31" have been acquired.

Paramount

Elvia Allman and Blanche Stewart, known to radio fans as Cobina and Brenda of the Bob Hope show, have been signed for top roles in "A Night at Earl Carroll's."

Paulette Goddard gets the lead in "North West Mounted Police." . . . George Olsen has been signed to appear in a release of the Headliner series. . . . Technicians left for Havana to shoot scenes for "The Ghost Breakers." . . . Hugh Sothern goes into "Destiny." . . . "The Parson of Panamint," at Saturday Evening Post story by Peter B. Kyne, was purchased for production by Harry Sherman. . . . Claudette Colbert will get the lead in "Reap the Wild Wind." . . . Joel McCrea has withdrawn from "North West Mounted Police." . . . Ray Noble completed four recordings for Columbia of songs from "Road to Singapore."

RKO-Radio

Robert Andrew will do the script of the next Ginger Rogers' vehicle, "Kitty Foyle." . . . Barbara Reed gets the second femme lead in "One of Six Girls," the initial Erich Pommer production at the Hollywood plant. Maureen O'Hara will star. . . . Six scenes from "Pinocchio" have been recorded by RCA-Victor from the feature-length cartoon's sound track, and are being issued in a three-record album.

Republic

"Unusual weather" held up production on two pictures at this studio, "Pioneers of the West," new tag for the Three Mesquiteer offering formerly titled "Oklahoma Outlaws," and the serial, "Drums of Fu Manchu." Both are now three days behind schedule with the rain pouring down. . . . New story purchase here is "The Old Spanish Trail," an original by Martin van Laas. This will be Gene Autry's first on next year's schedule which starts around June 1.

Small

Following announcement that he would produce a picture based on the life of Rudolph Valentino, Edward Small has received no less than 10,000 letters and photographs from young men seeking to play the title role. Small intends to use an unknown player.

20th Century-Fox

Studio has taken up options on Alice Faye, Richard Greene and Mary Healy, also signing Jane Darwell to a term contract. . . . Henry Hathaway has been borrowed from Paramount to direct "Brigham Young," scheduled to go into production late next month.

Irving Cumming's contract has been renewed. . . . Arthur Caesar's "Brooklyn Bridge" has been purchased. . . . Bob Conway, New York World's Fair attendant, has been signed. . . . Russell Hicks has been added to "Lillian Russell." . . . Kay Griffith has joined "Star Dust." . . . Ben Carter goes into "Maryland." . . . "Twinkle, Twinkle, Little Star" is now "Star Dust." . . . George Balanchine was cast in "I Was an Adventuress."

Universal

Frank Lloyd has inked a deal with this company to produce top budget pictures. . . . Nan Grey and John Sutton cast for romantic leads in "Sandy Is a Lady."

Warners

"Personal History" is set to go before the cameras on February 26.

Warners

William K. Howard's first directorial assignment here will be "The Patent Leather Kid," starring George Raft. . . . "Sam Houston" is scheduled as a forthcoming historical short subject in Technicolor. . . . William Keighley will direct "Torrid Zone," with James Cagney, Pat O'Brien, and Ann Sheridan heading the cast.

Jeffrey Lynn and Virginia Weidler have been cast in "All This, and Heaven, Too." . . . William Lundigan has been signed to a new term contract. . . . "This Man Reuter" has been named a vehicle for Edward G. Robinson. . . . James Cagney has returned, to start "Torrid Zone." . . . Jane Wyman and Ronald Reagan have been cast in "An Angel from Texas." . . . Lucille Fairbanks has been awarded a new contract. . . . Montagu Love goes into "The Sea Hawk." . . . Barbara O'Neill has been cast in "All This, and Heaven, Too." . . . Jerome Cowan and Andy Devine have been signed for "Torrid Zone."

Advance Shots On COMING REVIEWS

New Pictures Tersely Told

PHILADELPHIA—Received at the home office of THE EXHIBITOR since last week's edition of the Blue Section was printed have been reviews of the following pictures. Complete Six-Point Reviews will be printed in the next Blue Section.

Features

BROADWAY MELODY OF 1940 (Metro-Goldwyn-Mayer)—Fred Astaire, Eleanor Powell, George Murphy, Frank Morgan, Ian Hunter. 102m. A lavish filmusical, although less pretentious than its forerunners, it contains more entertainment. While the story is primarily an excuse to show off the dancing of Fred Astaire, Eleanor Powell, and George Murphy, it fits more neatly into the formula than the usual musical-comedy plot. Frank Morgan clicks in a tailor-made comedy role, and the direction of Norman Taurog is top-notch.

A CHUMP AT OXFORD (United Artists)—Stan Laurel, Oliver Hardy, Forrester Harvey, Wilfred Lucas, Forbes Murray. 62m. Comedy trivia which packs just enough laughs to enable it to fill out dual programs, "A Chump at Oxford" does not contain enough meat to stand on its own legs. There are a few spots of typical Laurel-Hardy humor, but it is just ordinary comedy for the most part.

DANGER AHEAD (Monogram)—James Newill, Dorothea Kent, Dave O'Brien, Guy Usher, Maude Allen, Harry Depp. 57m. Latest of the adventures of Sergeant James Newill Renfrew, R. N. W. M. P., is the case of the missing armored car, its guard-driver and gold shipment. It is all good action drama of the Renfrew type, with the added decoration of Dorothea Kent.

DOUBLE DEAL (International Road Shows)—Jeni LeGon, Monte Hawley, F. E. Miller, Shelton Brooks. 60m. While the story is routine, more or less trite and transparent, and the lesser lights recite, rather than read, their lines, the Argus production of "Double Deal" is as polished a piece of all-Negro cinematographic dramaturgy as has yet been offered. The plot is that of numbers writing, and crime does not pay, with a couple of killings thrown in for added emphasis.

LOUISE (Mayer-Burstyn) — Grace Moore, Georges Thill, Andre Pernet, Suzanne Despres, Ginnette Leclerc. 72m. An innovation in film-making, the transformation of the opera "Louise" in toto into a full-length French motion picture, is deserving of all the superlatives one can possibly heap upon it. Praise is due the producers and director, not only for bringing grown-up entertainment to the screen, but also for the excellent manner in which the show is handled throughout. From a box-office angle, there is no limit to its possibilities as far as art and French houses are concerned, and Grace Moore should act as a marquee magnet for the general-run theatre.

SKELETON ON HORSEBACK (Carl Laemmle, Jr.)—Hugo Haas, Zdanek Stepanek, Bedrich Karen, Vaclav Vydra. 78m. Ironically enough, this Czecho-Slovak film, that is so anti-Fascist, is said to be the last motion picture to come to these shores from what is now a Nazi-ridden nation. On that ground, however, the picture stands as a highly exploitable import, which can make money for those who can play foreign films. The story is a powerful, anti-dictator document, and is deserving of playing time. It is too bad that it is not mounted well enough. Fannie Hurst wrote the fairish English subtitles.

ULTIMATUM (Hoffberg)—Erich von Stroheim, Dita Parla, Bernard Lancret, Abel Jacquin. 73m. Although there is a tendency for the players and the script to glorify war, an undertone of pacifism runs throughout the excellently enacted tale of the drama which took place be-

PEOPLE COME, PEOPLE GO, BUT THEY ALL MEET IN THE EXHIBITOR'S PAGES

CUSTODIAN OF THE CASH. W. J. Merrill was elected treasurer of RKO at the first board meeting.

OUT OF HOCK. Andrew Christensen, vice-president, Irving Trust Company, is seen handing over the assets of Radio-Keith-Orpheum to vice-president William J. Merrill, as Richard C. Patterson, chairman of the board of directors, and others look on.

ARRIVAL. Mary Howard, who plays Ann Rutledge in RKO-Radio's "Abe Lincoln in Illinois," arrives in New York City.

EAST TO THE WEST. RKO-Radio's J. J. Nolan, assistant to the president; George J. Schaefer, president; Ned E. Depinet, vice-president; and Harry E. Edington, studio's executive producer, meet in Los Angeles to discuss "Abe Lincoln" and "Pinocchio."

"A BILL OF DIVORCEMENT." There were recently exciting moments in the studios of the Columbia Broadcasting System in Hollywood, when Jimmie Fidler, newspaper and radio columnist picked Maureen O'Hara, currently starring in RKO's "A Bill of Divorcement," as the 1939's feminine film discovery.

"GONE WITH THE WIND." The Artistic Lamp Company, a Metro licensee, held a convention in New York City, ballyhoo'd "GWTW" lamps. Here are Frederick Schwartz, company executive, Anthony Gabriel, buyer, and "Miss Artistic," posing in a Scarlett O'Hara costume during the proceedings.

tween the time of the Sarajevo incident and the declaration of war in 1914. Despite its 1914 setting, the film is timely and can be sold as such in both general-run and art houses. Good performances prevail throughout.

BETWEEN TWO WORLDS (Esperia)—Isa Miranda, Vassa Prihoda, Assia Noris, Guilio Donadio, Maria Ferrari. 80m. With a pre-Hollywood Isa Miranda carrying off the lead with great finesse, "Between Two Worlds" is a smoothly-fashioned bit of Italian cinema which will please those who understand the language. English subtitles are for those who take their dialogue in American.

BULLETS FOR RUSTLERS (Columbia)—Charles Starrett, Lorna Gray, Bob Nolan, Dick Curtis, Kenneth MacDonald. 57m. Working with the formula oatie plot, "Bullets for Rustlers," nevertheless, turns out to be right smart entertainment for those who like to go out of their way for shoot-'em-up hoss op'ras. It has the usual stuff, but it's well done right through. The Sons of the Pioneers do okay with several cowboy tunes.

THE FARMER'S DAUGHTER (Paramount)—Martha Raye, Charles Ruggles, Richard Denning, Gertrude Michael. 60m. A fast-moving comedy, here is another lower-budget production which can ride in the top brackets in many situations. Charles Ruggles, theatrical producer, digs up an angel to back a show written by Jack Norton. Martha Raye, however, at the last minute becomes its star.

FREE, BLONDE AND TWENTY-ONE (20th Century-Fox)—Lynn Bari, Mary Beth Hughes, Joan Davis, Henry Wilcoxon, Robert Lowery. 75m. A murder mystery with a "Hotel for Women" background, this relies on foreign dialogue between the inmates of the hotel for comedy relief. The show is slow-moving, with little suspense.

HORRORS OF WAR (Merit)—Produced by Maple Attractions. 51m. Phonied war scenes are spliced with newsreel clips on the First World War in this cinematographic editorial urging this country to keep out of what is going on in Europe. It is not too well edited and the sound sounds awry. It has the obvious exploitation angles.

NORTHWEST PASSAGE (Book One—"Rogers' Rangers") (Metro-Goldwyn-Mayer)—Spencer Tracy, Robert Young, Walter Brennan, Ruth Hussey, Nat Pendleton. 126m. This is decidedly a man's picture. It deals with American trail-blazers, known as Rogers' Rangers, who suffered terrific hardships in ridding the land of savage Indian tribes. It tells, in forceful manner, how the leader of the Colonial militia slaughtered the treacherous Abenaki Indians at Saint Francis Rover, carrying on to locate the mythical Northwest Passage to the Pacific from Detroit. It is done in Technicolor.

OUTSIDE THE THREE-MILE LIMIT (Columbia)—Jack Holt, Harry Carey, Sig Rumann, Eduardo Cianelli, Donald Briggs, Irene Ware. 63m. Jack Holt is again on the job as an under-cover government man, posing as the bouncer on a gambling ship, to run down a gang of counterfeiters. Story is full of smashing action and suspense, and should more than satisfy the Holt fans. It is one of his better offerings.

SECRETS OF A MODEL (Time Pictures)—Sharon Lee, Harold Daniells, Julien Madison, Phyllis Barry, Bobby Watson. 58m. Feeble story of a young girl's seeking a modeling career, this mess of reelage is replete with trite dialogue and bad acting. However, it may have a market in the small town and nabe houses where moralistic yarns of gals led astray and back have had previous success. It is probably suitable for most adolescents, though it will not particularly interest them.

VENGEANCE OF THE DEEP (Time Pictures)—Lloyd Hughes, Shirley Richards, Sidney Wheeler, James Raylan, Elaine Hamill. 62m. A poorly strung-together yarn about a pianist in the South Seas, "Vengeance of the Deep" has a bark which is worse than its bite. In other words, despite the formidable title, the picture is quite lacking in excitement, as well as a number of other good qualities. Lloyd Hughes, who has not been seen in films in many a moon, is the pianist.

VIGIL IN THE NIGHT (RKO-Radio)—Carole Lombard, Brian Aherne, Doris Lloyd. 90m. Fine in every respect, this picturization of the A. J. Cronin story is headed for top grosses, strong on dramatic angles and feminine appeal. It is the story of an English nurse (Carole Lombard), her faith in her profession, and her desire to see her younger sister (Ann Shirley) become a successful nurse, too. The show is also notable for the fact that the feature players are unfamiliar, which becomes an asset. It has been directed with extra taste, good pace, and will send the women out crying. All in all, this is one of the better pictures of the season.

YOUNG TOM EDISON (Metro-Goldwyn-Mayer)—Mickey Rooney, Fay Bainter, George Bancroft, Virginia Weidler, Eugene Pallette, Victor Killian, Bobby Jordan. 86m. If any one were getting the impression that Mickey Rooney's dramatic abilities were confined to formula portrayals of Judge Hardy's son, "Young Tom Edison" should send them scampering back to their cynical holes. For a more moving, really superb piece of acting has not been done in many a moon, even by more accomplished adult actors of the screen. And by a sort of histrionic synchronism, each and every player in the rest of the cast excelled himself. The entire story takes place in Port Huron, Michigan, the birthplace of the great inventor, and shows him as a clever lad, interested in science and displaying signs of the inventive genius that was later to bring him fame.

Shorts

THE DISINHERITED (Children's Aid Society of New York). 15½m. Good.

A DOOR WILL OPEN (Metro-Goldwyn-Mayer—Miniature). 10m. Excellent.

FIVE GRAND AND A GIRL (Wilding Picture Productions). 15m. Excellent.

MR. CLYDE GOES TO BROADWAY. (Columbia—All Star Comedy). 18m. Good.

RECOVERY ROAD (Children's Aid Society of New York). 9m. Good.

ROCKIN' THRU THE ROCKIES (Columbia—Three Stooges Comedy). 17m. Good.

SEATTLE, GATEWAY TO THE PACIFIC NORTHWEST (Metro-Goldwyn - Mayer — FitzPatrick Traveltalk). 10m. Good.

SKIING TECHNIQUE (Columbia—News World of Sports). 9m. Good.

WHAT GOES UP (Sepia Art). 20m. Good.

DISTRIBUTORS, SUPPLYMEN, AND ACTORS GO PLACES AND DO THINGS

SALES MEETING. At the eastern and central division sales meeting in Chicago February 3, 4, and 5 were these men of Vitagraph, Inc. At the left are (seated) Buffalo's Charles Rich, District Manager Ed Schnitzer, New York's Sam Lefkowitz, (standing) Boston's Norman Ayres, New Haven's John R. Mahan, Albany's Paul Krumenacker. Upper center shows home office officials—Eastern and Canadian sales manager Roy Haines, sales executive Arthur Sachson, eastern district manager Ed Schnitzer. Lower center shows production vice-president Jack L. Warner and advertising-publicity director Charles Einfeld leaving New York for the meeting. At the right are seen (seated) Detroit's F. E. North, district manager Robert F. Smeltzer, Cincinnati's Ralph Kinsler, (standing) Cleveland's Ted Mendelssohn, Vitaphone sales manager Norman Moray, Philadelphia's William G. Mansell, Pittsburgh's Harry Seed, Washington's Fred W. Beiersdorf. The meeting was called and presided over by general sales manager Gradwell L. Sears.

TOURIST. Edward A. Golden, general sales manager, Monogram, left on a trip.

NOT SO STRANGE INTERLUDE. Burgess Meredith, star of United Artists' "Of Mice and Men," chats with Jane Darwell at luncheon of the National Board of Review.

LUNCHEONERS. Among those at the 25th annual luncheon of the National Board of Review are (left to right) Roman Bohnen, John Beal, Ona Munson, Harry Carey, Jane Darwell, Robert Sack, Mary Howard, Edmund O'Brien, Walt Disney's "Pinocchio," Edward G. Robinson, Bert Lytell, Alison Skipworth, Donald Cook, and Sara Allgood.

VISITORS. Ben Miggins, continental head of 20th Century-Fox, accompanied by Mrs. Miggins, arrived in New York on the SS. Washington.

BETTER MANAGEMENT

Baby Carriages, Cadets, Help "Brother Rat, Baby"

SYRACUSE, NEW YORK—Manager Gene Curtis, RKO-Schine Paramount, used a street bally of a youth dressed in cadet's uniform of VMI. A park bench in front of theatre was labelled "Reserved for sweethearts waiting to see." Stills of Wayne Morris putting diapers on baby Peter B. Good were planted in the rotogravuere section of Post-Standard. Window in Bergs diaper service was also trimmed with stills and theatre cards.

ELMIRA, NEW YORK—Eddie Yarbrough, Keeney, figured to first sell the younger folks. Manager contacted the junior classes at high school and secured their co-operation to sell tickets on a theatre party plan.

Two members of South Side High School were made up in cadet uniforms, the two pushing a baby carriage with third member in infant costume. They rolled the baby carriage on the rostrum at all three high school assemblies, then announced the picture asking co-operation of other students in buying theatre party tickets from them. They also got advertising including stills displayed on bulletin boards at all high schools, and at Elmira College. Junior class ticket sale was on a benefit arrangement and they were pleased to make money for their class trophies. Manager Yarbrough gave a talk at Parent-Teachers meeting to audience of 750 people.

"The Great Victor Herbert"

SYRACUSE, NEW YORK—Manager Harry Unterfort, RKO-Schine-Keith's, invited Dr. Nicholas Gualillo, conductor of the Syracuse Symphony Orchestra, and Claudio Frigerio, baritone of Metropolitan Opera fame, both appearing in recital at Lincoln Auditorium, during the showing, to be his guests.

Both were very enthusiastic about the presentation and spoke of it from the stage of the recital that evening. Frigerio sang as encore "I'm Falling in Love With Some One." Newspaper stories carried the episode.

An automatic phonograph played hits from Herbert operettas in the outer lobby of the theatre. Miss Hubbard, director, Women's Glee Club, Syracuse University, directed announcements of the picture be made to all music classes in College of Fine Arts. Miss Beech, head of music department in public schools, instructed all music teachers to mention the picture to classes. A large picture of Victor Herbert was hung in auditorium of Lincoln Hall for the recital.

"Real Live Man" Awarded In Valentine Exploiting

NEW YORK CITY—During the past few weeks, the single girls in Flatbush have been carrying on a whispering campaign. Object of all the talk is the display in Century's Avalon offering girls between 18 and 25 the opportunity of winning "A Real Live Man." A prize like that is worth talking about in Flatbush—or anywhere else.

It looks as if Avalon manager Jack Weinstein has struck upon a new exploitation novelty. On St. Valentine's Day, February 14, all girls within the prescribed age limit will receive heart-shaped numbers along with their admission tickets. The femme holding the winning number will receive a complete evening wardrobe, from toe to head, with the compliments of the Rainbow Shops.

She will pour herself into the formal attire and will be escorted to the Astor Roof for dinner; she will see "Hellzapoppin" from the best seats in the house; and she will cap the evening with some midnight snacks and entertainment at Leon and Eddie's.

While making the rounds, she will have for an escort the most handsome man the management can find.

That, in the vernacular, is winning "a real live man."

Ad Accessories Policy Set

NEW YORK CITY—Some insight into the sales policy of Advertising Accessories, Inc., which has taken over the ad sales units of Paramount, RKO and Universal, was revealed last week in a letter from AA to accounts.

It said, in part

"The crucial thing about our policy of distribution by circulation is the return of the rental items. Rental items are one and three sheets, black and white stills and colored stills, etc. Heralds, window cards and items of that kind are of course subject to outright purchase. Certain specialties like standees are rental items while others may be outright purchases. Our sales representatives and exchange men can clarify any point of doubt with respect to classification of standard accessory items as to rentals and returns.

"One, three and six sheets may be bought outright for posting purposes. Posting price on a one sheet is 15 cents as against 8 cents rental—on a three sheet 45 cents as against a 21 cents rental. If material rented is not returned within five days in good condition, the theatre will be charged the posting price. Obviously, it is to your personal advantage to return your material promptly and in good condition, in order to take advantage of the lower rental price as against the almost double posting price. By preserving the material in good condition and returning it promptly you save money and help us to maintain our circulation. Press books will be supplied to you at our own branch or the Paramount exchange, as the case may be, free of charge."

Cash, Nurse Co-Ops Used To Aid "Vigil in Night"

PROVIDENCE, RHODE ISLAND—Taking advantage of the appeal of this feature to the medical and nursing professions, manager George French and publicist Bill Morton, RKO-Albee, circularized all doctors and nurses, mailing post cards made up to look like a prescription, the gag line reading " 'Vigil in the Night' is the perfect prescription for good entertainment." Albee also used the telephone chain of the women's clubs, thus reaching more than 5,000 potential customers. In a tie-up with the gas company, house got space by using the idea that automatic refrigerators maintain a "Vigil in the Night" over the purity of foods.

BOSTON—Prizes totaling $40 in cash and 25 pairs of passes were given by the Keith Memorial here in a contest tie-up with the Traveler on RKO's "Vigil in the Night." On as many days, four scene pictures from earlier Carole Lombard-starring vehicles were printed, and the contestant was asked to name the picture from which they came.

"The Shadow"

MASPETH, NEW YORK—For the 15 weeks of Columbia's serial, "The Shadow"—and for the 37 weeks thereafter, manager Joe Sirkin, Maspeth, Long Island, promoted from a local grocery store the wherewithall for a weekly, four-page, mimeographed paper for the membership of the Maspeth's Shadow Club.

The grocery firm runs off the edition of 1,500 to 2,000 each week, in exchange for advertising mention. Membership cards were furnished by a department store, also for mention in the Shadow Club News. The News is under complete control of the theatre, which has filled the remaining six columns with materials of interest to the club members. (Material of pictures other than "The Shadow" is included.)

As a special inducement for seeing all 15 chapters of the serial (with attendance being attested by the completely punched membership card,) the theatre is giving away on the 15th week a Shadow oil painting valued at $200 to the child holding the lucky membership number. Weekly prizes are also given out.

"Dr. Ehrlich's Magic Bullet"

NEW YORK CITY—Pocket Books, Inc., in arrangement with Warner Brothers will publish a special edition of Paul DeKruif's "Microbe Hunters" under the title of "Dr. Ehrlich's Magic Bullet," the title of the forthcoming Warner production.

Special edition will be rearranged to give the story of Dr. Ehrlich's discovery of chemo-therapy the most prominent position in the volume, which deals with important medical discoveries of recent years.

Pocket Books, Inc., will give the book a large campaign tying in with the picture throughout its many dealers over the country. Jacket of the volume will carry a credit line for the picture, as will advertising and promotional material released to dealers.

Gillham Arranges Plugs For 10 Para Pictures

New York City—Robert M. Gillham, director of Paramount publicity and advertising last fortnight arranged to blanket the nation with selling air programs prior to the release of 10 big pictures on the company's spring schedule.

Gillham's air selling began February 8 when Ronald Colman and Ida Lupino appeared on the national broadcast of the Good News Program in connection with national release of "The Light that Failed." In a coast to coast broadcast on the Lux Radio Hour February 12 Charles Laughton and his wife, Elsa Lanchester, publicized "Sidewalks of London." Air-selling of "Seventeen" will be done by Jackie Cooper and Betty Field, co-stars in the film, in coast to coast broadcasts. Cooper will appear February 15 with the Vox Pop Show. Second broadcast in which Miss Field will appear, is being arranged for February 18 on the Pursuit of Happiness program.

Bing Crosby will start radio introductions February 2 of songs from "Road to Singapore." Plugging will be followed by two big broadcasts pointed to break just before release of the picture, the first being the Crosby-Kraft Music Hall program March 15 and the second being the Bob Hope-Pepsodent program March 19.

Arrangements are nearly completed for two radio breaks insuring nation-wide coverage for "Dr. Cyclops" and two for "The Biscuit Eater," one of which will originate in Albany, Georgia, in connection with the premiere of picture in late March or early April.

There also will be the two nation-wide broadcasts for "Typhoon," the Dorothy Lamour-Robert Preston Technicolor picture.

For "Buck Benny Rides Again," Jack Benny will bring Buck Benny back on the air three weeks before the film is released, climaxing this air selling with a big program just before the release date.

For the premiere of "Those Were the Days" (formerly titled "At Good Old Siwash") at Knox College, Galesburg, Illinois, scene of the George Fitch stories on which the film is based, a national broadcast on the Henry Aldrich Program is being arranged.

"Untamed," the Ray Milland-Patrick Morison Technicolor picture, will get national air coverage in a broadcast from Saint Paul in connection with the premiere of the film.

"Gone With the Wind"

Atlantic City, New Jersey—For the 10 days preceding the opening of "Gone With the Wind" at George F. Weilland's Apollo, here, the Metro show was advertised with space of increasing size, with, for example), the Press the while using five stories and eight pieces of art (three of which came on one day), with the journal's salute coming next day with a page-one story on the opening at which was featured Linda Lackie, the Philadelphia girl selected as the one most like Vivien Leigh's Scarlett O'Hara. The Apollo followed the usual plan in its newspaper campaign.

Loewmen Tie Up Diapers In "Thin Man" Campaign

New York City—About 50 Loew houses in the metropolitan area tied up with the General Diaper Service on "Another Thin Man" for one of the most unusual exploitation stunts pulled here or anywhere.

Jerry Sager, Oscar Doob's staff, arranged the tie-up whereby General is giving away a Baby Bathinette, a Bunny Bear Hammock and Auto Seat, a Detecto Baby Scale, a supply of Gerber's Strained Food, as well as $100 grand cash prize to the winners of "Diaper Races" in each of the theatres.

Five men in the audience of each house are asked to come to the stage and partake in a race to find the fastest of the lot in the matter of putting diapers on dolls. Winners are to meet in semi-finals in four Loew theatres, and the finalists are to compete in the State for the grand prize. General Diaper Service promoted the picture and the theatres by plugging the "races" for six weeks on 75 delivery trucks; a back-cover ad in Baby Talk Magazine (50,000 paid circulation in New York City); and 25,000 stickers on all deliveries to homes for six weeks.

Maspeth, New York—To interest the younger element in "Another Thin Man," manager Joe Sirkin, Maspeth, Long Island, offered, in co-operation with a local pet shop, a puppy to the child turning in the best name for Asta's friend in the picture.

"Remember the Night"

North Adams, Massachusetts—Manager Francis Faille, Paramount, featured a candid camera street stunt. Head usher Fred Lewis, ardent camera fan, took candid shots of passersby in front of the theatre, handing out explanatory cards to each person snapped. Fifty shots were selected for display in the lobby and those shown in displays were given two tickets to the show.

There was a tieup with a music house loaning a phonograph for the playing of song hits from the picture in the lobby, also a window display in the music house with theatre credits. An exchange herald was sold to a local jeweler, 1,000 being distributed at no cost to theatre. Three-foot hearts with catchy punch lines and picture credits were placed at advantageous spots in theatre.

"Music in My Heart"

Philadelphia—Manager Ray Robbins and assistant manager Chris Carey, Stanley-Warner Karlton, tied in with every musical outlet in the neighborhood on "Music in My Heart." They arranged for "Tony Martin" drinks and promoted time on WIP, WFIL, WDAS, and WPEN. Five-and-ten-cent stores also co-operated. Newspapers carried extended lineage.

"The Invisible Man Returns"

Philadelphia—For the engagement at the Stanton of "The Invisible Man Returns," manager Elmer Hollander teaser-sniped the town. With his art man, John Murt, Hollander worked out a special front.

School Reviewers Part Of "Girl Friday" Stunt

Washington — The local Universities supplied Girl Fridays, who were selected by the editors of the school papers and the GFs were treated to a swell party and screening at Warner Brothers. Also invited were some of the local women journalists who compared notes with the college lassies. At the same time, Frank LaFalce arranged with Radio Station WOL and the Times-Herald to find Washington's fastest talker, a la Winchell. Picture presented many angles for exploitation and they were all taken by the Warner Brothers publicity department.

Fall River, Massachusetts — Manager Chris Joyce and assistant Joe Bean, Interstate Durfee, tied in for attractive window display featuring Valentine greetings.

"The Fighting 69th"

Wilmington, Delaware—Manager Lewis S. Black, Warner, celebrating the theatre's first anniversary with "The Fighting 69th" to ballyhoo, had an American Legion parade with a demonstration in front of the theatre on the opening night. A feature, besides the bugle corps, was the participation of the "40 et 8" train. Special floral decorations were in the lobby and foyers and in the box office. A week prior to the opening, a five-layer cake was in the corner of the lobby in an attractive layout advertising the anniversary event and attraction.

Plymouth, Massachusetts — To boost attendance for this picture, manager Jack O'Leary, Interstate Old Colony and Plymouth, arranged a private preview showing for town officials and organization officers with the result that valuable publicity was given when Commander Albert J. Cavicci of the American Legion Post publically endorsed the picture.

Portland, Maine—State gave a special preview of "The Fighting 69th" for American Legion leaders and presidents of the auxiliaries. Colonel Ed Quinn, one of the National vice-commanders of the Legion, praised it. Film received full co-operation of all Legion Posts and special praise was given it by Colonel Frank M. Lowe.

"East Side Kids" and "Thou Shalt Not Kill"

Syracuse, New York—Manager Harvey Cocks, RKO-Schine Strand, took the Three Chords from his current vaudeville bill to the Edward's Juvenile Hour, being broadcast weekly, and they put on their acts before the kiddies and parents. Lew Parker, headliner, on bill, picked one of the kiddie contestants on the broadcast and he was given a two day billing at the theatre.

"Oh Johnny, How You Can Love"

Hamilton, New York—Manager Paul Ketcham, Schines' State, made use of the p.a. system over marquee to play records from the picture for three days in advance. This was an innovation for the town. Catchy music plus a music store tie-up with records and sheet music really brought them in.

SYRACUSE, NEW YORK

CHICAGO

WASHINGTON

BALTIMORE

PHILADELPHIA

CHICAGO

PROVIDENCE

SYRACUSE, NEW YORK

HINTS ON NEWSPAPER ADVERTISING

No. 115—"Green Hell" (Universal)

Here's another picture which isn't making the patrons break the doors down, but the copy can hardly be blamed. With ads of this kind, at least the opening day should be good.

The problem here seems to be to attract the women, as the title is not conducive to attracting them. (Incidentally, Universal did ask for suggestions for another title.)

We bow to Hardie Meakin, whose Washington ad is entirely different from the others. He knows his Washington public, so he has minimized the copy to layout, using the star heads to ward off the melodramatic appeal.

Whatever fault there is in the picture's grosses can't be blamed on the ads or the pressbook.

INDIANAPOLIS

NEW YORK CITY

CHICAGO

HARTFORD, CONNECTICUT

NEW YORK CITY

INDIANAPOLIS

INDIANAPOLIS

CHICAGO

HINTS ON NEWSPAPER ADVERTISING

No. 116—"Remember the Night" (Paramount)

The sort of a picture that gets a surprise rave from the critics, this offers for its main selling idea the two names, although we are glad to note that no one advertised it as 'together again' or 'together for the first time.'

The strength of the picture is in the draw of the two stars and we would not ignore any of the supporting cast, Beulah Bondi, Elizabeth Patterson or Sterling Holloway. Of descriptive copy we find little, either, most of them concentrating on "you'll remember this grand romance, the laughs, tears," although Chicago quotes it as "the surprise picture that brought cheers from Hollywood's preview audience," a line that can be used every month with regularity.

We think if the admen probe into the story, they can get some angles that aim other than at the strictly romantic note. It's a picture that really has plenty.

NEW YORK'S CENTER SEES THE OPENING OF "PINOCCHIO," DISNEY FEATURE

FIRST NIGHTERS. Among the RKO execs and industryites present when the 3200-seat Center, New York City, was jammed for the special opening of Walt Disney's Technicolor feature cartoon for RKO release, "Pinocchio," were (top, left to right) Mr. and Mrs. Joe Penner, Hal Horne and party, Mary Howard and escort; (second row) Harry Carey and party, Mr. and Mrs. Andrew W. Smith, Jr., and party, Mr. and Mrs. Cresson E. Smith; (third row) Malcolm Kingsberg and party, RKO theatre executive party; (bottom row) Mr. and Mrs. Harry Brandt, Mr., Mrs. Phil Reisman, Frank Donovan; (next) Jimmy Durante.

NEWS OF THE TERRITORY

NEW YORK CITY

Crosstown

Jack Connelly, formerly Pathe News general manager, has been appointed in charge of the publicity of the motion picture division of the Finnish Relief campaign led by Herbert Hoover.

George J. Schaefer, president, RKO, and John J. O'Connor, RKO theatres head, are chairman and vice-chairman, respectively, of the Motion Pictures Committee of the Archbishop's Committee for the Laity for 1940. This is one of the 45 groups which will make a canvass for gifts in connection with the 1940 appeal of the Catholic Charities of the Archdiocese of New York, to conclude the week of March 3.

E. S. Gregg, general foreign manager, Electrical Research Products, Inc., departed for Mexico City on the first leg of an inspection tour slated to carry him through 13 Latin American countries. Gregg plans to return about May 1, 1940.

Gennaro Rea, formerly a scenarist with a Monogram producing unit, has sold an original screen story, "The Slavers" to a newly organized American motion picture company that will produce films at Cinecitta in Rome, Italy. Concern is headed by Dr. Philip Giordano, a prominent publisher. Alesandro Blasetti, Italy's top ranking director, is slated to do the story, which deals with the Ethiopian slave traffic as a background for the heroism of two brothers and a girl struggling to fulfill a promise. Author is completing the scenario also. Gennaro Rea is Sunday Review editor of the Il Progresso, Italian paper, American section.

Engagement of Sidney Friedman, associate in the firm of Phillips and Nizer, to Miss Bernice Rocker was announced recently. Wedding takes place in the fall.

"Le Paquet au Front," American organization formed to send kit bags and other comforts to the French soldiers in the front lines, will sponsor the gala premiere of "The Baker's Wife," starring Raimu, at the World February 26. Mrs. Seton Porter will head the benefit committee.

More than 2500 girls will be used in the lobbies of the motion picture theatres in Greater New York February 17-18 to take the collections for the Finnish Relief Fund. . . . Major L. E. Thompson, chairman, Motion Picture Division of the Finnish Relief Fund, announced that the independent theatre owners of New York City had voted to co-operate with the drive, and had submitted their entire list of theatres.

Secretary of the Navy Charles Edison, son of the late inventor, and Governor A. Harry Moore of New Jersey, were guests of honor at the luncheon February 10 at the Hotel Astor of the Edison Pioneers, commemorating the 93rd anniversary of the birth of Thomas A. Edison. . . . At the same time the luncheon was taking place here a second luncheon was held in Port Huron, where "Young Tom Edison" was previewed for the first time.

It will be the 20th wedding anniversary for the Henry R. Danzigers Washington's birthday. He's with the local Film Board of Trade. . . . Maymon, a Yiddish film outfit, and UFA, local dispenser for Nazi celluloid, both announced their removal to offices in the RKO building on the same day. . . . "Harvest" has passed the 1,000-performance mark at the World, accordingto operator Gilbert Josephson. . . . It looks like wedding bells in the near future for Harry Goldstein, manager, Central. . . . Ditto for National Screen's Sylvia Schulman who recently announced her engagement to Harry Paget.

Plainclothesmen were assigned to guard the special exhibit of Walt Disney originals in the Center. . . . Gaetano Vecchiotti, Italian consul-general of New York, in association with the Cinecitta, recently sponsored a special party for Italian-American school children. More than 500 youngsters, representing Italian-American recreational centers in the metropolitan area, attended the theatre and saw "Love in Old Naples."

Mark the Ritz and Devon, Bronx, among the theatre closings. . . . Ditto for the Waldorf, which closes shortly to undergo a face-lifting. . . . Jack Ellis, MPA prexy, was in Philly last week aiding the Quaker City salesmen in the formation of a group similar to the Associates. . . . Michael Hahn, operator, Colonial, Niagara Falls, was in town complaining of too much snow upstate. . . . Projection lamp manufacturer C. S. Ashcraft announced that their daughter, Mrs. Tim Holt, became a mother last week.

44th Street

20th CENTURY-FOX: Joe Lee went to Florida for a spell.

Staten Island

Roy Sherkey, manager, Fabian's Stadium, arranged a La Conga and Boombs-a-daisy contest on stage. . . . Arthur Lane, manager, Fabian's Strand, tied up with the Staten Island Transcript and the Edison Company for a theatre cooking school. . . . Nicholas Wowk has been named assistant to Michael Garzetta, manager, Fabian's new Staten . . . . Elihu Glass, manager, Liberty, will be a daddy any day now. . . . Harry Black, general manager, Fabian's theatres, has worked out an unusual and interesting itinerary for that Southern cruise which will take him far from the beaten paths.

George Evans, manager, Fabian's Saint George, was host to Staten Island Advance newsboy carriers during showing of "Hunchback of Notre Dame." . . . Edgar Goth, director of publicity, Fabian theatres, was guest speaker at a meeting of the Staten Island Better Films Council. . . . Sid Deneau, Fabian booker, was in.

George Trilling, manager, Fabian Ritz, used a promoted miniature "Gulliver" stage set as a lure to draw the children in before 1 P. M. during the showing of "Gulliver's Travels." . . . It's a brand new infant for Virginia Monte, ex-cashier, Saint George, and Vincent D'Aloisio, former Paramount doorman.

CIRCUITS

Century

Wife of Jack Weinstein, manager, Avalon, recently gave birth to a boy, Irwin Paul.

Loew's

Gene Murphy and Jerry Sager, members of Oscar Doob's publicity department, went to town on the state engagement of "The Great Victor Herbert" by holding dedicatory exercises at the composer's statue in the Central Park Mall. Ceremony took place on the anniversary of Herbert's birthday and participants included Phil Regan, Bessie Wynn, and Christy MacDonald. A choral society sang familiar Herbert melodies. There also was a special stage celebration in which the choral society partook at the State.

Sam Coolick, publicist on Oscar Doob's Loew staff, is a daily visitor at the Bushwick Hospital where his wife was seriously ill with pneumonia. She contracted the illness following childbirth. and spent several days in an oxygen tent.

HOME OFFICES

Film Alliance

Norman Elson, sales manager, returned from a two weeks' trip to the Coast.

Korda

June Duprez sailed for this country aboard the Rex. After a brief stay here, Miss Duprez will go to Hollywood.

Metro

Basketball team defeated Republic by a score of 105 to 11. High scorer for the Metro five was Malitsky, who gathered 44 points.

Herb Morgan came back from his Florida production activities.

Monogram

It's a girl, Nancy Lorinda, at the Lloyd Linds. Father is manager of the contract department.

Paramount

Akim Tamiroff arrived from Hollywood for a vacation. Actor was accompanied by his wife, Tamara Shayne. . . . Adolph Zukor, chairman, Paramount's board, and John W. Hicks, Jr., vice-president in charge of foreign distribution, left Santiago, Chile, February 4 for Buenos Aires, after attending the laying of the corner stone of Santiago's Rex. Following the ceremony, Zukor and Hicks attended a reception and luncheon given in their honor in the lounge of the Real Theatre. Zukor and Hicks arrived in Buenos Aires February 11.

RKO-Radio

The company has sent out photostat copies of remarks by Representative Lyle H. Boren, which may or may not have been delivered on the floor of the U. S. House of Representatives, but, at least, found their way into that famed repository for sometimes interesting but many times useless items of information, the Extension of Remarks section of the Congressional Record.

Miss Frances Smith, secretary to H. M. Richey, revealed last week that she had been Mrs. Robert Benson since last November.

United Artists

Harry L. Gold, vice-president and eastern general sales manager, left for the Coast. Gold's itinerary westward included a number of brief visits to United Artists exchanges in the south. On the Coast, Gold will join Murray Silverstone, chief of world-wide operations of United Artists, in formulating production and distribution plans for films to be released by United Artists in 1940-41.

Tess Michaels, publicity department, left for the Coast to work on fan magazine publicity and tie-ups with Frank Seltzer, head of publicity and advertising for the Hal Roach studios. . . . Murray Silverstone, chief of world-wide operations, left for the Coast for extended conferences with the producers whose films are released by United Artists. Discussions will be held on the production and distribution policies affecting the United Artists schedule for 1940-41. Silverstone was accompanied by Charles Schwartz.

Warners

Annual Warner Club banquet and dance comes off March 9 at the Waldorf-Astoria, with Jan Savitt and his Orchestra supplying the music. No more than 1200 tickets will be sold. Committee in charge is headed by A. W. Schwalberg who will be assisted by M. B. Blackman, Robert Salomon, Harold Rodner, Sam Schneider, Harry Mayer, Stu Aarons, I. Birnbaum, and Ann Martin. . . . Irving Nagel won top ping-pong honors in the men's "A" division by taking the measure of S. Plotsky in the club tourney finals. S. Sachs lost to W. Eisenstat for the men's "B" crown. Carmen Sardenas beat Miss Berg for the women's title, and the team of Lou Dennis and Dave Stadler finished ahead of Palumbo and Hunter.

JOE JOEL SAYS:

Among Other Things . . .

Carmen George, assistant to Lou Johnson, Metro, film room, became the papa of his first born, a seven-pound girl, January 23. . . . Lou Johnson, Metro, shipping room, and president, Local Union B-51, leaves with the Mrs. for a short vacation at Miami, Florida. . . . Al Stevens, formerly with the Rosenblat-Welt circuit and who spent one year in Canada where he had two night clubs and because of the war was compelled to close, has returned and is now managing the Essex, Newark. His past experience will positively show results at the Essex. . . . Mrs. Emil Hofstaedter, sister of Rudolph Bach, formerly with Columbia, foreign department, arrived in New York with her husband, who was in a concentration camp in Germany for six months.

Joseph Josephson, who was one of the first to have a projection room in New York, has been in the insurance business for the past 10 years. If any of his old time friends wish to see him, he is located at 393 Seventh Avenue. Telephone CH 4-8200. . . . Ben Thanhauser wishes to state that the rumor saying he was the real estate broker who sold the Cameo, 42nd Street, is untrue. . . . If any of Pop Goldfarb's friends would like to locate him, he is at 361 Washington Avenue, Cedarhurst, Long Island. Goldfarb is one of the pioneers in the film industry, having managed exchanges in days gone by. If you cannot call upon him, drop him a line as it will cheer him up to hear from his old-time friends. . . . A very pleasant visitor to the film center the other day was Mrs. Mathews, Star, Jamesburg, New Jersey. I am positive her personality must help her in business both at the theatre and at the exchanges. . . . Emil Rosenbaum, Advance Film, has gone to enormous expense to change his entire office. Now I know that the Advance must be doing big business. . . . To all the friends of Ben Price, New York salesman, U exchange, he has been at the Bronx hospital for the past three weeks suffering with a very serious ailment.

The elevator man known as Sam, Film Center Building, died February 2. He is mourned. . . . Mrs. Greene, Reid Theatrical Advertising Company, Union City, New Jersey, was a visitor at the Film Center after a long illness. She was in a hospital in Union City for 18 weeks. I was happy to see her back. . . . Moe Saunder, 20th Century-Fox, and the Mrs. are spending a well-earned vacation in Florida. . . . At the installation of the Bookers Club, Arthur Greenblatt made a wonderful master of ceremonies. But Arthur, "How dare you tell a joke without Walter Winchell's permission?" . . . I must extend my congratulations to Mrs. Bob Ellsworth, wife of Bob, head booker, Metro, for she was the life of the party at her table at the installation of the Bookers Club. . . . Our Mr. Mentlik, at the installation, when he received his chicken said, "how dare they serve a knife and fork with it."

Manny Meyers, Treo, said he would have something special to say in our next issue. . . . I have been trying to convince Johnny Cunniff, booker, Metro, to place his baby in the Daily News Children's Contest, for beyond any doubt, I have seen the child and am convinced he would win a prize. . . . If employees of the different exchanges keep going to Florida in the winter, all vacations instead of being in June, July and August, will be in December, January and February. . . . Marvin Mirisch, formerly with Grand National, is now in charge of the Fine Arts Producing and Distributing Corporation, located on the seventh floor, Film Center.

NEW JERSEY

Asbury Park

Advance sale of tickets for "Gone With the Wind" which made a premiere showing along the North Jersey Shore at the Mayfair was very good, manager Robert Jonasson announced. Many of the tickets were purchased from a traveling box office which toured Monmouth County on a schedule.

Bergen County

Team of Consolidated Film Industries, Inc., of Fort Lee, played donkey basketball game in that borough for the benefit of the fire company. . . . When "Gulliver's Travels" played at manager George Djemos' Plaza, Englewood, line was the longest in years.

—P. C.

Bloomfield

Royal, Lou Gans, is the latest theatre to go into the 9 o'clock starting time for the feature. Scheduling the main picture at this time enables patrons desiring to see the feature only, the opportunity to do so without rushing from dinner—or staying out until midnight. Audience reactions have been very gratifying.

Elizabeth

Broad is closed. . . . Cocalis is demolishing the Gaiety.

Highbridge

Highbridge reopened as the Highbridge Corporation with John Geyser as president and Morris Payenson as secretary-treasurer.

Jersey City

Arthur "Whitey" Egberts, in charge of publicity and advertising at Loew's Jersey City, did swell press job in connection with "Gone With the Wind." . . . Toys and games were given children attending Young Fun Club session at Plaza, Bayonne. . . . Al Unger, manager, Capitol, has changed his day off from Tuesdays to Wednesdays.

—P. C.

Kearney

Jack Stein, Hudson, and Dick Hill, Warner district manager, have both suffered recent attacks of la grippe.

Newark

Adam Adams, Paramount, is back from Florida. . . . Bernie Edelstein, assistant, Ritz, left February 10 on a motor trip to Florida with friends. . . . Harry Oppenheimer, operators official, will also join the throngs at Miami Beach. . . . Lou Stein, manager, Roosevelt, capitalized on the publicity accorded "Pinocchio," by presenting a puppet version performed by Suzaris Marrionettes. . . . Art, formerly the Ronson, South Orange Avenue, is being operated by Steinberg and Shulman, Strand.

—H. F.

Orange

Jerome Kridell, manager, Palace, Colonial, is driving his family to Hollywood Beach, Florida. They will visit his father, Moe Kridell, owner. While Jerry is away, brother Myron will supervise operations.

Passaic

Joe Lefkowitz, Clifton, will take the Mrs. to Florida by plane February 23. . . . Louis Palmieri will be in charge until he

returns. . . . Harry Shein, Strand, put on animal show in conjunction with "Day at the Circus." . . . Lou Palmieri, assistant, Clifton, was host at christening party for son, Fidele. . . .Clifton observed second anniversary by handing out five-piece set of furniture and other gifts to patrons. . . . Ted Baginski is in charge at Strand while manager Harry Shein is vacationing in Florida.

Paterson

Garden, with Charlie Griswold, directing, put on a slam-bang campaign for "GWTW." Ads were placed in over 70 newspapers in the region.

NEW YORK STATE

Albany

Ralph Pielow had to give up plans for a winter vacation trip to Florida, because of many details connected with area showings of "Gone With the Wind." . . . Gene Vogel, Metro, won a raffle conducted for a former theatre man, donated the prize to the fund. . . . Bernie Kranze, RKO, came back from Florida with a wide assortment of stories. He claims he and Si Fabian caught every variety of fish except sailfish. One of the highspots of their piscatorial expeditions occurred when Fabian caught a pelican. . . . Wife of Bill Cooper, Republic cashier, suffered a broken leg in a fall but is making a rapid recovery.

Jim Papyanakos, Gouverneur, Pottsdam, is now fully recovered from his recent illness. . . . Brother Alec Papyanakos, Canton, was a recent row visitor. . . . Ernie Wolfe, Avalon, Lowville, made a rush trip to Niagara Falls, where his son, a student at Niagara, was seriously ill. Lad is reported showing improvement. . . . C. A. Smakwitz, Warner theatres district manager, was in New York. . . . Records of long standing fell with the showing of Warners' "The Fighting 69th," Strand.

Joe Jarvis has reassumed operation of his Delmar, Delmar, recently operated by Marmon and Playford, who still retain the Brightspot, Rennselaer. . . . After several postponements, Mike Boumasour, Plaza, Malone, finally landed in Florida on that vacation visit. . . . Dick Struwe, Warner salesman, took over RKO's George Tucker at bowling, rolling up a respectable average of 198. . . . Frank Bonomo, theatre artist, is happy now that he has found a driving range open, near Schenectady. . . . Dick Hayes, Welden Waters, Irving Liner and several others plan to join him. . . . Joe Weinstein, Warner short subject booker was home in bed.

Morris Slotnick, Waterville, Oriskany Falls, expected to enter a Syracuse hospital for treatment for an infected toe. . . . Ruth Millberg, secretary to Warners' C. A. Smakwitz and Jules Curley, was on the sick list.

Si Fabian was a visitor, meeting with division manager Lou Golding and circuit staff. . . . Artie Newman was called to New York for a Republic eastern division sales meet, presided over by sales manager Jimmie Grainger and prexy Herb Yates. . . . Artie's Albany office is presently in second place in the company's national playdate drive ending February 27.

Mrs. Jerry LaRocque paid the row her first visit since breaking her leg. . . . Dan Houlihan, 20th Century-Fox booker, with Benton-Schine circuit booker Frank Williams, and Schine's Seth Fields, left on an auto trip to Miami.

Anna Swint, Warner theatres, night telephone operator, was taken to the hospital for an operation, with Helen Davis substituting.

Still some doubt as to fate of Pari-Mutuels in 1940, despite calling of hearing on the measure for February 26. Forces opposed to racing are joined by bookies in an attempt to delay passage of necessary legislation until next session, thus leaving racing in status quo until 1941. . . . Tax on billboards, supposing it were to be levied, would affect many theatres in the state, particularly in small towns, where many houses use three-sheet boards regularly.

Binghamton

Tommy Hannifan, manager, Strand, will live normally again, now that the two successful weeks of "GWTW" is over with. . . . Buddy Kornblite is staying at the YMCA, while Mr. and Mrs. Ned Kornblite are getting themselves a nice Florida tan. . . . Carl Winters, stage manager, Capitol, is back at work. . . . New carpets have been put in at the Capitol balcony, and a shampoo to the main floor and mezzanine carpets. . . . Ray Marsh, projectionist, is riding around in a new car. . . . Capitol usherettes Pat Stevens, Marie Davis and Jane Winters leave for a two-week Florida holiday.

Riviera lobby and front is more pleasing to look at since the use of 40x60 colored blow-ups. . . . Managers' bowling team has finally taken over the Doormen, 3 to 0. . . . Harry Balin, manager, Symphony, missed out on the last frame for a P. G., but his 205 was high for the season. . . . Archie Cayaffa, doorman star, bowled for the first time since his recent illness, and did quite well.

—F. D. R.

Do You Need a

We Specialize in Group Meetings . . . Excellent Facilities . . . Special Rates . . . Further Information Upon Request.

L. H. STECKEL,
Promotion Manager

CHANGE?
REST?
VACATION?

THE ANSWER!

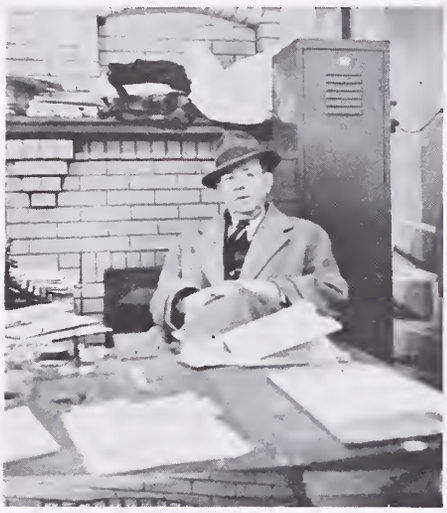
GOLF
TENNIS
FISHING
RIDING
BOARDWALK

INDOOR SALT WATER POOL
TURKISH BATHS
"ROUND-THE-WORLD ROOM"

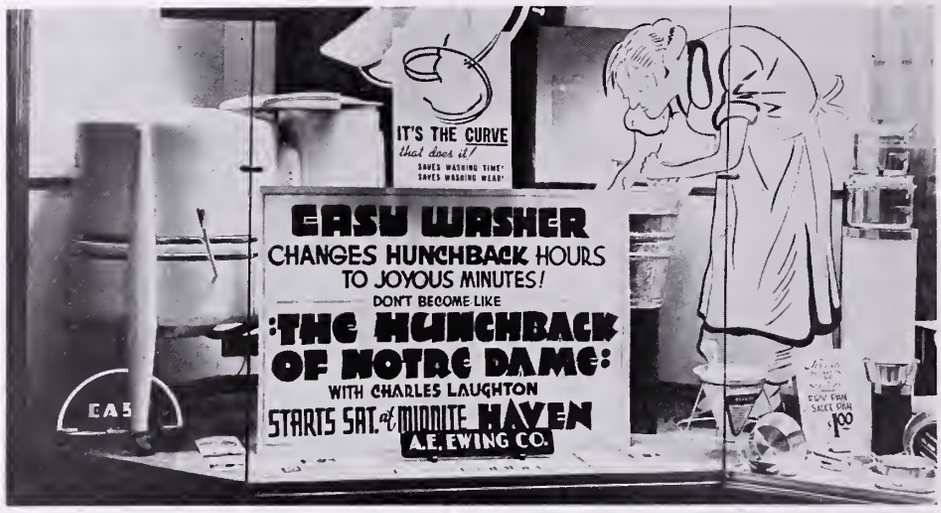
Relax on Our Sun Decks—Feel the Invigorating Tonic of Brisk Salt Air—Enjoy Unsurpassed Cuisine—Play in Our Beautiful "Round-the-World" Room—and then—Enjoy a Quiet, Completely Relaxing Night's Rest.

The President
ON THE BOARDWALK
ATLANTIC CITY, N. J.
HARRY N. NORTON, Manager

NEW YORK BOOKERS CLUB HOLDS ITS INDUCTION DINNER; OTHER NEWS ITEMS



MANAGER. Here is manager Allen B. Newhall, Palace, Jamestown, an able exploiteer, as well.



TIE-UP. Murray Lafayette, Haven, Olean, had this tie-up on the RKO picture, "The Hunchback of Notre Dame." The merchant carried co-operative advertisements and handed out heralds.

INSTALLATION DINNER. At the induction dinner of the New York Bookers Club, our Mr. Mentlik and his camera catch a few of those present. Top row shows (left) Charles Stern, Dave Levy, Harold Kline, Morris Epstein, John Benas, Arthur Greenblatt, Ben Abner, Flora Cohen; (center) standing Herb Richek, seated Myron Stam, Ben Levine, Mrs. B. Levine, Eddie Mullen, Mrs. Richek, Max Fried, Dora Fried, Blanche Trifari, Tony Agaglia, Dolores Stam; (right) Pearl Elsohn, July Chapman, Ann Plisco, Dave Schmers, a guest, Jen Dennet Henry Suchman. Middle row shows (left) Flora Cohen, Ted O'Shea, Moe Fullermon, Irving Warmser, Clarence Eisman, Moe Streimer; (center) Ted O'Shea; (right) Alec Arnswalder, Mrs. Abe Arnswalder, Ben Elsworth, Mrs. B. Elsworth, John Cuniff, Al Margolies, Mrs. Al Margolies, Eddie Richter, Mrs. Ed Richter. Bottom row shows (left) standing Lou Salkoff, sitting Al Arnswalder, Mrs. Lou Salkoff, Jack Farkos, Eddie Stern, Myron Starr, Jene Dennet.

NEWS OF THE DAY PASSES IN REVIEW BEFORE THE EXHIBITOR'S CAMERAMEN

AT THE PREVIEW OF RKO-RADIO'S "ABE LINCOLN IN ILLINOIS." Here are Walter Reade's Morris Jacks, Interborough's John C. Bolte, Raybond's David Weinstock and Raybond's Emanuel Hertzig, local exhibitors at the preview.

ALSO AT THE PREVIEW. Here are Moses' Charles Moses, Randforce's Harold Rinzler, Mrs. Leo Justin, RKO New York branch manager Robert Wolff, Walter Reade's Leo Justin present at the screening.

OTHER VISITORS AT THE "LINCOLN" PREVIEW. Here are RKO-Radio's H. M. Richey, RKO-Radio's New York branch office manager Frank Drumm, Walter Reade's Charles Bryant, among those at the recent trade screening of the RKO picture.

AT THE BUFFALO PREVIEW OF "ABE LINCOLN IN ILLINOIS." Here are 20th Century's Dick Kemper, RKO's Marian Gueth, Luther D. Aydelotte, Lafayette's secretary Marion Walsh, RKO branch manager Charles Boasberg.

SILVER JUBILEE. Here is a general view of the 25th anniversary banquet of IATSE, Local No. 376, held recently at the Hotel Syracuse, Syracuse. It was attended by delegates from nearby cities as well.

Buffalo

Andy Sanella, Masque, is enlarging his theatre. . . . Theatres are co-operating wholeheartedly with the Finnish Relief Fund Campaign. Vincent M. McFaul, general manager Shea houses, as well as A. C. Hayman, president, George Mac Kenna, manager, Lafayette, Strand; Cataract, Niagara Falls; George Gammel, Gammel circuit; Mr. and Mrs. A. C. Behling, Ellen Terry, Sylvia, and Mat Konczakowski all acceded to this request, and have promised their fullest co-operation. This, coupled with the aid generously extended by the Buffalo Courier Express and Buffalo Evening News should prelude a generous response on the part of the citizenry of Buffalo. Remaining Buffalo theatres while not yet contacted at this writing were sure to lend their unstinted support.

A. J. Rademacher, Altec branch manager, was in town for a few days supervising new modifications available for Western Electric systems. Changes have been completed in the Hayman theatres, Strand, Niagara Falls; Lafayette. Similar changes are contemplated for the Great Lakes and other Shea houses. . . . A. D. Gould, J. Kelly, Adelphia, Franklinville; Thomas Rance, Arcade, were MPTO visitors. . . . E. K. O'Shea, Metro district manager, was in town for conference with Ralph Maw, local branch manager. . . . Moe Silver was in.

Gerry Westergren, short subject booker, and Basil's Genesee house manager, was confined to his home. . . . February 3 was Basil night at the Variety Club. Special entertainment and music arranged by Murray Whiteman and his crew received a generous vote of applause, and the food prepared especially by Chef Stanley Kozanowski was par excellence. . . . Elmer Lux advises that RKO had its first drive meeting, entire office, sales, shipping, and inspection staff being present. Charlie Boasberg's Buffalo gang is determined to finish in the top money. . . . Keiths changes hands March 1, reverting back to Tony Perlino, former operator.

Mae Close, RKO cashier, is back at her desk. . . . George Kramer, United Artists auditor, arrived for the usual audit. . . . Joe Friedman announced Advertising Accessories, Inc., has moved RKO accessories over to Paramount exchange where Joe will make his future headquarters. . . . H. Jonasson, formerly connected with Paramount, Atlanta, Georgia, will handle the new accessories department, and Mike Wolfish, RKO Buffalo exchange has been employed as shipper. . . . Ed Walter, formerly ad sales manager for Paramount, has been promoted to assistant booker. . . . Bert Buchanan, Colonial, is giving his two year old daughter an early debut into the film business. . . . Nicholas Basil, Basil Brothers circuit, has just been nominated for director of the International Relations Institute. . . . Dorothy Gammel, Gammel circuit, was the cynosure of all feminine eyes at the premiere of "Abe Lincoln in Illinois" at the Court Street. . . . Vincent R. McFaul, general manager, Shea's, returned after spending several days in New York City. . . . Art Steffan was in New York City. . . . Ann and Harry Berman, Republic, together with Jack Bellman and his daughter, Marjorie, spent a pleasant evening at Shea's Ami. Marjorie was entertained at a mah jong party given by Ann Berman. Mrs. Nick Basil also gave a dinner party in honor of Marjorie.

Lou Lieser, Universal, Syracuse representative has been working in the Buffalo zone. . . . Dave Miller, district manager, Universal, was in. . . . Horace Free, Ross Federal Service, spent week in Rochester and Syracuse. . . . Catherine Jacobson entertained 50 guests at a buffet supper at her home in Humboldt Parkway on the occasion of her birthday. . . . Harry Berman, Republic city salesman, who braved the blizzard and storm in the Olean and Hornell area, and who was thankful to have arrived safely at the Buffalo city line, had the tough luck to smash up the front of his car when he finally reached Buffalo enroute to his office. . . . Among those attending the George Hannys' cocktail party after the preview of "Abe Lincoln in Illinois," were the Samsons, Maws, Luxs, Charlie Boasberg and many others. . . . Jack Bellman, local branch manager, Republic, spent three days with Bert Freese, Syracuse. . . . Republic staff, after having screened "Village Barn Dance," was most enthusiastic.

Lee Gross, Shea booking office, was seen at the Consistory for the Allan Jones recital. . . . Mary Fridrich and Margaret Adrian, Shea office, were spied at the Erlanger at the "Tobacco Road" persentation. . . . Bob Moredock and Alice McCarthy, Shea office, were victims of colds. . . . Mr. and Mrs. Max (Shea's Roosevelt) Rosing have returned from the sunny south where they enjoyed their honeymoon. . . . Girls of the Shea office are anxiously looking forward to that sleigh ride party promised them by Emile Giffonielle. . . . we understand that Giannina Pappalardo, Shea office, is the star of the bowling league. . . . Shea's new Lackawanna opened with a gala premiere on February 9, with city officials and the Junior Chamber of Commerce taking part.

Gage Havens and Ralph Schwartz, Metro, worked on the "Gone With the Wind" engagement at Shea's Great Lakes. . . Gage Havens and Emmy Dickman were seen dining at the Rosticceria. . . . Phil Engel, Warner exploitation representative, was in town to lay the groundwork for "The Fighting 69th" campaign in George Mason's Shea's Great Lakes. . . . Lackawanna Leader, weekly newspaper in that town, put out a special section for the opening of Shea's Lackawanna, with merchants and contractors co-operating.

Pam-O Film Exchange, Alliance Films franchise holder, has closed a deal with the Shea theatres for "North Sea Patrol."

Dunkirk

Dalton Burgett, Capitol, rented his theatre for one-day local talent play.

Elmira

Mike Belloma, Keeney service staff, is the happy papa of Jacquelyn. . . . After a week's run of "Gone With the Wind," Keeney, manager Eddie Yarbrough, announced it is switched to run at Regent under management of Mel Conhaim. . . . Eddie Yarbrough, Keeney, was balked in a publicity stunt by a balky pony.

Gloversville

Schine Home Office News

George W. Lynch, Schine chief film buyer, is back at his desk after a three-day illness. His daughter, Carolyn, meantime, is a patient at Littauer Hospital, where she had her adenoids and tonsils removed. . . . Bud Silverman, Rochester city manager for Schines, was a home office visitor, conferring with Harold F. Sliter. . . . Arthur Newman, Joseph Miller and Clayton Eastman, were in for conferences with Messrs. Lynch and Wililam Kraemer. Bill Williams and Ralph Pielow, Metro, were visitors from Albany, also. Joe Engel, Universal, completed the contingent. . . . H. F. Sliter, back from an Upstate tour of Watertown, Massena, Carthage, Malone and Ogdensburg, says Gloversville escaped the bulk of the January snowstorms. . . . John May, Schine comptroller, taken suddenly ill in Albany some time ago, is much better. . . . Film buyer Lynch made a trip to Buffalo where he conferred with Milton Kusell, district manager, Paramount. . . . Sander Lazar, ski accident victim, is keeping busy at home, doing much of the art work for the Schine ad and publicity department. . . . Ad department, incidentally, is arranging the biggest campaign attempted in years for "GWTW."

Jamestown

Ralph Crabill, Jr., and dad, Warner district manager went skating on Lake Chautauqua but had the boy's fun spoiled by a broken arm. . . . Charlie Fish, Winter Garden, and family have moved into their own home. . . . Quiz: Who is the pretty blonde we saw Joe Hockenberry (Roosevelt), out with and why the secret? . . . John McAuliffe, Palace artist, goes to Salamanca regularly. . . . Congratulations go to Jack Marpole, National Screen Service, on the new arrival at his house of Jacklyn Alma, born January 2, at San Francisco. . . . Al Newhall, Palace, has a motorboat for pre-Easter giveaway. . . . James Macris, Majestic, Hornell, has been in town working on special advertising deals. . . . Joe Hockenberry, Roosevelt, is giving groceries by lucky number drawing. . . . Ralph Crabill, Warner district manager, forgot about leaving his car in a 10-minute parking place for several hours, and we just want to know how he "fixed" it on those tickets.

Liberty

Messrs. Cohen and Kutcher have modernized the sound equipment at the Liberty. Installation was supervised by Altec.

Medina

Birthday congratulations go to Raymond Majeski, assistant manager, Diana. . . . Janet Touhey, Diana cashier resigned. Betty V. Board is new face. . . . Carl Corrallo, Diana service staff, is a neat bowler but his wife showed him up. . . . Cliff Schaufele, Diana, is on the job after little illness lay-off. . . Schaufele called doctors and plugged "Dr. Christian."

Newburgh

In the 13th session of the Netco (Insomnia) Bowling League, the Cameo blanked the Ritz and went into a first place tie with the Park, as Park beat the Ushers, 2-1. Fred Schaefer, Managers, who lost, 2-1, to the Broadway, had 214, top high single and 510 high three in this match. Red Sutton, Ushers, had next best, 213. Bob Ruckdeschel, Park, had 199 high single with 533 top high three. J. Wiley, Art Department, had 183 high single and his team-mate Walt Krutal, 476 high three, as they shut out the Operators. Ken Hill, Cameo, had 178 high single and 443 high three, just one pin better than the 442 of his teammate, Jack McCann. Teams now stand Park won 29, lost 10; Cameo won 29, lost 10; Managers won 26, lost 13; Ushers won 22, lost 17; Broadway won 22, lost 17; Art Department won 15, lost 24; Ritz won 9, lost 30; Operators won 4, lost 35. . . . Marianne Carroll has been confined to her home. . . . Fred Schaefer,

Broadway manager, and prexy Broadway Business Men's Association, states that free parking lot improvements are under consideration.

Peekskill

Recent visitors included Art Rademacher, Lou Taylor, and Jack Carroll, Altec; B. Short, International Projector.

Rochester

Downtown theatre managers, many of whom frequently use radio facilities, were prominent at WSAY-Mutual dinner at Hotel Rochester, including Jay Golden, Bill Cadoret, Charlie Freeman, Arthur Krolich, Howard Carroll, Harold Martz and Louis Mayer. . . . Mrs. Florence Belinson, Little, is getting several first-run films, starting with "Fire Over England," due to extended run of "Wind" at Loew's. . . . Allied men, Bill Tishkoff and Max Fogel, attend meetings in Buffalo.

Albert Fenyvessy, Sr., and Mrs. Fenvessy celebrated wedding anniversary in North this year with family festivities, Florida trip having been given up due to cold weather. . . . Embassy closed for Lenten season following arrest of Albert Lebowitz, manager, on charge of presenting indecent burlesque shows. . . . Abraham N. Wolff, 74, pioneer motion picture theatre operator, died recently. He ran the Colonial and Rialto and launched Sunday film shows. He was former president of Rochester Motion Picture Association.

Morris Glockner, Schine home office, was in town for a real estate checkup. Ben Belinson, Little, was laid up with pleurisy for a few days. . . . Mildred Lighthouse, cashier, is also back on the job after illness. . . Manager Louis Levitch, Riviera, is using orchestra and vaudeville with Friday night jitterbug shows. Winfield Thompson, assistant manager, Little, burned a hole in a new pair of trousers with a soldering iron. Fenyvessy brothers who retired after selling four theatres are enjoying leisure.

At the convention of the state projectionists in Syracuse: Among the projectionists of Local 253 who attended were Louis Levine and William Holmes. . . . Local 253 started educational meetings once more. First meeting was well attended with William Ingram as chairman.

Syracuse

Gus Lampe remembered all his managers with post-cards from Lake Worth, Florida. . . . Wonder if we really heard Mel Denny chuckling a little. . . . Rap Merriman, Sid Grossman, George Smith, Lou Byer, and Nat Marcus visited Rochester to see Sid Lehman and Nat Sodikman receive the third degree in Orpheus Lodge. . . . Sid Grossman has changed from two to three changes weekly at the Elmwood. . . . Eddie Whitford has constructed a novel arc crater locator on his lamps. . . . Louis W. Schine was a recent visitor.

"Jerry" Barry is now assistant, the RKO-Schine Paramount, coming from Strand, Lowell, Mass. . . . Frozen water pipes in the sprinkling system flooded the Colonial, Moravia. R. E. Wade, owner, reported two feet of water. . . . Fay Woodford must be cutting his own hair. . . . Tommy Roe is reported having trouble with mail delivery. . . . Jack Meaney now knows there are too many taxis. . . . Martin Bender, Altec engineer, was in to assist George Brown. . . . Mrs. Gene Curtis and son, John, moved to Syracuse from Rochester to be with Gene, manager, RKO-Schine Paramount. . . . Wonder how many flops Bill Doss took at his first attempt at skating. . . . John Eccles is very much interested in Look magazine.

It is rumored that Robert Dumas pinch hit for Louis Boyd. . . . Lloyd Tracy had an escort, Tom Meaney. . . . Wonder who fell in the cake? . . . Robert Sardino and Floyd Lewis were unable to attend the banquet on account of sickness. . . . Fred Donohue failed to put in an appearance at the banquet due to the late arrival of tickets. . . . Forgetfulness of Calvin Bornkessel in not mailing the clambake tickets of Local 253 last Fall is now forgiven. . . . Fred Boekhout, president, New York State Projectionists, recommends the side dishes ordered by Louis Goler. . . . Harry Brooks, state secretary, is reported thinking of running on the Raw Deal ticket. . . . Bill Doss and Jack Meaney are reported to have made up. . . . "Buddy," son of Ray Roe, brought down the house with his fancy dancing. . . . Glenn Humphrey left a sick bed in Utica to attend the banquet. . . . Paul Forster brought back memories of happy days to all attending. . . . Irving Cantor is busy acting as assistant manager, three houses. . . . A whole sheaf of palms with orchids should go to Phil Rossomando and party. . . . Messrs. Wilcox and Seeley are taking no chances on deep snow. They take a supply of groceries into the booth.

Harvey Cocks is moving his colleen here from Glen Cove, Long Island. . . . Mr. and Mrs. Lynn Goff announced the arrival of a baby boy. . . . Harry Burley was a delegate to NYSP Association from Local 376. . . . Fay Woodford is to be congratulated on the decorations. . . . Ten out of 22 charter members are still active in Local 376. . . . Frank Brodock should insist on hotel doors that do not lock. . . . Harry DenHaise and girl friend were prize jitterburgs. . . . Harry Gurnes had his sister as guest. . . . William Doss and Jack Meaney would like to have the affair re-enacted. . . . After looking at the evening gowns, Eddie Cummings still says the men pay and pay. . . . Last seen of Robert Poulsen was his departure with the flowers. . . . Andrew Jackson Seeley, member of SMPE, still believes in advertising. . . . Phillip Thomas Rossomondo wants to thank Louis Boyd for an enjoyable evening. . . . "Over the Rainbow" was specially arranged for Harry Burgess, Sr. . . . William Meany and daughter, Mary, made an attractive dance team. . . . Redhaired person accompanying Jack Meaney was the attraction of many projectionists. . . . "Pop" Cushing enjoyed the banquet as well as George Robertson.

Persons who covered the transom at the meeting rooms of Local 376, shut off the much-needed supply of hot air, preventing the balloon ascension of Seeley and Wilcox. . . . Attractive souvenir programs of the banquet will be prized mementos. . . . Dangerous icy roads could not keep William Holmes and Louis Levin, Rochester, away. . . . Persistent efforts of Harvey Cocks were finally rewarded by a second helping. . . . Sidney Grossman and party missed much of the entertainment by leaving early. . . . H. M. Addison and Ruth Bolton, at opposite ends of the table, kept a watchful eye on the lads and lassies from Loew's State. . . . Party would have not been complete without the presence of Ray Pashley and wife from Interlaken. . . . Not once did we hear that old line "Unaccustomed as I am." . . . There will no doubt be a shift of down-town theatres in the near future. . . . Writer who wanted to know if Syracuse did not want to see "GWTW" would have had his answer had he seen the lines in front of Loew's State Saturday and Sunday of the second week. . . . Syracuse audiences remember promises kept and broken when it comes to buying advance sale tickets but when advance advertising is followed up with a picture that lives up to the promise such as "Gone With the Wind" and comes in, no theatre manager need worry about his box office.

Theatre population of Syracuse and Central New York gathered at Hotel Syracuse January 30 to help Local 376 celebrate the 25th anniversary of its founding. About 275 recipients of invitations sent out by the committee headed by Louis Boyd, president, who acted as chairman, met in the grand ball room. Address of welcome was extended by Mayor Rollan B. Marvin, introduced by toastmaster Thomas J. Corcoran. Reverend Mr. Arthur B. Merriman, Church of the Saviour, and a former theatre operator, gave the invocation. An electrical transcription specially made to perpetuate the memories of four departed members of the Local was played while the assemblage stood with bowed heads. Following the serving of the dinner, those seated at the honor table were presented to the diners and the entertainment consisted of 19 acts of vaudeville headed by Phil Regan, got under way. Paul Forster, local organist led the merrymakers in singing. It might be added that Paul looked just as majestic as of old. Speechmaking was cut to a minimum.

Among those present from out of town were:

Fred Boekhout and wife, Rochester; Glenn Humphrey, Utica; Harry Brooks, Troy; Dennis Harrington, Saratoga; Earl Tuttle, Binghamton; Charles Wheeler, Ithaca; Col. Bornekessel, Rochester, officers New York State Projectionists Association; Justin Burns, William Pound, Lockport; Robert Griffin, Cortland; Herman Gabriel, Batavia; Francis Larham, Penn Yan; John C. Stuczko, Utica; Charles H. McCarthy, Troy; H. F. Ryan, Auburn; Ralph Hayes, Dexter; Elliott Hazen, Hornell; Louis Goler, Charles E. Mason, Russell Northrup, wives; William Holmes, Louis Levin, Rochester; Mr. and Mrs. Ray Pashley, Interlaken.

Localites: Fire marshal Charles Wilkes and wife, H. M. Addison, eastern division manager, Loew's; acting city manager Harry Unterfort, RKO-Schine; managers Bill Burke, Max Rubin and wives; Harvey Cocks, Rap. Merriman and wife, Sidney Grossman and wife, Sam Weltman and wife, Jack Karp, Mitchell Fitzer and wives, Mr. and Mrs. Joe Boyle, Frank Murphy, Ruth Bolton, James Constantino, Morris Slotnick, Joe Teatom, William Goff, Syracuse Federation of Labor; J. J. S. and wife and the members of the local, their wives and friends; Don Cole, Rochester; George Brown, Syracuse, Altec service department, and wives; Mrs. Mary Davidson, Walter League and wife, B. P. Wallace, family, and Gus Wallace.

Troy

Irving Liner, Proctor's, has been busy helping the operators of the city's new radio station, WTRY, in their preparations for opening the station.

Leo Rosen was kept busier than the proverbial one-armed paperhanger with the hives, handling the showing of "Gone With the Wind" at the Troy. . . . Helen Loman, Proctors cashier, was temporarily transferred to the Troy to sell reserved seats for "GWTW."

Patronize Our Advertisers!

TELL THEM "I SAW IT IN THE EXHIBITOR"

PEOPLE AND EVENTS IN THE TERRITORY MAKE NEWSWORTHY CAMERA SUBJECTS

SHADOW BOX. Typical of the shadow boxes utilized by the Radio City Music Hall is this one for RKO-Radio's "Swiss Family Robinson."

TEA. Prior to leaving for Hollywood to assume a role in "Tom Brown's Schooldays," the second Gene Towne and Graham Baker production which RKO will release, Sir Cedric Hardwicke serves tea to society songstresses who were aiding the annual benefit performance of the National Variety Artists of which George M. Cohan is sponsor and executive chairman. Sir Cedric coached the young ladies in their singing at 1 Fifth Avenue. Left to right are Faith Little, Ann Beasley, Sir Cedric, Anne Kiess, Eleanor French.

DISPLAY. This window in a store near Loew's State, Syracuse, trimmed by manager Frank Murphy for "Gone With the Wind" was used for over a week.

STAFF. Manager James Macris (left), Winter Garden, Jamestown, lines up his staff in formal attire for the opening night of Metro's "Gone With the Wind."

TIE-UP. About 50 Loew houses used the same tie-up. Five men in the audience came to the stage and had a race in putting diapers on dolls. Finals were held at Loew's State, Jamaica. Picture plugged was "Another Thin Man."

MONOGRAM ENTERTAINS FRANKIE DARRO. Monogram feted Frankie Darro, star of "Chasing Trouble," at Leon and Eddie's when the young star arrived in New York for a brief respite from a personal appearance tour. Groups in the usual order are Darro, Edward A. Golden, Manny Reiner, Bernice Fields, Mrs. Golden, Ruth Golden, Mrs. Darro, Mr. and Mrs. Meredith of the cast of "Hellzapoppin," and Dick Mason, Darro's partner.

The Feature Check-Up

Of All Pictures Released Nationally Since August 11, 1939

COLUMBIA

(1938-1939 releases from 9001 up; 1939-1940 releases from 1001 up.)

AMAZING MR. WILLIAMS, THE—C—Melvyn Douglas, Joan Blondell, Edward S. Brophy — Top-ranking comedy—86m.—see Nov. 29 issue—(1007).

BEWARE SPOOKS!—C—Joe E. Brown, Mary Carlisle—So-so Brown—68m.—see Nov. 15 issue—(1011).

BLONDIE BRINGS UP BABY—CD—Penny Singleton, Arthur Lake, Larry Simms—Top-half of duallier, or nabe single feature—69m. — see Nov. 15 issue—(1013).

CAFE HOSTESS—MD — Preston Foster, Ann Dvorak, Douglas Fowley—Bottom duallier—63m.—see Dec. 13 issue—(1030)—(A).

CONVICTED WOMAN—MD—Rochelle Hudson, Lola Lane, Frieda Inescort—Just a duallier—66m.—see Feb. 7 issue—(1034).

FIVE LITTLE PEPPERS AND HOW THEY GREW—MD—Edith Fellows, Dorothy Peterson — Fair as lower half of double bill—60m.—see Sept. 6 issue—(9017).

FIVE LITTLE PEPPERS AT HOME — Edith Fellows, Dorothy Ann Seese, Clarence Kolb—Dual fare for the kids, women—69m.—see Feb. 7 issue.

FUGITIVE AT LARGE—MD—Jack Holt, Patricia Ellis—Okay for Holt fans — 66m. — see Aug. 9 issue—(1026).

GOLDEN BOY—D—Barbara Stanwyck, William Holden, Adolphe Menjou—Top bracket attraction with popular appeal—101m.—see Sept. 6 issue—(9002).

HIDDEN POWER—D — Jack Holt, Gertrude Michael, Dickie Moore—Standard Holt—60m.—see May 31 issue—(1025).

HIS GIRL FRIDAY—CD—Cary Grant, Rosalind Russell, Ralph Bellamy—Should hit high grosses—92m.—see Jan. 10 issue—(1003).

KONGA, THE WILD STALLION—W—Fred Stone, Rochelle Hudson—Just a duallier—65m.—see Sept. 20 issue—(9034).

LONE WOLF STRIKES, THE — MY—Warren William, Joan Perry, Alan Baxter—Mediocre programmer for the nabes—67m.—see Jan. 24 issue—(1019).

MIRACLE ON MAIN STREET—MD—Margot, Walter Abel—Weak duallier—78m.—see Nov. 15 issue—(1032).

MR. SMITH GOES TO WASHINGTON—CD—Jean Arthur, James Stewart, Claude Rains — Sure-fire money-maker—130m.—see Oct. 18 issue—(1101).

MUSIC IN MY HEART—MDMU—Tony Martin, Rita Hayworth, Andre Kostalanetz—Pleasing musical duallier—70m.—see Dec. 27 issue—(1018).

MY SON IS GUILTY—D—Bruce Cabot, Jacqueline Wells, Harry Carey—Lower-half nabe duallier—63m.—see Jan. 10 issue—(1033).

OUTPOST OF THE MOUNTIES—AD—Charles Starrett, Iris Meredith—Okay for the season's starter—63m.—see Nov. 1 issue—(1201).

RIDERS OF BLACK RIVER—W—Charles Starrett, Iris Meredith — Good Starrett—54m.—see Sept. 20 issue—(9209).

SCANDAL SHEET—MD—Otto Kruger, Ona Munson, Edward Norris—Pleasing newspaper meller — 67m.—see Nov. 1 issue—(1031).

STRANGER FROM TEXAS, THE—W—Charles Starrett, Lorna Grey, Sons of the Pioneers—Near the top for Starrett—54m.—see Dec. 13 issue—(1202).

TAMING OF THE WEST—W—Bill Elliott, Iris Meredith—Plenty fast Elliott opus—55m.—see Oct. 18 issue—(1211).

THOSE HIGH GREY WALLS—MD — Walter Connolly, Onslow Stevens, Iris Meredith—Strong duallier; may be featured—82m.—see Oct. 4 issue—(1015).

TWO-FISTED RANGERS — W — Charles Starrett, Iris Meredith, Bob Nolan—A good Starrett getting better—62m.—see Jan. 10 issue—(1203).

U-BOAT 29—D—Conrad Veidt, Valerie Hobson, June Duprez—Exploitable British program—79m. — see Oct. 4 issue—(English-made)—(1010).

TO BE REVIEWED OR IN PRODUCTION

BLONDIE ON A BUDGET — Penny Singleton, Arthur Lake, Larry Simms, Daisy.

BULLETS FOR RUSTLERS — Charles Starrett, Lorna Grey, Sons of the Pioneers—(1204).

DOCTOR TAKES A WIFE, THE—Loretta Young, Ray Milland, Gail Patrick.

ENGLISHMAN'S HOME, AN—Edmund Gwenn—72m.—(English-made).

I MARRIED ADVENTURE—Jungle picture produced by Osa (Mrs. Martin) Johnson.

ADVANCE SHOTS on features listed herein for next week's Blue Section will be found on other pages of this or last week's issue of THE EXHIBITOR.

MEN WITHOUT SOULS—John Litel, Barton MacLane, Rochelle Hudson.

OUTSIDE THE THREE-MILE LIMIT—Jack Holt, Irene Ware, Eduardo Cianelli.

PASSPORT TO ALCATRAZ—Jack Holt, Cecelia Callejo, Noah Beery, Jr., C. Henry Gordon.

PIONEERS OF THE FRONTIER — Bill Elliott, Linda Winters—58m.—(1212).

TEXAS STAGECOACH—Charles Starrett, Iris Meredith, Dick Curtis, Sons of the Pioneers—(1205).

TOO MANY HUSBANDS—Jean Arthur, Fred MacMurray, Melvyn Douglas.

METRO

(1938-1939 releases from 901 up)
1939-1940 releases from 1 up)

ANOTHER THIN MAN—CD—William Powell, Myrna Loy, C. Aubrey Smith—In the better grosses—102m.—see Nov. 29 issue—(13).

BABES IN ARMS—CDMU—Mickey Rooney, Judy Garland, Charles Winninger—Top-notch attraction—97m.—see Oct. 4 issue—(9).

BAD LITTLE ANGEL—D—Virginia Weidler, Gene Reynolds—Good entertainment for family trade; preachment is softened with delightful comedy—72m.—see Nov. 1 issue—(10).

BALALAIKA—DMU—Nelson Eddy, Ilona Massey, Charles Ruggles—Expensive production; exploit for best box-office returns — 102m.—see Dec. 27 issue—(17).

BLACKMAIL—MD—Edward G. Robinson, Ruth Hussey—Sell Robinson—81m.—see Sept. 20 issue—(5).

BROADWAY MELODY OF 1940—CMU—Fred Astaire, Eleanor Powell, George Murphy—Good program with plenty to sell—102m.—see Feb. 21 issue—(21).

CONGO MAISIE—MD—Ann Sothern, John Carroll, Rita Johnson—Duallier with selling angles—70m.—see Jan. 24 issue—(19).

DANCING CO-ED—Lana Turner, Richard Carlson, Artie Shaw and Orchestra—Better-than-average dual support—84m.—see Oct. 4 issue—(3).

EARL OF CHICAGO, THE—CD—Robert Montgomery, Edward Arnold, Reginald Owen—Highly exploitable program—87m.—see Jan. 10 issue—(18).

FAST AND FURIOUS—MY—Franchot Tone, Ann Sothern—Good comedy-mystery program—73m. — see Oct. 18 issue—(6).

GONE WITH THE WIND — D — Clark Gable, Vivien Leigh, Olivia de Havilland, Leslie Howard, Thomas Mitchell—Par excellence—228m.—see Dec. 27 issue—(Technicolor)—(A).

HENRY GOES ARIZONA—W—Frank Morgan, Virginia Weidler, Guy Kibbee — Pleasing western-comedy duallier—67m.—see Dec. 13 issue—(2).

I TAKE THIS WOMAN—MD—Spencer Tracy, Hedy Lamarr, Verree Teasdale—For the women; Lamarr will get the men—97m.—see Feb. 7 issue—(26).

JOE AND ETHEL TURP CALL ON THE PRESIDENT—CD—Ann Sothern, William Gargan—Pleasing nabe duallier—70m.—see Dec. 13 issue—(14).

JUDGE HARDY AND SON—CD—Lewis Stone, Mickey Rooney, Cecilia Parker—Top-ranking Hardy—90m.—see Dec. 27 issue—(16).

LAMBETH WALK—C—Lupino Lane, Sally Gray—Just a duallier-importation—66m. — see Aug. 23 issue, under Foreign—(22).

MARX BROS. "AT THE CIRCUS"—F—Marx Brothers, Kenny Baker, Florence Rice, Nat Pendleton—Headed for the higher grosses—87m.—see Nov. 1 issue—(8).

NICK CARTER, MASTER DETECTIVE—MD — Walter Pidgeon, Rita Johnson, Henry Hull—Fast-moving action meller; duallier—60m.—see Dec. 27 issue—(15).

NINOTCHKA—CD—Greta Garbo, Melvyn Douglas, Ina Claire—Garbo smiles; ditto for the exhibitor—110m.—see Oct. 18 issue—(7).

REMEMBER?—C—Robert Taylor, Greer Garson, Lew Ayres—Will have to be sold—83m.—see Nov. 15 issue—(11).

SECRET OF DR. KILDARE, THE — D — Lew Ayres, Lionel Barrymore, Helen Gilbert—Standard Kildare—82m.—see Nov. 29 issue—(12).

SHOP AROUND THE CORNER, THE—CD—Margaret Sullavan, James Stewart, Frank Morgan—Good entertainment with box-office names—100m.—see Jan. 10 issue—(20).

THESE GLAMOUR GIRLS—CD—Lew Ayres, Lana Turner, Ann Rutherford—Routine college fare—78m.—see Sept. 6 issue—(948).

THUNDER AFLOAT — MD — Wallace Beery, Chester Morris, Virginia Grey—Timely fare that can be exploited for good results—95m.—see Oct. 4 issue—(4).

WIZARD OF OZ, THE—Fantasy—Judy Garland, Billie Burke, Jack Haley, Bert Lahr, Ray Bolger, Margaret Hamilton, Frank Morgan—In the industry's front rank—101m.—see Aug. 28 issue—(Technicolor)—(949).

WOMEN, THE — D—Norma Shearer, Joan Crawford, Rosalind Russell, Paulette Goddard, Phyllis Povah, Joan Fontaine—Headed for the higher grosses—134m.—see Sept. 6 issue—(1)—(A).

TO BE REVIEWED OR IN PRODUCTION

EDISON THE MAN — Spencer Tracy, Charles Coburn, Gene Reynolds.

FLORIAN—Robert Young, Helen Gilbert, Charles Coburn.

FORTY LITTLE MOTHERS—Eddie Cantor, Rita Johnson, Bonita Granville.

GHOST COMES HOME, THE — Frank Morgan, Billie Burke, Ann Rutherford.

MAN FROM DAKOTA, THE—Wallace Beery, John Howard, Dolores Del Rio—(24).

MORTAL STORM, THE—Margaret Sullavan, James Stewart, Robert Young.

NEW MOON—Jeanette MacDonald, Nelson Eddy, Dick Purcell.

NORTHWEST PASSAGE (Book I, Rogers' Rangers)—Spencer Tracy, Robert Young, Walter Brennan, Ruth Hussey—(Technicolor)—126m.—(25).

PRIDE AND PREJUDICE—Greer Garson, Laurence Olivier, Maureen O'Sullivan.

STRANGE CARGO—Clark Gable, Joan Crawford, Ian Hunter, Peter Lorre—(23).

SUSAN AND GOD—Joan Crawford, Fredric March, Rita Hayworth.

TWO GIRLS ON BROADWAY — George Murphy, Lana Turner, Joan Blondell.

UNTITLED DR. KILDARE — Lionel Barrymore, Lew Ayres, Laraine Day.

WATERLOO BRIDGE — Vivien Leigh, Robert Taylor, Maria Ouspenskaya.

YOUNG TOM EDISON — Mickey Rooney, Fay Bainter, George Bancroft, Virginia Weidler.

MONOGRAM

(1938-1939 releases from 3801 up; 1939-1940 releases from 3901 up.)

CHASING TROUBLE — MD — Frankie Darro, Marjorie Reynolds, George Cleveland—Weak dual support—63m.—see Jan. 24 issue—(3917).

CRASHING THRU — AD—James Newill, Warren Hull, Jean Carmen, Milburn Stone — Saturday matinee filler—55m.—see Oct. 4 issue—(3936).

DANGER AHEAD—AD—James Newill, Dorothea Kent, Dave O'Brien—Good action Renfrew — 57m. — see Feb. 21 issue—(3939).

DANGER FLIGHT—MD—John Trent, Marjorie Reynolds, Tommie Baker—Nice action show for the family trade—61m.—see Nov. 15 issue—(3816).

FATAL HOUR, THE—MY—Boris Karloff, Grant Withers, Marjorie Reynolds—Wong wows 'em—68m.—see Jan. 24 issue—(3907).

FIGHT FOR PEACE—Documentary—Story by Hendrik Willem Van Loon, narration by David Ross—Highly saleable topical picture—65m.—see 1st May, 1938, issue, under Miscellaneous—(3881)—(A).

FIGHTING MAD—AD—Jimmy Newill, Sally Blane—The kids should like it—55m.—see Nov. 15 issue—(3937).

FOUR JUST MEN, THE—see The Secret Four.

GENTLEMAN FROM ARIZONA, THE—WMU—J. Farrell MacDonald, Joan Barclay, John King—Pleasing dual supporting fare; color should help—71m.—see Dec. 27 issue—(Cinecolor)—(3912).

HEROES IN BLUE—MD—Dick Purcell, Bernadene Hayes—Cops-and-robbers for the family—58m.—see Nov. 15 issue—(3919).
HIDDEN ENEMY—MD—Warren Hull, Kay Linaker, William von Brincken—Nabe dual fare; plug timeliness—63m.—see Feb. 21 issue—(3922).
IRISH LUCK—AD—Frankie Darro, Dick Purcell—Fast moving Darro—58m.—see Sept. 6 issue—(3826).
MUTINY IN THE BIG HOUSE—MD—Charles Bickford, Barton MacLane—One of Monogram's best—83m.—see Oct. 18 issue—(3803).
OVERLAND MAIL, THE—W—Jack Randall, Claire Rochelle—Just about tops for Randall and Monogram—52m.—see Nov. 15 issue—(3857).
PIONEER DAYS—W—Jack Randall, June Wilkins, Frank Gacinelli—Not so hot—59m.—see Feb. 21 issue—(3961).
PHANTOM STRIKES, THE—MY—Wilfrid Lawson, Sonnie Hale, Louise Henry—Okay English mystery program—58m.—see Nov. 29 issue—(3923).
RAIDERS OVER ENGLAND — see Shorts Check-Up—(3830).
RIDERS OF THE FRONTIER—W—Tex Ritter, Jack Rutherford—Typical Ritter—58m.—see Aug. 23 issue—(3866).
ROLL WAGONS ROLL—W—Tex Ritter, Nelson McDowell, Muriel Evans—Standard Ritter — 54m. — see Dec. 13 issue—(3951).
SECRET FOUR, THE (The Four Just Men)—MY—Hugh Sinclair, Griffith Jones, Francis L. Sullivan—High-rating English melodrama—79m.—see Dec. 13 issue—(English-made)—(3918).
SKY PATROL—MD—John Trent, Marjorie Reynolds—Well continues a good series—61m.—see Sept. 20 issue—(3815).
WESTBOUND STAGE — W — Tex Ritter, Nelson MacDowell, Muriel Evans—Good Ritter — 58m.—see Jan. 10 issue—(3952).
YUKON FLIGHT—MD—James Newill, Louise Stanley, Dave O'Brien—Standard bottom duallier—57m.—see Dec. 13 issue—(3938).

TO BE REVIEWED OR IN PRODUCTION

CHEYENNE KID, THE—Jack Randall, Louise Stanley, Frank Yaconelli—(3962).
COVERED WAGON TRAILS—Jack Randall—(3963).
EAST SIDE KIDS—Billy Halop, Bobby Jordan, Vincenet Barnett, Dennis Moore, East Side Kids—(3924).
HIDDEN ENEMY—Warren Hull, Kay Linaker—(3922).
HUMAN MONSTER, THE—Bela Lugosi—(English-made).
MIDNIGHT LIMITED, THE — Marjorie Reynolds, John King.
PHANTOM PILOT—James Newill—(3941).
RIP VAN WINKLE—Marcia Mae Jones, Jackie Moran—(3901).
RHYTHM OF THE RIO GRANDE—Tex Ritter, Susan Dale, Warren Richmond—(3953).
SON OF THE NAVY — Martin Spellman, Jean Parker, James Dunn.
TOMBOY—Jackie Moran, Marcia Mae Jones.

PARAMOUNT

(1938-1939 releases from 3801 up; 1939-1940 releases from 3901 up)

ADVENTURE IN DIAMONDS—MD—George Brent, Isa Miranda, John Loder—Miranda's possibilities should help—76m.—see Jan. 24 issue—(3925).
ALL WOMEN HAVE SECRETS—CD—Virginia Dale, Joseph Allen, Jr., Jean Cagney—Lower-half duallier—70m.—see Dec. 13 issue—(3914)—(A).
BEAU GESTE—MD—Gary Cooper, Susan Hayward, Ray Milland, Robert Preston, Brian Donlevy—High-rating production, can be sold for the money—114m.—see July 26 issue—(3902).
CAT AND THE CANARY, THE—CMY—Bob Hope, Paulette Goddard, John Beal—Okay programmer for the kids and mystery fans—74m.—see Oct. 18 issue—(3909).
DEATH OF A CHAMPION—CMY—Lynne Overman, Robert Paige, Virginia Dale—Just a duallier—67m.—see Sept. 6 issue—(3901).
DISPUTED PASSAGE—D—Dorothy Lamour, Akim Tamiroff, John Howard—Can do big biz, if sold properly—91m.—see Oct. 4 issue—(3908).
EAGLE AND THE HAWK, THE—MD—Fredric March, Cary Grant, Carole Lombard, Jack Oakie—Sell the men to the women—75m.—see Mar. 22 issue—(3866)—(re-issue).
EMERGENCY SQUAD — AD — William Henry, Louise Campbell, Richard Denning—Lower nabe duallier—57½m.—see Dec. 27 issue—(3917).
GERONIMO!—MD—Preston Foster, Ralph Morgan, Andy Devine, Ellen Drew—Highly exploitable—90m.—see Nov. 29 issue—(3918).
GREAT VICTOR HERBERT, THE—DMU—Walter Connolly, Allan Jones, Mary Martin—Can be sold big—91m.—see Dec. 13 issue—(3916).
GULLIVER'S TRAVELS—Fantasy—Full-length cartoon, produced by Max Fleischer—Can be exploited for big returns—77m.—see Dec. 27 issue—(Technicolor)—(3915).
HONEYMOON IN BALI—CD—Fred MacMurray, Madeleine Carroll, Akim Tamiroff—Profit-making laugh carnival—96m.—see Sept. 20 issue—(3904).
JAMAICA INN—COD—Charles Laughton, Leslie Banks, Maureen O'Hara—Deserving of best selling facilities—99m.—see Oct. 4 issue—(English-made)—(3906)—(A).
LAW OF THE PAMPAS—W — William Boyd, Russell Hayden, Sidney Toler—Top-notch western—74m.—see Nov. 1 issue—(3955).
LIGHT THAT FAILED, THE — MD—Ronald Colman, Walter Huston, Muriel Angelus—Sell Colman, Kipling names—99m.—see Dec. 27 issue—(3921).
LLANO KID, THE—MD—Tito Guizar, Gale Sondergaard—Highly saleable western—70m.—see Nov. 15 issue—(3913).
MILLION DOLLAR LEGS—Betty Grable, Jackie Coogan, Donald O'Connor—For lower-half of twin bills—65m.—see July 12 issue—(3846).
NIGHT OF NIGHTS, THE—MD—Pat O'Brien, Olympe Bradna, Roland Young—Good cast helps make this pleasing duallier — 86m. — see Dec. 13 issue—(3912).
$1,000 A TOUCHDOWN—C — Joe E. Brown, Martha Raye, Susan Hayward—Bottom-half duallier—73m.—see Oct. 4 issue—(3903).
OUR NEIGHBORS, THE CARTERS—CD—Fay Bainter, Frank Craven, Edmund Lowe—High-rating fare for small town and nabe houses—84m.—see Nov. 1 issue—(3911).
PAROLE FIXER—MD—William Henry, Virginia Dale, Robert Paige—Anemic duallier—59m.—see Feb. 7 issue—(3920).
RANGE WAR—W—William Boyd, Russell Hayden—Standard Hopalong—66m.—see Aug. 22 issue—(3954).
REMEMBER THE NIGHT—D—Barbara Stanwyck, Fred MacMurray, Beulah Bondi—Sell this for good grosses—94m.—see Jan. 10 issue—(3919).
RENEGADE TRAIL—W—William Boyd, Charlotte Wynters—Good nabe western reaction—58m.—see Apr. 19 issue—(3859).
RULERS OF THE SEA—D—Douglas Fairbanks, Jr., Will Fyffe, Margaret Lockwood—Can be sold for the money; get behind it—97m.—see Sept. 20 issue—(3910).
SANTA FE MARSHAL—W—William Boyd, Russell Hayden, Bernadene Hayes—Standard Hopalong—68m.—see Jan. 10 issue—(3956).
SEVENTEEN — C — Jackie Cooper, Betty Field, Otto Kruger — Pleasing program—78 m.— see Nov. 1 issue—(3924).
SIDEWALKS OF LONDON—CD—Charles Laughton, Vivien Leigh, Rex Harrison—Sell the names—86m.—see Feb. 7 issue—(3922).
STAR MAKER, THE—MU—Bing Crosby, Ned Sparks, Linda Ware, Louise Campbell — Musical bonanza with smart exploitation—94m.—see Aug. 23 issue—(3851).
TELEVISION SPY—MD—William Henry, Judith Barrett, William Collier, Sr.—Exploitable lower-half duallier—59m.—see Oct. 18 issue—(3907).
THIS MAN IS NEWS—MYD—Barry K. Barnes, Valerie Hobson—Pleasing English picture, with a slow start, a smash finish—75m.—see July 26 issue—(3865).
WHAT A LIFE!—CD—Jackie Cooper, Betty Field—Juvenile program; can be sold—79m.—see Sept. 20 issue—(3905).

TO BE REVIEWED OR IN PRODUCTION

AT GOOD OLD SIWASH—William Holden, Bonita Granville, Judith Barrett, Vaughan Glaser.
BISCUIT EATER, THE—Billy Lee, Cordell Hickman, Helene Millard, Richard Lane.
BUCK BENNY RIDES AGAIN—Jack Benny, Eddie Anderson, Ellen Drew, Phil Harris, Andy Devine.
DESTINY—Basil Rathbone, John Howard, Ellen Drew, Kitty Kelly, Ralph Morgan.
DR. CYCLOPS—Albert Dekker, Janice Logan, Victor Killian, Tom Coley—(Technicolor).
DOWN WENT McGINTY—Brian Donlevy, Akim Tamiroff, Muriel Angelus.
FARMER'S DAUGHTER, THE—Martha Raye, Charles Ruggles, Richard Denning, Gertrude Michael—61m.
FRENCH WITHOUT TEARS—Ray Milland, Ellen Drew—67m.—(English-made).
GOLDEN GLOVES—Richard Denning, Jean Cagney, Robert Paige.
HIDDEN GOLD—William Boyd, Russell Hayden, Britt Wood, Ruth Rogers—(3958).
KNIGHTS OF THE RANGE—Russell Hayden, Jean Parker, J. Farrell MacDonald—70m.—(3923).
LIGHT OF WESTERN STARS—Victory Jory, Jo Ann Sayres, Russell Hayden, Noah Beery, Jr.
OPENED BY MISTAKE—Charles Ruggles, Janice Logan, Robert Paige, William Frawley—67m.
ROAD TO SINGAPORE, THE — Bing Crosby, Dorothy Lamour, Bob Hope, Judith Barrett.
SAFARI—Madeleine Carroll, Douglas Fairbanks, Jr., Tullio Carminati.
SHOWDOWN—William Boyd, Russell Hayden, June Clayton, Britt Wood—(3957).
TYPHOON — Dorothy Lamour, Robert Preston, Lynne Overman—(Technicolor).
UNTAMED—Ray Milland, Patricia Morison, Akim Tamiroff—(Technicolor)—83m.
WAR ALONG THE STAGE TRAIL—William Boyd, Russell Hayden, Britt Wood, Julie Carter—(3959).
WAY OF ALL FLESH, THE—Akim Tamiroff, William Henry, Gladys George, Muriel Angelus.
WOMAN FROM HELL, THE—Ralph Bellamy, William Henry, Paul Kelly, Jean Cagney.
WOMEN WITHOUT NAMES—Ellen Drew, Judith Barrett, Robert Paige, Louise Beavers.

PRODUCERS DIST. CORP.

BEASTS OF BERLIN—see Goose Step.
BURIED ALIVE—MD—Beverly Roberts, Robert Wilcox—Exploitable prison duallier—71m.—see Dec. 13 issue.
GOOSE STEP (Hitler—Beast of Berlin; Beasts of Berlin)—MD—Roland Drew, Steffi Duna—Exploitable, topical meller, with obvious selling angles—85m.—see Nov. 1 issue.
HITLER—BEAST OF BERLIN—see Goose Step.
INVISIBLE KILLER, THE—MD—Grace Bradley, Roland Drew, William Newell—Fast-moving duallier—60m.—see Jan. 24 issue.
TORTURE SHIP—MD—Lyle Talbot, Jacqueline Wells, Irving Pichel—Entertaining inde programmer—62m. see Nov. 1 issue.

TO BE REVIEWED OR IN PRODUCTION

MAN FROM OKLAHOMA, THE—George Houston.
MERCY PLANE—James Dunn, Frances Gifford.
SAGEBRUSH FAMILY TRAILS WEST, THE — Bobby Clark, Earle Hodgins, Nina Guilbert.
TEXAS RENEGADES—Tim McCoy, Nora Lane, Kenneth Duncan.

RKO-RADIO

(1938-1939 releases from 901 up; 1939-1940 releases from 001 up.)

ABE LINCOLN IN ILLINOIS — D — Raymond Massey, Gene Lockhart, Mary Howard, Ruth Gordon — A great picture; to be exploited to the limit—110m.—see Jan. 24 issue—(009).
ALLEGHENY UPRISING — MD — Claire Trevor, John Wayne, George Sanders—Exploitable frontier drama—81m.—see Nov. 1 issue—(006).
CONSPIRACY—AD—Allan Lane, Linda Hayes—Strong dual support—59m.—see Aug. 23 issue—(935).
DAY THE BOOKIES WEPT, THE—C—Joe Penner, Betty Grable—Okay for the Penner fans—64m.—see Sept. 6 issue—(002).
ESCAPE TO PARADISE—CDMU—Bobby Breen, Kent Taylor, Marla Shelton — Mild offering for lower brackets—62m.—see Dec. 13 issue—(945).
EVERYTHING'S ON ICE—CD—Irene Dare, Edgar Kennedy, Roscoe Karns—Pleasant programmer, ballyhoo Irene Dare—67m.—see Sept. 20 issue—(946).
FIFTH AVENUE GIRL—C—Ginger Rogers, Walter Connolly, James Ellison—Sell Rogers—83m.—see Aug. 23 issue—(934).
FIGHTING GRINGO, THE—W—George O'Brien, Lupita Tovar—Satisfactory O'Brien action-western—59m.—see Sept. 6 issue—(986).
FLYING DEUCES, THE—C—Stan Laurel, Oliver Hardy, Jean Parker—Lower-bracket attraction; will satisfy confirmed Laurel and Hardy fans—69m.—see Oct. 18 issue—(010).
FULL CONFESSION—D—Victor McLaglan, Joseph Calleia—Just a programmer; top duallier in spots—73m.—see Aug. 23 issue—(003).
HUNCHBACK OF NOTRE DAME, THE — D — Charles Laughton, Sir Cedric Hardwicke, Thomas Mitchell—Immense production, worthy of elaborate exploitation—117m.—see Dec. 27 issue—(015)—(A).
ISLE OF DESTINY—MD—William Gargan, Wally Ford, June Lang—Weak dual offering—83m.—see Jan. 24 issue—(Cosmocolor)—(017).
LEGION OF THE LAWLESS—W—George O'Brien, Virginia Vale—Okay for O'Brien fans—59m.—see Nov. 29 issue—(082).
MARINES FLY HIGH, THE—AD—Richard Dix, Lucille Ball, Chester Morris—Strong dual support; small situation feature—68m.—see Feb. 7 issue—(018).
MARRIED AND IN LOVE—MD—Alan Marshall, Barbara Read, Patric Knowles—Program; duallier, chiefly for women—59m.—see Dec. 27 issue—(014).
MARSHAL OF MESA CITY, THE—W—George O'Brien, Virginia Vale—Top-notch O'Brien—62m.—see Oct. 18 issue—(081).
MEET DR. CHRISTIAN—D — Jean Hersholt, Dorothy Lovett—Good family and nabe entertainment; radio following should help at box office—70m.—see Nov. 1 issue—(005).
MEXICAN SPITFIRE—C—Lupe Velez, Leon Errol, Donald Woods—Good slapstick comedy—67m. — see Dec. 27 issue—(016).
NURSE EDITH CAVELL — D — Anna Neagle, George Sanders, Edna Mae Oliver—Very timely; can be sold for the money if properly handled—97m.—see Sept. 6 issue—(001).
PINOCCHIO — Fantasy — Feature-length cartoon, produced by Walt Disney—A natural all the way—86m.—see Feb. 21 issue—(Technicolor)—(091).
QUEEN OF DESTINY (Sixty Glorious Years) — D — Anna Neagle, Anton Walbrook, C. Aubrey Smith—Box-office importation, if exploited—95m.—see Nov. 30, 1938, issue—(Technicolor)—(English-made)—(061).
RENO—D—Richard Dix, Gail Patrick—Nice program; okay top duallier — 73m.—see Nov. 15 issue—(008).
SAINT'S DOUBLE TROUBLE, THE—MY—George Sanders, Jonathan Hale, Helene Whitney—Good Saint entry—68m.—see Jan. 24 issue—(021).
SIXTY GLORIOUS YEARS—see Queen of Destiny.
SUED FOR LIBEL—MY—Kent Taylor, Linda Hayes—Exploitable duallier—66m.—see Oct. 18 issue—(012).
SWISS FAMILY ROBINSON — MD — Thomas Mitchell, Edna Best, Freddie Bartholomew—It has the angles; get behind it—93m.—see Feb. 7 issue—(019).
THAT'S RIGHT, YOU'RE WRONG—CMU—Kay Kyser & Orchestra, Adolphe Menjou, Lucille Ball—Money musical—95m.—see Nov. 29 issue—(011).
THREE SONS—D—Edward Ellis, William Gargan, Kent Taylor—Duallier—72m.—see Oct. 4 issue—(004).

TWO THOROUGHBREDS—D—Jimmy Lydou, Joan Brodel, Arthur Hohl — Very nice family duallor; a sleeper which might surprise—62m.—see Dec. 13 issue—(013).
VIGIL IN THE NIGHT — D — Carole Lombard, Brian Aherne, Doris Lloyd—One of the best, but it needs selling—96m.—see Feb. 21 issue—(007).

TO BE REVIEWED OR IN PRODUCTION

AND SO GOODBYE — Jean Parker, Richard Carlson, Charles Winninger—(031).
BILL OF DIVORCEMENT, A—Maureen O'Hara, Adolphe Menjou, Fay Bainter, Dame May Whitty—(028).
BULLET CODE—George O'Brien, Virginia Vale, Robert Stanton—(083).
COURAGEOUS DR. CHRISTIAN, THE—Jean Hersholt, Dorothy Lovett, Robert Baldwin—(030).
CURTAIN CALL — Barbara Read, John Archer, Alan Mowbray—(027).
HEART OF DARKNESS—Orson Welles, Edgar Barrier, Everett Sloan, Ray Collins.
IRENE — Anna Neagle, Alan Marshall, Ray Milland, Billie Burke—(024).
LITTLE ORVIE—John Sheffield, Ernest Truex, Ann Todd, Kathleen Howard—(020).
MILLIONAIRE PLAYBOY—Joe Penner, Linda Hayes, Dick Lane, Frank Faylen—(022).
MY FAVORITE WIFE—Irene Dunne, Cary Grant, Randolph Scott, Gail Patrick—(025).
PASSPORT TO LIFE—Cary Grant.
PRIMROSE PATH, THE—Ginger Rogers, Joel McCrea, Marjorie Rambeau—(023).
ROMANTIC MR. HINKLIN, THE—James Ellison, Lucille Ball, Emma Dunn.
TOM BROWN'S SCHOOLDAYS—(No cast available)—(029).

REPUBLIC

(1938-1939 releases from 801 up; 1939-1940 releases from 901 up.)

ARIZONA KID, THE—W—Roy Rogers, George Hayes, Sally March—Okay Rogers western—61m.—see Oct. 18 issue—(951).
CALLING ALL MARINES—MD—Donald Barry, Helen Mack—Just a duallor—66m.—see Sept. 20 issue—(912).
COVERED TRAILER, THE, THE HIGGINS FAMILY IN—CD—James, Lucile, Russell Gleason, Tommy Ryan—Entertaining Higgins entry—66m.—see Nov. 29 issue—(915).
COWBOYS FROM TEXAS—W—Robert Livingston, Raymond Hatton, Dunean Renaldo, Carole Landis—How are the great fallenl—57m.—see Dec. 13 issue—(962).
DAYS OF JESSE JAMES — W — Roy Rogers, George Hayes, Donald Barry—Rogers' best—63m.—see Dec. 27 issue—(953).
FLIGHT AT MIDNIGHT—MD—Phil Regan, Jean Parker—Good top duallor—66m. — see Sept. 6 issue—(911).
HEROES OF THE SADDLE—W — Robert Livingston. Raymond Hatton, Dunean Renaldo, Patsy Lee Parsons—Sub-par Mesquiteers—56m.—see Jan. 24 issue—(963).
JEEPERS CREEPERS—C—Weaver Brothers & Elviry, Roy Rogers, Maris Wrixton—Strictly for the provinces—69m.—see Nov. 15 issue—(914).
KANSAS TERRORS, THE—W—Robert Livingston, Raymond Hatton, Duncan Renaldo—Okay western—57m.—see Nov. 1 issue—(961).
MAIN STREET LAWYER — D — Edward Ellis, Anita Louise, Robert Baldwin—Pleasing family program—72m.—see Nov. 15 issue—(905).
MONEY TO BURN, THE HIGGINS FAMILY IN—C—James, Lucile, Russel Gleason, Harry Davenport—Pleasing nabe duallor—69m.—see Jan. 10 issue—(917).
ROVIN' TUMBLEWEEDS—W—Gene Autry, Smiley Burnette, Mary Carlisle—Weak Autry—64m.—see Nov. 29 issue—(848).
SABOTAGE — MD — Arleen Whelan, Gordon Oliver, Charles Grapewin—Lower-half duallor; plug timelinness—69m.—see Oct. 18 issue—(913).
SAGA OF DEATH VALLEY—W—Roy Rogers, George Hayes, Doris Day—One of Rogers' best—58m.—see Nov. 29 issue—(952).
SOUTH OF THE BORDER — W—Gene Autry, Smiley Burnette, June Storey—Auspicious entry for the new series—71m.—see Dec. 13 issue—(941).
THOU SHALT NOT KILL—D—Charles Bickford, Owen Davis, Jr., Doris Day—Duallor—68m.—see Dec. 27 issue—(916).
VILLAGE BARN DANCE — MDU — Richard Cromwell, Doris Day, George Barbier—Darned good musical for the sticks and slicks; sell radio draw—74m.—see Feb. 7 issue—(919).
WALL STREET COWBOY — W — Rog Rogers, George Hayes—So-so Rogers—66m.—see Sept. 20 issue—(857).
WOLF OF NEW YORK—MD—Edmund Lowe, Rose Hobart, James Stephenson—Good program; top duallor—68m.—see Feb. 7 issue—(918).

TO BE REVIEWED OR IN PRODUCTION

DARK COMMAND, THE—John Wayne, Claire Trevor, Walter Pidgeon, Roy Rogers.
FORGOTTEN GIRLS—Louise Platt, Donald Woods, Robert Armstrong.
PIONEERS OF THE WEST—Bob Livingston, Raymond Hatton. Duncan Renaldo, Beatrice Roberts—(964).
RANCHO GRANDE—Gene Autry, Smiley Burnette, June Storey—(942).

20th CENTURY-FOX

(1939-1940 releases from 001 up.)

ADVENTURES OF SHERLOCK HOLMES, THE—MY—Basil Rathbone, Ida Lupino, Nigel Bruce—High-rating mystery programmer—82m.—see Sept. 6 issue—(005).
BARRICADE—MD—Alice Faye, Warner Baxter—Just a programmer—71m.—see Nov. 29 issue—(026).
BLUE BIRD, THE—Fantasy—Shirley Temple, Spring Byington, Nigel Bruce—Must be sold in the "different" manner—82m.—see Feb. 7 issue—(Technicolor)—(025).
CHARLIE CHAN AT TREASURE ISLAND—MY—Sidney Toler, Cesar Romero—Standout Chan—74m.—see Aug. 23 issue—(006).
CHARLIE CHAN IN CITY IN DARKNESS—MD—Sidney Toler, Lynn Bari, Harold Huber—Run-of-the-mill Chan duallor—74m.—see Nov. 1 issue—(021).
CHARLIE CHAN IN PANAMA—MD—Sidney Toler, Jean Rogers, Lionel Atwill—High-rating Chan—68m.—see Jan. 24 issue—(035).
CISCO KID AND THE LADY, THE—W—Cesar Romero, Cris-Pin Martin, Virginia Fields—Pleasing outdoor drama—73m.—see Nov. 13 issue—(012).
CITY OF CHANCE, THE — MD—Lynn Bari, Donald Woods, C. Aubrey Smith—Pleasing duallor—57m.—see Jan. 10 issue—(027).
DAY-TIME WIFE—C—Tyrone Power, Linda Darnell—Sell the names—72m.—see Nov. 29 issue—(020).
DRUMS ALONG THE MOHAWK—MD—Claudette Colbert, Edna May Oliver, Henry Fonda—High rating—103m.—see Nov. 1 issue—(Technicolor)—(015).
ESCAPE, THE—D—Kane Richmond, Amanda Duff, Edward Norris—Well-knit, tear-jerking duallor—58m.—see Sept. 6 issue—(010).
EVERYTHING HAPPENS AT NIGHT—CD—Sonja Henie, Ray Milland, Robert Cummings—Can be sold—77m.—see Dec. 27 issue—(029).
FIRST WORLD WAR, THE—Compilation — Edited by Laurence Stallings, narration by Pedro de Cordoba—Depends on selling—78m.—see Oct. 18 issue—(re-issue)—(062)—(A).
FRONTIER MARSHAL — W — Randolph Scott, Binnie Barnes, Cesar Romero—Duallor; can be featured—71m.—see Aug. 9 issue—(951).
GRAPES OF WRATH, THE—D — Henry Fonda, Jane Darwell, John Carradine — Superb photoplay, but has to be sold—129m.—see Feb. 7 issue—(040)—(A).
HE MARRIED HIS WIFE — CD—Joel McCrea, Nancy Kelly, Mary Boland—Fair program; plug the cast—83m.—see Jan. 10 issue—(023).
HEAVEN WITH A BARBED-WIRE FENCE—D—Jean Rogers, Raymond Walburn—Just a filler—62m.—see Oct. 18 issue—(019).
HERE I AM, A STRANGER—MD—Richard Greene, Richard Dix, Brenda Joyce — Strong program — 83m.—see Oct. 4 issue—(009).
HIGH SCHOOL—CD—Jane Withers, Joe Brown, Jr., Lloyd Corrigan—Swell for the 'teen-agers—74m.—see Dec. 13 issue—(028).
HOLLYWOOD CAVALCADE — D—Don Ameche, Alice Faye, J. Edward Bromberg — Highly exploitable everywhere—96m.—see Oct. 18 issue — (Technicolor)—(007).
HONEYMOON'S OVER, THE—CD—Stuart Erwin, Marjorie Weaver—Okay dual program — 70m. — see Nov. 15 issue—(024).
INSPECTOR HORNLEIGH ON HOLIDAY—CMY—Gordon Harker, Alastair Sim, Linden Travers—Pleasant English murder mystery—74m.—see Dec. 13 issue—(English-made)—(022).
LITTLE OLD NEW YORK—MD—Alice Faye, Fred MacMurray, Richard Greene—Title and names in cast will help sell this; push it—98m.—see Feb. 7 issue—(031).
MAN WHO WOULDN'T TALK, THE—MD—Lloyd Nolan, Jean Rogers, Richard Clarke—Well-made dramatic duallor—72m.—see Dec. 27 issue—(030).
PACK UP YOUR TROUBLES—C—Ritz Brothers, Jane Withers—Good comedy offering, with timely angle—75m.—see Sept. 20 issue—(014).
RAINS CAME, THE—D—George Brent, Tyrone Power, Myrna Loy—Money in the bank—103m.—see Sept. 20 issue—(011).
ROAD TO GLORY, THE—MD—Fredric March, Lionel Barrymore, Warner Baxter, June Lang—Big production throughout—101m.—(re-issue)—(061).
SHIPYARD SALLY—CMU—Gracie Fields, Sydney Howard—Just a nabe duallor—79m.—see Oct. 18 issue—(English-made)—(018).
STOP, LOOK AND LOVE—C—Jean Rogers, William Frawley—Pleasant dual entertainment—57m.—see Sept. 6 issue—(008).
SWANEE RIVER—DMU—Don Ameche, Al Jolson, Andrea Leeds—Should do well, if sold properly—86m.—see Jan. 10 issue—(Technicolor)—(017).
TOO BUSY TO WORK, THE JONES FAMILY IN—CD—Jed Prouty, Spring Byington, Ken Howell—Jones get more life—65m.—see Oct. 18 issue—(016).
20,000 MEN A YEAR—MD—Randolph Scott, Margaret Lindsay, Preston Foster—Exploitable air duallor—
WARE CASE, THE—MD — Olive Brook, Jane Baxter, Barry Barnes—Well-made English mellor, for the houses that can play the British product—72m.—see May 31 issue, under Gaumont British—(8013).
YOUNG AS YOU FEEL, THE JONES FAMILY IN—CD—Jed Prouty, Spring Byington, Russell Gleason—Weaker Jones Family effort—58m.—see Jan. 24 issue—(032).

TO BE REVIEWED OR IN PRODUCTION

CHARLIE CHAN'S ORIENTAL CRUISE—Sidney Toler, Marjorie Weaver, Robert Lowery.
DANCE WITH THE DEVIL—Tyrone Power, Dorothy Lamour, Edward Arnold, Lloyd Nolan, Lionel Atwill, Charles Grapewin.
EARTHBOUND — Warner Baxter, Andrea Leeds, Lynn Bari—(034).
FREE, BLONDE AND TWENTY-ONE—Lynn Bari, Joan Davis, Henry Wilcoxon—(037).
GIRL MUST LIVE, A—Margaret Lockwood, Lilli Palmer, Renee Houston—(English-made).
I WAS AN ADVENTURESS — Vera Zorina, Richard Greene, Peter Lorre, Erie von Stroheim—(038).
LILLIAN RUSSELL — Alice Faye, Don Ameche, Henry Fonda, Edward Arnold.
SAILOR'S LADY—Jon Hall, Nancy Kelly, Joan Davis.
SHOOTING HIGH—Jane Withers, Gene Autry, Marjorie Weaver—(041).
SO THIS IS LONDON—Robertson Hare, Alfred Drayton, George Sanders, Berton Churchill—(English-made).
STAR DUST — Linda Darnell, John Payne, Roland Young.
THEY CAME BY NIGHT—Will Fyffe, Anthony Hulme, Phyllis Calvert, Wally Patch—(English-made)—(033).
VIVA CISCO KID—Cesar Romero, Jean Rogers, Cris-Pin Martin—(039).

UNITED ARTISTS

(Arranged by producers)

SAMUEL GOLDWYN

RAFFLES—CD—David Niven, Olivia de Havilland, Dame May Whitty—Light mellor—71m.—see Dec. 27 issue.
REAL GLORY, THE—AD—Gary Cooper, Andrea Leeds, David Niven—High-rating action program—96m.—see Sept. 20 issue.
THEY SHALL HAVE MUSIC—DMU—Jascha Heifetz, Joel McCrea, Walter Brennan, Andrea Leeds—A top-notch attraction, can be sold for big returns if properly exploited—101m.—see July 26 issue.

ALEXANDER KORDA PRODUCTIONS

LION HAS WINGS, THE—Documentary—Merle Oberon, Ralph Richardson, June Duprez—Propaganda piece; will need selling—73m.—see Jan. 24 issue.
OVER THE MOON—CD—Merle Oberon, Rex Harrison, Ursula Jeans—Very good British program; sell Oberon—78m.—see Feb. 7 issue—(British-made)—(Technicolor).

HAL ROACH STUDIOS

CHUMP AT OXFORD, A — C — Stan Laurel, Oliver Hardy, Forrester Harvey—Just dual support—63m.—see Feb. 21 issue.
HOUSEKEEPER'S DAUGHTER, THE—C—Joan Bennett, John Hubbard, Adolphe Menjou—Top-bracket comedy—80m.—see Sept. 20 issue.
OF MICE AND MEN—D—Burgess Meredith, Betty Field, Lon Chaney, Jr.—May be a big surprise, if properly sold—106m.—see Jan. 10 issue—(A).

SELZNICK INTERNATIONAL PICTURES

INTERMEZZO, A LOVE STORY—D—Leslie Howard, Ingrid Bergman, Edna Best — High-rating dramatic piece for class audiences—70m.—see Oct. 4 issue.

WALTER WANGER PICTURES

ETERNALLY YOURS—CD—Loretta Young, David Niven, Hugh Herbert—High-ranking comedy—91m. — see Oct. 18 issue.
SLIGHTLY HONORABLE—MD — Pat O'Brien, Edward Arnold, Jean Terry, Broderick Crawford—Not too strong murder yarn; play up cast—85m.—see Jan. 24 issue.

TO BE REVIEWED OR IN PRODUCTION

CRACKPOTS—Stan Laurel, Oliver Hardy, James Finlayson—(Roach).
HOUSE ACROSS THE BAY—Joan Bennett, George Raft, Gladys George—(Wanger).
MY SON, MY SON!—Madeleine Carroll, Brian Aherne, Josephine Hutchinson, Louis Hayward, Henry Hull—(Small).
1,000,000 B. C.—John Hubbard, Victor Mature, Carol Landis, Lon Chaney, Jr.—(Roach).
OUR TOWN—Frank Craven, Thomas Mitchell, William Holden, Martha Scott—(Lesser).
PRODUCTION No. 6—Charles Chaplin, Paulette Goddard, Reginald Gardner—(Chaplin).
REBECCA—Laurence Olivier, Joan Fontaine, Judith Anderson, George Sanders—(Selznick).
THIEF OF BAGDAD, THE—Sabu, Conrad Veidt, Jean Duprez—(technicolor)—(English-made)—(Korda).
WESTERNER, THE—Gary Cooper, Walter Brennan, Fred Stone, Doris Davenport—(Goldwyn).

UNIVERSAL

(1938-1939 releases from 3001 up; 1939-1940 releases from 4001 up.)

ALL QUIET ON THE WESTERN FRONT — D — Louis Wolheim, Lew Ayres, John Wray—To be seen—93m.—see Oct. 4 issue—("Uncensored Version")—(4078).
BIG GUY, THE—MD—Victor McLaglen, Jackie Cooper, Edward Brophy—Top duallor, okay for McLaglen following—78m.—see Dec. 13 issue—(4016).

CALL A MESSENGER—CD—Billy Halop, Huntz Hall, Robert Armstrong, Mary Carlisle—Nabe dual filler 65m.—see Oct. 4 issue—(4020).
CHARLIE McCARTHY, DETECTIVE—CMD—Edgar Bergen, Charlie McCarthy, Robert Cummings, Constance Moore—Okay for the Bergen-McCarthy fans—77m.—see Dec. 27 issue—(4011).
CHIP OF THE FLYING U—W—Johnny Mack Brown, Bob Baker, Doris Weston—Up to the series' high standard—55m.—see Nov. 15 issue—(4060).
DANGER ON WHEELS—AD—Richard Arlen, Andy Devine, Peggy Moran — Okay Arlen-Devine entry—61m.—see Jan. 24 issue—(4055).
DESPERATE TRAILS—W—Johnny Mack Brown, Bob Baker, Fuzzy Knight, Frances Robinson — Good opener for the series—58m.—see Sept. 6 issue—(4058).
DESTRY RIDES AGAIN—W—James Stewart, Marlene Dietrich, Charles Winninger, Mischa Auer, Brian Donlevy—High-rating, highly exploitable—94m.—see Dec. 13 issue—(4002).
FRAMED—AD—Frank Albertson, Frances Robinson, Sidney Blackmer—Adequate bottom-dualler—60m.—see Jan. 10 issue—(4032).
GREEN HELL—D—Douglas Fairbanks, Jr., Joan Bennett, John Howard—Highly exploitable program—87m.—see Jan. 10 issue—(4041)—(A).
HAWAIIAN NIGHTS—MU—Johnny Downs, Constance Moore—Pleasing musical programmer—65m.—see Aug. 23 issue—(4024).
HERO FOR A DAY—D—Anita Louise, Dick Foran—Just a dualler—66m.—see Sept. 20 issue—(4035).
HONEYMOON DEFERRED—MY—Edmund Lowe, Margaret Lindsay, Elisabeth Risdon — Okay mystery dualler—59m.—see Feb. 21 issue—(4038).
INVISIBLE MAN RETURNS, THE — MD — Sir Cedric Hardwicke, Vincent Price, Nan Grey—Can be sold—81m.—see Jan. 10 issue—(4009).
LAUGH IT OFF—C—Constance Moore, Johnny Downs, Marjorie Rambeau—Pleasing dualler — 63m.—see Nov. 15 issue—(4026).
LEGION OF LOST FLIERS—AD—Richard Arlen, Andy Devine, Anne Nagel—Okay action yarn for duals—63m.—see Oct. 4 issue—(4053).
LITTLE ACCIDENT—C—"Baby Sandy," Richard Carlson, Joy Hodges — Family program, lower-half dualler—65m.—see Nov. 1 issue—(4019).
MAN FROM MONTREAL—AD — Richard Arlen, Andy Devine, Anne Gwynne—Nabe dualler—60m.—see Nov. 15 issue—(4054).
MIKADO, THE—Operetta—Kenny Baker, D'Oyly Carte Players—Top-notch production; deserves the best of selling—91m.—see Mar. 22 issue—(Technicolor)—(English-made)—(4044).
MISSING EVIDENCE—MY—Preston Foster, Irene Hervey, Inez Courtney—Nabe dual support—64m.—see Oct. 18 issue—(4028).
MUTINY ON THE BLACKHAWK—MD—Richard Arlen, Andy Devine, Constance Moore—Dualler—66m.—see June 28 issue—(4051).
MY LITTLE CHICKADEE—C—Mae West, W. C. Fields, Joseph Calleia, Dick Foran—Sell the names—84m.—see Feb. 21 issue.
OH, JOHNNY, HOW YOU CAN LOVE—MDMU—Tom Brown, Peggy Moran, Juanita Quigley — Pleasing musical dualler — 63m. — see Jan. 24 issue — (4021).
OKLAHOMA FRONTIER—W—Johnny Mack Brown, Bob Baker, Fuzzy Knight—Good—58m.—see Oct. 18 issue—(4059).
ONE HOUR TO LIVE—MY—Charles Bickford, Doris Nolan—Strong dualler—59m.—see Sept. 20 issue—(4030).
RIDERS OF PASCO BASIN—W—Johnny Mack Brown, Bob Baker, Fuzzy Knight, Frances Robinson—High-rating member of the series—56½m.—see Dec. 27 issue—(4062).
RIO—MD—Basil Rathbone, Sigrid Gurie, Victor McLaglen, Leo Carrillo—Below par; will have to be sold—77m.—see Oct. 4 issue—(4014).
ROAD BACK, THE—MD—John Emery, Spring Byington, Andy Devine, John King—Topical version has selling angle—79m.—see Nov. 15 issue—("Outspoken Version")—(4074)—(A).
TOWER OF LONDON—MD—Basil Rathbone, Boris Karloff, Barbara O'Neill—Exploitable for best returns—92m.—see Nov. 29 issue—(4012).
TROPIC FURY — AD — Richard Arlen, Andy Devine, Beverly Roberts—Strong dualler—62½m.—see Aug. 23 issue—(4052).
TWO BRIGHT BOYS—MD—Jackie Cooper, Freddie Bartholomew, Dorothy Peterson — Pleasing program; top dualler—70¼m.—see Sept. 20 issue—(4017).
UNDER-PUP, THE — CD — Robert Cummings, Gloria Jean, C. Aubrey Smith, Billy Gilbert, Beulah Bondi, Nan Grey—Looks like money on a long pull; good production for a new name—88m.—see Sept. 6 issue—(4010).
WEST OF CARSON CITY—W—Johnny Mack Brown, Bob Baker, Fuzzy Knight—High-rating western—55m.—see Nov. 29 issue—(4061).
WITNESS VANISHES, THE—MY—Edmund Lowe, Wendy Barrie—Okay mystery dualler—66m.—see Oct. 4 issue—(4027).

TO BE REVIEWED OR IN PRODUCTION

ALIAS THE DEACON—Bob Burns, Mischa Auer, Peggy Moran, Dennis O'Keefe.
BLACK FRIDAY — Boris Karloff, Bela Lugosi, Anne Nagel.
DOUBLE ALIBI—Wayne Morris, Margaret Lindsay, William Gargan, Roscoe Karns—(4034).
ENEMY AGENT—Richard Cromwell, Helen Vinson, Robert Armstrong.
HOUSE OF SEVEN GABLES—Vincent Price, Margaret Lindsay, George Sanders.
IT'S A DATE—Deanna Durbin, Kay Francis, Cissie Loftus, Eugene Pallette, Henry Owens' Orchestra.
MA! HE'S MAKING EYES AT ME—Tom Brown, Constance Moore, Ann Nagel.
ZANZIBAR—Lola Lane, James Craig, Eduardo Cianelli, Tom Fadden.

WARNERS-FIRST NATIONAL

(1938-1939 releases from 301 up;
1939-1940 releases from 401 up)

(FN)—First National; (W)—Warners
(V)—Vitagraph, not on either split

BRITISH INTELLIGENCE—MD—Boris Karloff, Margaret Lindsay, Bruce Lester—Average programmer, dualler—62m.—see Jan. 10 issue—(W)—(416).
BROTHER RAT AND A BABY—C—Eddie Albert, Wayne Morris, Priscilla Lane—Pleasing comedy program—87m.—see Jan. 10 issue—(W)—(406).
CALLING PHILO VANCE — MD — James Stephenson, Margot Stevenson, Henry O'Neill—Better than average dual fare—62m.—see Jan. 10 issue—(W)—(420).
CASTLE ON THE HUDSON — D — John Garfield, Ann Sheridan, Pat O'Brien — Can do okay business — 77m.—see Feb. 7 issue—(FN).
CHILD IS BORN, A—Jeffrey Lynn, Gladys George, Geraldine Fitzgerald, Gale Page—Well made; it deserves handling of a special nature — 79m.—see Aug. 9 issue—(W)—(415)—(A).
"DEAD END" KIDS ON DRESS PARADE, THE—MD—Dead End Kids, John Litel, Frankie Thomas—Okay dual program—62m.—see Nov. 15 issue—(W)—(413).
DR. EHRLICH'S MAGIC BULLET—D—Edward G. Robinson, Ruth Gordon, Otto Kruger—Great biographical drama; to be exploited for high returns—103½m.—see Feb. 7 issue—(FN).
DUST BE MY DESTINY—MD—John Garfield, Priscilla Lane—Top-bracket attraction—88m.—see Aug. 23 issue—(FN)—(461).
ESPIONAGE AGENT—MD—Joel McCrea, Brenda Marshall, Jeffrey Lynn, George Bancroft—High-rating exploitable programmer—83m.—see Oct. 4 issue—(FN)—(462).
FIGHTING 69th, THE—D—James Cagney, Pat O'Brien, George Brent—A blue-chip special—90m.—see Jan. 24 issue—(FN)—(451).
FOUR WIVES—CD—Claude Rains, May Robson, Jeffrey Lynn, the Lane Sisters—Good domestic fare; should sell big to screen Lane fans—99m.—see Dec. 13 issue—(FN)—(453).
GRANNY GET YOUR GUN—CD—May Robson, Harry Davenport, Hardie Albright—Nice dualler—56m.—see Jan. 10 issue—(W)—(421).
INVISIBLE STRIPES—D — George Raft, Jane Bryan, William Holden—Sell names in cast for good grosses—82m.—see Dec. 27 issue—(W)—(408).
JUAREZ AND MAXIMILIAN—see The Mad Empress.
KID NIGHTINGALE—C—John Payne, Jane Wyman, Walter Catlett—Okay for dual support—57m.—see Oct. 4 issue—(W)—(411).
MAD EMPRESS, THE (Juarez and Maximilian)—D—Mede Novara, Conrad Nagel, Lionel Atwill—Dualler—72m.—see May 3 issue, under Miscellaneous, and Nov. 5 issue—(V)—(481).
NANCY DREW AND THE HIDDEN STAIRCASE—MY—Bonita Granville, John Litel—Another good entrant in the Drew series—60m.—see Aug. 28 issue—(W)—(419).
NO PLACE TO GO—MD—Dennie Morgan, Gloria Dickson, Fred Stone—Just another dualler—57m.—see Sept. 6 issue—(FN)—(469).
OLD MAID, THE — MD — Bette Davis, George Brent, Miriam Hopkins—Another acting triumph for Bette Davis; must be sold—95m.—see Aug. 9 issue—(FN)—(452)—(A).
ON YOUR TOES—CMU—Vera Zorina, Eddie Albert, Alan Hale—Good entertainment—94m.—see Oct. 18 issue—(FN)—(463).
PRIDE OF THE BLUE GRASS—MD—Edith Fellows, James McCallion — Good entertainment for the family trade—65m.—see Oct. 4 issue — (W) — (418).
PRIVATE DETECTIVE—MY—Jane Wyman, Dick Foran—Okay for dual support—55m.—see Nov. 29 issue—(471).
PRIVATE LIVES OF ELIZABETH AND ESSEX, THE—COD—Bette Davis, Errol Flynn, Olivia de Havilland—Celluloid masterpiece; get behind it—106m.—see Oct. 4 issue—(Technicolor)—(W)—(402).
RETURN OF DOCTOR X, THE—MD—Wayne Morris, Humphrey Bogart, Rosemary Lane—Enjoyable action-packed melodrama—62m.—see Nov. 29 issue—(FN)—(464).
ROARING TWENTIES, THE—MD—James Cagney, Priscilla Lane, Humphrey Bogart—Top-notch meller, needed for big returns—106m.—see Nov. 1 issue—(W)—(403).
SMASHING THE MONEY RING—MD—Ronald Reagan, Margot Stevenson—Good action dualler—57m.—see Nov. 1 issue—(FN)—(470).
TORCHY PLAYS WITH DYNAMITE—MD—Jane Wyman, Allen Jenkins—Neat, swift Torchy yarn—59m.—see Aug. 9 issue—(W)—(326).
WE ARE NOT ALONE—D—Paul Muni, Jane Bryan, Flora Robson—Excellent drama for discriminating audiences—112m.—see Nov. 15 issue — (FN)—(458).

TO BE REVIEWED OR IN PRODUCTION

ALL THIS AND HEAVEN, TOO—Bette Davis, Charles Boyer, Jeffrey Lynn.
BAD BOY — John Garfield, Brenda Marshall, Donald Crisp.
FUGITIVE FROM JUSTICE — Morgan Conway, Roger Pryor, Sheila Bromley.
GAMBLING ON THE HIGH SEAS—Wayne Morris, Jane Wyman.
IT ALL CAME TRUE — Ann Sheridan, Jeffrey Lynn, Humphrey Bogart.
KING OF THE LUMBERJACKS — John Payne, Gloria Dickson, Stanley Fields.
MURDER IN THE AIR—Ronald Reagan, Lya Lys, Eddie Foy, Jr., John Litel.
SATURDAY'S CHILDREN—Ann Shirley, Claude Rains, Frank McHugh, Lee Patrick.
SEA HAWK, THE — Errol Flynn, Brenda Marshall, Claude Rains.
TEAR GAS SQUAD—Dennis Morgan, John Payne, Gloria Dickson.
THREE CHEERS FOR THE IRISH — Priscilla Lane, Rosemary Lane, Thomas Mitchell—(FN).
TILL WE MEET AGAIN—Merle Oberon, George Brent, Pat O'Brien, Binnie Barnes.
VIRGINIA CITY—Errol Flynn, Miriam Hopkins, Randolph Scott, Humphrey Bogart—(W).

MISCELLANEOUS

Listed here are only those independently produced pictures, not handled by companies of nation-wide scope. Addresses of producers or distributors will be furnished on request.

ADVENTURES OF THE MASKED PHANTOM, THE—W—Monte Rawlins, Larry Mason, Betty Burgess—Low-grade western—55m.—see Dec. 27 issue—(Equity).
BAD BOY—D—Johnny Downs, Rosalind Keith, Helen MacKellar—Very weak indeed, sell Downs—65m.—see Dec. 27 issue—(Atlas)—(A).
BEYOND BENGAL—Travel—Produced by Harry Schenck—Maybe yes, and maybe no—70m.—see July 26 issue—(Showmen's Pictures).
BURNING QUESTION, THE (Tell Your Children)—MD—Lilian Miles, Dave O'Brien, Thelma White—Exploitable anti-marijuana film—62m.—see Dec. 13 issue—(G. & H. Productions).
CHAMPIONS OF THE GRIDIRON—Sports Commercial—Players, coaches, executives of the National Professional Football League—Excellent sports film—50m. (also a 10m. abridgment)—see Apr. 19 issue—(Industrial Pictures).
CITY, THE—Documentary—From an original by Pare Lorentz, with narration by Morris Carnovsky—Excellent; can be exploited—44m.—see May 31 issue—(Civic Films).
CODE OF THE CACTUS — W — Tim McCoy, Dorothy Short, Ben Corbett—Top-rating McCoy western—57m.—see May 17 issue—(Victory).
DAUGHTER OF THE TONG—AD—Evelyn Brent, Grant Withers—Minor nabe dualler support—56m.—see Aug. 23 issue—(Metropolitan).
DEATH GOES NORTH — AD—Edgar Edwards, Sheila Bromley, Dorothy Bradshaw, Jameson Thomas—Better-than-average independent action drama—61m.—see May 31 issue—(Warwick).
DEATH RIDES THE RANGE—W—Ken Maynard, Fay McKenzie, Charles King—Good Maynard—56m.—see Feb. 7 issue—(Colony).
DOUBLE DEAL—MD—Jeni LeGon, Monte Hawley, F. E. Miller—High-rating all-Negro entertainment—60m.—see Feb. 21 issue — (International Road Shows).
DUKE IS TOPS, THE—MU—Ralph Cooper, Lena Horne—High-rating all-Negro musical—72m.—see June 28 issue—(Million Dollar Productions).
FIGHTING RENEGADE—W—Tim McCoy, Joyce Bryant—High in horse-opera scale—54m.—see Sept. 20 issue—(Victory).
FLAMING LEAD—W—Ken Maynard, Eleanor Stewart—Okay indie oatie—57m.—see July 12 issue—(Colony).
FLIRTING WITH DEATH—see They Went to War.
GANG SMASHERS—MD—Nina Mae McKinney, Mantan Moreland, Laurence Criner—Nice all-Negro meller for colored theatres—56m.—see June 14 issue—(Million Dollar Productions).
GREAT COMMANDMENT, THE—D—John Beal, Maurice Muscovich, Albert Dekker—Worth watching; has universal appeal—85m.—see Oct. 18 issue—(Cathedral Films).
HITLER'S REIGN OF TERROR — Documentary—Narrated by Edwin C. Hill, photographed by Cornelius Vanderbilt, Jr.—Exploitation offering—56m.—see Nov. 29 issue—(Samuel Cummins).
KEEP PUNCHING — MDMU — Henry Armstrong, Mae Johnson, Willie Bryant—Should gross okay in Negro nabes—81m.—see Dec. 13 issue—(M-C Pictures).
LAND OF LIBERTY—Documentary—Compiled by and for the Industry and the MPPDA—Fine motion picture achievement—188m.—see July 12 issue—(MPPDA).
LET'S PRETEND WE'RE SWEETHEARTS — see They Went to War.

LOST ON THE WESTERN FRONT—D—Paul Cavanaugh, Marcelle Chautel—Exploitable duallier—63m.—see Nov. 1 issue—(Standard).

MAD YOUTH—MD — Mary Ainslee, Betty Compson—Saleable sexer—60m.—see Oct. 18 issue—(Willis Kent)—(A).

MARIJUANA MADNESS (The Pace That Kills)—MD—Lois January, Noel Madison—Only for sensational type exploitation—65m.—see Aug. 9 issue—(Kent)—(A).

MESQUITE BUCKAROO—W—Bob Steele, Carolyn Curtis—Low grade western—59m.—see Aug. 23 issue—(Metropolitan).

MIDDLETON FAMILY AT THE WORLD'S FAIR, THE—MD—Marjorie Ford, James Lydon—Might be tried as filler with high-bracket feature—50m.—see Oct. 4 issue—(Technicolor)—(Modern Talking Picture Service).

MOON OVER HARLEM—MD—Bud Harris, Cora Green—Weak, even for all-Negro audiences—67m.—see July 26 issue—(Meteor).

MYSTIC CIRCLE MURDER—MY—Betty Compson, Robert Fiske—Weak duallier—69m.—see Oct. 18 issue—(Fanchon Royer).

NOTORIOUS ELINOR LEE, THE—MD—Edna Mae Harris, Carman Newsome, Gladys Williams—Weak offering for all-Negro houses—104m.—see Jan. 24 issue—(Micheaux Productions).

ONE DARK NIGHT—DMU — Mantan Moreland, Betty Treadville, Josephine Pearson—Tops for Negro audiences—81m.—see Dec. 13 issue—(Million Dollar Productions).

PACE THAT KILLS, THE—see Marijuana Madness.

PHANTOM RANCHER — Ken Maynard, Dorothy Short, Harry Harvey—Actionful Maynard—60m.—see Jan. 24 issue—(Colony).

POCOMANIA—MD—Nina Mae McKinney, Jack Carter, Ida James—Top Negro entry—65m.—see Dec. 13 issue—(Lenwal).

PORT OF HATE—MD—Polly Ann Young, Kenneth Harlan—Weak inde for bottom of nabe duals—57m.—see Aug. 23 issue—(Metropolitan).

REFORM SCHOOL—MD—Louise Beavers, Harlem's Tuff Kids, Monte Hawley—Top product for Negro houses—76m.—see June 28 issue—(Million Dollar Productions).

RIDERS OF THE SAGE—W—Bob Steele, Claire Rochelle—Run of the mill—56m.—see Oct. 18 issue—(Metropolitan).

RIDIN' FOOL, THE—W—Bob Steele, Francis Moore—Low grade western—58m.—see Oct. 18 issue—(Metropolitan).

SHE GOES TO WAR—MD—Eleanor Boardman, John Holland—War from the women's angle—55m.—see Nov. 15 issue—(Mitchell Leichter).

SMOKY TRAILS—W—Bob Steele, Jean Carmen—Okay Steele—56m.—see Apr. 19 issue—(Metropolitan).

SON OF INGAGI—MD—Alfred Grant, Daisy Bickford, Laura Bowman—Exploitable for the Negro trade—66m.—see Jan. 24 issue—(Sack).

SONGS AND SADDLES—W—Gene Austin, Lynne Berkeley—Exploitable—65m.—see Dec. 28, 1938, issue—(Road Show Attractions).

SPECIAL INSPECTOR—MD—Charles Quigley, Rita Hayworth—Pleasing action programmer—62m. — see Apr. 5 issue—(Warwick).

STRAIGHT SHOOTER—W—Tim McCoy, Julie Sheldon, Ben Corbett, Ted Adams—All McCoy and an hour long!—60m.—see Nov. 15 issue—(Victory).

TELL YOUR CHILDREN—see The Burning Question.

TEN NIGHTS IN A BARROOM—MD—Hal Skelly, Zita Johann—Those nights are here again!—61m.—see Nov. 15 issue—(B&M Pictures).

TEXAS WILDCATS—W—Tim McCoy, Joan Barclay, Ben Corbett, Ted Adams—Top-rating McCoy—56m.—see June 28 issue—(Victory).

THEY WENT TO WAR (Let's Pretend We're Sweethearts; Flirting With Death)—CD—Lola Lane, Chic Chandler, George Meeker—Better than average independent—68m.—see May 31 issue—(Imperial).

TRIGGER FINGERS—W—Tim McCoy, Ben Corbett—Okay western—53m.—see Sept. 6 issue—(Victory).

TWO GUN TROUBADOUR—W—Fred Scott, Claire Rochelle—Speedy inde oatie entry—58m.—see July 26 issue—(Spectrum).

TUMBLEWEEDS—W—William S. Hart, Barbara Bedford—Revival which can get results if exploited—88m.—see May 17 issue—(Astor).

WHY THIS WAR?—Documentary—No credits—Exploitable documentary—81m.—see Nov. 1 issue—(Samuel Cumins).

FOREIGN

Listed here are imported productions and all foreign-language pictures of whatever origin, when such pictures are not a part of the regular release schedule of an independently listed producer-distributor.

ADVENTURE OF GIACOMO CASSANOVA—see Avventura di Giacomo Cassanova.

AFFAIR LAFONT, THE (Conflict)—D—Corinne Luchaire, Annie Ducaux—For the arty—84m.—see Oct. 18 issue—(Trans-Atlantic Films)—(A).

ALEXANDER NEVSKY—SP—Nicolai, N. P. Okhlopkov—Box office for foreign, art houses—94m.—see Apr. 5 issue—(Amkino).

ALLERGI MASNADIERI (The Make-Believe Pirates)—CMU—Assia Noris, C. Pilotto—Very good Italian comedy—72m.—see Oct. 18 issue—(Americo Pullini).

ALPINE PASSION (Amore sulle Alpi)—MD—Gustave Diesel, Simona Bourday—Esperia has done better—74m.—see Nov. 15 issue—(Esperia)—(A).

AMANGELDY—D—Klubai Umurzakov, Shara Dzhandarbekova—Inferior Russian film—70m.—see June 26 issue—(Amkino).

AMORE SULLE ALPI—see Alpine Passion.

ARIA DEL CONTINENTE, L'—see The Continental Way.

AVVENTURA DI GIACOMO CASANOVA (Adventure of Giacomo Casanova) — CD—Nerio Bernardi, Leda Gloria—Best for Italian houses, audiences—70m.—see June 14 issue—(Amerital).

BAKER'S WIFE, THE (La Femme du Boulanger)—MD—Raimu, Ginette Leclerc, Charles Moulin—Corking French success; can reap a box-office harvest among the arty—99m.—see Feb. 7 issue — (The Baker's Wife, Inc.)—(A).

BATTELLER DE LA VOLGA, LE—see The Volga Boatman.

BATTLES IN THE SHADOW (Lotta nell' Ombra)—MD—Antonio Centa, Renato Cialente—Pleasing Italian thriller—86m.—see June 28 issue—(Esperia).

BETRAYAL—D—Annie Vernay, Suzy Prim, Pierre-Richrad Willm—French box-office success—80m.—see Oct. 4 issue—(World).—(A).

BIG FELLA—MDMU—Paul Robeson, Elisabeth Welsh—Pleasing programmer, but watch out for the racial problem — 70m. — see Feb. 22 issue — (Retlaw Films).

BIZARRE BIZARRE—F—Louis Jouvet, Francoise Rosay—Rib-tickler for French fans—see Apr. 5 issue—(Lenauer).

BLACK LIMELIGHT — MY — Raymond Massey, Joan Marion—Routine murder mystery for houses that can play English product—63m.—see July 12 issue—(English-made)—(Alliance).

BLACK PIRATE, THE—see Il Corsaro Nero.

BOMBS OVER LONDON—AD—Charles Farrell, Fritz Kortner—Plug timeliness and Farrell for best results—78m.—see Sept. 20 issue—(Film Alliance).

BOUQUETS FROM NICHOLAS—MD—Noel-Noel, Jacques Varennes, Janine Noel-Noel—Can play the right nabes; swell for the arty, French—75m.—see Mar. 23 issue—(Walch Films).

BOYS' SCHOOL (Les Disparus de Saint Agil)—MY—Eric von Stroheim, Michael Simon, Armand Bernard, Serge Grave—Outstanding Gallic show—91m.—see June 14 issue, under Columbia—(Columbia).

BRIVELE DER MAMEN, A (A Letter to Your Mother)—D—Lucy Gehrman, Alexander Stein—Yiddish cinematic triumph—104m.—see October 4 issue—(Sphinx).

CHALLENGE, THE—D—Robert Douglas, Joan Gardner—High-rating importation—77m.—see May 17 issue—(Film Alliance).

CHANGED MAN, THE—see Elcserelt Ember.

CITADEL OF SILENCE, THE (La Citadel de Silence)—D—Annabella, Pierre Renoir, Bernard Lancret—Swell art and French stuff—90m.—see Jan. 10 issue—(Film Alliance)—(A).

CONCENTRATION CAMP—D—O. Jakov, S. Shirokova—Too much Communist propaganda for the average house—66m.—see Apr. 5 issue—(Amkino).

CONDOTTIERI (The Leaders) — Same as Giovanni de Medici, the Leader, q. v.

CONFLICT—see The Affair Lafont.

CONQUESTS OF PETER THE GREAT, THE—D—Nikolai Simonov, Alla Tarasova—For Soviet houses only—96m.—see Sept. 20 issue—(Amkino).

CONTINENTAL WAY, THE (L'Aria del Continente)—CD—Angelo Musco, Leda Gloria—Excellent Italian comedy—82m.—see Nov. 29 issue—(Esperia).

CORSARO NERO, IL (The Black Pirate)—MD—Ciro Verrati, Silvana Jachino — For foreign-language, particularly Italian, houses—96m.—see Dec. 27 issue—(Esperia).

CRISIS—Documentary—Produced, directed by Herbert Kline, narrated by Leif Erickson—For liberal, intelligent; an exploitation challenge to average exhibitor—86m.—see Mar. 23 issue—(Mayer-Burstyn).

CURTAIN RISES, THE (Entree des Artistes)—MD—Louis Javet, Janine Darcey—Pleasing French import—85m.—see May 3 issue—(Kassler).

DEAD MEN TELL NO TALES—MD—Emlyn Williams, High Williams, Marius Goring—Tops for murder—70m.—see May 31 issue—(Alliance).

DEMON BARBER OF FLEET STREET, THE—MD—Tod Slaughter, Eve Lister—British entrant, strictly for the "horror" trade—67m.—see Sept. 6 issue—(Select Attractions)—(A).

DENARO E D'AMORE (Money and Love)—CD—Elsa Merlini, Tina Lattanzi—Pleasing Italian comedy-drama—86m.—see July 12 issue—(Amerital).

DEVIL IS AN EMPRESS, THE (Le Jouer d'Echees)—D—Conrad Veidt, Francoise Rosay, Micheline Francey—Among the better French films—75m.—see Dec. 13 issue—(Columbia).

DOCTOR ANTONIO (Il Dottor Antonio)—D — Ennio Cerlesi, Maria Gambarelli, Lamberto Picasso—Box-office success for Italian nabes—103m.—see Dec. 27 issue—(Itala Films).

DOTTER ANTONIO, IL—see Doctor Antonio.

DOUBLE CRIME ON THE MAGINOT LINE—D—Victor Francen, Vera Korene—Excellent for art, French houses; exploitation — 83m.—see May 3 issue—(Tower Pictures).

ELCSERELT EMBER (The Changed Man)—MD—Ferenc Kiss, Marcit Dakya, Gero Maly — Just for Hungarians—84m.—see Mar. 8 issue—(Hungaria).

END OF THE DAY, THE (Fin du Jour)—D—Victor Francen, Louis Jouvet—Superb Gallic production—95m.—see Sept. 20 issue—(Juno Films).

ENTENTE CORDIALE—D—Victor Francen, Gaby Morlay, Arlette Marchal—Timely Gallic import—93m.—see Jan. 10 issue—(Concord).

ENTREE DES ARTISTES—see The Curtain Rises.

ERAVAMO SETTE SORELLO—see We Were Seven Sisters.

ESCAPE FROM YESTERDAY—D—Jean Gabin, Annabella—Infinitely superior French product—95m.—see May 17 issue—(Hoffberg)—(A).

FAMILLE LEFRANCOIS, LE—see Heroes of the Marne.

FEMME DU BOULANGER, LA—see The Baker's Wife.

FIRST FILM CONCERT, THE—MU — No production credits available—Extremely attractive fare for the arty—52m.—see Nov. 15 issue—(World).

FOR MEN ONLY (Per Uomini Soli)—CD—Carlo Buti, Paola Barbara—Great show for Italian nabes—78m.—see May 17 issue—(Esperia).

FIN DU JOUR—see The End of the Day.

GANG'S ALL HERE, THE—CD—Jack Buchanan, Georgie Winters—Just fair comedy; naba lower-half duallier—75m.—see Apr. 19 issue—(Associated British).

GIOVANNI DE MEDICI, THE LEADER (Condottieri [The Leaders])—D — Lula Trenker, Loris Gizzi, Laura Nucci—Okay for Italian audiences—88m.—see Jan. 24 issue—(Esperia).

GOLDEN KEY, THE—Fantasy—Puppets and voices operated by A. Shagin, et al.—Corking foreign fantasy—70m.—see Jan. 10 issue—(Amkino).

HARVEST (Regain)—MD—Gabriel Gabrio, Edouard Delmont—For the art customers—80m.—see Aug. 9 issue—(French Cinema Center)—(A).

HEARTBEAT—MD—Orane Domazia, Fernandel — Fair Gallic product—88m.—see Sept. 20 issue—(French Motion Picture Corporation)—(A).

HEROES OF THE MARNE (Le Famille Lafrancois)—Raimu, Germaine Dermoz—Chiefly for foreign, art houses—86m.—see May 3 issue—(Spectrun)—(A).

HO PERDUTO MIO MARITO—see My Husband Is Lost.

HOMME ET SA FEMME, UN—see A Man and His Wife.

HOUSEMASTER—CD—Otto Kruger, Diana Churchill—Fair support for duals; plug American names—85m. see Apr. 19 issue—(Associated British).

IDEAL MARRIAGE (Un Matrimonio Ideale) — CD — Assia Noris, Umberto Melnati, Gino Cervi—Very good Italian product—84m.—see Dec. 27 issue—(Esperia).

I MET A MURDERER—D—James Mason, Sylvia Coleridge—Artistic success; can be exploited—78m.—see Oct. 18 issue—(York).

IN SOVIET RUSSIA TODAY—Documentary—No credits—Propaganda for radical audiences—100m. — see Oct. 4 issue—(Amkino).

INDISCRETIONS—CD—Sascha Guitry, Betty Daussmond—For art, French houses, exclusively—80m.—see May 17 issue, under Foreign—(Tri-National)—(A).

IRELAND'S BORDER LINE—CD—Jimmy O'Dea, Myrette Morven—Top Irish product—64½m.—see Nov. 1 issue—(William Alexander).

JAAKARIN MORSIAN—see Soldier's Bride.

JOUER D'ECHEES, LE—see The Devil Is an Empress.

JUBILEE—Documentary—Edited by the Rev. James H. Griffiths, narrated by the Rev. Vincent Genova—For Catholics; exploit its timeliness—60m. — see Feb. 22 issue—(King Cole).

JUST LIKE A WOMAN—CD—Gertrude Michael, John Lodge—Fair English production—73m.—see Nov. 1 issue—(Alliance).

KATIA—D—Danielle Darrieux, John Loder—Superb Gallic production; exploitable—80m. — see Dec. 13 issue—(Mayer-Burstyn)—(A).

KING OF DIAMONDS (Re de Denari)—CD — Angelo Musco, Rosina Anselmi, Mario Pisu—Great Italian comedy—84m.—see Jan. 10 issue—(Esperia).

KLIATSHE, DI—see Light Ahead.

KOL NIDRE—MD—Lili Liliana, Leon Leibgold—Well-titled show for Yiddish audiences—90m.—see Sept. 20 issue—(Joseph Seiden).

LAST DESIRE—D—Raimu, Jacqueline Delubac, Pierre Brasseur—Sell sex—77m. — see Jan. 24 issue—(Transatlantic)—(A).

LEADERS, THE—see Condottieri (same as Giovanni de Medici, the Leader, q. v.).

LETTER TO YOUR MOTHER, A—see A Brivele der Mamen.

LENIN IN 1918—D—B. V. Shohukin, M. G. Gelovani—Outstanding Soviet motion picture — 130m. — see July 12 issue—(Amkino).

LIFE ON THE HORTOBAGY—Documentary—Janos Cinega, Mrs. Janos Cinega, Istvan Kanyasi—Exploitable Hungarian bit — 79m.—see Feb. 7 issue—(Cummins).

LIGHT AHEAD (DI Kiletshe)—D—Izidore Casher, Helen Beverly—Superb Yiddish photoplay—108m. — see Oct. 4 issue—(Carmel).

LOST ATLANTIS, THE—MD—No cast credits—Just film—70m.—see June 14 issue—(Road Show Attractions).

LOTTA NELL' OMBRA—see Battles in the Shadow.

LOVE IN OLD NAPLES (Napoli d'Altri Tempi)—MDMU—Emma Grammatica, Vittorio de Sica, Elisa Cegani—Excellent Roman fare—93m.—see Feb. 7 issue—(Esperia).

LOUISE—Opera — Grace Moore, Georges Thill, Andre Pernet—Worthy of playing time anywhere—72m.—see Feb. 21 issue—(Mayer-Burstyn).

MACUSHLA (My Darlin')—MD—Pamela Wood, Jimmy Magoogan, Max Adrian—Can be sold nicely to sons and daughters of Erin—80m.—see Jan. 24 issue—(Transatlantic).

MADEMOISELLE MA MERE—F—Danielle Darrieux, Marcel Simon—Breezy Gallic affair; Darrieux tops exploitation possibilities—80m.—see Oct. 4 issue—(Hoffberg)—(A).

The Shorts Check-Up

Of All Pictures Released Nationally Since August 11, 1939

COLUMBIA

Two Reel

COMEDIES

'39-'40 (26)

All American Blondes (G)
A. Clyde .....Oct. 20 17m.
Andy Clyde Gets Spring Chicken (F)
A. Clyde .....Dec. 15 19m.
Awful Goof, The (G)
C. Chase .....Dec. 22 17m.
Calling All Cars (F)
3 Stooges .....Aug. 25 17½m.
Glove Slingers (G)
N. Beery, Jr.....Nov. 24 18m.
Heckler, The (G)
C. Chase .....Feb. 16 17½m.
Mr. Clyde Goes to Broadway (G)
A. Clyde .....Feb. 2 18m.
Nothing But Pleasure (G)
B. Keaton .....Jan. 5 17½m.
Oh, You Nazi Spy (E)
3 Stooges .....Jan. 19 18m.
Oily to Bed, Oily to Rise (G)
3 Stooges .....Oct. 6 18½m.
Rookin' Thru the Rookies (G)
3 Stooges .....Mar. 8 17m.
Skinny the Moocher (F)
C. Chase .....Sept. 8 16½m.
Static in the Attic (F)
W. Catlett .....Sept. 22 19m.
Teacher's Pest (G)
C. Chase .....Nov. 3 16½m.
Three Sappy People (E)
3 Stooges .....Dec. 1 18½m.

SERIALS

'39-'40 (4)

Deadwood Dick ..... —ep.
Green Archer, The ..... —ep.
Terry and the Pirates... —ep.
Shadow, The (E)
V. Jory, V. Borg.....Jan. 5 15 ep.

One Reel

CINESCOPES

'39-'40 (6)

Threads of a Nation, The (F) .....Jan. 19 10½m. (Cinecolor)
World of 1960 (E)....Dec. 22 9m.

COLOR RHAPSODIES

'39-'40 (16)

Boy, a Gun and Birds, A (F) .....Jan. 12 7½m.
Crop Chasers (G) .....Sept. 22 8m.
Dreams on Ice (F).....Oct. 20 6½m.
Happy Tot's Expedition, The (G) .....Feb. 9 6½m.
Mother Goose in Swingtime (G) .....Dec. 8 7m.
Mountain Ears (G) ....Nov. 3 7m.

COMMUNITY SINGS

'39-'40 (10)

No. 2 — Old-Time Songs (F) .....Sept. 8 9½m.
No. 3—College Songs (G).Oct. 13 10m.
No. 4—Stephen Foster Songs (E) .....Nov. 17 11m.
No. 5—Gypsy Songs (F).Dec. 29 10m.
No. 6 .....Feb. 2 —m.
No. 7 .....Mar. 15 —m.

FABLES

'39-'40 (6)

Little Lost Sheep (F)...Oct. 6 7m.
Park Your Baby (F)....Dec. 22 6m.
Practice Makes Perfect..Apr. 5 6m.

FOOLS WHO MADE HISTORY

'39-'40 (6)

Goodyear, Charles, The Story of (G).....Oct. 6 10½m.
Howe, Elias, The Story of (G) .....Sept. 1 11m.

HAPPY HOUR SPECIALS

'39-'40

Building of Boys (E)...Oct. 12 11m.
Book of Books, The (E).Oct. 6 10m.

NEWS WORLD OF SPORTS (10)

Big Fish (F) .....Aug. 18 10m.
There Goes Rusty (G).July 15 10½m.

'39-'40 (12)

Bows and Arrows (E)..Oct. 6 9m.
Flying Targets .....Feb. 22 —m.
Jai Alai (G) .....Nov. 30 8½m.
Skiing Technique (G)..Jan. 19 10m.

PHANTASIES

'39-'40 (10)

Charm Bracelet, The (F).Sept. 1 6½m.
Man of Tin .....Feb. 23 —m.
Millionaire Hobo (B)...Nov. 24 7m.
Mouse Exterminator, The.Jan. 26 6½m.

SCREEN SNAPSHOTS

'39-'40 (12)

No. 1—Art of Make-Up (E) .....Sept. 22 9½m.
No. 2 — Animal Actors and Trainers (E)....Nov. 10 10m.
No. 3—Outdoor Parties (G) .....Dec. 1 10m.
No. 4—Behind the Scenes in Hollywood (G) ..Jan. 5 10m.
No. 5 .....Feb. 9 —m.
No. 6 .....Mar. 15 —m.

TOURS

'39-'40 (8)

Beautiful Switzerland (G).Nov. 17 10m.
Historic Cities of India (G) .....Oct. 27 10m.
Holland and the Zuyder Zee (B) .....Sept. 15 10m.
Life in Paris (E) .....Dec. 22 11m.
New Hampshire .....Jan. 26 —m.

MAKE-BELIEVE PIRATES, THE — see Allergi Masnadieri.

MAN AND HIS WIFE, A (Un Homme et Sa Femme)—MD—Harry Baur, Suzy Vernon—Fair for French, arty; lower-half dualler for nabes—77m.—see Apr. 5 issue—(French Film Exchange)—(A).

MARSEILLAISE — D — Pierre Renoir, Lise Delamare—Fair French cinema—80m.—see Nov. 15 issue—(World Pictures).

MATRIMONIO IDEALE, UN—see Ideal Marriage.

MILL ON THE FLOSS, THE—D—Geraldine Fitzgerald, Frank Lawton — Outstanding British attraction—78m.—see Nov. 15 issue—(Standard).

MIO DESTINO, IL (My Destiny)—D—Emma Gramatica, Luigi Cimari — For Italian and foreign-language houses—76m.—see July 26 issue—(Roma Film).

MIRELE EFROS—MD—Berta Gersten, Michael Rosenberg—Should pull tears and cash—87m.—see Nov. 1 issue—(Credo Pictures).

MR. MAX (Il Signor Max)—C—Vittoria DeSico, Assia Noris—Outstanding Italian comedy—86m.—see Oct. 18 issue—(Esperia).

MONEY AND LOVE—see Denaro a d'Amore.

MOTEL, THE OPERATOR—DMU—Chaim Tauber, Malvina Rappel, Seymour Rechzeit—Mediocre Yiddish celluloid—80m.—see Jan. 24 issue—(Cinema Service Corporation).

MUSICA IN PIAZZA—CD—Milly, Enrico Viarisio—For Italian audiences only—66m.—see July 12 issue—(Amerital).

MUTINY ON THE ELSINORE—MD—Paul Lukas, Kathleen Kelly, Lyn Harding, Michael Martin-Harvey—High-rating sea thriller—72m.—see Feb. 22 issue—(Krellberg).

MY DARLIN'—see Macushla.

MY DESTINY—see Il Mio Destino.

MY HUSBAND IS LOST (Ho Perduto Mio Marito)—CD—Nino Besozzi, Paola Borboni—Okay Italian comedy—87m.—see Nov. 1 issue—(Esperia)—(A).

MY SON—DMU—Gustav Berger, Fannia Kubina—Highrater for Yiddish consumption—91m.—see May 31 issue—(Jewish Talking Picture).

NAPOLI D'ALTRI TEMPI—see Love in Old Naples.

NEW HORIZONS—D—Boris Chirkov, Vera Kharding—For radical houses only—92m.—see May 31 issue—(Amkino).

NORTH SEA PATROL—MD—Geoffrey Toone, Judy Kelly—Pleasing, timely programmar that can be sold—69m.—see Nov. 15 issue—(Alliance Films).

ON HIS OWN—D—V. O. Massalitinova, M. Troyanovsky—Okay for left-wingers—100m.—see Sept. 20 issue—(Amkino).

OPPENHEIM FAMILY, THE—D—V. F. Balashov, I. M. Tolchenov, A. I. Voitsik—Exploitable U. S. S. R. product; deserves playing time—97m.—see June 14 issue—(Amkino).

OUR FIGHTING NAVY—see Torpedoed.

QUAI DES BRUMES, LE—see Port of Shadows.

PEOPLE, ETERNAL, A—D—Conrad Veidt, Marie Ney—Weak Yiddish offering—65m.—see Nov. 15 issue—(Henry Lynn).

PER UOMINI SOLI—see For Men Only.

PORT OF SHADOWS (Le Quai des Brumes)—MD—Jean Gabin, Michel Simon—Beautiful, well worth seeing; a 7-award film—90m.—see Oct. 18 issue—(Film Alliance of U. S.).

PRISONER OF CORBAL, THE—CDD—Nile Asther, Noah Beery—Nabe dual filler—73m.—see Sept. 6 issue—(English-made)—(Syndicate).

PURITAN, THE—D—Jean-Louis Barrault, Alla Donell—Can be exploited for fair money—85m.—see Mar. 22 issue—(Lenauer)—(A).

RANGLE RIVER—"W"—Victor Jory, Margaret Dare—Pleasing Australian import with a "western" flavor—72m.—see May 17 issue—(Hoffberg).

RASPUTIN—D—Harry Baur, Marcelle Chantal—Superb Gallic production—93m.—see Nov. 1 issue—(Concord Films)—(A).

RE DI DENARI—see King of Diamonds.

REGAIN—see Harvest.

RETURN OF THE FROG, THE—MY—Gordon Harker, Una O'Connor—Okay British mystery programmer—71m.—see Sept. 6 issue—(Select Attractions).

ROYAL DIVORCE — D — Ruth Chatterton, Pierre Blanchar—Worthwhile dualler—82½m.—see Oct. 4 issue—(Select Attractions).

SCIPIO AFRICANUS MAJOR—see Scipione l'Africano.

SCIPIONE L'AFRICANO (Scipio Africanus Major)—D—Annibale Ninchi, Camillo Pilotti, Isa Miranda, Frances Francesca—Bonanza for Italian customers—115m.—see Oct. 4 issue—(Esperia).

SECOND BUREAU—D—Marta LeBarr, Charles Oliver—Okay spy drama—66m.—see Nov. 1 issue—(Film Alliance of U. S.).

SHORS—D—E. Samoilov, I. Skuratov — For left-wing audiences—92m.—see Nov. 29 issue—(Amkino).

SIGNOR MAX, IL—see Mr. Max.

SKELETON ON HORSEBACK—D—Hugh Haas, Zdanek Stepanek, Bedrich Karen—Exploitable Czecho-Slovak attraction—78m.—see Feb. 21 issue—(Carl Laemmle, Jr.).

SOLDIER'S BRIDE (Jaakarin Morsian)—MD—Tuulikki Paananen, Ritva Aro, Tuli Arjo — Should make dough for Finnish houses—83m.—see Dec. 27 issue—(Werner F. Savela).

SONG OF THE STREET—D—Vladimir Sokoloff, Madeleine Ozeray—Weak foreign offering — 77m. — see Sept. 6 issue—(Mayer-Burstyn).

SONG OF YOUTH—Documentary—Produced in U. S. S. R. by Soyus Film Chronicle—Superior Russian documentary—58m.—see June 28 issue — (Amkino).

SORPRESE DE UN MATRIMONION, LE—see The Surprises of Matrimony.

SOS MEDITERRANEAN — MD — Pierre Fresnay, Rolf Wanka, Kim Peacock, Nadine Vogel—Should make money for foreign and art theatres—78m.—see Jan. 24 issue—(Vedie Films).

SOTTO LA CROCE DEL SUD—see Under the Southern Cross.

SOVIET BORDER—MD—E. Piapkina, E. Fedorova, N. Kriuchkov, S. Krilov, N. Vinogradov—Propaganda film for the radical—94m.—see Mar. 8 issue—(Amkino).

SPAIN FIGHTS ON—see The Will of a People.

SPY BUREAU—Same as Second Bureau, q. v.

SPY OF NAPOLEON—MD—Richard Barthelmess, Dolly Haas—For class spots, nabe with limitations—77m.—see May 17 issue—(Standard).

SURPRISES OF MATRIMONY, THE (Le Sorprese de un Metrimonion)—CD—Vittorio DeSica, Elisa Gegani—For Italians only—118m.—see Nov. 1 issue—(Columbia)—(A).

SQUADRONE BIANCO, LO (The White Squadron)—D—Fosco Giachetti, Antonio Centa, Fulvia Lanzi—Good drama for the art-foreign, Italian houses—98m.—see Nov. 29 issue—(Esperia).

TEVYA—MD—Maurice Schwartz, Miriam Riselle, Rebecca Weintraub—Box office for Yiddish houses—93m.—see Jan. 24 issue—(Mayman).

THAT THEY MAY LIVE—D—Victor Francen, Line Noro, Marie Lou, Jean-Max—Spectacular French anti-war piece—73m.—see Nov. 1 issue—(Mayer-Burstyn)—(A).

THEY WANTED PEACE — D—F. Bagaahvili, Tamara Markarova, S. Smirnova—Left-wing fare—73m.—see Jan. 24 issue—(Amkino).

THREE WALTZES—Operetta—Yvonne Printemps, Pierre Fresnay—Natural for art, foreign-policy theatres—92m.—see May 8 issue—(Vedis Films).

THUNDER OVER PARIS—D—Erich von Stroheim, Mareille Balin—Plug timeliness and Von Stroheim—82m.—see Nov. 29 issue—(Transatlantic)—(A).

TORPEDOED (Our Fighting Navy)—AD—H. B. Warner, Richard Cromwell, Noah Beery—Must ride on its timeliness; plug Americans—66m.—see Sept. 20 issue—(Film Alliance).

TREACHERY ON THE HIGH SEAS—MY—Baba Daniels, Ben Lyon, Charles Farrell—Okay British for nabe dual support—68m.—see Oct. 4 issue—(Film Alliance).

TWO'S COMPANY—C—Ned Sparks, Mary Brian, Patric Knowles—Bottom dualler for houses which can play British product—64m.—see Dec. 27 issue — (B. & D.).

TYPHOON TREASURE—MD—Campbell Copelin, Gwen Munro—Adventure yarn for lower half on duals—68m.—see July 12 issue — (Australian-made)—(Commonwealth).

ULTIMATUM—D—Erich von Stroheim, Dita Parla, Bernard Lancret—Excellent Gallic cinema—73m.—see Feb. 21 issue—(Hoffberg).

UNDER THE SOUTHERN CROSS (Sotto la Croce del Sud)—D—Doris Duranti, Antonio Centa—Tops for Italian houses — 81m.—see June 28 issue—(Esperia).

U. S. S. R. ON THE SCREEN, 1939—Documentary—No credits given—Left wing attraction—94m.—see Aug. 23 issue—(Amkino).

VOLGA BOATMAN, THE (La Batteller de la Volga)—D—Pierre Blanchar, Vera Korene—Best for foreign, art houses—78m.—see Apr. 5 issue—(Hoffberg).

WALLY, LA—DMU—Garmana Paolieri, Carlo Minghi—For Italian audiences only—88m.—see July 26 issue—(Amerital).

WE WERE SEVEN SISTERS (Eravamo Sette Sorelle)—CD—Nino Besozzi, Antonio Gandusio, Sergio Tofano—Excellent for Italian audiences—87m.—see June 28 issue—(Esperia)—(A).

WILL OF A PEOPLE, THE (Spain Fights On)—Documentary—No cast or production credits—For liberal houses—55m.—see Feb. 22 issue—(L. Frank).

WINGS OVER AFRICA—MD—Joan Gardner, Ian Colin—Weak dualler; may be exploited—62m.—see Aug. 9 issue—(Merit).

WHITE SQUADRON, THE—see Lo Squadrone Bianco.

WHITE SAVAGE (Uncivilized)—D—Dennis Hoey, Margot Rhys, Ashton Jarry—Dualler, but can be exploited to advantage—72m.—see Dec. 27 issue—(Box-Office Attractions)—(A).

WITHOUT A HOME—D—Alexander Marten, Vicsa Gran—For strictly Yiddish-policy houses — 90m.—see Apr. 19 issue—(Foreign Cinema Arts).

WORLD IS OURS, THE—CD—Voskovec, Werich—Excellent foreign product—96m.—see Aug. 23 issue—(Kassler).

YOUTH IN REVOLT—MD—Jean-Louis Barrault, Fabien Loris, Charles Dauret—Fair art entry—91m.—see May 31 issue, under Columbia—(Columbia).

WASHINGTON PARADE

'39-'40 (6)

No. 1—Smithsonian Institution (G) .....Nov. 10 11m.
No. 2—U. S. Treasury (G) Dec. 29 11m.
No. 3—Inside the Federal Bureau of Investigation .....Feb. 9 —m.

METRO

Two Reel

CRIME DOESN'T PAY (6)

Drunk Driving (E).....Oct. 28 21m.
Think First! (E) .....Sept. 9 21m.

'39-'40 (6)

Know Your Money (E).Jan. 27 21m.
Pound Foolish (E).....Dec. 23 20m.

One Reel

CARTOONS (11)

(Technicolor)

Blue Danube, The (E)..Dec. 16 7m.
Bookworm, The (E)....Aug. 26 9m.
One Mother's Family (E) Sept. 30 9m.

'39-'40 (18)

Fishing Bear, The (G).Jan. 10 8m.
Mad Maestro, The (G)..Dec. 30 8m.
Peace on Earth (E)....Dec. 9 8m.

FITZPATRICK TRAVELTALKS

(Technicolor)

'39-'40 (12)

Day on Treasure Island, A (G) .....Sept. 2 11m.
Land of Alaska Nellie (F) .....Dec. 23 9m.
Natural Wonders of Washington State (E).....Oct. 7 9m.
Night Descends on Treasure Island (E).....Jan. 26 9m.
Old Natchez on the Mississippi (G) .....Dec. 30 9m.
Seattle, Gateway to the Northwest (G) .....Feb. 17 9m.
Quaint Saint Augustine (E) .....Nov. 4 9m.
Vailant Venezuela (G).Nov. 25 9m.

MINIATURES

'39-'40 (9)

Ash Can Fleet, The (E) Sept. 9 11m.
Failure At Fifty, A (E).Oct. 7 10m.
Mendelssohn's Wedding March (G) .....Nov. 4 8m.
(Technicolor)
Door Will Open, A (E). 9m.
Miracle at Lourdes (E).Dec. 30 11m.
Old South, The (E)....Jan. 20 10m.
Rhumba Rhythm (G) G. Murphy .....Sept. 2 10m.
When Turf Meets Surf (G) .....Jan. 6 11m.

OUR GANG COMEDIES

'39-'40 (8)

Alfalfa's Double (F) ..Jan. 20 11m.
Captain Spanky's Showboat (F) .....Sept. 9 11m.
Dad for a Day (G)....Oct. 21 11m.
Time Out for Lessons (G) .....Dec. 2 11m.

PASSING PARADE (10)

One Against the World (E) .....Aug. 19 11m.
Unseen Guardians (G)..Aug. 26 11m.

'39-'40 (8)

Forgotten Victory (E)..Dec. 9 11m.

PETE SMITH SPECIALTIES (15)

Football Thrills of 1938 Sept. 16 10m.
Set 'Em Up (E) .....Oct. 7 10m.
Take a Cue (E).....Aug. 12 9m.

'39-'40 (13)

Let's Talk Turkey (G)..Oct. 28 10m.
Maintain the Right (G).Jan. 13 10m.
Romance of the Potato (G) .....Dec. 9 9m.
Ski Birds (E) .....Nov. 18 8m.
What's Your I. Q.? (G).Feb. 10 8m.

ROBERT BENCHLEYS

'39-'40 (4)

Day of Rest, The (F)...Sept. 16 9m.
Home Movies (G) ....Feb. 17 7m.
See Your Doctor (G)...Dec. 16 8m.
That Inferior Feeling (G).Jan. 20 9m.

PARAMOUNT

One Reel

COLOR CLASSICS

(Technicolor)

'39-'40 (6)

Busy Little Ants .....Feb. 23 —m.
Fresh Vegetable Mystery, The (G) .....Sept. 29 7m.
Little Lambkin (G)....Feb. 2 6m.

COLOR CRUISES

(Cinecolor)

'39-'40 (7)

Chile (B) .....Nov. 10 10m.
Cuba (B) .....Jan. 5 9m.
Ecuador (F) .....Sept. 1 10m.
Isle of Columbus (F)...Feb. 9 9m.
Peru (F) .....Oct. 6 9m.

HEADLINERS (15)

Sweet Moments (G) R. Morgan and Orchestra .....Aug. 18 11m.

'39-'40 (10)

Artie Shaw's Class in Swing (E) A. Shaw & Orchestra.Sept. 8 10m.
Flo Rito, Ted, and Orchestra (G) .....Oct. 6 11m.
Here's Hal (E) H. Kemp & Orchestra.Nov. 24 10m.
Moments of Charm of 1940 (E) P. Spitalny & All-Girl Orchestra .....Oct. 27 10m.
(Technicolor)
Paramount Presents Frankie Masters (F) F. Masters & Orchestra .....Dec. 29 11m.
Dorsey, Jimmy, & Orchestra (G) .....Feb. 2 11m.

PARAGRAPHICS (13)

Breaking the News (G).Aug. 25 10m.

'39-'40 (10)

Bits of Life (G).....Nov. 17 11m.
Busy Little Bears (F)..Oct. 20 10m.
Paramount Pictorial ...Feb. 16 —m.
Public Hobby Number One (G) .....Sept. 22 11m.
Touchdown Review (G).Dec. 22 10m.
Sugar Wind (F) .....Jan. 19 10m.

POPEYE CARTOONS

'39-'40 (12)

Females Is Fickle.....Feb. 23 —m.
Never Sock a Baby (G).Nov. 3 6m.
Shakespearean Spinach (G) .....Jan. 19 7m.

POPULAR SCIENCE (6)

(Cinecolor)

No. 6 (G) .....Aug. 4 11m.

'39-'40 (6)

No. 1 (G) .....Sept. 15 11m.
No. 2 (E) .....Nov. 3 11m.
No. 3 (G) .....Dec. 15 11m.
No. 4 (E) .....Feb. 16 11m.

SPORTLIGHTS

'39-'40 (13)

Aqua-Rhythm (G) ....Nov. 24 10m.
Bowling Skill (G) ....Jan. 26 10m.
Catching Whoppers (F).Oct. 13 10m.
Desert Adventure, A (G).Sept. 22 10m.
Dog is Born, A (G)....Nov. 3 10m.
Human Fish ..... —m.
Hydro-Maniacs (G) ...Sept. 1 10m.
Judo Experts (G).....Dec. 15 10m.

STONEAGE CARTOONS

'39-'40

Way Back When a—
Triangle Had its Points .....Feb. 9 —m.
Night Club Was a Stick.....Feb. 16 —m.

SYMPHONIC SERIES

'39-'40 (3)

Blue Danube, The (E)..Sept. 29 10m.
Merry Wives of Windsor (E) .....Oct. 27 9m.
William Tell (E).....Nov. 24 11m.

UNUSUAL OCCUPATIONS

(Cinecolor)

'39-'40 (6)

No. 1 (G) .....Oct. 13 11m.
No. 2 (E) .....Nov. 17 11m.
No. 3 (G) .....Jan. 19 10m.

RKO-RADIO

Two Reel

EDGAR KENNEDY COMEDIES

'39-'40 (6)

Act Your Age (G).....Oct. 6 18m.
Kennedy the Great (G).Dec. 8 19m.
Slightly at Sea (F)....Feb. 9 16m.
Untitled .....May 3 —m.

LEON ERROL COMEDIES

'39-'40 (6)

Scrappily Married (F)..Mar. 1 20m.
Truth Aches (G).....Nov. 3 19m.
Wrong Room (G).....Sept. 22 19m.

THE MARCH OF TIME

'39-'40 (13)

No. 1 — Soldiers With Wings (E) .....Sept. 1 19m.
No. 2—The Battle Fleets of England (E) .....Sept. 29 19m.
No. 3 — Uncle Sam, the Farmer (G) .....Oct. 27 18m.
No. 4 — Newsfronts of War, 1940 (E).....Nov. 24 19m.
No. 5—Crisis in the Pacific (G) .....Dec. 22 17m.
No. 6—The Republic of Finland, 1919-1940 (E) .....Jan. 19 18m.
No. 7 .....Feb. 16 —m.
No. 8 .....Mar. 15 —m.
No. 9 .....Apr. 12 —m.
No. 10 .....May 10 —m.

RADIO FLASH COMEDIES

'39-'40 (8)

Blamed for a Blonde (F) R. Atwill .....Oct. 20 16m.
Chicken Feed (B) B. Gilbert .....Jan. 19 18m.
Coat Tales (G) J. Prouty .....Nov. 17 18m.
Goodness! A Ghost (F) H. Langdon .....July 5 16m.
Twincuplets (G) Stroud Twins .....Apr. 12 20m.

WESTERN MUSICALS

'39-'40 (4)

Bandits and Ballads (F).Dec. 29 17m.
Cupid Rides the Range (G) .....Sept. 8 18m.
Untitled .....Mar. 22 —m.

One Reel

INFORMATION PLEASE

'39-'40 (13)

No. 1—Rex Stout (E)..Sept. 8 11m.
No. 2—Gene Tunney (E).Oct. 6 11m.
No. 3—Clarence Budington Kelland (G).....Nov. 3 10m.
No. 4 — Deems Taylor (E) .....Dec. 1 11m.
No. 5—Christopher Morley (G) .....Dec. 19 10m.
No. 6 — Gene Tunney (G) .....Jan. 26 11m.
No. 7 .....Feb. 23 —m.
No. 8 .....Mar. 22 —m.
No. 9 .....Apr. 19 —m.

REELISMS (13)

Pack Trip (G) .....Aug. 18 9m.

'39-'40 (13)

Acres of Plenty (F)....Oct. 13 9m.
Amerlian Royal (G)....Nov. 10 9m.
Men of Muscle (G)....Jan. 12 9m.
Navajo Land (F).....Mar. 1 10m.
Nevada Unlimited (G)..Sept. 15 8m.
Siege (E) .....Mar. 29 9⅔m.
Vacation Diary (G)....Feb. 2 9m.
West Wall, The (E)....Dec. 8 10m.
Untitled .....Apr. 26 —m.

SPORTSCOPES (13)

'39-'40 (13)

Aqua Poise (G) .....Jan. 19 9m.
Court Favorites (G)....
Gun Play (F) .....Sept. 1 9m.
Hunting Hounds (G)...Sept. 29 9m.
Ice Cutters (F) .....Oct. 27 9m.
Sky Game (E) .....Dec. 22 9m.
Winter Playground (E).Nov. 24 9m.
Untitled .....Mar. 15 —m.
Untitled .....Apr. 12 —m.
Untitled .....May 10 —m.

WALT DISNEY CARTOONS (18)

(Technicolor)

Autograph Hound, The (E) .....Sept. 1 8m.

'39-'40 (18)

Billposters, The .....Apr. 19 —m.
Day in a Dog's Life....July 12 —m.
Donald's Date .....May 10 —m.
Donald's Dog Laundry..Mar. 8 —m.
Donald's Outboard Motor.May 31 —m.
Donald's Vacation .....June 21 —m.
Magician Mickey .....Aug. 2 —m.
Officer Duck (E) .....Sept. 22 8m.
Riveter, The .....Feb. 16 —m.
Tugboat Mickey .....Mar. 29 —m.

REPUBLIC

SERIALS (4)

Dick Tracy's G-Men (G) R. Byrd, P. Isley....Sept. 2 15 ep.
Zorro's Fighting Legion R. Hadley, S. Darcy..Dec. 16 12 ep.

'39-'40 (4)

Adventures of Red Ryder — ep.
Drums of Fu Manchu H. Brandon .....Mar. 15 15 ep.
King of the Royal Mounted ..... 12 ep.
Lone Texas Ranger, The. 15 ep.

20th CENTURY-FOX

One Reel

ADVENTURES OF A NEWSREEL CAMERAMAN

'39-'40 (4)

Conquering the Colorado (E) .....Aug. 18 11m.
Filming the Fleet (E)..Oct. 27 11m.
Sky Fighters .....Dec. 8 —m.

DRIBBLEPUSS PARADE

'39-'40 (6)

"Monkies Is the Cwaziest People" (G) .....Sept. 29 10m.
Silly Season, The (F)..Jan. 5 10m.

FASHION FORECAST

(Technicolor)

'39-'40 (4)

No. 5—Fall Fashions (G) .....Sept. 15 10m.
No. 6—Winter Fashions (E) .....Dec. 22 10m.

MAGIC CARPET OF MOVIETONE

'39-'40 (6)

Aghileen Pinnacles, The (G) .....Nov. 10 11m.
Evergreen Empire, The (G) .....Oct. 13 11m.
Valley of Ten Thousand Smokes (E) .....Feb. 16 10m.
Kangaroo Country (G)..Feb. 2 9m.

SPORTS REVIEWS

'39-'40 (6)

Big Game Fishing (F).Sept. 1 10m.
Clocking the Jockies (G).Nov. 24 11m.
Topnotch Tennis (F) ..Jan. 19 10m.

TERRYTOONS

'39-'40 (26)

Black and White

Edgar Runs Again (F).Jan. 26 6m.
Dog in a Mansion (B)..Jan. 12 7m.
Golden West, The (B)..Aug. 25 7m.
Hitch-Hiker, The .....Dec. 1 7m.
Ice Pond, The (F).....Dec. 15 7m.
One Mouse in a Million (F) .....Nov. 3 7m.
Sheep in the Meadow (G) .....Sept. 22 7m.
Watchdog, The (F) ...Oct. 20 7m.

Technicolor

First Robin, The (F)..Dec. 29 7m.
Harvest Time (F).....Feb. 6 7m.
Hook, Line and Sinker (F) .....Sept. 8 7m.
Orphan Duck, The (G)..Oct. 6 7m.
Wicky-Wacky Romance (F) .....Nov. 17 8m.

UNITED ARTISTS

One Reel

WORLD WINDOWS (12)

(Technicolor)

Arabian Bazaar (G)	Sept. 1	10m.
Eternal Fire (G)		10m.
Fox Hunting in the Roman Campagna (E)		10m.
Jerusalem (E)		10m.
Petra the Lost City (E)	Aug. 1	10m.
Rome Symphony (E)		10m.
Ruins of Palmyra	Oct. 1	—m.
Wanderers of the Desert (G)	July 1	10m.

UNIVERSAL

Two Reel

COMEDY RE-ISSUES

Ooh, La, La (F) S. Summerville	Jan. 1	19m.
We, We, Marie (F) S. Summerville	Jan. 1	20m.

MUSICALS (13)

'39-'40 (13)

Boy Meets Joy (F) P. Tomlin, J. Hodges	Sept. 6	17m.
Bullets and Ballads (F) Fanchonettes, Armida	Feb. 14	17½m.
International Revels W. Sabbot, J. Collins	Mar. 13	—m.
Rhumba Land (G) W. Shaw	Nov. 15	18m.
Rhythm Jamboree (E) J. Starr	Jan. 17	18m.
Snow Follies (F) L. Roth, King Sisters	Dec. 13	18m.
Swing Hotel (G) D. Daly and Orchestra	Oct. 18	18m.

SERIALS

'39-'40 (4)

Flash Gordon Conquers the Universe L. Crabbe	Apr. 9	12 ep.
Green Hornet, The (G) G. Jones, A. Nagel	Jan. 9	13 ep.
Phantom Creeps, The (G) B. Lugosi, D. Arnold	Oct. 17	12 ep.

SPECIAL

'39-'40 (1)

March of Freedom, The (E) (Pre-released June 7)	Sept. 6	20m.

One Reel

GOING PLACES

'39-'40 (15)

No. 66 (G)	Sept. 25	9m.
No. 67 (F)	Oct. 16	9m.
No. 68 (G)	Nov. 13	9m.
No. 69 (G)	Dec. 11	8m.
No. 70 (G)	Dec. 25	8m.
No. 71 (G)	Jan. 15	9m.
No. 72	Feb. 5	—m.
No. 73	Feb. 26	—m.
No. 74	Mar. 18	—m.
No. 75	Apr. 8	—m.
No. 76	Apr. 29	—m.

STRANGER THAN FICTION

'39-40 (15)

No. 66 (G)	Sept. 18	8½m.
No. 67 (G)	Oct. 9	9m.
No. 68 (F)	Nov. 6	9m.
No. 69 (G)	Dec. 4	9m.
No. 70 (G)	Dec. 18	9m.
No. 71 (G)	Jan. 8	9m.
No. 72	Jan. 29	—m.
No. 73	Feb. 19	—m.
No. 74	Mar. 11	—m.
No. 75	Apr. 1	—m.
No. 76	Apr. 15	—m.

WALTER LANTZ CARTUNES (26)

Silly Superstition (F)	Aug. 28	7m.
Slaphappy Valley (G)	Aug. 21	7m.

'39-'40 (13)

(Technicolor)

A-Haunting We Will Go (G)	Sept. 4	7m.
Andy Panda Goes Fishing (F)	Jan. 22	8m.
Kittens Mittens	Feb. 12	—m.
Life Begins for Andy Panda (G)	Oct. 9	8½m.
Scrambled Eggs (G)	Nov. 20	9m.
Sleeping Princess, The (G)	Dec. 4	9m.
Tom Thumb, Jr.	Mar. 4	—m.

VITAPHONE

Two Reel

BROADWAY BREVITIES (22)

Seeing Red (G) R. Skelton	Aug. 26	20m.

'39-'40 (10)

Alex in Wonderland	Mar. 9	—m.
Double or Nothing (E)		19m.
Ice Frolics (G) E. Gardner, Merry Macs	Oct. 28	17m.
One for the Book (F)	Feb. 3	20m.
Remember When? (E) Eton Boys, R. Ragland	Jan. 20	20m.
Slapsie Maxie's (E) M. Rosenbloom	Sept. 16	17m.
World's Fair, Jr. (F) Kiddie Revue	Dec. 9	20m.

TECHNICOLOR PRODUCTIONS (8)

Bill of Rights, The (G)	Aug. 12	22m.
Ride, Cowboy, Ride (E) D. Morgan	Sept. 9	22m.

'39-'40 (8)

Monroe Doctrine (E)	Oct. 14	22m.
Old Hickory (E) H. Sothern, V. Killian	Dec. 23	17m.
Royal Rodeo (E) J. Payne	Nov. 25	15m.
Teddy the Roughrider (E) S. Blackmer	Feb. 24	19m.
Untitled	Apr. 6	—m.

One Reel

COLOR PARADE (13)

'39-'40 (10)

American Saddle Horses (E)	Nov. 11	10m.
Mechanix Illustrated No. 1—(G)	Sept. 30	10m.
No. 2 (G)	Dec. 2	10m.
No. 3 (G)	Feb. 17	10m.
Men Wanted	Mar. 23	—m.
New Horizons (F)	Jan. 6	10m.

FLOYD GIBBONS (13)

Verge of Disaster (G)	Aug. 26	9m.

LOONEY TUNES (16)

'39-'40 (16)

Africa Squeaks (E)	Jan. 27	7m.
Ali Baba Bound	Feb. 10	—m.
Film Fan, The (F)	Dec. 16	7m.
Jeepers Creepers (G)	Sept. 23	7m.
Naughty Neighbors (F)	Oct. 7	7m.
Pied Piper Porky (G)	Nov. 4	7m.
Pilgrim Porky	Mar. 16	—m.
Porky's Hotel (G)	Sept. 2	7m.
Porky's Last Stand (F)	Jan. 6	7m.
Porky the Giant Killer (F)	Nov. 18	7m.
Slap Happy Pappy	Mar. 30	—m.

MELODY MASTERS (18)

DeLange, Eddie, and Orchestra (F)	Aug. 12	9m.

'39-'40 (10)

Apollon, Dave, & Orchestra (F)	Mar. 2	10m.
Coquettes, The (F) F. Carroll	Feb. 17	10m.
Hoff, Carl, & Orchestra	Mar. 23	—m.
Lopez, Vincent, and Orchestra (G)	Sept. 30	10m.
Rubinoff and His Orchestra (G)	Nov. 11	8m.
Shaw, Artie, and Orchestra in "Symphony of Swing" (E)	Dec. 30	10m.
Swing Styles (G)	Sept. 2	10m.

MERRIE MELODIES (26)

(Technicolor)

Detouring America (G)	Aug. 26	7m.
Hare-um Scare-um (F)	Aug. 12	7m.
Little Brother Rat (F)	Sept. 2	7m.

'39-'40 (26)

Busy Bakers	Feb. 10	7m.
Curious Puppy, The (F)	Dec. 30	—m.
Early Worm "Gets the Bird," The (G)	Jan. 13	7m.
Elmer's Candid Camera	Mar. 2	—m.
Fresh Fish (E)	Nov. 4	7m.
Good Egg (F)	Oct. 21	7m.
Fagin's Freshman (G)	Nov. 18	7m.
Land of the Midnight Fun (E)	Sept. 23	7m.
Little Lion Hunter (G)	Oct. 7	7m.
Mighty Hunters (G)	Jan. 27	7m.
Screwball Football (F)	Dec. 16	7m.
Sioux Me (G)	Sept. 9	7m.
Sniffles and the Bookworm (G)	Dec. 2	7m.
Untitled	Mar. 16	—m.
Untitled	Mar. 30	—m.
Untitled	Apr. 13	—m.

TECHNICOLOR SPECIALS (4)

Romance in Color (G)	Aug. 19	10m.

VARIETIES (12)

One Day Stand (E)	Aug. 19	10m.

'39-'40 (6)

No Parking Grouch Club	Apr. 14	—m.
Organ Novelty, An (G) The Crawfords	Jan. 13	9m.
Sword Fishing (E) H. Hill	Oct. 21	10m.
Vote Trouble (G) Grouch Club	Sept. 9	10m.

COMMERCIAL

Addresses of the producers or distributors will be furnished on request.

All In One (G)—Handy	10m.
Behind the Mike (E)—Handy	9m.
Circus Daze (G)—Handy	9m.
Current Flashes (G)—Handy	10m.
Five Grand and a Girl (E) — Wilding Picture Productions	15m.
Hitting the Roof (G)—Handy	10m.
Life Is What You Make It (F)	10m.
Miami Miracle (F)—Paramount	10m.
Modeled for Distinction (G)—Handy	10m.
More Power to You (E)—Handy	10m.
New England, Yesterday and Today (E) — Handy (Also: 1-reel version)	20m.
Radio Blockade (E)—Handy	9m.
Sea Food (G)—Pathe	12m.
Vacuum Control (E)—Handy	11m.

MISCELLANEOUS

Addresses of the producers or distributors will be furnished on request.

Adventures in the Jungle (G)—Continental	26m.
Afternoon at a Bull Fight (F)—Emanuel	10m.
Anti-Mutuel Talk — Soc. Prev. of Crime	3m.
Aquabatics (G)—Carrick	
Ave Maria, Our Lady of Chartres (G)—Malchin (Also: 2-reel version)	10m.
Behind Spanish Lines (F)—Garrison	19m.
Birth of a Champion (G)—Fistic Films	14m.
Birth of the Movies (E)—Alliance	18m.
Broken Earth (G)—Sack Amusement	8m.
California Today (F)—Modern	10m.
Calling on Cairo (G)—Central	8m.
Champions of the Gridiron (—)—Industrial Pictures	10m.
China Fights On (F)—Amkino	18m.
Chinook's Children (E)—Central	10m.
Dagestan (F)—Amkino	10m.
Diamond Minds (F)—National Cinema	10m.
Flying Frogs, The (G)—Amkino	10m.
Footsteps of Saint Patrick (F)—Guaranteed	25m.
Fountain of Bakhchisarai, The (G)—Amkino	10m.
Four Seasons (E)—Walch	3m.
Frost Frolics (G)—Lenauer	10m.
Future Admirals (G)—Philip Provenza	11m.
Gems of the Orient (E)—Modern	10m.
Getting Your Money's Worth, No. 2 (G)—Lenauer	11m.
Great Train Robbery, The (—)—Klein	10m.
Happy Landing, A (F)—Imperial	8m.
Highlights of London (G)—Central	10m.
Homes of Today (E)—Fed. Housing Administration	11m.
Honoring a People's Port (B)—Amkino	5m.
In Old Morocco (G)—Central	9m.
Irish Isle, The (F—Central	10m.
Island of Love (F)—Principal	10m.
Journey to Normandy, A (G)—Central	10m.
Kilmainham Jail (G)—Alexander	28m.
Let My People Live (G)—N. Y. Tuberculosis Association	19m.
Makassar (G) — Devlin	10m.
Mat Maulers (E)—Sonnenschein	10m.
Memory Lingers On, The, No. 2 (G)—Ennis	11m.
Miracles of Modernization (F) — Federal Housing Adm.	9m.
Monsters of the Deep (F)—Talking Picture Epics	26m.
Montmartre (F) — French Cinema Center	15m.
Mother, The (G)—Astor	10m.
Musical Moments (F)—Alliance	20m.
1939 — Year of Dark Contrasts (E)—Paramount News	16m.
North Sea (G)—Lenauer	24m.
Ocean, Thou Mighty Monster (G) — Hoffberg	11m.
One Night Before Christmas (G)—Syndicate	13m.
Peasant's Wedding, The (F)—Polish Pictures	35m.
Plant Power (G)—UFA	10m.
Pope Pius XI, Pope of Peace (G)—Beacon	10m.
Pyramids of Mexico, The (E)—Atlas	11m.
Raiders Over England (F)—Monogram	18m.
Seabiscuit (G) — Howard	19m.
Rembrandt (E) — Malchin (Also: 2-reel version)	10m.
School of Talent (G)—Amkino	10m.
Service in Submarines—U. S. N.	10m.
Serum to Windham (G)—N. Y. State Department of Health	9m.
She Shall Have Music (F) — Imperial	35m.
Southern Beauties (F)—Imperial	10m.
Spy Menace, The (F)—Screen Classics	11m.
Starlight Night (G)—Hoffberg	27m.
Story of Our Flag, The (F) — Screen Classics	11m.
Swing's the Thing (G)—Imperial	18m.
Technicolor Test Reel (E) — Audio Productions	9m.
Terzo Annuale dell' Impero col Discorso del Duce (G)—Esperia	10m.
Touchdown (G) — Pictorial Films	9m.
Warning, The (G)—Alliance	36m.
What Goes Up (G)—Sepia Art Pictures	20m.
Wild Innocence (—)—Garfield	34m.
Winners of the International Violin Contest (G) — Amkino	10m.
With These Weapons (E)—Amer. Social Hygiene Assn.	11m.
Xochmilco (G)—Atlas	11m.
Zoo in Manhattan (G)—Central	10m.

THE EXHIBITOR'S ORIGINAL NATIONAL RELEASE DATE GUIDE

ANOTHER SERVICE OF THE JAY EMANUEL PUBLICATIONS CREATED IN THE INTERESTS OF BETTER MANAGEMENT

Pictures listed are in the order of their release by the several companies, placed as closely as possible to the correct date. This Guide is subject to changes in dates, titles, and casts, as made by the companies' home office. For convenience, series westerns are designated by a W following the title, not to be confused with (W) in the Warner-First National column, where the letter designates a Warner picture.

	COLUMBIA	METRO	MONOGRAM	PARAMOUNT	RADIO	REPUBLIC	20th-FOX	UNITED ARTISTS	UNIVERSAL	WARNERS FIRST NAT.
JAN 19	His Girl Friday C. Grant, R. Russell	Congo Maisie A. Sothern, J. Carroll, R. Johnson	Hidden Enemy W. Hull, K. Linaker	Remember the Night F. MacMurray, B. Stanwyck, B. Bondi	Married and in Love B. Read, A. Marshall, P. Knowles		He Married His Wife J. McCrea, N. Kelly, M. Boland	The Lion Has Wings M. Oberon, R. Richardson (English-made) (Korda)	West of Carson City, W J. Brown, B. Baker, F. Knight	British Intelligence (W) B. Karloff, M. Lindsay
26	The Lone Wolf Strikes W. William, J. Perry, A. Baxter	Lambeth Walk L. Lane, S. Gray (English-made)	Pioneer Days, W J. Randall, J. Wilkins	Santa Fe Marshal, W W. Boyd, R. Hayden, B. Hayes	The Saint's Double Trouble G. Sanders, J. Hale, H. Whitney	Wolf of New York E. Lowe, R. Hobart, J. Stephenson	High School J. Withers, J. Brown, Jr., L. Corrigan		Green Hell D. Fairbanks, Jr., J. Bennett, J. Howard	The Fighting 69th (FN) J. Cagney, P. O'Brien, G. Brent, J. Lynn
FEB 2	Convicted Women R. Hudson, F. Inescort	I Take This Woman S. Tracy, H. Lamarr, V. Teasdale	Chasing Trouble F. Darro, M. Stone, L. Elliott	Parole Fixer W. Henry, R. Paige, V. Dale	The Marines Fly High R. Dix, C. Morris, L. Ball	Village Barn Dance R. Cromwell, D. Day, Lulu Belle & Scotty	The Man Who Wouldn't Talk L. Nolan, J. Rogers, R. Clark		Danger on Wheels R. Arlen, A. Devine, P. Moran	Calling Philo Vance (W) J. Stephenson, M. Stevenson, H. O'Neill
9	Pioneers of the Frontier, W B. Elliott, L. Winters	Broadway Melody of 1940 F. Astaire, E. Powell, G. Murphy	East Side Kids V. Barnet, D. Moore	The Light That Failed R. Colman, W. Huston, I. Lupino	Vigil in the Night C. Lombard, B. Ahearn, A. Shirley		Little Old New York A. Faye, F. MacMurray, R. Greene		My Little Chickadee W. Fields, M. West, J. Calleia, D. Foran	Granny Get Your Gun (W) M. Robson, M. Stevenson, H. Davenport
16	Five Little Peppers at Home E. Fellows, D. Peterson, C. Kolb	The Man From Dakota W. Beery, J. Howard, D. Del Rio	Danger Ahead J. Newill, D. Kent, D. O'Brien	The Sidewalks of London C. Laughton, V. Leigh (English-made)	Swiss Family Robinson T. Mitchell, E. Best, F. Bartholomew		Young As You Feel The Jones Family	A Chump at Oxford S. Laurel, O. Hardy (Roach)	Honeymoon Deferred E. Lowe, M. Lindsay, E. Risdon	The Castle on the Hudson (FN) J. Garfield, A. Sheridan, P. O'Brien
23	Blondie on a Budget P. Singleton, A. Lake, L. Simms	Northwest Passage S. Tracy, R. Young, W. Brennan, R. Hussey (Technicolor)	The Cheyenne Kid, W J. Randall, L. Stanley	Knights of the Range R. Hayden, J. Parker, J. MacDonald	Pinocchio W. Disney Feature-Length Cartoon (Technicolor)		They Came by Night W. Fyffe, A. Hulme, P. Calvert (English-made)		Framed J. Cowan, C. Moore, R. Armstrong	
MAR 1	Outside the Three-Mile Limit J. Holt, I. Ware, E. Cianello	Strange Cargo C. Gable, J. Crawford, I. Hunter	Rhythm of the Rio Grande, W T. Ritter, S. Dale Torpedo Raider B. Ba four, B. Mackay, J. Mills (English-made)	Seventeen J. Cooper, B. Field, O. Kruger	Little Orvie J. Sheffield, E. Truex, A. Todd	Pioneers of the West, W 3 Mesquiteers, B. Roberts	Earthbound W. Baxter, A. Leeds, L. Bari	The House Across the Bay G. Raft, J. Bennett (Wanger)	Double Alibi W. Morris, M. Lindsay, W. Gargan	Dr. Ehrlich's Magic Bullet (FN) E. Robinson, R. Gordon, O. Kruger
8	Bullets for Rustlers, W C. Starrett, L. Grey	The Ghost Comes Home F. Morgan, B. Burke, A. Rutherford	The Human Monster B. Lugosi (English-made)	Showdown, W W. Boyd, R. Hayden, J. Clayton	Isle of Destiny W. Gargan, W. Ford, J. Lang (Cosmocolor)		Charlie Chan in Panama S. Toler, J. Rogers, L. Atwill		Zanzibar L. Lane, J. Craig, E. Cianelli	
15	Men Without Souls J. Litel, R. Hudson	Young Tom Edison M. Rooney, F. Bainter, G. Bancroft	Tomboy J. Moran, M. Jones	Women Without Names E. Drew, J. Barrett, R. Paige	Millionaire Playboy J. Penner, L. Hayes				Ma! He's Making Eyes at Me T. Brown, C. Moore, A. Nagel	Three Cheers for the Irish (FN) P. Lane, D. Morgan, T. Mitchell
22	Too Many Husbands J. Arthur, F. MacMurray, M. Douglas	Florian R. Young, H. Gilbert, C. Coburn	Son of the Navy J. Parker, M. Spellman	Road to Singapore B. Crosby, D. Lamour, B. Hope	The Primrose Path G. Rogers, J. McCrea		The Blue Bird S. Temple, S. Byington, N. Bruce (Technicolor)	My Son, My Son! B. Aherne, M. Carroll (Small)	It's a Date D. Durbin, K. Francis, L. Howard	
29	I Married Adventure O. Johnson Jungle Picture (Special)	Untitled Dr. Kildare L. Barrymore, L. Ayres, L. Day	The Midnight Limited (No cast available)	The Farmer's Daughter M. Raye, C. Ruggles, W. Frawley	Irene A. Neagle, R. Milland, R. Young		Free, Blonde and Twenty-one L. Bari, J. Davis, H. Wilcoxon	Over the Moon M. Oberon, R. Harrison, U. Jeans (Technicolor) (Korda)		

PRODUCERS DISTRIBUTING CORPORATION

January 21: The Man From Oklahoma—G. Houston; February 1: Mercy Plane—J. Dunn, F. Gifford.

The Prize Baby MAKES AN ANNOUNCEMENT!

THIS IS A GRAND occasion for us. We feel warm, happy and grateful and we want to thank you . . . Exhibitor Leaders, Exhibitors, Producers, Trade Paper Publishers and Editors . . . the whole industry . . . for the hundreds of congratulatory messages you sent on the creation of our new child . . . ADVERTISING ACCESSORIES, INC.

• In this new addition to the **NATIONAL SCREEN** family we assume a tremendous obligation to our customers, to the distributors whose product we handle and to the industry. Our aim is satisfied customers . . . good, showmanship theatre advertising that will help you sell your show . . . and increased service . . . **NATIONAL SCREEN** Service! . . . and fair dealing to all.

• We have nothing to sell but advertising. Trailers on the screen through **NATIONAL SCREEN SERVICE.** Lobby displays through **NATIONAL SCREEN ACCESSORIES, INC.,** and now the complete line of distributor accessories for all companies serviced through the new baby . . . **ADVERTISING ACCESSORIES, INC.** Our aim has been and always will be to give you the best theatre advertising it is possible to produce at the fairest prices.

• Accessories for all companies serviced through the new **ADVERTISING ACCESSORIES, INC.,** will be available to you on a rental basis with current rental prices prevailing.

THERE WILL BE NO INCREASE IN PRICES!

• *That means immediate savings to those exhibitors who now buy their accessories outright. And, peering into the future, we feel certain that as our organization develops and our business increases we will be able to make substantial reductions in the price of accessories, as we did with trailers. Our record speaks for itself.*

• We have been in business twenty-one years and as our business has grown we have shared the benefits with our customers in reduced prices and superior service. We will continue to share, for we have learned during the years that fair dealing pays dividends.

• We are optimistic about our future and the future of motion pictures. The whole **NATIONAL SCREEN SERVICE ORGANIZATION** has been built around men with the ability to accept and foresee new trends . . . to inject new creative inspiration into theatre advertising.

• *We will continue to build that way, with the new baby too,* **ADVERTISING ACCESSORIES, INC.,** *devising new ways and means of bringing more people into your theatres through these great mediums of theatre advertising . . .* **TRAILERS . . . LOBBY DISPLAYS . . . ACCESSORIES.**

• We repeat—**ADVERTISING ACCESSORIES, INC.,** entails many heavy obligations. A tremendous financial obligation to our **COMPANY** . . . a serious obligation to **DISTRIBUTORS** whose productions we handle . . . an important obligation to **EXHIBITORS** whom we service. We will try to meet them in the same manner that we have always met our obligations.

• *For it has been a rule of our business life to let performance be our best advertisement. We will continue to live by that rule.*

NATIONAL Screen SERVICE • NATIONAL Screen ACCESSORIES

ADVERTISING ACCESSORIES, INC.

THE EXHIBITOR

MP ASSOCIATES OUTLINE FUTURE CHARITY WORK

EDITORIAL:

"SOME NOTES ON RAISING ADMISSION PRICES"

BETTER MANAGEMENT:

"PRACTICAL OBSERVATIONS ABOUT MAINTENANCE"

SERVISECTION:

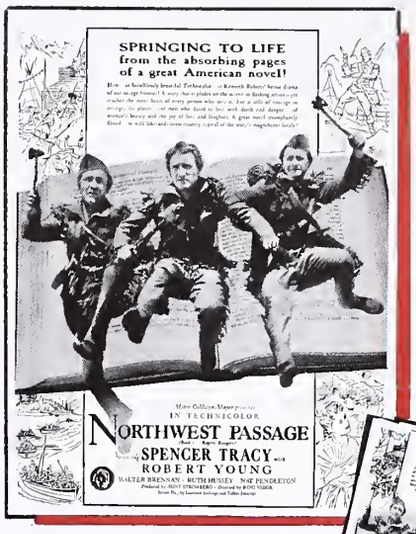
REVIEWS OF "YOUNG TOM EDISON," "NORTHWEST PASSAGE," "BROADWAY MELODY OF 1940," AND 59 OTHER FEATURE AND SHORT PRODUCTIONS

NEW YORK STATE EDITION

ENTERED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST OFFICE AT PHILADELPHIA, PA., UNDER THE ACT OF MARCH 3, 1879

FEBRUARY 21, 1940
VOL. 23 No. 15 PRICE 10 CENTS

THE SHOT HEARD 'ROUND THE WORLD!



Miniature Reproductions of

THE BIG MAGAZINE AND NEWSPAPER CAMPAIGN!

SATURDAY EVENING POST • COLLIER'S
LIBERTY • AMERICAN • COSMOPOLITAN
DETROIT FREE PRESS • AMERICAN BOY
RED BOOK • TIME • AMERICAN WEEKLY
(*NATIONAL SUNDAY NEWSPAPER SUPPLEMENT Appearing in these 21 Big City Newspapers:* Albany Times-Union, Atlanta Journal, Baltimore American, Boston Sunday Advertiser, Buffalo Courier Express, Chicago Herald-American, Cleveland Plain Dealer, Detroit Times, Houston Post, Los Angeles Examiner, Milwaukee Sentinel, Minneapolis Star-Journal, Nashville Tennessean, New York Journal-American, Pittsburgh Sun-Telegraph, Portland Oregonian, San Antonio Light, San Francisco Examiner, Seattle Post-Intelligencer, Syracuse Herald-American, Washington, D. C., Times Herald).

N. Y. SUNDAY NEWS MAGAZINE
N. Y. SUNDAY MIRROR MAGAZINE
BOYS' LIFE • OPEN ROAD FOR BOYS
THIS WEEK (*NATIONAL SUNDAY NEWSPAPER SUPPLEMENT Appearing in these 25 Big City Newspapers:* Atlanta Constitution, Baltimore Sun, Birmingham News & Age Herald, Boston Herald, Chicago Daily News, Cincinnati Enquirer, Cleveland Plain Dealer, Dallas News, Detroit News, Indianapolis Star, Los Angeles Times, Memphis Commercial Appeal, Milwaukee Journal, Minneapolis Tribune, New Orleans Item-Tribune, New York Herald Tribune, Omaha World-Herald, Philadelphia Record, Pittsburgh Press, Portland (Oregon) Journal, St. Louis Globe-Democrat, San Francisco Chronicle, Seattle Times, Spokane Spokesman-Review, Washington Star).

NATIONALLY ADVERTISED!
NATIONALLY PUBLICIZED!

The important Technicolor Production of The Year's Best Selling Novel by Kenneth Roberts starring the Incomparable . . .

Spencer Tracy

mgm

PRODUCED BY HUNT STROMBERG
DIRECTED BY KING VIDOR

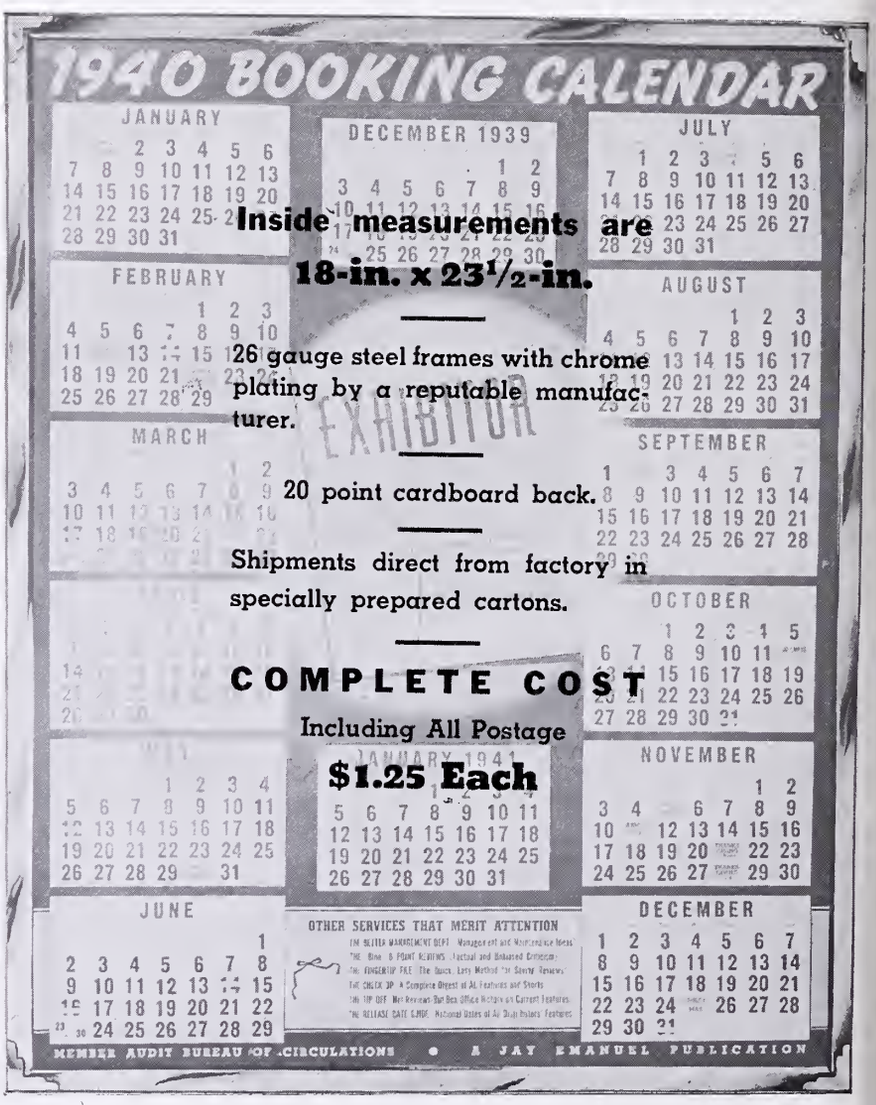
A NEAT CHROMIUM FRAME

for your 1940 Booking Calendar:-

At the suggestion of scores of Subscribers we have designed a special frame to accommodate—and keep in good order throughout the year—our ANNUAL BOOKING CALENDAR. Of sturdy construction and plated in chromium it promises to give good service on your office wall for many years to come.

On our part, we promise to keep our ANNUAL BOOKING CALENDAR to its new size, inaugurated with that of 1940, of 18 x 23½ inches—and in future years you will find it very easy to change from the old to the new calendar. And neatly too!

Manufactured and shipped to you by the DE-FI MANUFACTURING CO. of Chicago, which is one of the leading companies specializing in chrome frames for theatrical use—we will act only as the clearing house for our subscribers' orders. We will not receive a commission or profit of any kind. The frames will be sent direct to you—



Inside measurements are 18-in. x 23½-in.

26 gauge steel frames with chrome plating by a reputable manufacturer.

20 point cardboard back.

Shipments direct from factory in specially prepared cartons.

COMPLETE COST
Including All Postage
$1.25 Each

at actual Manufacturer's Price in quantities!

ANOTHER SPECIAL SERVICE FROM THE TRADE PAPER THAT ORIGINATES MOST OF THEM . . . AND SERVES YOU BEST!

CLIP AND MAIL THIS COUPON

THE EXHIBITOR
1225 Vine Street
Philadelphia, Pa.

Please place my order for ..... **DE-FI MANUFACTURING CO. All Metal Chrome Frames** to fit my **Annual Booking Calendar** as shown in your recent issue. I understand that shipment will be made to me direct from the manufacturer via PARCEL POST C.O.D. at the complete cost per frame, including postage, of **$1.25** each.

I heartily approve of this added service.

NAME .....

ADDRESS .....

E D I T O R I A L

THE

EXHIBITOR

Vol. 23, No. 15 February 21, 1940

MEMBER AUDIT BUREAU OF CIRCULATIONS

A Jay Emanuel Publication. Covering the film territories in the Metropolitan East. Published weekly by Jay Emanuel Publications, Incorporated. Publishing office: 1225 Vine Street, Philadelphia, Pennsylvania. New York City office, 1600 Broadway. West Coast office, 1119 Poinsettia Drive, Hollywood, California Representatives in Washington, D. C.; Albany, Buffalo, Boston, New Haven. Jay Emanuel, publisher; Paul J. Greenhalgh, business manager; Herbert M. Miller, managing editor. Subscription rates: $2 for one year; $5 for three years. Address all communications to 1225 Vine Street, Philadelphia, Pennsylvania.

Just In Passing

HYSTERIA ENDS SOON

An end to the current hysteria which has gripped some theatres in their endeavors to attract the kid trade with long four-hour shows may soon come in Philadelphia where the women's clubs and Parents-Teachers Associations have requested that a two-hour limit be established for the children's performances.

They say, also, that they would rather see the return of an old good feature for the kiddies than some of the pictures now seen around. In addition, they ask for intelligent shorts booking, cutting down of the gangster angles in films, and greater co-operation with the units in booking. We have not always been in sympathy with ideals sponsored by these associations, important as they are, but, in this instance, we heartily agree. It is a step in the right direction.

Apparently the women don't care about the Neely Bill's passing. They undoubtedly know that the Voice of the People is strongest when it is accompanied by an increase or decrease in the box-office shekels.

BOOM BOOM

With Clark Gable, Spencer Tracy, Claudette Colbert and Hedy LaMarr cast as the stars of "Boom Town," a forthcoming Metro picture (and we can well imagine what the supporting cast will look like) this should be boom enough for any town. It should also have plenty of oomph.

Not so many years ago, there was an epidemic of stars being gathered together, but it developed that the story was still important.

And with a lineup like this, it should be different this time.

SOME NOTES ON RAISING ADMISSION PRICES

What concerns us, at the moment, is a trend which affects the income of all exhibitors, the effort, on the part of some distributors, to force a scale rise in connection with the showing of certain pictures; a movement, which, if successful, can be expected to become universal on the part of all the distributors.

To seek the causes of this new policy, we must look, for example, at the success of "Gone With the Wind" and the sensational returns being received by the producer. Declining grosses in this country; the drop in the foreign market—these are some of the other reasons why the distributors must seek new avenues of increased revenue.

What has been the effect thus far? We offer the example of "Abe Lincoln in Illinois."

Here is a fine production, one of the best ever made. To test its box-office possibilities, several spots instituted a policy whereby one performance, with reserved seats at $1 top, was used at night, while continuous showings were offered at 75c for the matinee. The picture was well publicized, RKO can take a bow for their fine advertising campaign and everything that could be done was included.

What was the result? Word-of-mouth brought good afternoon business, but the nights failed. While there were some who would pay more during the day, comparatively few went for the increase at night. It looks, however, that at regular admission, it should be a big grosser.

We cite this as an example. The result will be the same in all other cases, with the exception of attractions like "GWTW."

It is easy for the distributors to feel that their productions need to get every dollar. But theatres were not built for a few big shows. They were erected to show a steady diet of from fair to excellent entertainment, with the patrons knowing the average will be satisfactory. By tilting the scale every time a so-called "better than average" picture comes along, the habit of going to the movies is destroyed, and the pictures which now only do a fair business will die worse than ever. Monkeying with admission prices is a mistake.

One of the reasons why business is not what it should be is the apparent inability of the picture makers to offer enough "big" ones. By forcing patrons to pay a premium to see even these few, the community standing of the individual theatre will be badly affected and so will the business.

Most exhibitors will try to go along with the distributors in their efforts to keep the production budgets filled, but moves on the part of the latter to take all of the gravy will lead to serious consequences.

Jay Emanuel

Announcing...

An Innovation

IN MOTION PICTURE PUBLICATIONS

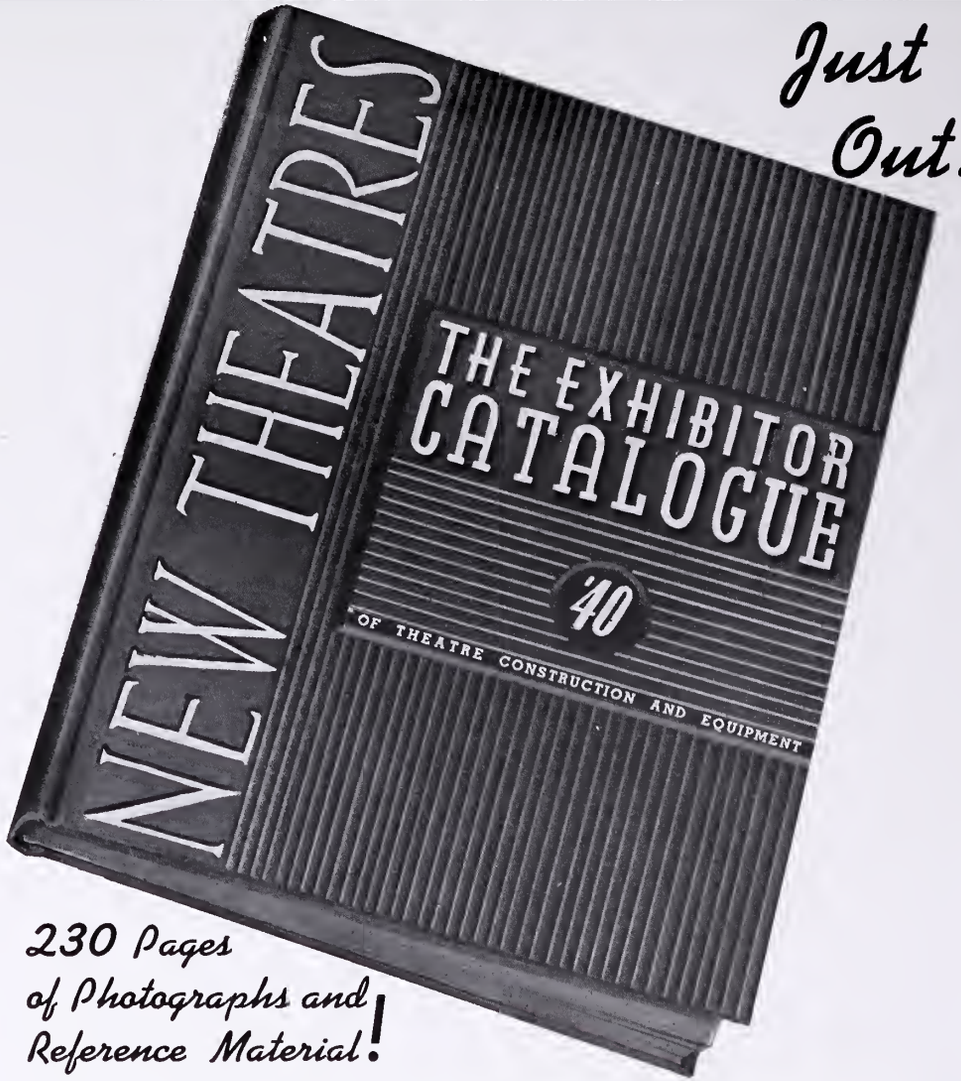
This ANNUAL stiff-backed library and desk volume is, without question, mechanically the finest and the most expensive one ever published in this industry. It has been designed to serve the men who are important to the plan, construction, maintenance, management and progress of the Physical Theatre... namely the...

CIRCUIT EXECUTIVES
OWNERS OF THEATRE CHAINS
MAINTENANCE ENGINEERS
PURCHASING AGENTS
ARCHITECTS
SUPPLY DEALERS
MANUFACTURERS

Completely divorced from production and distribution, its entire attention is devoted to the NEW in the Modern Theatre... *and to a pictorial and factual recording and indexing of the products applicable to it.*

JAY EMANUEL PUBLICATIONS, INC.

Just Out!



230 Pages of Photographs and Reference Material!

A RESTRICTED EDITION OF 2500 NUMBERED COPIES, EACH OF A STANDARD OF EXCELLENCE THAT MERITS RETENTION AND USE BY THE 2500 EXECUTIVES, REPRESENTING 80% OF THE INDUSTRY'S PURCHASING POWER, WHO RECEIVE THEM. NOT A SINGLE COPY WILL BE SOLD. PROOF OF CIRCULATION BY DUPLICATE PRINTED LISTS.

Presented with Pride by the Publishers of

THE EXHIBITOR

—the A.B.C. Publication that DOMINATES the East!

1225 VINE STREET, PHILADELPHIA

TERRITORIAL HIGHLIGHTS

Ellis Urges Members To Adopt Insurance

Harmony Reigns In MP Associates

New York City—Urging the Motion Picture Associates to adopt some form of unemployment insurance, Jack Ellis addressed the organization's membership following his induction to his third consecutive presidency at a luncheon meeting in the Hotel Astor last week. Before reviewing, in tabloid fashion, the history of the MPA, Ellis stated that the closeness of the recent election "was a tribute to Moe Sanders," whom he defeated by one vote.

"We spent more for charity last year," claimed Ellis, "than ever before in our history. . . . I pledge myself to continue my work for the good and welfare of the MPA." He mentioned, also, that Sam Rinzler, Randforce circuit co-chief, will attempt to align the distributors with the charitable activities of the Associates.

Morris Sanders, inducted as a member of the board of directors, wiped out the stigma attached to the election with a "best-man-won" talk and pledged his co-operation with Jack Ellis. He asserted that the next directors' meeting will feature a discussion on the feasibility of maintaining a permanent clubhouse and home.

Harry Hishfield, as master of ceremonies, enlivened the proceedings with his numerous humorous stories. In serious vein, he said: "Anything I can do to help the motion picture industry, you can feel sure that I'll do it." The statement came as an aftermath to his announcement that "The New York Mirror" assigned him to writing comments on films and legits. Other speakers were Moe Streimer, Matty Cahan, Jerry Wilson, and Emil Ellis.

"Hortobagy" Ban Lifted

New York City—Supreme Court Justice Aaron J. Levy vacated last week a stay restraining the state censors from prohibiting the showing here of a picture called "Life on the Hortobagy." Justice Levy ruled that the picture, which shows, among other things, the birth of a horse, was not a newsreel.

Carkey Adding More

Utica—Laurence Carkey, who recently re-opened the Rivoli as the Carole, intends to build other theatres, it was indicated last fortnight.

Names of the towns have not been divulged.

Allied Makes Plans to Reorganize in Albany

Dates Set for May Convention

New York City—At a meeting of New York Allied last week, it was decided to reorganize the Albany unit. Recently, several directors resigned from that body.

The annual state convention of Allied will be held May 22-23 in Syracuse, with tribute being paid to Max A. Cohen at the dinner May 23.

Ray Pashley, vice-president protem, will handle the renovation, with field representative Ed Souhami assisting.

Schine Re-Elected

Gloversville—J. Myer Schine was re-elected president of Schine Enterprises, Inc., at the annual stockholders' meeting held at the home offices here February 12.

Stockholders first selected a board of nine directors, the directors unanimously re-naming Schine.

Other officers re-elected are: Louis W. Schine, secretary-treasurer in charge of theatre operations; John A. May, comptroller, and Miss Florence Thompson, assistant secretary. Directors elected are J. Myer Schine, Louis W. Schine, John A. May, Hildegarde Schine, Martha R. Schine, J. Guy Selmser, Florence Thompson, Fred Billingham and attorney Gordon Park Young.

Catholic Drive Men Named

New York City—Acceptances of film leader to serve on the motion picture committee of the Catholic Charity Drive were announced last week by John J. O'Connor, RKO, the active committee head.

They include:

Harry Buckley, UA; H. M. Doherty, Warners; Austin Keough, Paramount; Charles I. O'Reilly, Sanitary Automatic Candy Company; N. J. Blumberg, Universal; William A. Scully, Universal; George C. Walsh, Netco Theatres; Jack Pegler; James R. Grainger, Republic; Joseph McConville, Columbia; Charles B. McDonald, RKO theatres; Frank C. Walker, Comerford theatres.

Perry Bill Signed

Albany—Governor Lehman signed last week the Perry bill making it a misdemeanor for officials of labor unions to indulge in racial or religious discrimination of any kind in connection with union membership or activities.

Vague Possibility of Walker As Exhib Leader

Has Heard Rumors But Wasn't Approached

New York City—A vague possibility that James J. Walker, ex-mayor of New York and one-time attorney for the MPTOA, will become nominal head of independent theatre owners throughout the nation was made known last week during a press conference presided over by Walker after he announced his plans to conduct a weekly amateur hour from the stage of Loew's State for broadcast via WHN.

He disclosed the fact that he had talked over the possibility of co-ordinating the various film factions with Harry Brandt before the latter left for his recent Florida vacation and that they will discuss the matter again in the near future. Nothing definite was settled, although Walker emphatically pointed out that he will not be interested at all if such a position will obligate him to travel too far from home.

When querried as to the possibility of Allied ever co-operating with the MPTOA or ITOA, the dapper ex-mayor intimated that the combine "isn't so far from possible," especially when you consider that "Al Steffes and Colonel Cole were once pillars of the MPTOA."

This reporter showed Walker a suggestion made in editorial form by Jay Emanuel urging the industry to select an arbiter for all intra-industry squabbles. This nominated James J. Walker for the job, Walker said he had heard talk to that effect and added: "Because of my connection with the film business, a mutual confidence between myself and exhibitors has sprung up and always bring mention of my name in instances like this. I, personally, have not been approached."

The WHN-Loew's State "Opportunity Hour" will be chiefly for the development of local talent. The gist of the entire idea is that New York City contributes so much to the support of the theatre, radio, and movies and is represented by a minute portion of those engaged in entertainment endeavors. By the same token, said the ex-mayor, "I agree with Mayor LaGuardia in his efforts to bring a portion of the motion picture production into New York City. I think he's on the right track. . . . Don't underrate that plan." He wouldn't amplify his local production thoughts, nor would he divulge any part of his recent talk with LaGuardia on the subject. However, he stated he wouldn't be surprised if some of the performers appearing on his program get jobs with one of the local producing units.

New "Bingo" Bill

Albany—Assemblyman Max M. Thurshen last week introduced a resolution proposing an amendment to the state constitution to empower the legislature to authorize and allow operation of "Bingo" under religious and charitable auspices. If passed by two different legislatures in successive years, it would go to the people for vote.

IN THE SPOTLIGHT

MANAGER. Charles Fish, going into his second year at Winter Garden, Jamestown, is looking contemplatively.

BOX OFFICE. The traveling box office selling reserved seats for "Gone With the Wind," which is at the Mayfair, Asbury Park, New Jersey, is shown in front of Reade's Paramount, Long Branch, New Jersey, during its scheduled appearance throughout Monmouth County.

DISPLAY. Other exhibitors might follow the example of the Radio City Music Hall by arranging a 40 x 60 similar to the above which contains lay-outs of RKO-Radio's "Swiss Family Robinson" from Picture Play, Movies, Pic, and Movie Story.

FREE. Murray Lafayette, Haven, Olean, for his kiddie draw on Saturday matinees, has an added feature or give-away each week. Above photo shows 800 Dixie cups through arrangement with local ice cream dealer, being distributed to line of Saturday kids by assistant manager Frank Bartholomay.

BALLYHOO. Phil Regan, Republic star, who made a recent personal appearance at Loew's State, autographs his new Decca records, "Irish Echoes," for an admiring throng who crowded the Center Music Shop. Regan is negotiating to star in a new motion picture based on the life of Chauncey Olcott, famed composer of Irish ballads.

DISPLAY. Manager Jay Golden, RKO-Palace, Rochester, has installed this eye-stopper on coming RKO attractions in inside lobby of theatre. Background is matched board effect and "Pinocchio" stills are in color and special lighting adds to the effect. Manager Golden aims to vary use of large and beautiful lobby to make it always interesting to patrons.

LATE NEWS HIGHLIGHTS

Monogram Playdates Hit New High Record

Company Expanding Quarters on Coast

NEW YORK CITY—Monogram's advance playdate totals for the next eight weeks will establish a new all-time high for the company, according to an announcement last week by W. Ray Johnston, president. Figure exceeds by $1200 the peak in advance playdate business which was reached last May, then setting a new Monogram mark.

Included in the eight week advance compilation are five weeks of the "March for Monogram" playdate drive from February 25-March 30.

Monogram has acquired additional office space at the Talisman studios in Hollywood in which the Monogram west coast unit is housed, to accommodate the Paul Malvern productions which are moving from 6606 Sunset Boulevard, Los Angeles. Malvern will occupy the offices formerly quartering Charles Bigelow's production staff. The latter will take over the suite in Which Bennie Zeidman had his headquarters for more than a year.

In the drive, Washington advanced from fourth to second place, switching with Omaha in the third standing.

Week-End Arrivals

NEW YORK CITY—Arriving on SS. Rex last week end were Monty Banks, 20th Century-Fox English director; Alexander Korda, UA producer, and June Duprez.

Banks said he has become associated with Vittorio Mussolini, son of Benito, in a production enterprise in Italy, after his 20th Century-Fox contract expires. Banks was accompanied by Gracie Fields, English star.

Armand Denis and his wife Lelia Roosevelt came to town after shooting in British East Africa for 10 months.

FA to Produce

NEW YORK CITY—Nat Wachsberger, executive vice-president, Film Alliance of the U. S., and Harry Brandt, a principal in that company, will organize a new producing company on the Coast, it was announced last week.

Michael Wilkes Passes

NEW YORK CITY—Michael Wilkes died last week of a heart attack while on a train between Toronto and Montreal. Wilkes has been with United Artists Corporation since 1932 as its Canadian exploitation representative.

Dies to Investigate Activities on Coast

Says Hollywood Will Be Centre of Inquiry

HOLLYWOOD—Organizations on the Pacific Coast will be the next field of investigation by the House Committee on Un-American Activities, Chairman Martin Dies stated last week.

The Texan said he was concerned over what he termed the unhealthy interest the motion picture colony was taking in the forthcoming investigation. He said that the motion picture producers, had in some manner obtained and distributed among themselves mimeographed copies of a preliminary report by committee investigators who had made inquiries in California.

MOT Host to Select

NEW YORK CITY—More than 375 persons attended a special screening and reception tendered by March of Time for prominent Catholic laymen and clergy as well as for members of the Finnish Relief Committee at the Waldorf-Astoria last week. Besides the continuous showing of "Republic of Finland" and "The Vatican," the two latest MOT releases, the guests were the first to see a display of stills from the forthcoming MOT full-lengther, "The Ramparts We Watch."

"Virginia City" Tie-up

NEW YORK CITY—"Virginia City" the new Warners' Technicolor film, which costars Errol Flynn and Miriam Hopkons, will have its world premiere simultaneously in two Nevada towns, Reno and Virginia City, March 16.

Ellsworth RF Ad Chief

NEW YORK CITY—Thomas B. Ellsworth has become advertising and publicity director of the Ross Federal Research Corporation, it was announced last week.

Westport House Re-opens

WESTPORT, CONNECTICUT—Renovated Fine Arts, operated by George Comden, is scheduled to reopen tomorrow (February 22) with 714 seats instead of 499.

20th-Fox Sinking Loss

NEW YORK CITY—20th Century-Fox lost nearly 20,000 feet of film when the SS. Songa was sunk in the Irish Sea last week.

"Pinocchio," "Mice" Tops in B'way Grosses

"GWTW" Rolls Merrily On In Dual Showing

NEW YORK CITY—"Pinocchio," at the Center, and "Of Mice and Men," at the Roxy, were two of the week end standouts in the gross division. Reports of the week-end's first-run business, as compiled by THE EXHIBITOR from usually authentic sources, follows:

"COWBOYS FROM TEXAS" (Republic) and "THE MAD EMPRESS" (Warners)—At the Central, opened February 14, did $1,400 on Saturday, Sunday, average.

"EAST SIDE KIDS" (Monogram) — At the Globe, opened February 17, did $3,800 on Saturday, Sunday, fair.

"THE FARMER'S DAUGHTER" (Paramount) —At the Loew's State, with stage show, opened February 16, did $25,000 on the week, fair.

"THE FIGHTING 69th" (Warners) — At the Strand, opened January 26, with Paul Whiteman & His Orchestra, did $21,000 on Friday, Saturday, Sunday of the fourth week, good. Third week: $41,000, good.

"GONE WITH THE WIND" (Metro)—At the Astor (road-show), opened December 19, did $21,000 on the ninth week, very good.

"GONE WITH THE WIND" (Metro)—At the Capitol ("continuous"), opened December 19, did $75,000 on the ninth week, very good.

"THE GRAPES OF WRATH" (20th Century-Fox)—At the Rivoli, opened January 24, did $35,000 on the fourth week, good.

"I TAKE THIS WOMAN" (Metro) — At the Radio City Music Hall, opened February 16, with the stage show, did $45,000 on Thursday, Friday, Saturday, Sunday, below average.

"OF MICE AND MEN" (United Artists)—At the Roxy, opened February 16, with stage show, did $34,000 on Friday, Saturday, Sunday, very good.

"PINOCCHIO" (RKO)—At the Center, opened February 7, did $30,000 on Thursday, Friday, Saturday, Sunday of the second week, good.

"SIDEWALKS OF LONDON" (Paramount)—At the Paramount, opened February 14, with Dorothy Lamour, did $18,000 on Friday, Saturday, Sunday, good.

Conn. Anti-Trust Suit

NEW HAVEN, CONNECTICUT — Lampert, Inc., Windsor, last week filed a $25,000 anti-trust suit in Superior Court against Vitagraph, Inc., charging that the conduct of that company in entering into agreements with exhibitors for first and second run films was "inequitable and unconscionable."

Wilton Barrett Dies

NEW YORK CITY—Wilton A. Barrett, executive secretary of the National Board of Review of Motion Pictures, died last week end of a heart attack. A fall he suffered on January 4 in his apartment at 39 Fifth Avenue is believed to have been a contributory cause. He was 54 years old.

Hal Wallis In NYC

NEW YORK CITY—Hal B. Wallis, associate executive in charge of production, at the Warner Brothers Coast studios, arrived here February 19 from the Coast.

Wallis will attend the premiere of "Dr. Ehrlich's Magic Bullet" at the Strand February 23.

Bioff Extradited

SACRAMENTO, CALIFORNIA — Extradition papers for the return to Chicago of William Bioff, theatrical union chief, were signed by Governor Olson, his office announced last week end.

Valentine Day Storm Badly Hits the Theatres

Survey Shows Some Freak Results

New York City—The storm which struck a large part of the East February 14 was the worst in many years, a survey by The Exhibitor showed last weekend, with theatres badly hit.

Some of the results were freakish to say the least, with many houses giving up the ghost the night of storm when no patrons showed up. On the day following the storm, there were many missouts, although bicycling was employed to keep theatres open.

Providence—Downtown first-runs made page one of the blizzard edition of The Evening Bulletin for having served as dormitories for snow-bound patrons. Business was way off the night of the big snow and when the programs broke shortly before midnight, most of the movie-goers found it impossible to reach their homes. At the Strand, Edward L. Reed put a piano on the stage, discovered a soprano and soon had the audience singing songs. At about 2:30 A.M., he put on a preview of his new show, entertaining his overnight guests until dawn. RKO Albee provided its stay-all-nights with coffee and cakes and put a radio in the lobby for dancing. Customers also curled on the lobby chairs or orchestra seats at Ray's and Loew's State. With most stores closed and no bus or trolley transportation in the city, the day after the storm brought meagre audiences and exhibitors did not experience a noticeable pick-up in business until the weekend.

Boston—Of all newsworthy stories from the tempest, one of the most exciting was that of James Donlon's heroic rescue. Donlon is employed at Al Gould's Castle, Mount Pleasant, Rhode Island. February 15 a Film Transfer Delivery truck was halted at Pawtucket by wind and snow. Donlon hiked to the truck, towing a box on skis, and returned to theatre with "The Great Victor Herbert" and "Barricade." Total distance was some 15 miles. Donlon began his trek at 12 noon, returned to theatre at 8.30 that evening. Castle was probably the only theatre in New England, save first-run, intowners, able to play a complete change Thursday night.

Shamokin, Pennsylvania — Sixty-seven patrons of the Victoria here were marooned by the Valentine Day blizzard and spent that night in the theatre after the showing of "Gone With the Wind." Many of them had motored here from nearby communities and decided to remain in the house after the management announced road conditions.

Some persons went to hotel, and the 67 who remained were served coffee and sandwiches by the management, which also provided entertainment at intervals.

Pittsfield, Massachusetts — Winter's first major blizzard sent local managers scurrying to Albany, New York for help when trains from Boston failed to come through with prints. John Cooney, Union Square, was unable to get prints of scheduled features, put on a one-day substitute show. Edward M. Dowling, district manager for Western Massachusetts Theatres, was able to get duplicate prints for shows at Palace, Strand. Lloyd Wertman, maintenance man, Capitol, brought prints through in his car, which suffered two broken springs and smashed tail-lights.

North Adams, Massachusetts — Concerted efforts by the managers made it possible for the "show to go on" in the three local theatres, Mohawk, Richmond, Paramount, when film shipments from Boston were delayed for 24 hours. Local managers contacted Albany, New York, secured the loan of necessary prints which were rushed to Pittsfield over storm-clogged highways. Managers met car at Pittsfield and rushed films to own theatres so that the greatest delay to shows was not more than an hour.

In Fall River, staffs of the several houses slept in the theatres instead of trying to go home.

Allied in Chicago

NEW YORK CITY—The 1940 annual convention of Allied States Association of Motion Picture Exhibitors will be held in Chicago, it was announced last week. The dates will be determined by Jack Kirsch, president of Allied Theatres of Illinois, Inc., upon his return from Florida around the first of March.

Coast Confab Adjourned

Hollywood—Coast parley between the producers and union representatives to discuss continuation of the 10 percent wage increase granted last Fall was adjourned last week end after two days sessions. No date for renewal was set.

The producers submitted figures alleging the continuance of the raise was unwarranted.

Nolan RKO Studio Head

Hollywood—J. J. Nolan was last week appointed vice-president in charge of RKO studios by President George J. Schaefer.

THE EXHIBITOR

Volume 23, Number 15 February 21, 1940

Advance Shots on Coming Reviews 14
Better Management BM-1–BM-28
Editorial Page 3
Hints on Newspaper Advertising 15, 16, 17
In the Spotlight 6
Late News Highlights 7, 8
National Mirror 9, 10, 11
National Mirror Picture Page 18
National Release Date Guide Inside Back Cover
News of the Territory 19, et seq.
Brief Glimpses at Production Happenings 13
Reviews (The Exhibitor Servisection) SS-1–SS-8
Territorial Highlights 5
Warren Stokes Hollywood Newsreel 12

Material contained on this and the preceding page often represents new developments in stories to be found on other pages of this issue. If the reader will bear this in mind, it will avoid possible confusion. This section of THE EXHIBITOR goes to press last, with latest developments within the industry, where available.

Samuel Goldwyn Files New Suit Against UA

Action Similar to Recent Complaint

New York City—Samuel Goldwyn filed suit in Federal Court last week for release from a contract with United Artists Corporation, under which United Artists was to have distributed motion pictures made by him and by Samuel Goldwyn, Inc., until September 12, 1945.

The plaintiff asks an injunction to prevent the defendants from interfering with the distribution of his films. An accounting of any money due to the plaintiff and damages for alleged interference with the distribution of "The Westerner," a recent production, also were asked.

Besides United Artists, the defendants named included London Film Productions, Ltd., and Alexander Korda. Korda was said to have a 20 percent interest in United Artists, and to be a principal owner of London Film Productions, Ltd. Goldwyn also owns a 20 percent share of United Artists.

Grievances set forth in the complaint include allegations that United Artists failed to obtain the best possible market for Goldwyn films, lured his employees from his concern, and in some cases urged exhibitors not to accept Goldwyn pictures. A similar suit was filed in Delaware and later withdrawn.

Federal Judge Bondy last week refused to dismiss the suit of Samuel Goldwyn, Inc., for $54,559 and interest against UA. The court asserted that Goldwyn was the legal owner of a claim for payments under the so-called Silverstone plan and had not assigned it to Bank of America, as UA claimed.

Further Finn Aid Asked

New York City—Major L. E. Thompson, chairman of the Motion Picture Division, Finnish Relief Fund, Inc., last week issued the following statement on the drive:

"I am indeed grateful to the theatre owners of America for the co-operation that they are giving us for our collections in the theatre lobbies on Saturday and Sunday, February 17 and 18. The demands have been so great that we find ourselves physically impossible to contact every theatre owner in America. I want to appeal to theatre owner who has not been contacted by our office to join with us in this Drive. I would suggest that all the money be turned over to the manager of the theatre who will forward it in the mail to Raymond Sawtelle, treasurer of the Finnish Relief Fund, Inc., 420 Lexington Avenue, New York City, giving, of course, the name of the theatre. More than four hundred prints of the picture "Finland Fights" will be showing in the theatres this week end, and an additional four hundred prints will be available next week."

New Interr. Deadline

New York City—A system of staggering replies to the government interrogatories in the equity suit was agreed upon last week end, with the final group ready by March 1. The government's answers are also due at that time.

THE NATIONAL MIRROR

Research Council Expands Activities

Zanuck Headed Body Taking in Greater Scope

HOLLYWOOD—Darryl F. Zanuck, chairman of the Research Council of the Academy of Motion Picture Arts and Sciences, announced last week expansion of the Council's activities to investigate problems in the fields of laboratory processing, photography, cine-technology, sound recording, and optics.

At a meeting of the Council, it was decided that the Council's experience in handling co-operative development on a large scale in the field of sound recording and sound reproduction could be utilized to the benefit of the industry by an expanded activity in these other fields.

"Basic committees" were appointed by the Council in each of these fields and the chairman of each basic committee will be given the complete responsibility for putting the Council's plans into operation within his own field. The chairmen appointed were Jack Nicholaus, laboratory; John Arnold, photography; Grover Laube, cine-technology; Loren Ryder, sound; B. F. Miller, optics.

In addition to these new activities, Zanuck announced the re-election of Nathan Levinson, Warners, as vice-chairman of the Council, and the appointment of the following finance committee: Darryl F. Zanuck, chairman; John Aalberg, E. H. Hansen, Nathan Levinson.

"GWTW" over $7,000,000

NEW YORK CITY—"Gone With the Wind" already has grossed well over $7,000,000, Howard Dietz, director of advertising and publicity for Metro, announced last week. The Selznick International Technicolor production has a total of 170 engagements now under way.

In 20 new situations the film will be shown three times daily with only the evening show reserved. Some bookings are, March 10, Colonial, Norwich, New York; Rialto, Little Falls, New York; Strand, Ogdensburg, New York.

A figure of between $8,400,000 and $8,600,000 was estimated to have been hit over the week end, depending on the weather, with the weekly gross now about $2,000,000, it was said.

Ginsberg with Para

NEW YORK CITY—Henry Ginsberg has joined Paramount as assistant to Y. Frank Freeman, vice-president in charge of studio operations, it was announced last week.

Government Gives Idea On Conduct of Its Suit

Representative Cities to Be Selected

NEW YORK CITY—Some idea of how the government intends to conduct its case against the major companies and other defendants in its equity suit was given last week when an affidavit was submitted by William P. Farnsworth, special attorney in charge of the prosecution, in support of an application to force Columbia to accept the interrogratories submitted on the government by the major companies, or, if Columbia refuses to accept them, to throw out the questions submitted by the company.

The government indicated that its case will be built on general lines, and representative evidence from certain cities will be introduced.

The government says it is impractical to secure all the information called for within a reasonable time, so these cities will be selected rather than cover the entire field for a long period of time.

Names, addresses of possible witnesses will be furnished by March 1.

Warners Tax Appeal

WASHINGTON—Warner Brothers Pictures, Inc., asked the Tax Appeals Board last week to overrule the Internal Revenue Bureau's claim that it owed $313,908 additional income taxes for 1935. In dispute was the cost of supervising and managing motion picture theatres owned or leased by subsidiary companies.

Warner Brothers said the cost to the parent company was $2,738,294 in the year ended August 31, 1935, and deducted the amount from its taxable income. The bureau disallowed the deduction and assessed the additional taxes.

The company already had paid $143,702 taxes on net income, which it reported as $894,863.

"GWTW" Note

CARLISLE, PENNSYLVANIA—Eddie Gallner, covering small town situations for Metro on "GWTW" ran into a Mennonite ladies shop owner who had never seen a movie in his life because he is a Mennonite, but after a conversation he agreed to run a co-operative ad, featuring Vivien Leigh wearing a certain type of hosiery.

Advertising Accessories Acquires Inde Postermen

National Deal Completed By NSS Unit

NEW YORK CITY—That Advertising Accessories, Inc., a subsidiary of National Screen Service, had acquired or purchased all but three of the important poster renter services in the United States was made known last week by Charles L. Casanave, vice-president and general manager of National Screen Accessories, Inc. At the time of the announcement, Casanave was confident of successfully concluding negotiations with Western Posters, Southern Posters, and Southern Poster Company, Northwest, major poster exchanges in San Francisco, Los Angeles, and Seattle, respectively.

Announcement of the deals came after Simon Libros, president, National Poster Service Association, in convention here, and the organization's executive committee met with Casanave to discuss the subject. Libros reported the discussion to the convention and it was "overwhelmingly" voted to negotiate.

A majority of the employees of the local exchanges will be retained as representatives of AA, Casanave said, in paying tribute to the manner in which the postermen had successfully built up one of the "toughest" businesses. Libros, president of National-Kline Poster Company, Philadelphia, is to be retained in an "advisory capacity."

Although terms of the deals were not announced, Casanave asserted that it was "an outright buy." Negotiations were handled with each respective exchange, rather than with the Association as a whole. NSS and AA will operate temporarily as two distinct organizations in each exchange center, but eventually both will be under the same roof in each instance.

Admitting extreme satisfaction with the friendly manner in which negotiations were held, Casanave exclaimed: "In my fondest dreams, I never expected this to work out so beautifully. The poster people were swell; most of them will remain in our employ."

The poster exchanges in the district served by THE EXHIBITOR signed at the time of the announcement were:

NATIONAL KLINE POSTER CO., INC., Philadelphia. Operator—O. Libros, S. Libros.

PROGRESSIVE POSTER EXCHANGE, INC., New York. Operator—L. Weinzimer, H. Egert.

EXHIBITORS POSTER SUPPLY COMPANY, INC., New York. Operator—H. Schlitt, S. Bram.

D. C. POSTER EXCHANGE, INC., Washington. Operator—R. Dial.

ECONOMIC POSTER EXCHANGE, Buffalo. Operator—J. Goldstein, F. Wyckoff.

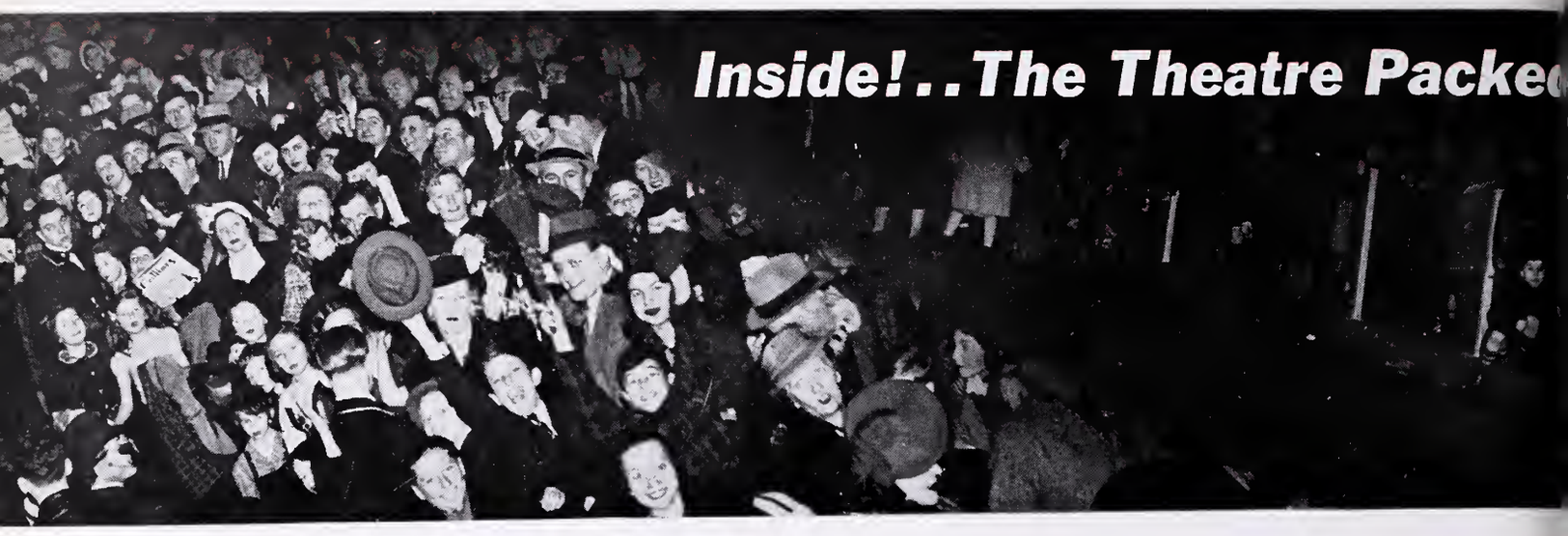
MUTUAL ADVERTISING SERVICE, New Haven. Operator—H. Wenzel, J. Berliner.

THEATRE DISPLAY COMPANY, Albany. Operator—Harry Rabinowitz, John Bylancyk.

UA Leaves Hays March 1

NEW YORK CITY—Resignation of United Artists from the Hays organization takes effect March 1. This applies only to the distributing company, not the individual producers.

DAY NUMBER ONE! *Outside!..Storms o*



THE NEXT DAY! *Bigger than ever! Lines a*

THE DAY AFTER THAT! *Four blocks long!*

THREE MIGHTY DAYS OF

Walt Disney's

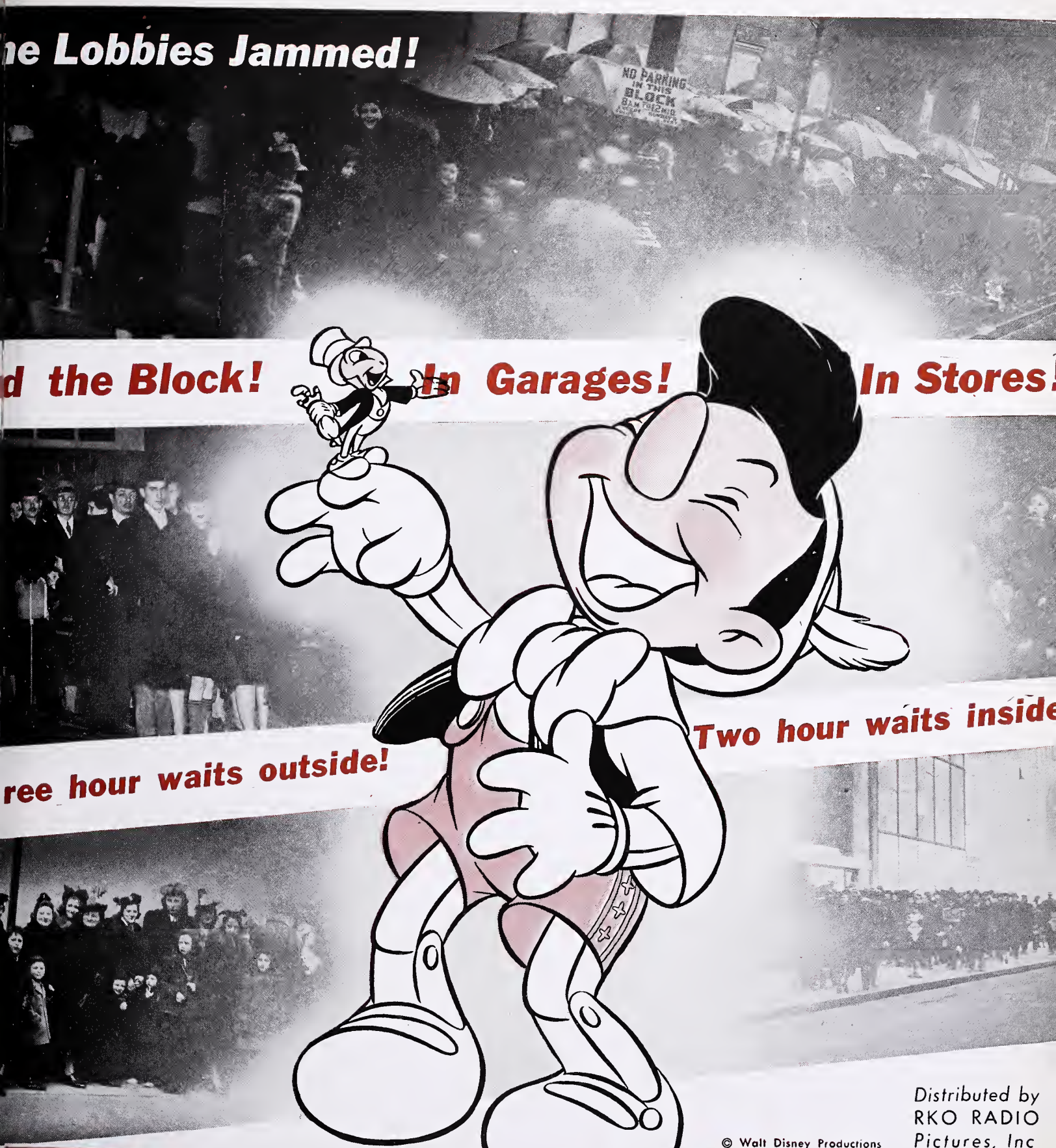
AT NEW YORK'S

eople in a Pouring RAIN!

ne Lobbies Jammed!

d the Block! In Garages! In Stores!

ree hour waits outside! Two hour waits inside



© Walt Disney Productions

Distributed by
RKO RADIO
Pictures, Inc

Pinocchio

REAT CENTER THEATRE!

Announce Nominees For Academy Awards

Winners to Be Named February 29

HOLLYWOOD—The Academy of Motion Picture Arts and Sciences early last week announced nominations for the gold trophies, or "Oscars," which it will award February 29.

Nominations for the best performance by an actor are Robert Donat, "Goodbye, Mr. Chips"; Clark Gable, "Gone With the Wind"; Laurence Olivier, "Wuthering Heights"; Mickey Rooney, "Babes in Arms"; James Stewart, "Mr. Smith Goes to Washington."

Best performance by an actress nominees are Bette Davis, "Dark Victory"; Irene Dunne, "Love Affair"; Greta Garbo, "Ninotchka"; Greer Garson, "Goodbye, Mr. Chips"; Vivien Leigh, "Gone With the Wind."

Ten outstanding pictures offered to choose from: "Dark Victory," Warner Brothers; "Gone With the Wind," Selznick International; "Goodbye, Mr. Chips," Metro (England); "Love Affair," RKO; "Mr. Smith Goes to Washington," Columbia; "Ninotchka," Metro; "Of Mice and Men," Hal Roach; "Stagecoach," Walter Wanger; "Wizard of Oz," Metro; "Wuthering Heights," Samuel Goldwyn.

Nominations for the best achievement in directing were Victor Fleming, "Gone With the Wind"; Sam Wood, "Goodbye, Mr. Chips"; Frank Capra, "Mr. Smith Goes to Washington"; John Ford, "Stagecoach"; William Wyler, "Wuthering Heights."

For the best supporting role performance by an actor the following were nominated: Brian Aherne, "Juarez"; Harry Carey, "Mr. Smith Goes to Washington"; Brian Donlevy, "Beau Geste"; Thomas Mitchell, "Stagecoach"; Claude Rains, "Mr. Smith Goes to Washington."

Nominated for the best performance by an actress in a supporting role were Olivia de Havilland, "Gone With the Wind"; Geraldine Fitzgerald, "Wuthering Heights"; Hattie McDaniel, "Gone With the Wind"; Edna May Oliver, "Drums Along the Mohawk"; Maria Ouspenskaya, "Love Affair."

Nominations for the best written screen play were Sidney Howard, for "Gone With the Wind"; R. C. Sherriff, Claudine West, and Eric Maschwitz, for "Goodbye, Mr. Chips"; Sidney Buchman, for "Mr. Smith Goes to Washington"; Charles Brackett, Billy Wilder, and Walter Reisch, for "Ninotchka"; Charles MacArthur and Ben Hecht, for "Wuthering Heights."

Nominations for the best original motion-picture story were Felix Jackson, for "Bachelor Mother"; Mildred Cram and Leo McCarey, for "Love Affair"; Lewis R. Foster, for "Mr. Smith Goes to Washington"; Melchior Lengyel, for "Ninotchka"; Lamar Trotti, for "Young Mr. Lincoln."

Nominations for best achievement in art direction were Robert Odell, in "Beau Geste"; Charles D. Hall, in "Captain Fury"; Lyle Wheeler, in "Gone With the Wind"; Martin Obvina, in "First Love"; Al Herman, in "Love Affair"; John V. Mackay, in "Man of Conquest"; Lionel Banks, in "Mr. Smith Goes to Washington"; Anton Grot, in "The Private Lives of Elizabeth and Essex"; Richard Day and William Darling, in "The Rains Came"; Alexander Toluboff and Wiard B. Ihnen, in "Stagecoach"; William Horning, in "The Wizard of Oz"; James Basevi, in "Wuthering Heights."

Nominations for best achievement in film editing were supervisor Hal Kern and James Newcom, on "Gone With the Wind"; Charles Frend, on "Goodbye, Mr. Chips"; Gene Havlick on "Mr. Smith Goes to Washington"; Barbara MacLean, on "The Rains Came"; Otho Lovering and Dorothy Spencer, on "Stagecoach."

Nominations for best achievement in sound recording were Douglas Shearer, for "Balalaika"; Loren Ryder, for "The Great Victor Herbert"; T. T. Moulton, for "Gone With the Wind"; A. W. Watkins, for "Goodbye, Mr. Chips"; John Aalberg, for "The Hunchback of Notre Dame"; C. L. Lootens, for "Man of Conquest"; John Livadary, for "Mr. Smith Goes to Washington"; Elmer Raguse, for "Of Mice and Men"; Nathan Levinson, for "The Private Lives of Elizabeth and Essex"; E. H. Hansen, for "The Rains Came"; Bernard B. Brown, for "When Tomorrow Comes."

Nominations for best achievements in black-and-white cinematography were Joseph Valentine, of "First Love"; Victor Milner, of "The Great Victor Herbert"; John H. August, of "Gunga Din"; Gregg Toland, of "Intermezzo, a Love Story"; Tony Gaudio, of "Juarez"; George Folsey, of "Lady of the Tropics"; Nobert Brodine, of "Of Mice and Men"; Joseph Walker, of "Only Angels Have Wings"; Arthur Miller, of "The Rains Came"; Bert Glennon, of "Stagecoach"; Gregg Toland, of "Wuthering Heights."

Nominations for best achievements in color cinematography were Ray Rennahan and Bert Glennon, of "Drums Along the Mohawk"; Georges Perinal (England sequences) and Osmond Borradaile (Sudan sequences), of "Four Feathers"; Ernest Haller, of "Gone With the Wind"; William Skall and Bernard Knowles, of "The Mikado"; Sol Polito, of "The Private Lives of Elizabeth and Essex"; Hal Rosson, of "The Wizard of Oz."

Nominations for best achievements in original scores (with primary emphasis on original composition) were Max Steiner, of "Dark Victory"; Werner Janssen, of "Eternally Yours"; Victor Young, of "Golden Boy"; Max Steiner, of "Gone With the Wind"; Victor Young, of "Gulliver's Travels"; Lud Gluskin, and Lucien Moraweck, of "The Man in the Iron Mask"; Victor Young, of "Man of Conquest"; Aaron Copland, of "Of Mice and Men"; Anthony Collins, of "Nurse Edith Cavell"; Alfred Newman, of "The Rains Came"; Herbert Stothart, of "The Wizard of Oz"; Alfred Newman, of "Wuthering Heights."

For best achievements in scoring (without regard to source of music) were George E. Stoll and Roger Edens, of "Babes in Arms"; Eric Wolfgang Korngold, of "The Private Lives of Elizabeth and Essex"; Charles Previn, of "First Love"; Phil Boutelje and Arthur Lange, of "The Great Victor Herbert"; Al Newman, of "The Hunchback of Notre Dame"; Lou Forbes, of "Intermezzo, a Love Story"; Dimitri Tiomkin, of "Mr. Smith Goes to Washington"; Aaron Copland, of "Of Mice and Men"; Cy Feuer, of "She Married a Cop"; Richard Hageman, Frank Harling, John Leipold, and Leo Shuken, of "Stagecoach"; Louis Silvers, of "Swanee River"; Alfred Newman, of "They Shall Have Music"; Victor Young, of "Way Down South."

Nominations for best achievements in songs were Leo Robin and Ralph Rainger, for "Faithful Forever" from "Gulliver's Travels"; Irving Berlin, for "I Poured My Heart Into a Song" from "Second Fiddle"; E. Y. Harburg and Harold Arlen, for "Over the Rainbow" from "The Wizard of Oz"; Buddy DeSylva, for "Wishing" from "Love Affair."

Nominations for best achievements in cartoons were "Detouring America," "Peace on Earth," "The Pointer," "The Ugly Duckling."

Nominations for best achievements in short subjects 1,000 feet or shorter were "Busy Little Bears," "Information Please," "Prophet Without Honor," "Sword Fishing."

Nominations for best achievements in short subjects from 1,000 to 3,000 feet long were "Drunk Driving," "Five Times Five," and "Sons of Liberty."

Special awards will be decided upon by the Awards Committee and the Academy's board of governors.

Jackter Heads Col. Drive

NEW YORK CITY—Rube Jackter, assistant sales manager, has been appointed chairman of the committee in charge of the "Montague Fifteenth Anniversary Campaign," it was announced last week by Columbia. The campaign will get under way February 17 and will continue for three months through May 10.

Aiding Jackter on the committee will be Lou Astor, Lou Weinberg, circuit sales executives; Max Weisfeldt, short subjects sales supervisor; Maurice Grad, sales promotion manager; Henry Kaufman, manager exchange operations and George Josephs, manager, sales accounting department.

Roach Plans Ambitious

NEW YORK CITY—Hal Roach begins his third season as a United Artists producer with the most ambitious production schedule of his career, according to a statement last week. Details of his program, calling for the production of six major pictures at a cost of $7,500,000, are being worked out within the next few weeks between the producer and Murray Silverstone, head of world-wide activities of United Artists.

During the past season, Roach produced and United Artists released "The Housekeeper's Daughter" to probably the high-gross ever amassed by any Hal Roach production. Current are the Hal Roach-Lewis Milestone production of "Of Mice and Men" and "1,000,000 B.C." is in the preview stage.

"Turnabout" and "Captain Caution" are in preparation, probably for this season's release. The first of the Laurel and Hardy comedies for UA, "A Chump at Oxford," will be seen in the first run theatres of the country this week.

Academy Appointments

HOLLYWOOD—In accordance with the rules governing the Awards of the Academy of Motion Picture Arts and Sciences, Walter Wanger, Academy president, last week appointed the Special Effect Award Committee which will be charged with the responsibility for selecting the one production to be recognized as the outstanding special effect achievement of the year.

Membership of the committee, under the chairmanship of Farciot Edouart, Paramount, is Fred Albin, Lionel Banks, James Basevi, John Cosgrove, John Fulton, Arnold Gillespie, Byron Haskin, Bernard Herzbrun, Kenneth Lambert, Harry Leonard, Louis Mesenkop, Jack Otterson, Elmer Raguse, Roy Seawright, Fred Sersen, Hal Shaw, James Stewart, S. J. Twining, Vernon Walker.

Schwartzwald Moves Up

HOLLYWOOD—Milton Schwartzwald was last fortnight named to head the music department of Universal's exploitation specials and music shows, with Jack Gross handling the idea pictures. John Brown is assistant to Gross, with Gregg Dowling, secretary to David Garber, operations manager, succeeding him. Marshall Grant becomes an associate production, with Leonard Gripps story editor, under Dan Kelley.

Para Partners Meet

MIAMI BEACH—A number of Paramount theatre partners and associates held an informal meeting here last week with members of the Paramount home office organization including the Messrs. Barney Balaban, Austin Keough, Leonard Goldenson, Sam Dembow, Leon Netter and Montague Gowthorpe.

They discussed general theatre problems, the Neely Bill and other pending legislation. Views were exchanged on means of combating the bill and other harmful legislation.

Donovan Hall Resigns

NEW YORK CITY—Donovan Hall last week resigned as ad and publicity chief for Ross Federal Research Corporation.

"Buck Passing" Heard In Government Action

More Company Execs Interrogated

NEW YORK CITY—Further argument in the government's equity suit was postponed until March 8 following a hearing last week in which the Court criticized the government's attitude as not co-operative.

Federal Judge Henry W. Goddard accused the government of "passing the buck to the Court."

Jack Cohn, vice-president, Columbia, submitted to an examination conducted by Special Assistant Attorney General Robert L. Wright, after the hearing before Judge Goddard. Cohn's examination was completed after he agreed to submit a number of lists and other information to the government.

Louis Frohlich, of Schwartz and Frohlich, attorneys for Columbia, argued forcefully against Columbia accepting consolidated interrogatories which other defendants have agreed upon with the government. He stated that Columbia was in an entirely different position in that it was chiefly interested in production, rather than exhibition. He claimed that the other defendants had made a "deal" with the government wherein they would secure considerable information on exhibition at the sacrifice of the production field.

Columbia, he concluded, has been "dragged into the suit" and had been unable to obtain any information as to why the government claims it conspired with the other majors.

William P. Farnsworth, Special Assistant representing the government, contended that the consolidated interrogatories would furnish Columbia with ample information. He argued that the answers should not include the substance of what witnesses would testify to, since, he said, the government could not warrant that the witnesses stick to their stories under trial. Since the government did not know personally of conditions, but only through the mouths of witnesses, this information would be hearsay if incorporated in answers to interrogatories.

Judge Goddard stated that both parties should confine themselves to specific objections and that a request to strike out all interrogatories would be burdensome upon the Court. There was no doubt that Columbia was entitled to at least some of the interrogatories, he asserted. Under his prompting, both parties agreed to wait until the government had filed answers March 1.

During Cohn's examination, he was questioned in some detail on his personal history in the industry and his duties with Columbia.

It was further testified by Cohn that he had no interest in any other company with the possible exception of a few hundred shares of stock.

Attorneys for the defendants refused to allow Cohn to state whether he had considered the advisability of Columbia acquiring any interest in theatres.

Educational Films Bankrupt

NEW YORK CITY—Voluntary petition of bankruptcy was filed last week in the Federal Court by Educational Films Corporation of America, which listed liabilities totalling $392,876.

Listed among liabilities were taxes of $47,349, now in dispute; secured claims of $242,066; unsecured claims of $3,460; and litigation brought against the company by Armanda and George Seibert for $100,000 damages.

Assets were set forth as the trade mark "The Spice of the Program;" cash on hand of $259; and royalties payable by a number of companies on 16mm. and sub-standard rights.

Albany Fights On

ALBANY, GEORGIA—This city, center of the area in Western Georgia devastated by last fortnight's tornado, refused to let a little thing like the disaster that caused such serious damage here upset the recently made plans for a world premiere of Albany's home-produced picture "The Biscuit Eater." Tentative plans had been worked out for an Albany premiere of "The Biscuit Eater" on or about April 10. Premiere will be staged exactly as planned despite the fact that the city was almost demolished by the tornado.

"NW Passage" in Premiere

HOLLYWOOD—Metro's Technicolor production of "Northwest Passage" had its world premiere February 20 at the Pinney, Boise, Idaho, theatre. Several players made the trip, notably Ilona Massey and a trio from the supporting cast of "Northwest Passage," Nat Pendleton, Isabel Jewell and Truman Bradley. Governor C. A. Bottolfsen, Idaho, proclaimed the week preceding the premiere as "Northwest Passage Days."

Willard Patterson Mourned

PALM SPRINGS, CALIFORNIA—Passing of Willard C. Patterson, assistant to Joseph W. Bernhard, Warner theatres general manager, was mourned here last week. He was 63.

He had been associated with Warners for some time before coming here for his health, and was well known throughout the country.

At an examination of William A. Scully, Universal sales chief, last week, he denied that the company favored certain theatres in selling product. He said the company tried to get the best deal from the best theatres.

He discussed clearance generally and said Universal did not concern itself with clearance given by other theatres. He also stated that many subsequent theatres had selective contracts, naming a couple.

His testimony also included his association with Metro, Scully declaring the principal difference in sales method was because Metro had better pictures than Universal. He did not find evidence of co-operation among theatre-owning producers, he said.

He also clarified first run policies in 36 cities, naming the U outlets, and the situation generally. He also discussed the method of splitting product between first runs when this was the case.

In Brief

HARTFORD, CONNECTICUT — Paul Binstock has resigned as manager of Warners' Lyric to go into the theatrical book night promotion business with his brother-in-law in New York City. William Flanagan gets his post, with Thomas Maller succeeding Flanagan at the Lenox. Victor Morelli manages the Rialto.

SYRACUSE, NEW YORK—Charles Martina, Albion, takes possession of the Empire March 1. Following alterations, the house will open March 23 with first-run pictures. Empire manager, Morris Fitzer, takes the entire staff to the Rivoli with him. Present Empire policy will be continued.

NEW YORK CITY—Rumors that Columbia would produce pictures in the East were emphatically denied in a statement by the company. B. P. Schulberg has been signed by Columbia as a producer.

NEW YORK CITY—Pre-release dates for "The Grapes of Wrath" have mounted to a total of 220 at the 20th Century-Fox home office, an increase of 100 dates in three days.

NEW YORK CITY — United Artists has acquired the world distribution rights, with the exception of the United States and Canada, to the new feature-length adventure film produced by Armand Denis and his wife, Leila Roosevelt, during their latest vovage of adventure and motion picture making.

NEW YORK CITY—Ben Piazza, returned from a year's stay in Europe, has been signed to head RKO-Radio's talent department as well as to supervise all casting.

NEW YORK CITY—F. T. Murray, Universal branch operations manager, left on a tour of 15 of the company's western, southern and eastern exchanges which is expected to keep him in the field for at least the next three weeks.

NEW YORK CITY—Mayors or postmasters of the 10 American Londons have been invited to New York by Charles Laughton as the guests of Paramount and the group of city executives will be guest stars on the Professor Quiz radio hour over the Columbia coast-to-coast network February 23. While in New York the visiting city officials will be quartered at the Saint Moritz Hotel and, in addition to their radio appearances, will be guests of the New York Paramount where "Sidewalks of London" is playing.

NEW YORK CITY—Joseph Hummel, general manager, foreign department, has arrived in Cuba after visits to the branch offices in Brazil, Argentina, Chile, Peru, and Panama. Following a trip to Puerto Rico, Trinidad, and Caracas, Hummel will return to the U. S. A., arriving here early in March.

THE EASTERN THEATRE MAN speaks

Number 66 of a Series:-

PHIL BERLER

Head Booker, E. M. LOEW CIRCUIT
Boston, Massachusetts

"THE EXHIBITOR is inestimable in booking our 35 theatres. I find the Tip-Off service excellent, the reviews unbiased, the news from all fronts up-to-the-minute. For booking our large circuit THE EXHIBITOR is indispensable."

Nearly every Exhibitor reads THE EXHIBITOR!

AN INVITATION

Throughout 1940, expressions of praise, comment, criticism or suggestion from our many Exhibitor Friends will be carried in similar form in every issue. We welcome the expression of *every* reader and will use them in the order in which they are received.

Warren Stokes' HOLLYWOOD NEWSREEL

Dies Charges

• CONGRESSMAN MARTIN DIES, through the pages of Liberty magazine, arouses the ire of Hollywood's producers, and mostly that of the local trade press, which points out that Dies discredits the production of important pictures, branding the producers as un-American. At the same time, these learned scribes do not hesitate to state that the men at the top of this business will do nothing to offer it any protection from this or any other attack, pointing out that it is up to the members of the various guilds, unions, and all individuals making their living through the production and exhibition of pictures to take up the battle for themselves. Anyone close to the situation in Hollywood will immediately realize that these individuals are trying to fight their own battles, with the resultant discord within the rank and file of the movie workers.

Placing the Blame

• THE RANK AND FILE of this industry can be charged with creating most of the unfavorable propaganda, vicious propaganda, by word of mouth and printed form, now reaching the doorsteps of the residential sections and in turn finding its way to other parts of the country. Instead of fighting the battle for the industry and for themselves, guild and union members are fighting among themselves, creating a vicious wrong, that seeps through various channels leading to a misunderstanding of national proportions, even to the extent of lowering the sale of theatre tickets on pictures, misjudged for their real worth, because the worm of prejudice has eaten its way through to create the impression that it was produced with a selfish motive.

Producers Are American

• AN HONEST PERSPECTIVE of the situation will reveal that the producers have maintained the highest American principles in the making of so-called propaganda pictures. By the same token, it can be proved that, in the majority of cases, employment preference within the studios, as far as the producers themselves are concerned, or in any other part of the motion picture industry, for that matter, through executive channels, goes to people of proven ability with no thought of race or creed. Looking at the cold facts, one will readily admit that the fault is with the hirelings who take every advantage of their position to create a disturbing element for which the big boss is being unjustly blamed.

The Real Fault

• FAVORITISM AT CENTRAL CASTING comes up for periodic criticism because extras registered over a number of years fail to receive a studio call for months at a time. This finds its way into print, and stirs the fire of prejudice and discontent to a whiter heat. It is a known fact that some hirelings at the studios, assigned to certain casting duties, have banded together for the purpose of keeping each other's wives, friends and relatives working in their respective pictures. All of this, which is no fault of the unsuspecting executive, contributes to the present unrest and prejudice increasing its momentum and scope to be unjustly hurled at the heads of the industry, who are only to blame because they have not taken the time to investigate conditions within their own gates.

But a Change is Near

• SUBSTANTIATING OUR STATEMENT that the producers themselves are interested mainly in the ability of the worker comes the announcement that the major film companies will, in placing future extra calls through Central Casting, furnish a studio list of preferred screen players which must be exhausted, before Central calls other players for the jobs. This will place Central Casting only as a clearing house to summon for work such designated extras. This should eleminate all talk of favoitism through Central Casting. It goes without saying that the studios have a better record of the ability of extra workers through actual experience, and it should result in more work for the seasoned people in this particular field, eliminating to a large extent any differences between the old and the new in the extra ranks.

What's Next?

• PRODUCERS NEXT MOVE is to clean their own casting departments of those conspiring with each other to trade their own circle of friends in order to keep them working the extra ranks will eventually be reduced to capable and willing workers, with the trouble makers out of the picture entirely, and the picture business getting to the root of an evil force which, while not big enough individually to rate a paragraph on the front pages of the nation's press, emerges collectively to sew the seed of discontent until it takes root in the mind of every individual to become a national problem of false accusations, accepted as gospel truth because, like the proverbial snowball, it swells to larger proportions as it moves along.

Up to Hollywood

• IT IS UP TO HOLLYWOOD to start the ball rolling in the right direction. Conditions in Hollywood, in our estimation, make conditions what they are at the theatre box office. The hub of production is the hub of public opinion. The talk of the town becomes the talk of the nation. Curb the malicious gossip through a conscientious house cleaning of the chiseling factions which reflects unjustly on honest purpose and integrity and the house will be put in order for the happy ending to a tragic situation.

Brief Glances At PRODUCTION HAPPENINGS

West Coast News Items

HOLLYWOOD—So that its readers may keep abreast of the times, be in the know on the major developments and interesting sidelights, THE EXHIBITOR offers the following items from the various lots.

Columbia

Georges Metaxa will be featured in "The Doctor Takes a Wife." . . . Producer-Director Frank Lloyd has moved into studio quarters, preparatory to launching "The Tree of Liberty." . . . Rita Hayworth was loaned to Metro for a role in "Susan and God." . . . Boris Karloff has been engaged for the lead in "The Man Who Would Not Die." . . . "Too Many Husbands" will be given an all-female preview—with the audience and theatre attaches—including officers of the law—of the distaff side.

Maxie Rosenbloom is the final addition to "Passport to Alcatraz." . . . Franklyn Farnum, Colonel Tim Lonergan, and Ralph Norwood, all old-time players, and Jean Acker, one-time wife of the late Rudolph Valentino, have been engaged for the cafe scene in "Too Many Husbands." . . . Between February 25 and March 15, the company will take space in 21 fan and national magazines to advertise "Too Many Husbands."

Korda

Sabu, with his famed Arabian steed, and Zoltan Korda have arrived to make "Jungle Boy," based on the Rudyard Kipling story.

Lesser

George Bilson, who is doing the exploitation on "Our Town," now in production, addressed a meeting of district managers of the Fox West Coast Theatres so that he might obtain the theatremen's reaction to proposed national exploitation stunts.

Metro-Goldwyn-Mayer

Metro will film a sequel to "Boys Town," again starring Spencer Tracy and Mickey Rooney. Norman Taurog will direct. . . . May McAvoy, star of silent films, gets a long term contract on strength of her first screen role in number of years, in "Two Girls on Broadway," featuring Joan Blondell, George Murphy and Lana Turner. . . . William J. Fadiman, eastern story editor, is here for studio conferences. . . . Latest Our Gang Comedy, "The New Pupil," is now under way, with Edward Cahn directing.

"The Mortal Storm" was started. Margaret Sullavan and James Stewart are starred in the Phyllis Bottome story.

Production was to have started last week on "And One Was Beautiful." . . . The screen rights to "Port of Hope," by Gina Kaus and Ladislaus Fodor, have been acquired. . . . "Children's Crusade" has been purchased. It is an original by Robert Thoeran and Fritz Rotter.

"Pride and Prejudice" went before the cameras. . . . Rights to "Old Lady 31" have been acquired. . . . "A Night in Bombay," serialized in Cosmopolitan as "Bombay Nights," has been purchased. It is a Louis Bromfield story. . . . "Strike Up the Band" is the title for the next Mickey Rooney-Judy Garland picture.

A new term contract was signed by June Preisser. . . . Charles Coburn, out of "Floridan," goes into "Edison the Man." . . . "Romeo and Juliet" will be made as a cartoon by Rudolph Ising. . . . Bruce Cabot has been added to "Susan and God." . . . Clive of India will be the topic on the coming John Nesbitt subject, "The Hidden Master," with William Tannen playing the role of Clive.

Monogram

The company will release Gaumont British's "Born for Glory" (1935), under the title of "Torpedo Raider."

Paramount

This studio will co-star Fred MacMurray and Madeleine Carroll in a film version of the London and New York stage hit, "There's Always Juliet." . . . Ida Lupino, who scored as Maisie in "The Light that Failed," will have the feminine lead role in the celluloid version of the Joseph Conrad story, "Victory." . . . Cecil B. DeMille must really be planning to start "North West Mounted Police." Clearing of three acres on the studio back lot is under way to provide space for a village set to be used in this epic.

"The Ghost Breakers" went before the cameras, with Paulette Goddard and Bob Hope in the leads. . . . Mary Livingstone will be just a voice in "Buck Benny Rides Again." And Fred Allen does not appear, either. . . . Four-year-old Carolyn Lee has been signed for "just one more picture." . . . "Interlochen" will be made, based on the National Music Camp at Interlochen, Michigan. . . . George Bancroft was assigned a part in "North West Mounted Police." . . . Eddie Bracken has been given a contract, and assigned to the second Henry Aldrich picture. He appeared on the stage in "Too Many Girls." . . . Paul Lukas goes into "The Ghost Breakers."

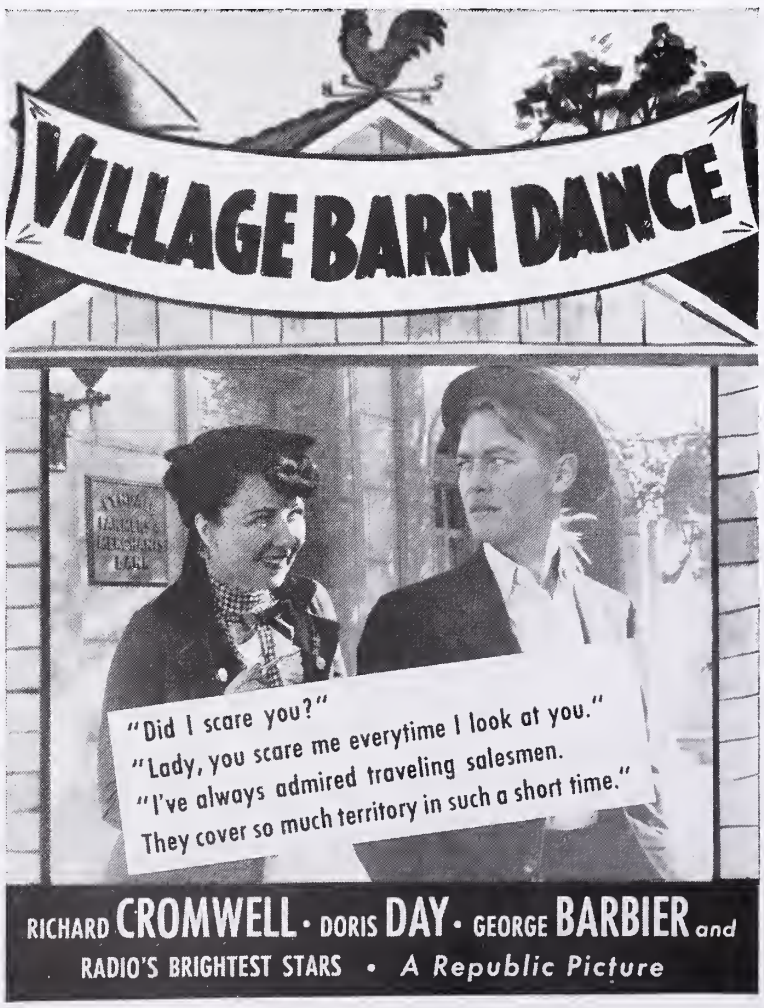
RKO-Radio

George J. Schaefer announces the closing of a deal with Harold Lloyd for the production of Grover Jones' original story, "Three Girls and a Gob." . . . Maureen O'Hara will be starred in "One of Six Girls," to be produced this spring by Erich Pommer. This is an original by Vicki Baum. . . . "Anne of Windy Poplars," next solo starring vehicle for Anne Shirley, has been catalogued in the higher budget class. Cliff Reid will produce.

Republic

Maurice Geraghty has been signed as story supervisor on the studio's western series, under Albert J. Cohen, story editor. . . . Republic's search for a new western star ends with the selection of Donald Barry. "Ghost Valley Raiders" will serve as his initial starring production with Lona Andre playing the feminine lead.

(*Continued on next page*)



Advance Shots On COMING REVIEWS

New Pictures Tersely Told

PHILADELPHIA—Received too late at THE EXHIBITOR's office here to be included in this week's Blue Section were reviews of the following pictures. These Advance Shots are given pending the publication of the next issue of the Six-Point Reviews (Blue) Section.

Features

GAMBLING ON THE HIGH SEAS (Warners)—Wayne Morris, Jane Wyman, Gilbert Roland, William Frawley, John Litel. 58m. This is a brisk-moving melodrama, heavy on action and light on romance, dealing with the gambling-ship situation and the legal battle between federal and state authorities that made the headlines several months ago.

HUMAN BEAST (La Bete Humaine) (Juno Films)—Jean Gabin, Simone Simon, Ledoux, Carette, Blanchette Brunoy, Gerard Landry, Jenny Helia, Colette Regis, Germaine Clasis, Berlioz Perez, Jean Renoir. Directed by Jean Renoir. 78m. Emile Zola's adventures into the realm of psychological studies comes to the screen in this sordid tale that expounds the author's theories of heredity and environment. As film fare for general audiences, "Human Beast" is too much on the gloomy and slow side, but for those discriminating folk who patronize the art houses, the film should be a successful attraction. Showmen can grasp the sex angles and name values of Jean Gabin and Simone Simon to exploit the picture in other spots. The censors clipped out most of the meaty sex scenes, but there is enough left on which to sell the picture.

LITTLE ORVIE (RKO-Radio) — John Sheffield, Ernest Truex, Dorothy Tree, Ann Todd, Fay Helm, Daisy Mothershed, Ray Turner, Dell Henderson, Paul Burns, Ed Dearing, Fred Walburn, Drew Roddy, Payne Johnson, Virginia Brissac, Sonny Bupp, Fern Emmett, Lasses White, Emma Dunn. Directed by Ray McCarey. 66m. From Booth Tarkington's popular pen came the story source of this excellently filmed bit of nabe family entertainment. Too unpretentious for top-billing in most spots, "Little Orvie" will make a host of friends as a feature in the smaller situations or from a position on the bottom of duallers. John Sheffield, Tarzan's son in "Tarzan Finds a Son," carries off the lead with a great deal of aplomb. He wants a dog for a pal, but his mother (Dorothy Tree) won't hear of it, but at the end the father (Ernest Truex) brings the dog home.

MURDER IN THE AIR (Warners)—Ronald Reagan, Lya Lys, Eddie Foy, Jr., John Litel, James Stephenson, Frank Wilcox, Dick Rich, Robert Warwick, Charles Brokaw, Victor Zimmerman, William Gould, Kenneth Harlan, Owen King, Helen Lynd. Directed by Lew Seiler. 58m. This follows the formula of these Secret Service offerings. A trite story, packed with plenty of action to save it in the final reels, the yarn depicts various groups seeking to destroy American principles under the guise of patriotic organizations. In order to break up these gangs and their leaders, Ronald Reagan becomes a member of one of the groups, makes contact with the leader, gets into a tight spot when his identity is discovered aboard a dirigible, and an accident makes it possible for him to escape death both ways.

WE WERE SEVEN WIDOWS (Esperia)—Antonio Gandusio, Nino Taranto, Vincenzo Scarpetta, Amelia Chellini, Silvana Jachino, Laura Nucci, Nico Pepe, Laura Solari. Directed by Mario Mattoli. 122m. Perhaps a bit too strong for most moviegoers to digest, this, nevertheless, met with the whole-hearted approval of an Italian audience. Laughter was forthcoming continuously from the onlookers. The sequel to the successful "We Were Seven Sisters" of last year, "We Were Seven Widows" carries on with the same leading man (Antonio Gandusio) and director (Mario Mattoli). It is a lot of fun.

WOMEN WITHOUT NAMES (Paramount)—Ellen Drew, Robert Paige, Judith Barrett, John Miljan, Fay Helm, John McGuire. 62m. This is another low-budget offering which rates high in entertainment values, with a simple story well told, capably directed, and produced with an eye to graphic detail without any semblance of the usual padding so obvious in the majority of small-budget films. Story deals with victims of circumstantial evidence, railroaded for a murder they did not commit, by an assistant district attorney anxious to make a showing to secure promotion to the No. 1 berth. There are plenty of action and suspense, with a thrill-chase climax.

Shorts

YOUR TOWN (Modern Talking Picture Service). 10m. Good.

WEEKLY LEGION OF DECENCY LIST

Unobjectionable for General Patronage—

Calling Philo Vance (Warners); First Film Concert (World); Granny, Get Your Gun (Warners); Light of Western Stars (Paramount); Pinocchio (RKO); Ultimatum (Hoffberg).

Unobjectionable for Adults—

Castle on the Hudson (Warners); Double Alibi (Universal); I Take This Woman (Metro); The Man From Dakota (Metro).

(A complete listing of pictures as classified by the Legion will be found in the Servisection of this issue.)

Production Happenings

(Continued from preceding page)

Roach

Grover Jones and Richard Wallace have been set for "Captain Caution." Jones will do the story, Wallace the directing. . . . "Turnabout" was to have gone before the cameras February 16, with John Hubbard, Adolphe Menjou, William Gargan, and Mary Astor in the principal roles.

Small

Val Paul, production manager, sailed last week on the SS. Matsonia from San Francisco to find location sites for the forthcoming "South of Pago Pago." . . . Alfred Werker will direct "South of Pago Pago," the forthcoming Victor McLaglen starrer.

20th Century-Fox

Charlotte Greenwood has signed a contract here to appear in Shirley Temple's next picture, "Young People." . . . Fay Bainter and Sidney Blackmer have been set for top spots in "Maryland."

Universal

Cliff Work, vice-president and general manager, announces the following promotions: Milton Schwarzwald takes charge of "exploitation" and musical productions; Jack Gross will supervise the company's "idea pictures"; Don Brown, Work's executive secretary, will be Gross' assistant; Marshall Grant, story editor, has been elevated to an associate producership, with "Bombay Uprising" as his first assignment; Grant's assistant, Leonard Cripps, becomes the new story editor, under supervision of Dan Kelley.

Wanger

Joel McCrea gets the male lead in "Personal History."

Warners

" 'Til We Meet Again" replaces "We Shall Meet Again" as the title of the picture with Merle Oberon, George Brent and Pat O'Brien. . . . Edward G. Robinson gets the title role in "Ben Franklin." . . . Lew Seiler gets the directorial assignment on "Flowing Gold," based on the best-selling Rex Beach story.

After completing "Saturday's Children," John Garfield left for New York where he will have a part in the Group Theatre's "Heavenly Express." . . . Ruth Terry has been signed for "An Angel from Texas." . . . Harry Davenport and Sybil Harris go into "All This and Heaven, Too."

William Lundigan has been given a new term contract. . . . James Cagney is to star in "Torrid Zone." . . . Jane Wyman and Ronald Reagan are cast in "An Angel from Texas." Pat O'Brien and Ann Sheridan get parts in "Torrid Zone." . . . George Brent and Merle Oberon are to co-star in "The Constant Nymph."

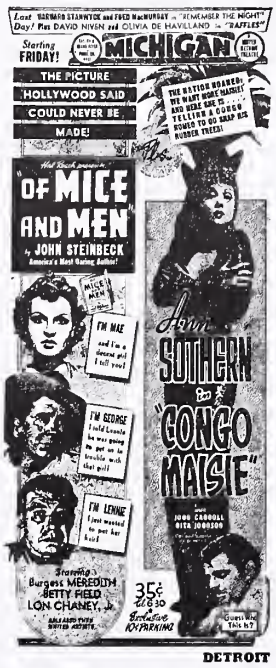
This past week, "All This and Heaven, Too," "An Angel from Texas," and "Torrid Zone" went into production. . . . "The Singin' Dude," a Technicolor two-reeler, is shooting. . . . Wayne Morris and Rosemary Lane go into "An Angel from Texas." . . . Gilbert Roland gets a featured part in "The Sea Hawk." . . . Eddie Albert started to work in "An Angel from Texas." . . . Ann Sheridan will do "Calamity Jane."

Merle Oberon will be starred in "The House On the Hill." . . . Production on "The Constant Nymph" has been postponed until spring." . . . Fritz Leiber has been added to "All This and Heaven, Too." . . . Lucile Fairbanks has been given a new term contract. . . . Montague Love goes into "The Sea Hawk." . . . "All This and Heaven, Too" gets Barbara O'Neill, as well as Jeffrey Lynn and Virginia Weidler. . . . "Flowing Gold," a Rex Beach story, will be made, starring probably Wayne Morris. . . . James Cagney and George Raft are to be teamed again in "The Patent Leather Kid."

Decorative Lighting • Glass and Metal Work
Exit and Direction Signs • Ornamental Plaster
Drinking Fountains • Air Distribution Plaques
36 Years in Business Is Your Assurance of Our Reliability.
VISIT OUR SHOWROOMS OR WRITE US
VOIGT Designers-Engineers-Manufacturers
1745 N. 12th Street, Phila.

SAN FRANCISCO

PHILADELPHIA



DETROIT

SEATTLE

SAN FRANCISCO

SYRACUSE, NEW YORK

HINTS ON NEWSPAPER ADVERTISING

No. 117—"Of Mice and Men" (UA)

With John Steinbeck current hot stuff because of "Grapes of Wrath," the 20th Century-Fox show, spots that have to play "Of Mice and Men" would do well to tie up the other book with this. In the initial engagements, "Of Mice and Men" had a tendency to spottiness, although it did get the critics' applause.

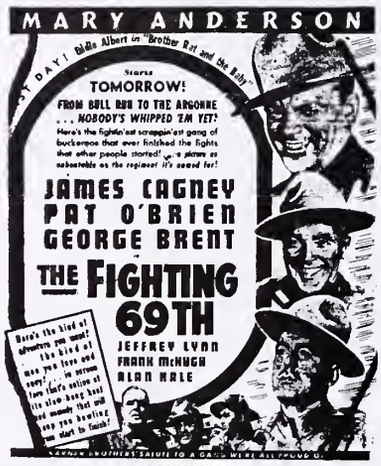
This set of layouts, including a couple from the pressbook with little change, is, in our opinion, quite above the usual standard, and although it goes a bit heavy on sex, the show has to be sold from this and melodramatic angles.

Take a look at the Seattle and San Francisco copy, and you will agree that the copy writers worked overtime.

The pressbook, incidentally, is worthy of more than passing attention as it is a superb job.

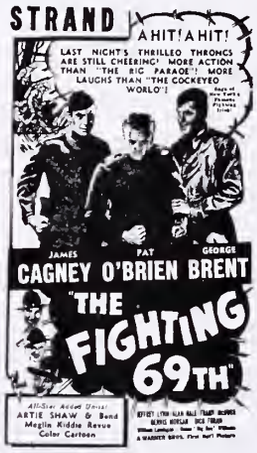
"Of Mice and Men" is the kind of show that can catch on if given the proper selling. Go to it; there are plenty of angles here.

CHICAGO



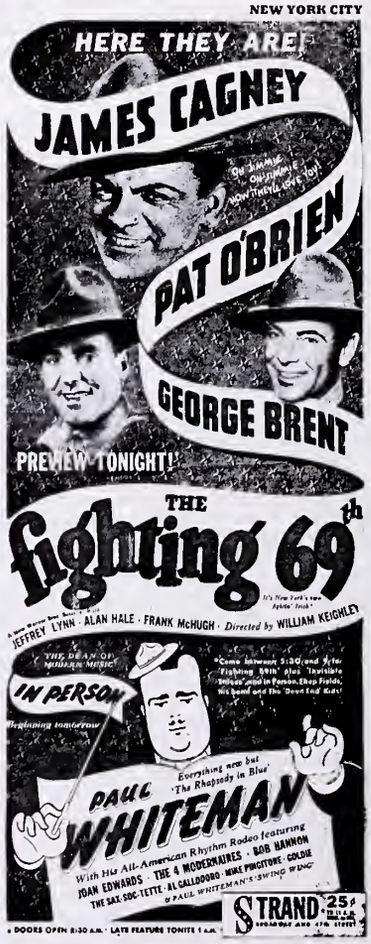
LOUISVILLE

NEW YORK CITY



ALBANY, NEW YORK

NEW YORK CITY



WILKES-BARRE, PENNSYLVANIA

SYRACUSE, NEW YORK

SEATTLE

HINTS ON NEWSPAPER ADVERTISING

No. 118—"The Fighting 69th" (Warners)

One of the biggest grossers in many months from the brothers Warner, this offers superb material for the ad-writers, a few samples of which are indicated in this assortment.

The pressbook, as is generally the case from Warners, is fine, and the best indication of its value is that much of the material has been incorporated into the above representative layouts.

The Warner flagship in New York City, the Strand, has come forward with two better-than-ordinary entrants, while we also like the Wilkes-Barre ad, which makes use of the localization to good advantage. This, of course, can be changed to the name of any town.

There is not much to be added here. The show has all the angles.

SAN FRANCISCO

HARTFORD, CONNECTICUT

DETROIT

OMAHA

SEATTLE

ALBANY

LOS ANGELES

PHILADELPHIA

HINTS ON NEWSPAPER ADVERTISING

No. 119—"His Girl Friday" (Columbia)

It is of interest to note here how practically all of the ads make use of the performance given by Rosalind Russell in Metro's "The Women."

We like also that Philadelphia line: "Together for the first time at each other's throats when they're not in each other's arms," which is a good way to make use of an overworked phrase.

The layouts, here, take a different turn, with the San Francisco selling of a double feature a bit different.

The reverse plate town, Seattle, also comes forward with emphasis on the adjectives, which has not been noted in any ads recently.

The show has been doing a whale of a business.

Part One of An Inventor's Life, "Young Tom Edison," Is Previewed

Around the family group—composed of Samuel (George Bancroft) Edison, Mrs. Edison (Fay Bainter), son Thomas (Mickey Rooney), and daughter Tannie (Virginia Weidler)—are arranged scenes from "Young Tom Edison," part one of Metro-Goldwyn-Mayer's biography of Thomas Alva Edison. In "Edison the Man," the title role will be played by Spencer Tracy.

NEWS OF THE TERRITORY

NEW YORK CITY

Crosstown

Ruth Rich, secretary to Gus S. Eyssell, Radio City Music Hall, left for a two weeks vacation in Miami, Florida.

William Alexander presented Patrick J. Stanton and his all-natural-color films of Ireland as it is today at the Academy of Music in Brooklyn. Title of the film is "Here Is Ireland." Stanton lectures with the film, that runs two hours. In making the picture, he covered 2,900 miles, and every high spot and every prominent person in the Emerald Isle has been photographed.

Grace Moore's latest starring film, "Louise," currently having its American premiere at the Little Carnegie Playhouse, broke the house record in its first week and will be held over for an indefinite run. "Louise" is being distributed by Arthur Mayer and Joseph Burstyn and has been booked for the Fine Arts Theatre, Boston, Studio, Philadelphia; Little, Newark.

Movie and Radio Guide is the new title of the enlarged form of the original Radio Guide, with Gordon Swartout as motion picture editor, it was announced last week.

Staten Island

Roy Sherkey, manager, Fabian's Stadium, cashed in on the La Conga and the Boomps-A-Daisy craze by featuring dance contest on stage. . . . Michael Garzetta, manager, Fabian's Staten, worked with Catholic churches and societies in selling "Full Confession." . . . John Firnkoess, manager, Fabian's Paramount, has an interesting and unusual boy scout exhibit in lobby of theatre. . . . Harry Black, general manager, Fabian theatres, has set "Screeno" in at the Staten and Liberty. . . . Boys are wondering what the magnet is that draws Capitol manager Sig Kasse to Atlantic Highlands every week. . . . Miss Edith Ricci, Saint George cashier, was out ill with grippe.

HOME OFFICES

Altec

Stanley Hand, staff representative, is back after a business trip to Louisville, Cincinnati, Chicago, Minneapolis, and Detroit.

Goldwyn

William Wyler, accompanied by his wife, the former Margaret Tallichet, on a holiday, left for a brief visit at Lake Placid. Wylers will return in preparation for a West Indies cruise.

Korda

June Duprez, soon to be seen in the leading feminine role of "Thief of Bagdad," arrived.

Metro

W. F. Rodgers, sales chief, is at the Coast for conferences. . . . Charles Sonin, purchasing agent, is a grandfather, a son being born to his daughter, Mrs. M. J. Meyers.

RKO-Radio

Ned Depinet came in from Coast conferences. . . . The exploitation department took charge of Terry Kilburn, who was taken all over the East on behalf of "Swiss Family Robinson."

Republic

Evelyn Koleman is enjoying that Havana vacation.

Small

J. J. Milstein, eastern representative, left for a southern holiday. He will go to Hollywood for conferences with Edward Small on the forthcoming productions for the season of 1940-41.

United Artists

First prize in the annual competition of the Martin Cantine Company for "outstanding skill" in the use of coated paper in motion picture trade paper advertising during 1939 was awarded to the company, it was announced last week. The competition covered all forms of advertising and printed announcements in which coated paper was used, and is conducted each year as a means of advancing the art of display advertising.

NEW JERSEY

Asbury Park

Richard Mooney, manager, Reade's Lyric, is in charge of the Paramount, opened temporarily while the Mayfair has "Gone With the Wind."

Bergen County

Gus Lesnevich, light-heavyweight boxer of Cliffside Park, acclaimed by his followers as the "Golden Boy of Cliffside" was presented with a "Golden Boy Trophy" on the stage of the Savoy, Cliffside Park, the presentation being made by Paul Renaud, manager. . . . The Third Annual Bergen County Salon of Photography will be held March 2 to 9 with special non-competitive exhibits in the lobbies of the Fox, Oritani, Hackensack.

Elizabeth

Broad closed its doors. Marquee signs refer to "alterations." . . . Manager Fred J. Sheperd, Empire, Rahway, gave 35 percent of the evening admissions for benefit of Finnish Relief Fund. . . . Rahway, Rahway, is a new addition to the "encyclopedia" family. . . . Manager Nichols, Liberty, sponsoring three-day vaudeville, believes this form of entertainment is due for come-back. . . . Gangler Brothers circus was a special one-day attraction at Rialto, Westfield. . . . "Fair-O" becomes part of program at Saint George, Rahway, Monday nights. Five persons are given free admission each week to Warners Cranford, Cranford, for finding advertising in local newspaper.

Jersey City

More than 100,000 persons saw "Gone With the Wind" at Loew's Jersey City in the first 14 days, according to manager George Dumond. Numerous theatre parties have helped to swell the attendance total. . . . Kiddies shows at Skouras playhouses are going over good. . . . Ritz showing old-time movies known as "Flicker Frolics" weekly. . . . Jack Fields, managing director, Cameo, was so impressed with initial Saturday afternoon kiddie shows at his theatre that he decided to present the shows to adult audiences Saturday nights instead of in the afternoons. . . . Impressive ceremony was held on stage of Stanley when commanders of American Legion, Veterans of Foreign Wars and other associated organizations assembled on stage to pay tribute to "The Fighting 69th." . . . Manager David Kane showed films of Dempsey-Willard fight at New Orpheum, and also gave 10 passes to patrons sending in letters giving the best reasons why they believe Jack Dempsey could have beaten Joe Louis or vice versa. Young Fun Club celebrated Lincoln's Birthday with party and entertainment at the theatre.

Skouras theatres of Hudson and Bergen counties held "Sweetheart Night" February 14, in honor of Saint Valentine's Day. Each woman patron attending one of the Skouras theatres on that night received a ticket containing a number as she entered the showhouses and prize was awarded from the stage to woman holding the lucky number.

A new threat to championship bowling teams has loomed largely on the horizon recently in the form of two teams composed of Warner managers. The Siberian Terrors, and the Hoboken Wharf Rats, captained by Leto Hill and Artie Manfredonia, respectively, are preparing to issue a challenge to all comers. The "Terrors" number among them such names as H. Wiedenhorn, Central, Jersey City; J. Fields, Lincoln, Union City; G. Kelly, Stanley, Jersey City, and D. Lee, Roosevelt, Union City, as well as the redoubtable captain L. Hill, Dewitt, Bayonne. . . . "Rats" boast of such well-known competitors as F. Holler, U. S., Hoboken; R. Dietch, Ritz, Jersey City; J. Rose, Strand, Bayonne; captain Manfredonia, Fabian, Hoboken; Leto Hill, Jr., and R. Kuehn, district manager.

Long Branch

Manager Thomas A. Phelan, Reade's Paramount, arranged a large set piece in the lobby advertising the Radio Rubes, during their two-day engagement. . . . Reade's Strand featured a horror lobby for the double bill of "Return of the Frog" and "The Demon Barber of Fleet Street." Heralds and street ballyhoo were also used.

Newark

Bob Ungerfeld, manager, Proctor's, had downtown Newark all agog with "Willie" the robot. Utilizing this bit of ballyhoo as part of a campaign on "The Invisible Man Returns" paid dividends in the box office.

According to late dispatches, Harry Kridell, owner, Mayfair, is due back any day after two weeks' vacation. . . . Gertrude Schlenger, Warner theatres booking department, is to be married to Jack Stiglitz, Elizabeth attorney, April 14. Miss Schlenger is the daughter of the late Sigmund Schlenger, former operator, Colonial, Pompton Lakes; Butler, Butler; Rialto, Westfield. . . . A. J. Austin, safety engineer, Lumberman's Mutual Insurance Company, spoke at Warner theatres managers meeting. Highlighting his talk with the fact that 80 percent of the injuries sustained occur to patrons leaving the theatres, Austin recommended that more careful attention be paid departing patrons. . . . Sally Schackman, Warner contact staff, is sojourning at Palm Beach.

Paterson

Charlie Griswold, Garden, arranged a special "GWTW" screening at the request of the personnel director of the local Wright Aero Corporation. It seems employees working overtime couldn't attend the regular shows, so an extra show was run February 10 and 12 starting at 9:30 A. M.

Children may now attend the Hawthorne, William Herman, manager, announces, a mild epidemic being over. . . . Fire destroyed the largest business structure in Pompton Lakes. It was feared that the Colonial, only theatre, would also be destroyed. . . . Edward Shearer, head doorman, Fabian, Cameron Dooley, is the father of a girl. . . . Local Warner Brothers bowling team is planning to play the Newark Theatre Managers team. . . . Emily Helwig, Fabian cashier, was laid up with flu.

A. Wall, Metro, is stationed in Paterson during the run of "Gone With the Wind." Miss Ella Fritzche is the extra treasurer of the Garden. . . . Rivoli, Frank Hall, is now presenting gold dinnerware to lady patrons. . . . Majestic, Jack Guinzberg, has added another girl, a trumpeter, to its Major Bowes aggregation.

Opening of "Gone With the Wind" was a gala occasion at the Garden. . . . picture was well publicized. Manager Griswold had ads in 63 neighboring newspapers, in addition to the Paterson papers. . . . One of the largest department stores gave four front windows and two side windows, another gave a huge full window on Main Street and large side windows. . . . He had to turn down a number of stores that were clamoring for displays. . . Following extra help are being employed: Murray Cohen, doorman; Timothy Foley, Joseph Carr, Edward Brandt, William Hayes.

NEW YORK STATE

Albany

Jack Armm, Columbia's salesman, week ended in New York. . . . John Firlik, Firlick Film Delivery, drove to Florida for a stay of two weeks or so. His father, Joe Firlik, will be doing double duty. . . . Kallet circuit's long-closed Madison, Oneida, is scheduled to reopen soon, completely renovated. . . . Champlain Valley theatre owners are looking forward to playing Metro's "Northwest Passage." . . . Kallett circuit's State, Ticonderoga, Allan Sirrine's Empire, Port Henry, and the Strand, Plattsburg, are among houses expecting to cash in on local angle. . . . World premiere has been announced for Palace, Albany.

Woolsey Ackerman, New Berlin, is proud of his baby daughter, beginning to walk. . . . Norman Moray, Vitaphone short subject sales manager, called on Warner theatres zone manager M. A. Silver, also exchange manager Paul Krummenacker, then left for Buffalo. . . . Another Warner home office visitor conferring with Silver was Frank Phelps. . . . Joe Miller is determined to win one of those cash prizes Columbia is offering in the Montague 15th Anniversary Campaign. . . . Joe jumped the gun with ample advance preparation. . . . Harry Rabinowitz, Theatre Display Company, was in New York for a few days on business. . . . Fred Duffy, Republic salesman, made a two-week swing through his territory. . . . Moe Grassgreen, 20th Century-Fox branch manager, spent most of his vacation on the YMCA handball courts and under the sun lamp. says he had the time of his young life.

Jim Bailey, Republic booker, is happy indeed to be back in the picture business, and, according to branch manager Artie Newman, he's doing a swell job. . . . George Lynch, Schine circuit executive, is scheduled to arrive in Florida the last week in February, remaining until the middle of March, with Lakeville his headquarters, instead of Miami Beach, customary mecca for filmfolk. . . . Sid Dwore, Schenectady circuit operator, has issued a challenge to take on anyone on film row at bowling. . . . Sid's been burning up the alleys, reporting a verified average of 203 for nine game.

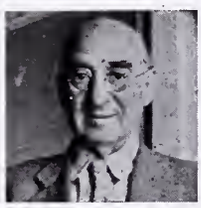
Si Fabian and Sam Rosen were in town, holding meetings with Joe Shure and local circuit forces in absence of Lou Golding, sunning himself in Florida and Havana.

Married life seems to agree with Harold Lewis, Lincoln, Utica. . . . Louis-Godoy fight pictures were booked by Fabian circuit in Grand, Albany; State, Schenectady, and by Warners at the Lincoln, Troy; Avon, Utica; Keeney, Elmira; Palace, Jamestown. . . . Ernie Wolfe, Avalon, Lowville, made a trip to Niagara Falls to bring home his son, ill with pneumonia—who is now resting comfortably and making a fine recovery. . . . Add Nick Googin, Cazanovia, to the rapidly mounting list of exhibitors sojourning in sunny Florida.

JOE JOEL SAYS:

Among Other Things . . .

Edward Meinhardt, Tacme Film Service, became the daddy of a seven pound daughter February 12. Mother and child are doing well. . . . William Appell, Madison, New York City, is back on the job after being laid up with a very severe illness. I hope he may remain in good health for he certainly is missed. Theatre-Book Company has opened an office at 353 West 44th Street. The owners are Mantell and sons, owners of theatres in the Bronx. They specialize in classic books. Pay them a visit and you will find their books different from all others. . . . A very pleasant time was had at the eighth wedding anniversary in honor of James Montana, head cashier, RKO. It was held in the bookkeeping department. Refreshments were served and the guests entertained with songs and stories.



Albert Goodman, one of the pioneers in the making of lobby photos and stills, was married in Baltimore January 16 to a very beautiful nurse. So, Al, you will be well taken care of in case of sickness. . . . At the installation of the Motion Picture Associates, I had the pleasure of meeting an old boss of mine with whom I had been associated for many years. I managed his theatres during the World War at which time he was in Europe, I kept all his correspondence and I have the same in my possession. All I can say is I have never had any cause to regret having been employed by Morris Goodman. . . . I was pleased to learn that Otto Lederer has joined Merit as part owner. He is an old time exhibitor; also was part-owner of First Division. He has many friends in the industry and I am positive that from now on the Merit exchange with his co-operation will be one of the leaders. . . . Any motion picture distributor who can purchase the rights of an old Edison production called "The Cossack's Whip" which had Viola Dana as the star, and make it into an up-to-date talkie, will have one of the best Russian pictures ever produced. The story pertains to Russia and its hardships of the present day.

I must congratulate my old time friend, Henry Hirshfield, who was the master of ceremonies and installing officer at the installation of the officers of the Motion Picture Associates. His stories were so sad they brought tears to the eyes of all present. . . . I have just finished my two years with the Jay Emanuel Publications and up to the present time, I have no regrets either with my employer or my friends in the motion pictures industry. I know with my friends' support, my future years will be happy ones. . . . Dick Perry, one of the oldest salesmen in the motion picture industry and manager, Grand National, is now connected with Times. . . . A visitor to the Film Center was Jack Goldstein, Economy Poster Exchange, Buffalo. . . . The police are busy on West 44th Street between Eighth and Ninth Avenue, playing tag, but the sad part is they leave the tag on your car. . . . I expect to see my old friend, Artie Newman, manager, Republic, Albany, in New York City for to enter his dogs in the show at Madison Square Gardens. Artie has captured the Blue Ribbon and numerous prizes in previous years. . . . Morris Goldsmith, formerly with the RKO poster department, until its closing, is now employed at Republic film room. . . . Gus Koenigswald, because of the increase in business, was compelled to move to larger quarters. He is now located in the offices of the Advance Film Exchange in the Film Center Building, 4th floor. . . . I hope, if the rumor is true, that the National Screen will take over the different poster exchanges, that they will give preference in giving positions to those who may be unfortunate enough to be out of employment. This includes also those who worked in the poster room in the different exchanges.

BINGO CARDS
MADE ON CARD — NOT PAPER!
WITH PUSHOUT TABS — LARGE
1,000 COMBINATIONS—SIZE 4½x5
$2.25 PER THOUSAND
JOSEPH FITZER
104 GORLAND AVE.
SYRACUSE, N. Y.

Mitch Conery is now doing all the booking for his Conery circuit, Allan Jones having resigned. . . . Dick Hayes, Paramount, had a fire in his car. . . . Bill Benton, Benton-Schine circuit, was confined to his home. . . . Joe Jarvis, with his brother Sam, are again operating their Delmar, Delmar, recently leased by Marmon and Playford. . . . While Joe Lamb has taken over the Clinton Heights from the same firm, who continue to operate the Brightspot, Rennselaer.

A. F. Baldwin, National Theatre Supply Company's home office in New York, spent a week travelling through the frozen north country with local manager O. E. Williams. . . . Paul Lazarus, Jr., and Ben Cohen, Warners home office advertising department, were in town conferring with zone manager M. A. Silver and his forces on campaign for "Dr. Ehrlich's Magic Bullet," scheduled for pre-release engagement at Strand. Attending the meeting were district manager C. A. Smakwitz, advertising manager Jules Curley, and Strand manager Andy Roy.

—C.

Albion

Rialto, managed by Frank Martina, Martina circuit, dropped to a new low price.

Batavia

Ralph Booth, New Family, to sell "Gulliver's Travels" to adults and class trade, used a supply of engraved commissions in the mythical kingdom of Lilliput. These commissions of colonel in the army of the Kingdom of Lilliput were sent to prominent citizens, and were followed up by a box of business cards with the title, Colonel, to each one.

Binghamton

One sheet standees were spotted all through the downtown section on "Little Old New York" for the Riviera. . . . From Florida way comes word that Mr. and Mrs. Ned Kornblite are enjoying themselves greatly. . . . Deepest sympathy goes to Jerry Burke, manager, Star, whose aunt passed away recently. . . . Marie Davis, Capitol usherette, spend a week with relatives in Wilkes-Barre, Pennsylvania. . . . Mother of Tom Cary, Riviera, has greatly improved. . . . Mr. and Mrs. T. J. Walsh celebrated their wedding anniversary February 9. . . . Fred Perry, former Capitol manager, is now at the Jerome, Bronx, New York.

—F. D. R.

Buffalo

Local RKO exchange has designated March 15-23 as "Charles Boasberg Week," and has sent out an appeal to all exhibitors to show their appreciation of Charlie's fine efforts in their behalf by dating as much product as possible. We think this was a fine gesture. We hope the week will be a big success.

Norman Moray, Vitaphone sales chief, was in and conducted a meeting of the Warner booking, sales department and cashiers. . . . A meeting was held February 13 of the Syracuse committee of the Will Rogers Memorial Drive. . . . Bob Ohman, Lyons, made a visit. . . . February 24 will be MGM night at the Variety Club. . . . Shea theatres and the Courier-Express co-operated in selecting Buffalo's "Miss Seventeen." Gloria Sheehan will represent this city at the Hollywood preview of Paramount's screen version of "Seventeen." . . . Jack Bellman, branch manager, Republic, returned from the mid-season sales meeting in New York enthused over "Dark Command," which will be released the middle of March, and "Drums of Fu Manchu." . . . Walter Cooke, for many years on the staff at the Lafayette, has resigned.

Shea's Lackawanna, newest addition to the circuit, Lackawanna, opened February 9 with a gala premiere. Lackawanna Junior Chamber of Commerce were in charge of the opening. Local branch managers, salesmen and exhibitors attended. . . . Robert Case, well known in theatrical circles for 20 years, and recently general manager of George Smith's theatres in Syracuse, is manager.

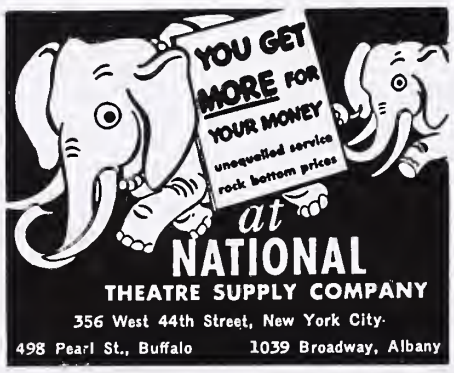
Variety Barkerettes gave a Membership Tea at the Clubrooms February 14 with Chief Barkerette Dorothy S. Schwartz presiding. . . . Michael De Angelis, in town conferring on several new theatres. . . . Emily Blumberg, sister of RKO's branch manager Charles Boasberg, was in visiting the family. . . . Max Levine, handling the Joe Louis-Artura Godoy fight pictures throughout New York State, was all smiles. . . . Mrs. Matt Sullivan, wife of United Artists city salesman, is back in town after having visited in New York. . . . Dave Miller, Universal's district manager, stopped off. . . . Columbia's local exchange is all dressed up with beautiful banners. . . . Gertrude Dickman, Shea office, is sporting a new coat. . . . Edith Mauer, Shea's Buffalo office, is back at her desk after illness.

Charles Martina has taken over the Empire, Syracuse, formerly operated by Morris Fitzer, and expects to re-open it March 23. . . . Variety Barkerettes are inaugurating a "Queen For A Day" series of luncheons first one held February 20. Mrs. Ralph Maw, wife of Metro's branch manager, and Mrs. Manny Woronov, wife of Metro's city salesman, were the Queens. . . . Bobby Alberts, formerly, Lancaster, Lancaster, is working on the Binghamton engagement of "Gone With the Wind." . . . Nick Basil, Basil circuit, has been in New York. . . . Mrs. Thomas McCleary, wife of RCA sales representative in this territory, gave birth to a eight pound baby girl in the Children's Hospital. . . . E. K. O'Shea, eastern district manager, Metro, left after spending three days at the local exchange. . . . There were many Oh's and Ah's over the very unique announcement of the Irving Fried's new arrival. . . . Mr. and Mrs. Irving Price, East Aurora, have returned from an extended trip to Bermuda. . . . Mike Morad, former Lackawanna exhibitor, is rumored interested in a new theatre project. . . . Joe Warda, Lancaster, Lancaster, is back on the job again. . . . John J. Schmitzer, RKO auditor, is being greeted by his many film friends upon his return to town. . . . Menno Dykstra, Williamsville, was noticed celebrating his birthday, February 9 with two local film salesmen. . . . Mr. and Mrs. George Beiler, Palace, Hamburg, left for a vacation in Florida. . . . Alice McCarthy and Lee Gross, Shea office, look becoming in their new coiffures.

Columbia's salesmen Jack Bullwinkle, Rochester; Nat Marcus, Syracuse; George Ferguson, Buffalo attended a meeting called by branch manager Phil Fox on the Montague Fifteenth Anniversary Drive, to run from February 17-May 10. All local Columbia employees pledged their utmost co-operation and Phil Fox says that with the pictures to be released in that period, this should be the greatest drive ever.

Mrs. E. K. O'Shea, wife of Metro's eastern division manager, and Mrs. William Scully, wife of Universal's eastern sales manager, left for Florida. . . . Mrs. Lu Blumenfeld, daughter Anita and son Ralph, left February 15 for Pittsburgh and then to New York, where they will join Lu, former office manager, 20th Century-Fox, and now connected with the Federal Tool and Steel Company. . . . Columbia local exchange force held a meeting to organize the Columbian Club. Frank Curro was elected president; Art Fleury, vice-president;Madeline Moore, treasurer, and Irene Blair, secretary. . . . Ask Bob Murphy, head booker, Shea's, to let you look at those pictures of himself as Chief Barker. . . . William Sussman, eastern division manager, 20th Century-Fox, visited the local exchange to confer with branch manager Sydney Samson. . . . At a meeting of the committee on the Will Rogers National Theatre Week Drive, zone chairman Sydney Samson screened pictures of the Sanitarium at Saranac Lake, and after seeing them, each member of the committee went away with a firm resolve that they would do everything in their power to make this drive big. . . . Eddie Stamp, 20th Century-Fox ad sales manager, is on the sick list, assistant Bill Gibson is pinch-hitting. . . . Mrs. Boasberg, sweet mother of Charlie, RKO's branch manager, has returned from a two months' sojourn in Florida.

Terry Turner, in charge of all field exploitation men of RKO, making a tour of exchanges on "Pinocchio," "Swiss Family Robinson" and "Vigil In The Night" stopped at RKO. . . . A lovely luncheon was tendered Mrs. Lu Blumenfeld at the "Top O The Town" February 13. . . . Mildred Block, bookkeeper, 20th Century-Fox, left for Miami Beach. . . . Dorothy and George Gammel, Gammel circuit, celebrated their 20th anniversary at the Statler Hotel with Florence and George Hotte, Catherine Schaaf, and Mike Simon. . . . Through the generosity of a Buffalo exhibitor, two local film men were able to enjoy their breakfast the other morning without having to go through the formality of working it out. . . . No, no money. . . . Steady progress is being made on Shea's Niagara to have it ready for opening around May 15. . . . Nikatas Dipson, Dipson chain, left for a vacation in Florida. . . . Paul Grummit, Circle, announces the renovation of his house is practically completed. . . . Ed Altman, Embassy, postcards from Florida. . . . H. Endres has taken over Gammel's Stadium



LUCKY AND BINGO
The ONLY GUARANTEED Theatre Games!
DENNIS GAMES, Inc.
N. E. Cor. 13th and Race Streets, Philadelphia
RUSS COHEN, 353 W. 44th Street, N. Y. C.
"Pioneer of Theatre Games"

and will inaugurate the same policy he now has in his Little German, foreign pictures, etc. . . . We are hoping for the speedy recovery of Stanley Kosanowski, Rivoli, Buffalo, confined to his home. . . . Mr. and Mrs. George Hanny Jr., Capitol; Frank X. Schwab, Old Vienna; Mr. and Mrs. Ken Cooley, Shea's Seneca; Mr. and Mrs. Elmer Lux, RKO; were noticed at the South Buffalo Business Men's annual formal. . . . Walter Scott, porter, Shea's Buffalo, since the house opened 14 years ago, pased away.

February 10 "Honest Abe" (Alias Charlie Boasberg) celebrated Lincoln's Birthday with the gang from RKO at the Variety Club. The invitation read that instead of being "Abe Lincoln in Illinois," it would be "Abe Boasberg at Variety." . . . Anita Samson, daughter of Mr. and Mrs. Sydney Samson, branch manager, 20th Century-Fox, returned to the University of Michigan. . . . Fact that "Wild Bill" Donovan of Buffalo is a key figure of "The Fighting 69th," is being played up by Charlie Taylor and his staff in exploiting the film for George Mason's Great Lakes. . . . Mr. and Mrs. Robert Boasberg entertained in honor of their mother. . . . A testimonial stag dinner was given for Harry H. Goldsmith, district manager, Schine circuit, at the Variety Club, February 19.

Marvin Kempner, Syracuse salesman, 20th Century-Fox, resigned. . . . E. A. Keith, Randolph, Randolph, returned from a vacation in Florida. . . . J. A. Zimmerman, Metro auditor, is spending a few weeks at the local exchange. . . . On Lincoln's Birthday, RKO held a private screening of "Pinocchio" for the office force. . . . Nathan Oppenheimer's gave a party at their home in honor of Buffalo's Nat Wolff and his bride, the lovely Edna Best. . . . Jerry Lipow, Universal, spent a week-end visiting relatives in New York. . . . Terry Kilburn, one of the stars of "Swiss Family Robinson," is expected in town for the opening of the picture at the 20th Century. . . . Ed Schnitzer, district manager, Warners, was in town, conferring with branch manager Charles Rich.

—M. G.

Dunkirk

Dalton Burgett, Capitol, invited the American Legion in a body to see "The Fighting 69th." Ed Burgett, assistant, Capitol, promoted candy for two Saturday giveaways to children.

Fredonia

Merton Osborne, Winter Garden, instituted bargain days Friday-Saturday.

Gloversville

Schine Home Office News

Home office has had to do some tall stepping to keep up with the many developments rising in regard to the showings of "Gone With the Wind." In the first two situations in which the picture played, however, Lexington, Kentucky and Salisbury, Maryland, it was held over on the strength of the initial three-days' business. . . . Film buyer George Lynch made a business trip to New York, where he signed up the Lewis-Godoy fight pictures for the circuit. . . . Louis W. Schine and Harold F. Sliter made a business trip to Syracuse where they conferred with Clint Young, zone manager, Western New York State, and Jerry Fowler. They also wished Clint a pleasant vacation, as after the conference he left for Fort Lauderdale, Florida, for two weeks. . . . Comptroller John May, who survived a thrilling automobile dash in which the car plowed into a cow, now has an "airplane saga" to his credit. John was flying from New York City to Columbus, Ohio, but wound up in Indianapolis because the fog was so thick the plane couldn't land at Columbus. John says he couldn't even see the lights on the wing tips, the "soup" became so heavy. From Indianapolis, he had to take a train back to Columbus, but at the air line's expense.

Mrs. Sophia Hart, New York City, mother of Lou Hart, Hippodrome manager, had an unfortunate experience when, while visiting Lou here, she slipped on the ice. She injured her back, and for several days was a patient at Littauer Hospital, but is now much improved. . . . Sidney Holland, Mohawk Valley district manager, entertained a group of friends at his home, South Park Drive. . . . Sandy Lazar, hobbling about with his cane since his ski accident, had to deny to a feminine admirer that he was a veteran of the Finnish-Russian war.

—J. B.

Hornell

Lew Pressler, Hornell, obtained the newsreel showing Ed Oliver, a Hornell golf professional, winning the $3,000 pro-amateur tournament staged by Bing Crosby. Manager Pressler cashed in.

Medina

Cliff Schaufele, Diana, got a tie-up with high school and parochial school for combined group attendance at matinee on "Gulliver's Travels." Raymond Majeski, chief service, was on hand to give all the kiddies attending the matinee Valentine's day chocolate candy hearts. . . . Cliff Schaufele, Diana, contacted the Akron Indian Reservation and had Chief Nick Bailey and 30 other Indians attend the showing of "Geronimo."

Middletown

Manager Harry C. Stowell, Paramount, had a strong tieup which helped make "The Fighting 69th" engagement the biggest in many months, and the biggest opening in over three years. . . . Manager Stowell arranged a tieup with Company I, 156th Field Artillery, National Guard. Entire company, in full uniform, paraded through the business section of the town from Armory to the theatre. The troops left the Armory and arrived in front of the theatre at 9.00 P.M., just in time for the break of the first evening performance. The band formed in the street directly across from the theatre marquee and played martial music while the company of artillerymen marched into the theatre in formation and down the two side aisles where seats were reserved for them.

An usher lead the parade carrying a large sign reading "We are marching to the Paramount to see 'The Fighting 69th'." Theatre was decorated with bunting, flags, etc., appropriate for the occasion. Large flood and spot lights covered the street in the vicinity of the theatre entrance. . . . During the afternoon from 4.30 until the parade, two pieces of field artillery were in front of the marquee and guardsmen in uniform doing sentry duty.

Newburgh

In the 14th session of the Netco (Insomnia) Bowling League, Park shut out the Broadway, 3-0; Bob Ruckdeschel, Park, had 211 high single and 523 high three; Ken Hill, Cameo, had 190 high single and 464 high three as his team defeated the Art Department, 2-1; Red Sutton, Ushers, had 206 high single and 531 high three as the Ushers shut out the Managers, 3-0; R. Walsh, Operators, had 159 high single and 513 high three as his team defeated the Ritz, 2-1. Teams now stand: Park won 32, lost 10; Cameo won 31, lost 11; Managers won 26, lost 16; Ushers won 25, lost 17; Broadway won 22, lost 20; Art Department won 16, lost 26; Ritz won 10, lost 32; Operators won 6, lost 36.

Walter Duffy, Broadway projectionist and Frank Peacock, Ritz projectionist, were appointed by Mayor Warden as members of the Motion Picture Operators License Board. . . . James Brennan, international vice-president, IA, was a visitor. . . . Jack Corwin, Ritz assistant, is back on the job after being laid up with the mumps. . . . Marianne Carroll recuperated after a siege of the mumps. . . . Eugene Levyis enjoying his winter vacation and is registered at the Arlington Hotel, Hot Springs, Arkansas. Gene left LaGuardia airport and arrived in Tennessee where the plane was grounded due to weather conditions. . . . Helen Schaefer has joined the bowling fans and was observed at the Central bowling.

Oneida

Altered and redecorated the Madison has been re-opened by Kallet Theatres, Inc.

Rochester

Manager Albert Lebowitz, Embassy, turned in his license to operate the house rather than stand trial on charges of permitting indecent burlesque shows. Safety Commissioner Thomas C. Woods immediately announced Rochester never again would permit burlesque shows. Charges against Lebowitz were dismissed on recommendation of district attorney's office. Embassy, now dark, may return to films with new operating company.

Manager Jay Golden, RKO Palace, tied up with schools for Saturday kids' show with "Swiss Family Robinson" and prologue of historical films. . . . Bud Silverman, Schine city manager, moved his family to town from Ohio. . . . Ed Dunn becomes assistant manager, RKO Temple, replacing Dick Young resigned. . . . Lake about set for reopening was delayed because the damage was greater than first thought. . . . Robert C. Cragg, projectionist, is the father of twins born via a Caesarian operation and still in incubator at Genesee Hospital. . . . Dixie and Monroe, Schine houses, dropped vaude.

Howard Carroll, Strand, still is going strong despite misinterpretation of item in trade press. . . . Albert Fenyvessy, Arnett, 20-cent house, gives two pounds of sugar to women patrons Wednesday and Thursday. . . . Manager Golden, Palace, arranged private screening of March of Time Vatican sequence at K. of C. for Catholic leaders. . . . Ray Ferigno, Grand, tried magazine giveaway. . . . Some exhibs say "Gone With the Wind" benefitted all downtown houses, including "Fighting 69th" which also ran three weeks. Others claim that pictures, properly exploited, do just what they deserve regardless of competition. Most nabe houses have their crying towels out.

—D. R.

NEW YORK CITY EXCHANGE LISTING

ADVANCE

630 Ninth Avenue—CIrcle 6-6765

President—Emil Rosenbaum.

Salesmen—Mike Thomas, New York and Brooklyn; Al Spector, New Jersey.

ALLIANCE

630 Ninth Avenue—CIrcle 6-6660

Vice-President—Budd Rogers.

General Manager—Arthur Greenblatt.

Salesmen—Julius Levine, Brooklyn and Long Island; Jack Farkas, New York City and Upstate; Sidney Hess, New Jersey.

Booker—Louis Solkoff.

COLUMBIA

630 Ninth Avenue—CIrcle 6-0900

District Manager—Nat J. Cohen.

New York and Brooklyn Supervisor—Saul Trauner.

New Jersey, Upstate, Long Island Supervisor—Irving Wormser.

Office Manager—Edward Helouis.

Salesmen—Jack Sokoloff, Brooklyn; Moe Fraum, New Jersey, Upstate; John Wenisch, New Jersey; Seymour Schussell, Long Island, Upstate.

Bookers—Sam Feinblum, Head Booker; William Katz, Brooklyn; Jack Safer, New Jersey; Gilbert Fillet, Upstate, Long Island; Ira Michaels, city.

HOFFBERG PRODUCTIONS, Inc.

1600 Broadway—CIrcle 6-9031-32

President—J. H. Hoffberg

Sales Manager—Oliver Unger

Salesmen—Irving Grossman, Robt. Snyder.

Booker—Walter Klee

MERIT

630 Ninth Avenue—CIrcle 6-0271

Office Manager—Etta V. Segall.

Salesmen—Jack Farkas, Jerry Wilson.

Booker—Etta V. Segall.

Asst. Service Manager—Jerry Thomas.

METRO

630 Ninth Avenue—CIrcle 6-6200

District Manager—E. K. O'Shea.

New Jersey, Long Island, Upstate Manager —Ben Abner.

New York, Brooklyn Branch Manager—Jack Bowen.

Office Manager—Harold Goldgraben.

Salesmen—Harry Miller, Brooklyn; Howard Levy, New York City; Lou Allerhand, New Jersey; H. L. Ripps, Long Island, Upstate.

Bookers—Eddie Richter, New Jersey; Moe Rose, New York City; Johnny Cuniff, Brooklyn; Al Arnswalder, New Jersey; Harry Margolis, Upstate, Long Island.

Head Booker—Robert Ellsworth.

MONOGRAM

630 Ninth Avenue—CIrcle 6-8886

Branch Manager—Joseph J. Felder.

Office Manager—Sol Kravitz.

Salesmen—Irving Landes, Upstate and New Jersey; Charles Penser, Manhattan, Bronx; Ben Schwartz, Brooklyn, Long Island.

Booker—Sol Kravitz.

NATIONAL SCREEN SERVICE

630 Ninth Avenue—CIrcle 6-5700

Salesmen—Harold Bennett, Joe Friedman, Jack Judd, L. George Ross, Henry Reiner, Louis W. Vogel, Arnold Cohen, Charles Ost, Stanley Neal, Herman L. Booth, E. Feldberg, A. J. Edman.

PARAMOUNT

331 West 44th Street—CIrcle 6-6160

New York State District Manager—Milt Kusell.

Brooklyn Branch Manager—Henry Randel.

New York Branch Manager—Myron Sattler.

New Jersey Branch Manager—Edward Bell.

Salesmen—Ted Aber, Max Mendel, Brooklyn; Irwin Lesser, Jack Tuohy, New York; Herbert Kaufman, Albert Gebhardt, New Jersey.

New York Bookers—Kitty Flynn, Nat Stern, Irving Baron, Victor Bikel.

Brooklyn Bookers—L. Bergson, Sam Lake, Ruby Greenberg.

New Jersey Bookers—Jack Perley, Seymour Berkowitz, Richard Magan.

PRODUCERS DISTRIBUTING CORP.

630 Ninth Avenue—CIrcle 6-8866

Eastern District Manager—Harry Rathner.

Salesmen—Bert Kulick, Melvin M. Hirsh, Sidney Kulick, Larry Kulick.

Booker—Larry Kulick; assistant, Dora Fried

RKO

630 Ninth Avenue—CIrcle 6-4700

Branch Manager—R. S. Wolff.

Assistant Manager—F. L. Drumm.

Sales Manager—Phil Hodes.

Salesmen—Jack Ellis, New York City; Louis Kutinsky, Ed Carroll, New Jersey; John Dacey, short subjects; Harry Zeitels, Long Island, Upstate.

Bookers—F. Laurie, New York City; Jean Slade, Brooklyn; D. Post, Long Island, Upstate; H. Silverman, New Jersey.

REPUBLIC

630 Ninth Avenue—CIrcle 6-0760

Exchange Head—Herman Gluckman.

General Sales Manager—Morris Epstein.

Office Manager—Sidney Picker.

Salesmen—Anthony Ricci, New Jersey; David Black, Brooklyn; Dave Sohmer, New York City; Robert J. Fannon, Long Island, Upstate.

Bookers—Jen Dennett, Anna Plisco, Pearl Goldstein.

SACK AMUSEMENT

723 Seventh Avenue

In charge—Lester J. Sack.

SYNDICATE

630 Ninth Avenue—CIrcle 6-8866

President—Melvin Hirsh.

Salesmen—Bert Kulick, Larry Kulick, Sidney Kulick.

Booker—Larry Kulick.

TIMES PICTURES

630 Ninth Avenue—CIrcle 6-0980

Managers—Moe Kerman, Dave Rosengarten.

Salesmen—Harry Goldstone, New York; Lenny Rosengarten, Brooklyn; Morris Cohen, Jersey.

Booker—"Dixie" Birstein.

TREO FILM EXCHANGE

630 Ninth Avenue—CIrcle 6-4724

Ben Levine.

20th CENTURY-FOX

345 West 44th Street—CIrcle 6-6700

Branch Manager—H. H. Buxbaum.

Sales Manager—J. J. Lee.

Office Manager—Moe Sanders.

Salesmen—Moe Kurtz, New Jersey; Seymour Florin, Upstate; J. St. Clair, Long Island; Willie Schutzer, Brooklyn; Abe Blumstein, New York City.

Bookers — George Blenderman, head booker; Al Mendelson, New Jersey; Lou Kuttler, New York City; Pete Fishman, Brooklyn, Long Island; Norma Bernstein, newsreels.

UNITED ARTISTS

630 Ninth Avenue—CIrcle 6-5480

District Manager—Charles Stern.

Branch Manager—Clarence Eisman.

Assistant Branch Manager—Nat Beier.

Office Manager—Eddie Mullen.

Salesmen—Sam Rifkin, New Jersey; Dave Burkan, New York City; S. Stern, Brooklyn; Larry Brown, New York State.

Bookers—Herb Richek, Ben Levine, Tony Agoglia.

UNIVERSAL

630 Ninth Avenue—CIrcle 6-4747

District Manager—A. J. Herman.

Branch Manager—David A. Levy.

Sales Manager—Max Cohen.

Assistant Manager—Nat Goldberg.

Salesmen—Ben Price, Bronx, New York City; Phil Winnick, New Jersey, Staten Island; Jules "Sonny" Liggett, Upstate, Long Island; Harry Furst, Brooklyn.

Bookers—Sam Phillips, Harold Weisenthal, New York City; Leo Simon, New Jersey; James Cummings, Brooklyn, Long Island.

WARNERS

315 West 44th Street—CIrcle 6-1000

District Manager—Edward M. Schnitzer.

Metropolitan Manager—Sam Lefkowitz.

Supervisor Brooklyn—Harry P. Decker.

Supervisor New York City—Leo Jacobi.

Supervisor New Jersey—Gus Solomon.

Supervisor Long Island and Upstate—Irving Rothenberg.

Office Manager—S. Macomber.

Short Subjects Sales Supervisor—

Salesmen— , New York and Brooklyn; I. Rothenberg, Upstate, Long Island and Brooklyn; New Jersey.

Bookers— , head booker; Max Fried, Upstate and Long Island; Dan Ponticelle, New Jersey; Peter Saglembeini, New York; Al Blumberg, Brooklyn. P. Levine, non-theatrical.

WORLD PICTURES CORPORATION

729 Seventh Avenue — MEdallion 3-2943

President—Irvin Shapiro.

Sales Manager—Archie Mayers.

Asst. Sales Manager—Ed Barison.

Booker—Ann Litman.

Sayreville

Fred E. Walters, manager, Colony, who used to be with Universal, Famous Players and was an actor in "The Great Train Robbery," is doing a nice job.

Syracuse

Attention Gus Lampe. Thanks for the post-card from Florida (the mailman lost it). . . . Phillip Thomas Rossomando had a tooth extracted. . . . John Eccles wonders how we heard about the towels. . . . We hear Bill Doss is in the dog house again. . . . James Gallery, Esq., Auburn, failed to recognize Mr. Green after working with him for 12 years. . . . All those whom Louis Boyd suspects of giving information are innocent.

Sid Grossman (Elmwood) and Al Gilbert (Riveria) have a tie-up with a local weekly paper on an advertising stunt and are giving 20 passes a week for 13 weeks. . . . Wonder why some persons take themselves so seriously. . . . After all, toastmasters sometimes need invitations. . . . Jack Meaney wonder if the expression, "I took care of that," is copyrighted. . . . Harold J. Daut and George Brown claim that money is only thing that makes "good sound." . . . Joe Fitzer is very busy writing advertising copy and filling orders for "Bingo" cards. . . . Too bad the overtime for the projectionists at Empire is dwindling. . . . Little Phil now uses a three-man guard on Fayette Street. . . . Hymie (Mayfair) Menter treated the whole gang.

Mrs. George Brown took a trip to Utica. . . . James Constantino had more button trouble, ask Novelty's Wallace. . . . Richard (Dick) Feldman, New York, and NYU '25, is at Eckel with Bill Burke. . . . Navy's in town, see Jack Karp. . . . Alfred DeBello and Manford Pickrell are reported paling. . . . If A. J. (Rad) Rademacher wonders where the check from Syracuse office was, Frank had it in his bag. . . . George (Altec) Brown gets much useful (?) advice about a parking ticket. . . . Although Martin Bender completed a major operation on a local house, it went down the following night. . . . We sure missed Eddie Byrne. . . . Robert (Loophole) Dumas is reported acting as undercover agent. . . . Wonder if a certain theatre could use some of the old "10 minute intermission signs." . . . Local 119 and 532 will no doubt be given explanations soon. . . . Louis (Altec) Taylor was seen on Broadway recently. . . . Flash: Business agent Burley was seen in the downstairs office at 220 West Fayette Street. . . . Contrary to reports, Hymie Menter will keep the Mayfair open. . . . Jack Kerly has the smoke situation well in hand.

Boys wonder why Leo Dowling did not get the contract for the ice-cream. . . All items in this column are strictly ultra-conservative and should be treated as such. . . . William (You'se Guys) Meany is reported to be in market for insurance. . . . Eckel ushers bowling team (Merritt Chaffee, captain) are out for revenge on Bill Doss' outfit. . . . L. W. Schine, Harold Sliter, George Lynch, Gloversville and Jerry Fowler, Cortland, were in. . . . Sid Grossman sure has the kids in his corner Saturday afternoons. . . . Sam Slotnick, Syracuse; Norman Pearlman, Binghamton; Ray Pashley, Interlaken; joined the Syracuse delegation in Rochester to see the third degree worked on Jack Zurich and others by Orpheus Lodge. . . . Note to "Rad": Frank wants to know, when are you going to fill in the blank? . . . R. W. (Bob) Case formerly general manager, Smith Chain Theatres, is now managing Shea's newly opened Lackawanna, Lackawanna. . . . Jack Meaney thinks the officers should not worry so much about how he will stand. . . . Philip Thomas Rossomando reports the banquet (Louis Boyd, chairman) was worth $20.

Bert Barton is considered a wise projectionist. . . . Lloyd Tracy handles the typewriter to perfection in the Empire booth. . . . Elmo (Torpedo) Carpenter says the navy has the upper hand. . . . James Mosher wishes the local would rent a special room for John Eccles and Jack Meaney at all future affairs. . . . Delegates to state association meeting wonder if D. F. Harrington arrived home minus anything. . . . James Gallery, Esq., Auburn, can write nice letters. . . . Glenn Humphrey, Harry Brooks, Calvin Bornekessel, Fred Boekhout, Charles Wheeler and Earl Tuttle are reported working on a gag rule for Jack Meaney's benefit. . . . Some of the boys are calling Louis Boyd and Harry Burley, "The We" twins.

It is reported that the title, Wrong Reel, long held by Meaney, has been transferred to Harry Burgess, Jr. . . . According to some managers, a few projectionists think that their sole duty is thread the machine and let her run. . . . Max Rubin, Schines' Palace, recently ran benefit show. . . . When it comes to handling an ice spud we think Sid Grossman can take a few lessons. . . . Estimated cost to the banquet (Louis Boyd, chairman) was $2300. . . . Phil Reagan gave the novelty a nice free plug, also Republic.

We fear that Fred Donohue, Kallet's Regent, has usurped our job as messenger boy. . . . Al Gilbert's rumored plan of refunding tokens or bus fare is something new for "Bingo" nights. . . . Too bad for Ad Reed that George Murphy's New York trip was cancelled. . . . Wonder where George Doss is playing now? . . . Could it have been stage hand trouble that kept Fred Donohue from the banquet? . . . Lobby of the Regent has been tastefully decorated. for "Our Festival of Hits." . . . We hope Gus Lampe took a few fishing lessons in Florida as the trout season opens in very short time. . . . Abe Corrin has been doing some redecorating at the Alcazar. . . . Hotel expenses sure do come high. . . . Watch out next week for some of the latest song hit dedications.

Troy

A local committee, which signs itself "Committee for the Return of Vaudeville" ran an ad in the local daily seeking support for movement.

Utica

Arnold Stoltz, Avon, manager, had luck with a story on a World War veteran who had been saved by nurse Edith Cavell, during the run of the picture of that name at his theatre. So when he played "Geronimo," he dug around town and heard of a man, 84, who had been in the sixth cavalry which fought Geronimo. After tracing him down he finally located him at New Hardford, a suburb of Utica, and took a newspaper man from the Utica Daily to get the story. They got the story. But after Stoltz returned to his theatre he found out that the son-in-law of Bromlee was an employee of another theatre (opposition) and in order to save the situation had to call up the paper and kill the story. Now he hopes the other house doesn't get an Indian picture soon.

White Plains

Application of H. and S. Sonn, Inc., to strike out the answers of the White Plains Hamilton Corporation, RKO Film Booking Corporation and RKO Service Corporation was denied last fortnight by State Supreme Court Justice P. J. McCook. The plaintiff had brought suit for $200,000 damages against the defendants for alleged breach of a lease under which the defendants were to pay 50 percent of the net profits of the RKO Hamilton plus an annual rental to the plaintiff. Plaintiffs charged in its motion the defendants with disobeying an Appellate Division order directing an examination of records of the defendants.

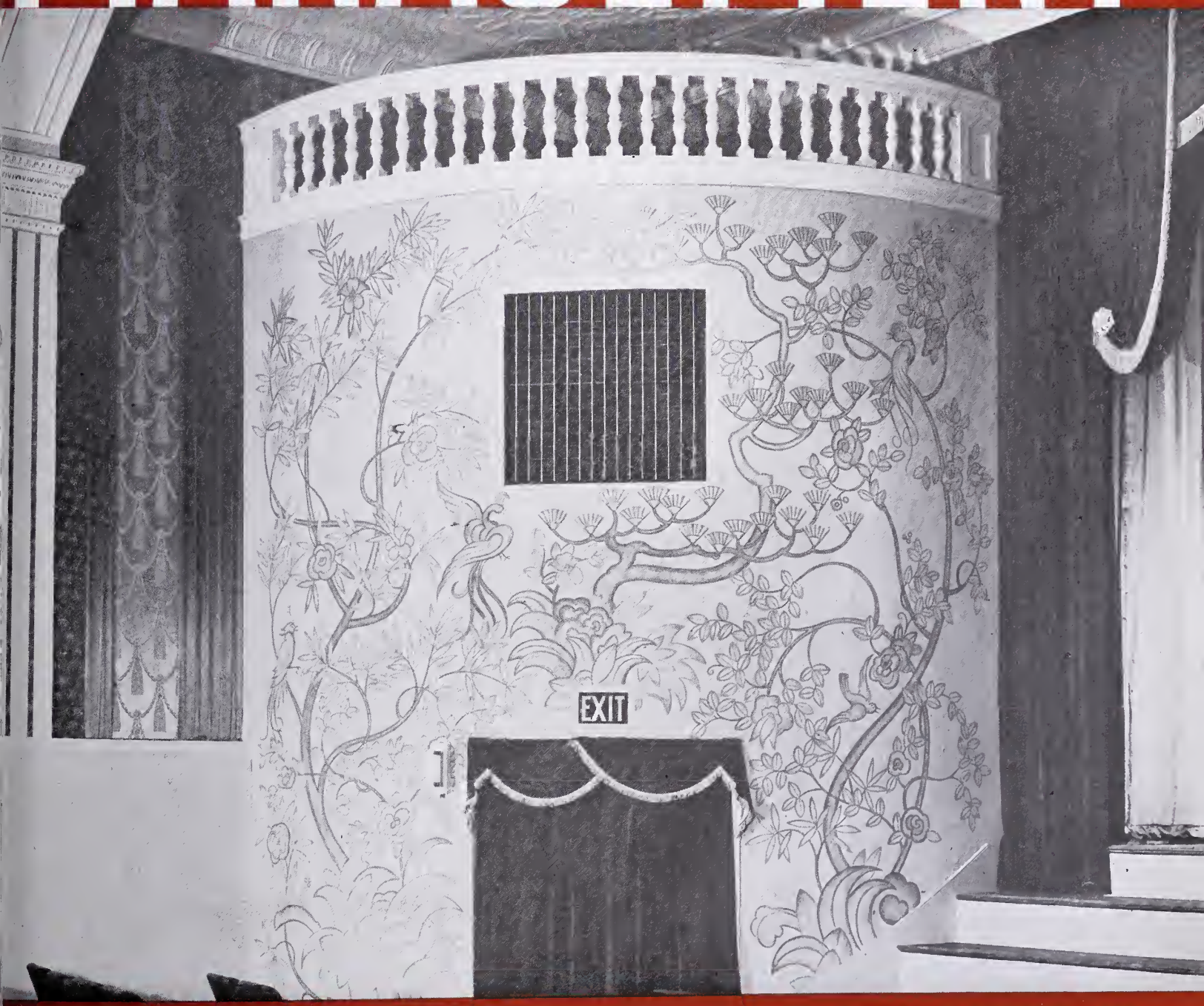
Read

BETTER - - - -
MANAGEMENT

An EXHIBITOR Service

CHASING DANGER. Frankie Darro and Marjorie Reynolds may be seen in the Monogram production.

BETTER MANAGEMENT



A MONTHLY SECTION DEVOTED TO THE PHYSICAL THEATRE
ITS DESIGN CONSTRUCTION, REMODELING, EQUIPMENT,
SUPPLIES, MAINTENANCE, AND MANAGEMENT.

FEBRUARY, 1940
VOLUME III, NUMBER 2

BE PROFIT-WISE! MODERNIZE WITH RCA PHOTOPHONE MAGIC VOICE OF THE SCREEN!

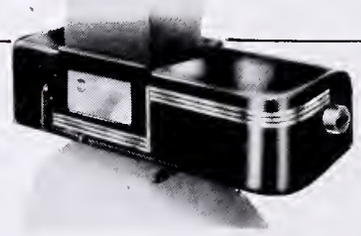
It's the only movie sound equipment with Rotary Stabilizer plus Shock-proof Drive! Is available at low cost to theatres of every size!

IN THIS AGE OF SOUND, movie-goers have sharp ears. They lay their cash on the line to *listen* as well as look. And that's why Hollywood studios spend fortunes on sound recording equipment.

Without spending a fortune, you can greatly stimulate your takes by stimulating your sound with this new RCA Photophone Equipment.

The new Magic Voice of the Screen was specifically designed for true reproduction of modern movie sound. It is the good sound you need for good box-office. There are models and prices for theatres of every size. Get full details today from your RCA Photophone representative.

Better sound means better box office—and RCA Tubes mean better sound



Only the New Magic Voice of the Screen offers all these Features!

Constant film speed is assured by famous RCA Rotary Stabilizer! This new Magic Voice also offers you new styling, new protection, new convenience, new added reserve power and many other outstanding features!

• • •

RCA Photophone's service organization has a low cost theatre service plan in which you'll be interested.

RCA **PHOTOPHONE**

MAGIC VOICE OF THE SCREEN

MAGIC VOICE of the SCREEN

RCA Manufacturing Company, Inc., Camden, N. J. • A Service of the Radio Corporation of America

Of Particular Interest

•

PRACTICAL OBSERVATIONS ABOUT MAINTENANCE ..... PAGE 5

By REGINALD MORSE

A New England circuit executive gives his experiences in theatre operation in a fashion which should prove of interest.

LET THERE BE MORE LIGHT..... PAGE 8

And there was—thanks to the mechanical and inventive genius of two important companies whose contributions are reviewed on these pages.

PICTURING THE NEW IN THEATRES ..... PAGES 11–18

TRYLON THEATRE, FLUSHNG (FOREST HILLS), NEW YORK.

BRAINTREE THEATRE, BRAINTREE, MASSACHUSETTS.

SENATOR THEATRE, BALTIMORE, MARYLAND.

BETTER THEIR THEATRE GROSSES ..... PAGE 24

EQUIPMENT DEVELOPMENT ..... PAGE 22

SOME LEGAL DECISIONS..... PAGE 23

TELEVISION HIGHLIGHTS ..... PAGE 20

•

BETTER MANAGEMENT

VOL. III, No. 2 FEBRUARY, 1940

• IT SEEMS TO US

CLEANING NOTES: After looking at the miscellaneous clippings which have reached this desk, it might be well for managers to caution their night cleaners to look carefully for any stray children who might fall asleep and be left in the house when it closes for the day. There has been such an epidemic of sleepy children that it just can't be a succession of publicity stunts. No manual we have ever seen has a chapter on "Lost Children," but we suggest that Mother Goose's idea be used, something about "leave them alone and they'll go home, wagging their tails behind them."

Business Item: They say business is so bad in some sections that some exhibitors are putting in a second set of premiums to help business on the first set.

TELEVISION COMMENT: Although we are still of the opinion that the menace of television isn't as close as one might have you believe, we would like to tell our brother exhibitors that they had better not imitate the ostrich and stick their heads into the sand. Now that use of the relay system has been apparently perfected, and color television has been demonstrated, it looks like the engineers are on the right track. And just to show that some exhibitors are watching, one independent who announced 11 houses for the new year is making plans to include television if, and when, it becomes available to his house.

Strange As It Seems: At least one exhibitor has taken advantage of the frigid spells which seem to have been so current this winter by advertising: "70 degrees warmer inside," which isn't a bad idea if the thermometer gets that low.

• THE COVER THIS MONTH

THE SHOWMANSHIP TOUCH. What would ordinarily have been an uninviting portion of the Braintree Theatre, Braintree, Massachusetts, a Lockwood and Gordon house, has been transformed into an attractive part of the circuit house. Due credit must be given Riseman and Lercari, decorators, responsible for novel treatment.

What are you looking for when you select..

Chairs for your theatre?

AMERICAN SEATING COMPANY · GRAND RAPIDS, MICH. · REG. U.S. PAT. OFFICE

- Do you *invest* in theatre chairs or just *spend money* on them?
- Do you check for *all* the *use values* you should get?
- Do you check *claims* against *tested values?*
- Do you judge by *appearances* or by *proof of quality?*
- Have you *investigated* manufacturing methods and facilities?
- Have you investigated *testing methods* by which *chair values* are *proved?*
- Do you know that a *small price saving* may cost you more than the whole installation?
- Do you buy on *price* or on *values per dollar* invested?
- Do you know how *advance engineering service* can save *more* than the *cost* of the chairs?
- Do you know that, *at any price level*, there is a *best buy* which will *pay large dividends?*
- Have you seen our booklet Seating Research, Testing, Inspection?

• • •

May we help you answer the above questions to your profit? Just drop us a line or call our nearest office. We especially urge a personal visit to any installation of American Bodiform or American Avion chairs. We're proud of what managers and patrons think of them.

Do you know why

AMERICAN Bodiform RESTFUL CHAIRS

Are the best chairs at any price — the best chair investment ever offered — the most successful chairs ever built?

Have you seen

AMERICAN Avion THEATRE CHAIRS

The *outstanding chair success* at the *low price level?*

American Seating Company

GRAND RAPIDS, MICHIGAN

Pioneers and pacemakers in theatre, auditorium, school, church, stadium and transportation seating

Branch Offices and Distributors in Principal Cities

PRACTICAL OBSERVATIONS *about*

MAINTENANCE of the THEATRE and its EQUIPMENT

By REGINALD MORSE

Morse-Rothenberg Circuit *

I MIGHT typify our circuit, to begin with, as suburban, middle-class, and unostentatious. We operate some 16 houses, from a 650-seater (Roxbury, Roxbury, Massachusetts) to one seating almost 1,500 (Strand, Haverhill, Massachusetts). We have several houses in New York State, located in thickly-populated districts; but for the most part we're a typical suburban circuit.

In the maintenance of these houses I want to bear in mind economy as well as efficiency. Also, I like to bear in mind other things besides the mere buying and inspecting of equipment. I have no formal manner of working toward these ends, save that I inspect each house every two or three weeks, and keep in close contact with our managers.

This about sums up what we are and how I go about "maintaining" us. To give a picture now of what goes into the houses I might say a few words on buying and economy in buying.

SEATS—Seats, for example, in town, class houses, I suppose, go in for the upholstered kind. In our houses we like a good, sturdy, durable seat which, at the same time, looks up-to-date. While most of the seats used in our theatres are completely upholstered, I have found the best for the poorer locales, where especially tough wear is necessary, to be a good spring, all-leather seat, with a veneer back. After re-seating a house, we keep our seats in good condition by a servicer, with whom we contract, who specializes in re-covering seats, stapling down the springs, and sometimes converting squab-excelsior seats to stuffed-spring seats. We save a lot of money this way because our seats give us long service; and most of our houses now have been completely seated with the sturdy veneer-back—springs.

CONFERRING. Louis Simon, who has an interest in M-R New York houses and supervision, confers with Reginald Morse.

JACK—I'm not talking about money, but about Jack-of-all-trades, who's a requisite of every one of our houses. No theatre man should overlook this gem, whose light is hidden beneath the bushel of his everyday tasks. He's the fellow who will cut out an easel or paint a sign, or lay out an ad, or make a shadow-box; he will hang up mirrors behind a premium display or liven up your rest-rooms with some decoration of his invention. This is the utility man. He may be the janitor or assistant-manager. Up in the Colonial, Nashua, New Hampshire, he's Ray Gilbert, who assists Ben Gold. In the Strand, Haverhill, he's Harold Fordham, who assists Morris Sidman. At the State, Quincy, he's Vaughn Yerxa, who assists Leonard Goldberg.

I don't believe in overlooking these fellows, because we've had great success with them. Our managers, for the most part, are left to their own resources in selecting personnel, and in almost every one of our theatres you'll find one of these versatile men. One way, and an excellent one, to economize in your local house is to find one of these especially talented men who, by their own initiative, can putter up fittings and decorations that you'd otherwise have to buy from specialty houses.

MAKING THE ROUNDS—As I said before, every two or three weeks I come around to the local house. I know well, from my equipment records, how each house is supplied, and after my visit, I know what changes are necessary. There's no special procedure about these visits except that I'm usually found outside before the first show of the day, chinning with the manager, while inspecting the general facade of the theatre, condition of the advertising displays, marquee, noting and incorporating in my report the appearance and bearing of the cashier, as well as the booth in which she sits.

Then I'll wander into the lobby, look at the doorman as well as the sand-urns and finally get right down into the house, where, if you really want to notice these things, there are a thousand details, none of which is too small for attention.

PESTS—In an article previously appearing in THE EXHIBITOR by a Pennsylvania exhibitor, I noticed a mention of vandalism. Well, whether it's Pennsylvania or Poker Flats, there's plenty of that. They'll put gum everywhere—seats, carpets, mirrors. There are habitual carvers and gnawers. Some don't do it maliciously, but they'll watch some exciting western and rip half the leather of a seat. Hence, when I inspect I'll look at the seats from every aisle and then the carpets and usually get a requisition from the manager for more gum-remover, carbon tetrachloride. Then I'll notice the conditions of the rest-rooms and, pardon the indelicacy, whether any rest-room artists have been at work with their knives or pencils, the which is to be obliterated by soap or paint.

CONTINUING THE TOUR—To get back to our rounds. When the show starts, I'll stand in back, watch it, checking the clarity of the screen, brilliance of light, how smooth or unsmooth are the change-

THE WRITER. Caught in a restful moment, Reginald Morse, writer of this article, poses for the cameraman.

**Morse-Rothenberg theatres include the following: In Massachusetts, Roxbury's Roxbury, Quincy's State, Lynn's Auditorium, Haverhill's Strand, Everett's Rialto, Lawrence's Strand, Pittsfield's Cameo, Adams' Adams; in Connecticut, New London's Empire, Norwich's Strand; in New Hampshire, Nashua's Colonial, Portsmouth's Arcadia; in New York, Brooklyn's Rialto, Utica's Colonial; in New Jersey, Elizabeth's Broad.*

overs, and whether too loud or soft, the sound. I'll watch, for the nonce, whether the trailer is too short, too long, or too boring, while I check all the while the condition of ventilation. Most of our houses use blower and exhaust systems which change the air every three minutes and work quite efficiently. I'll mosey up to the projection booth to talk with the operators and see if the machines are in good repair (sprockets, tension springs, and the like); and, if they are not, they'll be sent into the supply house for overhauling while a loan mechanism is used.

Somewhere in my rounds I'll turn on all the house lights and look at the walls, floors and corners. Every two or three months our managers have their walls painted or swabbed down, with, of course, a real house-cleaning in spring and fall, and dusting with a wool wall brush, provided with an extension handle.

CARPETS—When a carpet's worn, you just have to get a new one, but there are traffic spots, such as at the head of aisles and at doors, where they will wear more than elsewhere, and local carpet-houses or department stores give good service to bind the edges and sew the seams. We buy extra mats with our carpets, for replacements.

MISCELLANEOUS SUPPLIES—Every maintenance man is besieged for everything under the sun by every dealer under the sun and, while there is economizing to be done all the time, if I had my way I'd buy from several competitors at once. Our circuit does not contract with one house for everything, and samples are always being sent up for waxes, soaps, towels, uniforms and what-have-you. In the case of uniforms, each manufacturer sends a sample and for our house it's not the de luxe but the well-wearing, neat-appearing uniform that's ordered. Each local manager requisitions his own cleaning supplies and I have the janitor supply company send out the order. Naturally, by checking with the manager I can judge what satisfaction any products have given.

BACK TO THE OFFICE—Well, that's about the story and when I return to the home office in Boston, managers' requisitions and my own suggestions are discussed with Charles Morse and Louis S. Rothenberg. We fit out the houses, I think, with efficiency and dispatch, and then watch the box office.

STRICTLY PERSONAL

Reginald Morse has been at it since about 1923 and he's done practically everything. He's been an usher and a manager. He says that he's swept the floors, ousted drunk patrons, and done everything but play the piano, which, he admits, he couldn't have done, so help him. Seventeen years ago, just to be in the know, he got himself a special operator's license. He managed the Roxbury, Roxbury, Massachusetts, for a number of years, when he became a part-owner; and has, during the past number of years, been in charge of maintenance for the M.-R. circuit. "Reggie," who is 42 but looks much younger, is tall, lean, and quiet. He's married, has a boy, five and a half, and a girl, two and a half. He, too, is a Jack-of-all-trades, putters around his Newton home, has lately taken up photography. Sport: golf.

JUST FOR THE RECORD

EQUIPMENT RECORDS

CARBONS	TYPE	NEGATIVE	POSITIVE		SPOT NEG.	SPOT POSITIVE	
PROJECTORS	MFR.	MODEL	REAR SHUTTER		MAGAZINES	PEDESTALS	CHANGE OVERS
CURRENT DEVICES		TYPE	PHASE	CYCLES	AC VOLTS	DC VOLTS	AMPERES
		TYPE	PHASE	CYCLES	AC VOLTS	DC VOLTS	AMPERES
LENSES		SERIES	FOCUS		THROW	REMARKS:—	
SOUND SYSTEM		PHOTO-CELL	EXCITER LAMP		CUBICAL CONTENT		
					WIDTH	LENGTH	HEIGHT
SCREENS		PICTURE WIDTH	PICTURE HEIGHT		OVERALL WIDTH	OVERALL HEIGTH	CONDITION
CHAIRS		AUD. CAPACITY	TYPE BACK		TYPE SEAT	CONDITION	AGE
		BAL. CAPACITY	TYPE BACK		TYPE SEAT	CONDITION	AGE
BLOWERS		YES OR NO	QUANTITY		SATISFACTORY REMARKS:—		
TRANSPORTATION COMPANY		PARCEL POST ZONE	NO.		OTHER REMARKS:—		

MANAGER

PROJECTIONIST

PROJECTIONIST

CALLS DATE	BY	DATE	CARBONS	REPAIRS & PARTS	SUPPLIES & MISC.	EQUIPMENT	DATE	CARBONS	REPAIRS & PARTS	SUPPLIES & MISC.	EQUIPMENT
							TOTALS FWD.				

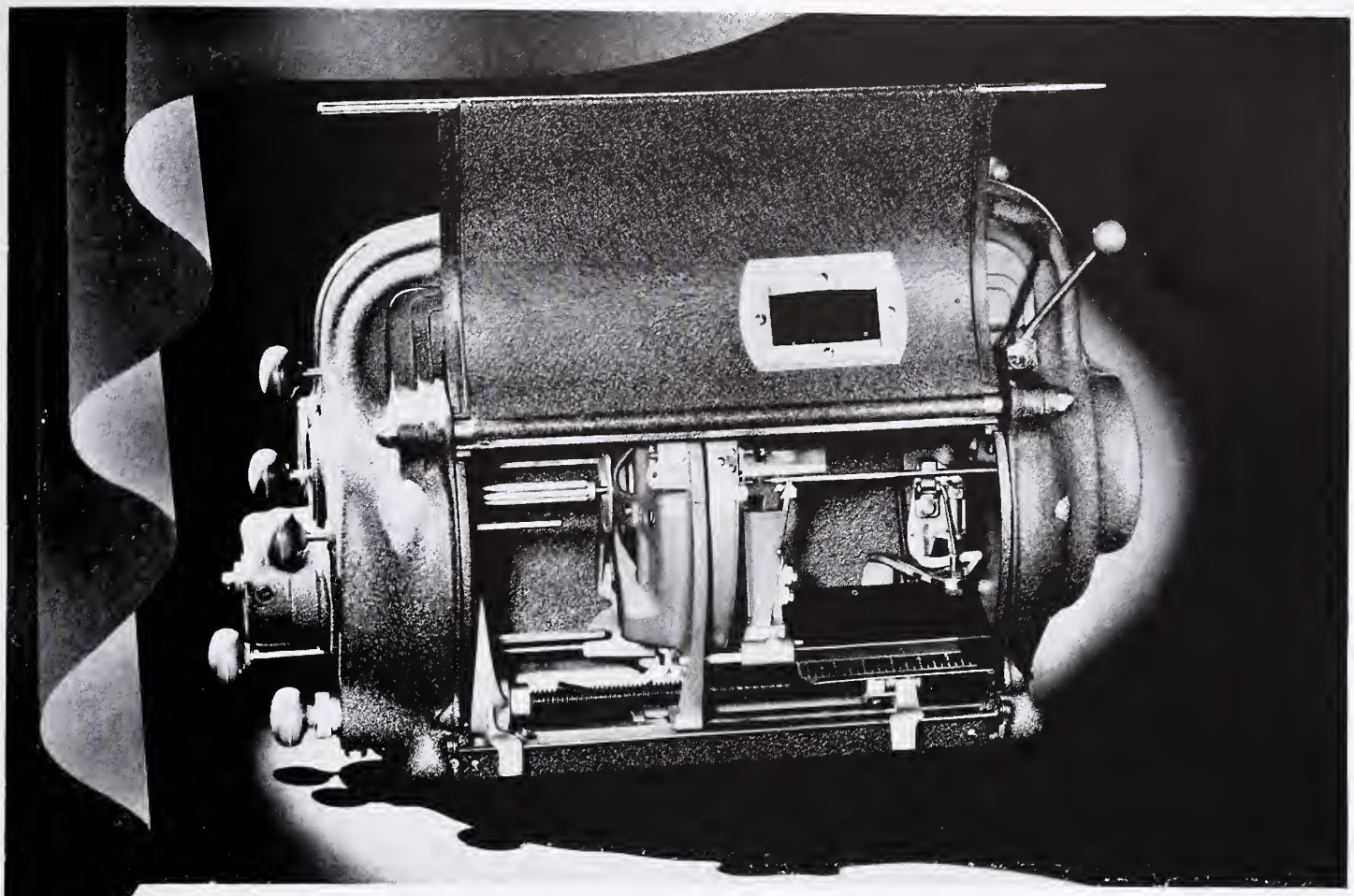
THEATRE TOWN or CITY

OWNER MANAGER

BOOTH	MAKE	HIGH	LONG	DEEP	FAN	TABLE	REWIND	LIGHTS
MACHINES	MAKE	NUMBERS		MOTOR	LENSES	LAMP—HOUSE		INSTALLED
GENERATOR	MAKE	SERIAL NO.	VOLT	AMPERES	MOTOR NO.	VOLT	CYCLE	PHASE
EMERGENCY LINE	MAKE	NUMBER	VOLT	CYCLE				
STERE-OPTICON	MAKE	LENSES	RHEO	SHUTTER				
CURTAIN	MAKE	SIZE	FRAME	ROLLER	INSTALLED	CONDITION		
SPOT	MAKE	COLOR WH	LENS	RHEO	FRAMES	INSTALLED	CONDITION	
CARBONS	PROJ. - NEG.	PROJ. POS.	SPOT - NEG.	SPOT - POS.	STEREO NEG.	STERIO POS.	MAKE USED	PREFERRED
MACHINES to CURTAIN	DISTANCE	ANGLE	PICTURE	Rheostats on Projectors	MAKE	VOLTS	AMPERES	
THEATRE	SEATS	BALCONY	ORCHESTRA	WIDTH	LENGTH	STAGE	DEEP	LONG

REMARKS DATE

MORSE-ROTHENBERG CARDS. Shown here are record cards used for projection and other equipment by the Morse-Rothenberg circuit. At the top is the equipment record currently in use and in the center is the reverse of the top picture. At the bottom is a similar card of an earlier, but still serviceable, vintage.



Announcing

The NEW STRONG UTILITY

High Intensity Automatic Projector Arc Lamp

FOR THE MODERATE SIZED THEATRE using a screen up to 18 feet in width; where the vivid brilliancy of high intensity projection, has been heretofore denied by prohibitive operating cost.

To secure the desired screen brilliancy with the present dense black and white and the colored films, twice as much light is required as is possible to project by any low intensity lamp.

This necessary doubling in light over the low intensity has now been made possible at an increased combined current and carbon cost of less than 2c per hour, through the development of a perfectly balanced and coordinated lamp and rectifier unit of intermediate capacity which exactly fits the needs of this class of theatre.

AN INDEPENDENT THEATRE SUPPLY DEALER WILL
ARRANGE A DEMONSTRATION IN YOUR THEATRE.

THE STRONG ELECTRIC CORPORATION

2501 LAGRANGE STREET TOLEDO, OHIO

EXPORT OFFICE:
Room 2002, 220 W. 42nd Street,
New York City

The Exhibitors Said

LET THERE BE MORE LIGHT

And There Was—Thanks to the Mechanical and Inventive Genius of Two Important Companies Whose Contributions Are Reviewed on These Pages

FROM a projection lighting standpoint the 16,000 theatres now operating in the United States have, up to now, fallen into three major groups, as follows: (1) approximately 500 very large theatres, of 2,000 or more seats, using straight high-intensity lamps; (2) 5,000 theatres, from 800 to 2,000 seats, using Suprex lamps; and (3) 10,500 theatres, with up to 1,500 seats, using low-intensity lamps.

Of course, the very large theatres must continue to use the straight high-intensities, because there has been no recent development in high capacity lamps to supersede this type of equipment. Of the 10,500 theatres now using low-intensity lamps, there are about 1,000 that should be using those of high intensity. Of the remaining 9,500 low-intensity-equipped houses there are, at least, 5,000, with from 400 to 900 seats each, and with screens up to 18 feet in width, which should at least double their illumination, to secure the desired screen brilliancy with the present dense black and white and colored films. These theatres have been heretofore denied the vivid brilliancy of high-intensity projection as used in the metropolitan first-run theatres, and restricted to the dim yellow light of their low intensities because of the original and prohibitive operating costs and the fact that this type of lamp delivered twice as much light as was really needed in these theatres.

IT HAS BEEN for this vast market, representing over 30 percent of the theatres of the United States, there has been developed new low-priced, high-intensity equipment of intermediate capacity that will project the characteristically snow white light of the high intensity in a volume about twice that of the low intensity and about half as much as heretofore available with the conventional high and at an overall operating cost in current and carbons hardly more than with the present lows, and priced within the means of this middle-class theatre.

This new direct current high intensity arc operates at only 27½ volts as compared to 55 volts in the low intensity. The small amount of power consumed by this new direct current arc generates so little heat that a simple burner mechanism and a small lamphouse are permitted, making possible the popular price of this equipment.

The new direct current high-intensity with its associated rectifier equipment is offered as a co-ordinated lighting unit of high efficiencies along with stable operation and perfect control.

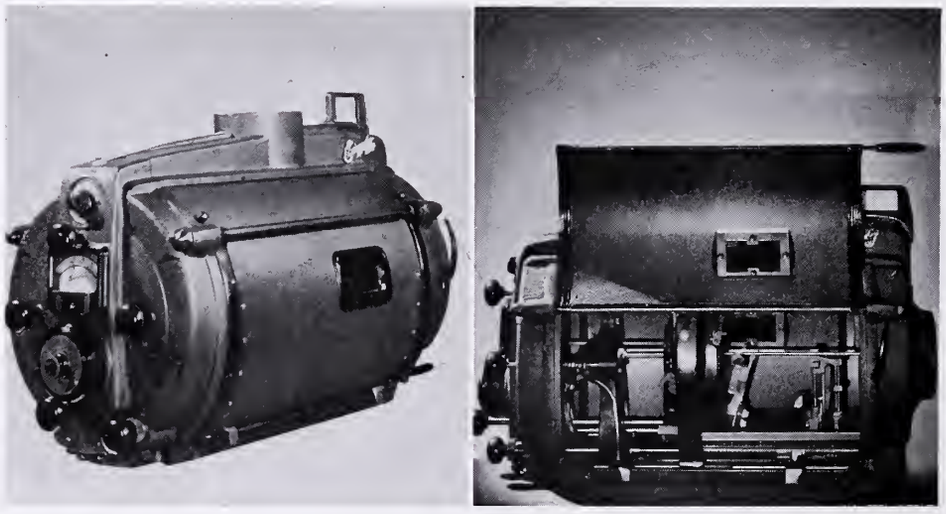
THE NEW intermediate high-intensity, direct-current arcs are available, at no additional cost, for use with single-, or two-, or three-phase, AC line service, so that the medium-sized theatres, in neighborhoods where only single-phase power is available, can have high-intensity projection without being penalized for single-phase equipment.

Each rectifier uses four 15-ampere tubes to supply a total lamp load of only 40 amperes at 27½ volts, which load is so far below the rated capacity of the tubes as to assure exceptionally long life. The physical dimensions of these rectifiers permit them to be set on the floor directly underneath the lamphouse to make for a simple, low-cost wiring installation. Where local conditions do not permit the installation of the rectifier in the projection room, rectifiers with remote control relays can be supplied.

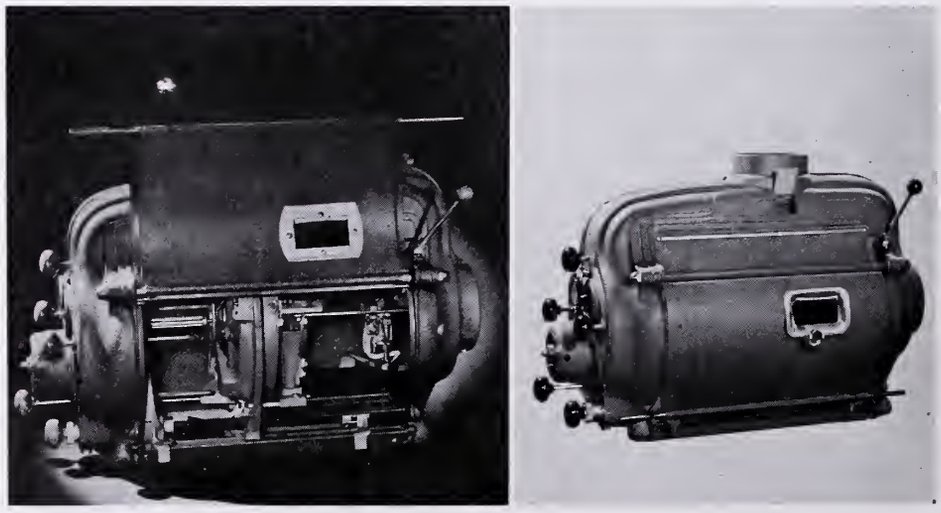
The new direct-current, intensity-high lamp burns the regular 7 mm. Suprex positive carbon at 40 amperes with 27½ volts across the arc, which is such a low current density of this diameter carbon that it consumes only 5½ inches an hour, permitting the showing of six of the new sized reels to the single positive carbon.

The 6 mm. x 9 inches negative carbon, that burns at only 3.3 inches per hour, is a new type developed by the National

(*Continued on page* 19)



STRONG ELECTRIC'S SIMPLEX PROJECTION LAMP. In these two pictures are presented a preview of the Strong Electric Company's Simplex High-Intensity projection lamp. At the left is the lamp closed up, while at the right is the same lamp with the housing opened.



STRONG ELECTRIC'S UTILITY LAMP. Shown here—at the right the lamp closed up and, at the left with the housing opened—is the Strong Electric Company's new Utility High-Intensity projection lamp.

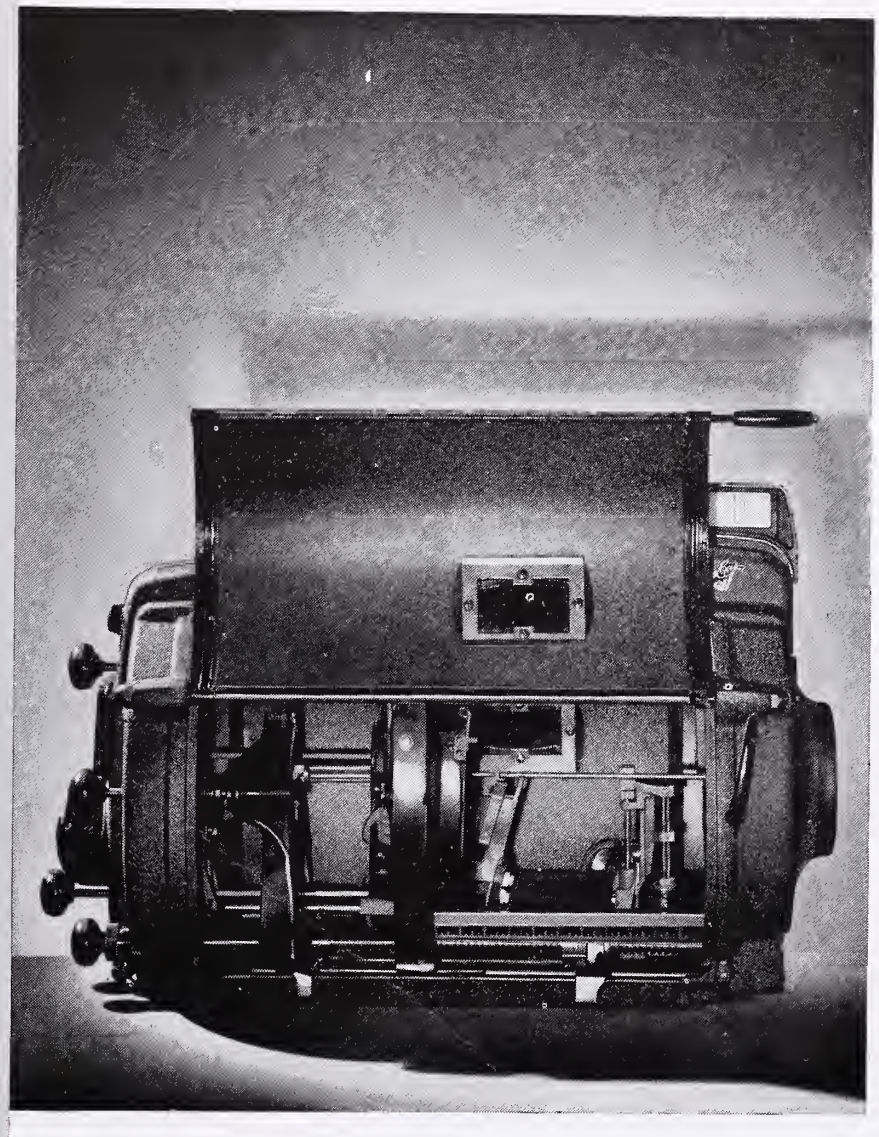
The New 19000 Series Simplex HIGH

Projection Arc Lamp House

AND ASSOCIATED RECTIFIER EQUIPMENT

A low cost, high intensity, direct current projection arc of intermediate capacity designed especially for theatres of up to 800 seats and using screens as large as 18 feet in width, heretofore restricted to the use of low intensity lamps, with their dim yellow light, because the operating, if not the original cost of the earlier high intensities has been prohibitive.

Although the Simplex High projects twice as much light as the low intensity the over-all operating costs are only slightly higher, because, this new arc operates at only 27 volts as compared to 55 volts in the low intensity, and each 14-inch 7 m.m. suprex positive carbon burns for at least two hours.



THIS *Simplex High* projects the snow white light characteristic of the high intensity arc which is so necessary to the projection of colored pictures.

ANOTHER EXAMPLE OF Simplex ENGINEERING EXCELLENCE

Distributed by . . . **NATIONAL THEATRE SUPPLY COMPANY**

Branches in Principal Cities

WRITE for literature describing exclusive features of the entire line.

There's an Ideal Chair to fit every budget.

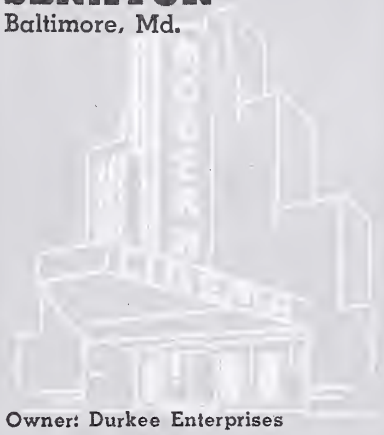
IDEAL SEATING COMPANY
GRAND RAPIDS · MICH.

Built To Excel –
Not Just To Compete

The increase in theatre construction during the past few years has brought to Baltimore, Maryland, many new houses of which the city can be justly proud. On this and the following two pages we pridefully present the latest addition to the city's cinemas, the Frank H. Durkee Enterprises' Senator Theatre, designed by the Monumental City's own John J. Zink. For a quarter of a century, Architect Zink has been designing theatres, and that he has kept pace with the times is not to be contradicted by this, his latest conception, and that Frank H. Durkee and associates were not failed is equally manifest by these pictures.

1940 PRESENTATION No. 4

The New
SENATOR
Baltimore, Md.

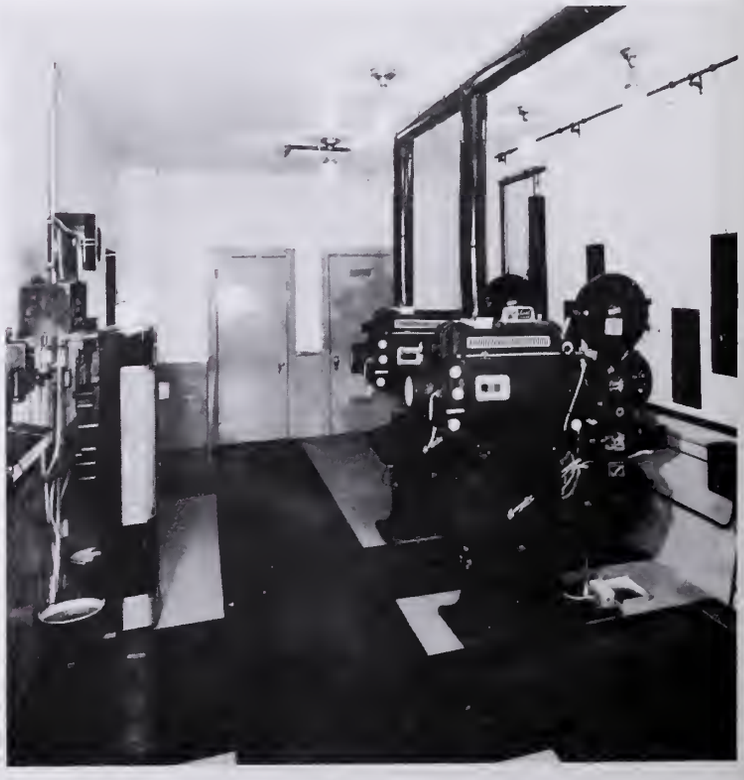


Owner: Durkee Enterprises
Architect: John J. Zink

THE EXTERIOR, of this modern cinema has not been garnished with an abundance of "gingerbread." Simple lines which radiate dignity and massiveness are its sole purpose of design. The circular upper structure is constructed of glass blocks and limestone. At night, fluorescent lamps give a varied-colored lighting effect, visible through the glass blocks.

THE AUDITORIUM, looking toward the stage, is beautifully illuminated by a most modern lighting plan. Walls have been covered in damask in shades of dubonnet and tan, with a maroon plaster dado trimmed in shades of tan. Stage curtains are gold-colored, with silver applique work.

THE LADIES' LOUNGE is a circular room, richly decorated. The walls have been covered with imported wall paper, having an ivory and yellow floral design on a blue field.



THE BOOTH is bright and cheery and, as can be seen in this view, is kept spic and span by the projectionists. The walls and ceiling have been covered with Celotex to prevent echoes.

REFERENCE FACTS:

Size of Lot: Irregular

Seating Capacity: 1100

Cost Without Ground: Not Available

Acoustical Material—Damask over spun glass. Spun glass manufactured by U. S. Gypsum Co.

Air Conditioning—Refrigeration system. Frick compressors. Installed by Paul J. Vincent Co.

Carpets—Vari colored Crestwood. Manufactured by Alexander Smith & Sons Co.

Chairs—Manufactured by Heywood-Wakefield Co.

Construction Material—Brick, steel, limestone, glass brick, structural glass.

Curtain Controls—Vallen. Manufactured by Vallen, Inc.

Decorator—Paramount Decorating Co.

Draperies and Stage Curtains—Manufactured by Paramount Decorating Co.

Generators—Hertner. Manufactured by Hertner Electric Co.

Lighting Fixtures—Manufactured by Consolidated Gas Co.

Projection Lamps—Peerless Magnarc. Manufactured by J. E. McAuley Mfg. Co.

Projectors—Simplex E-7. Manufactured by International Projector Corp.

Rubber Mats—Manufactured by Goodyear Rubber Co.

Screen—Walker white. Manufactured by Walker-American Corp.

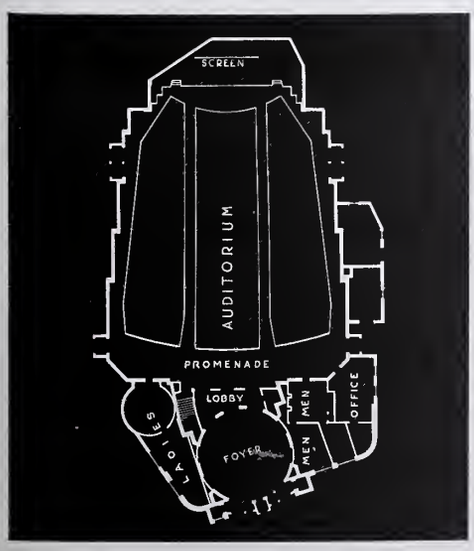
Sign and Marquee—Manufactured and erected by Triangle Sign Co.

Sign Letters—Wagner. Manufactured by Wagner Sign Service, Inc.

Sound—RCA. Manufactured by RCA Mfg. Co.

Supply Dealer—National Theatre Supply Co.

Ticket Register—Timco. Manufactured by Ticket Issuing Machine Co.



THE AUDITORIUM looking toward the rear, shows better the ceiling decoration. The center is a plain of light ivory hard-plaster, with the side and rear richly decorated in a mural design in ivory and rose on a deep blue field. The ceiling steps down from this point to the side walls.

THE LOBBY is circular, with a terrazzo floor. Lower walls are finished in antique walnut, with crotch walnut panels. The upper walls have been decorated with multi-themed murals in shades of ivory on an aquamarine field. The display frames have been built into the panelled wall.

1940 PRESENTATION No. 5

The Renovated

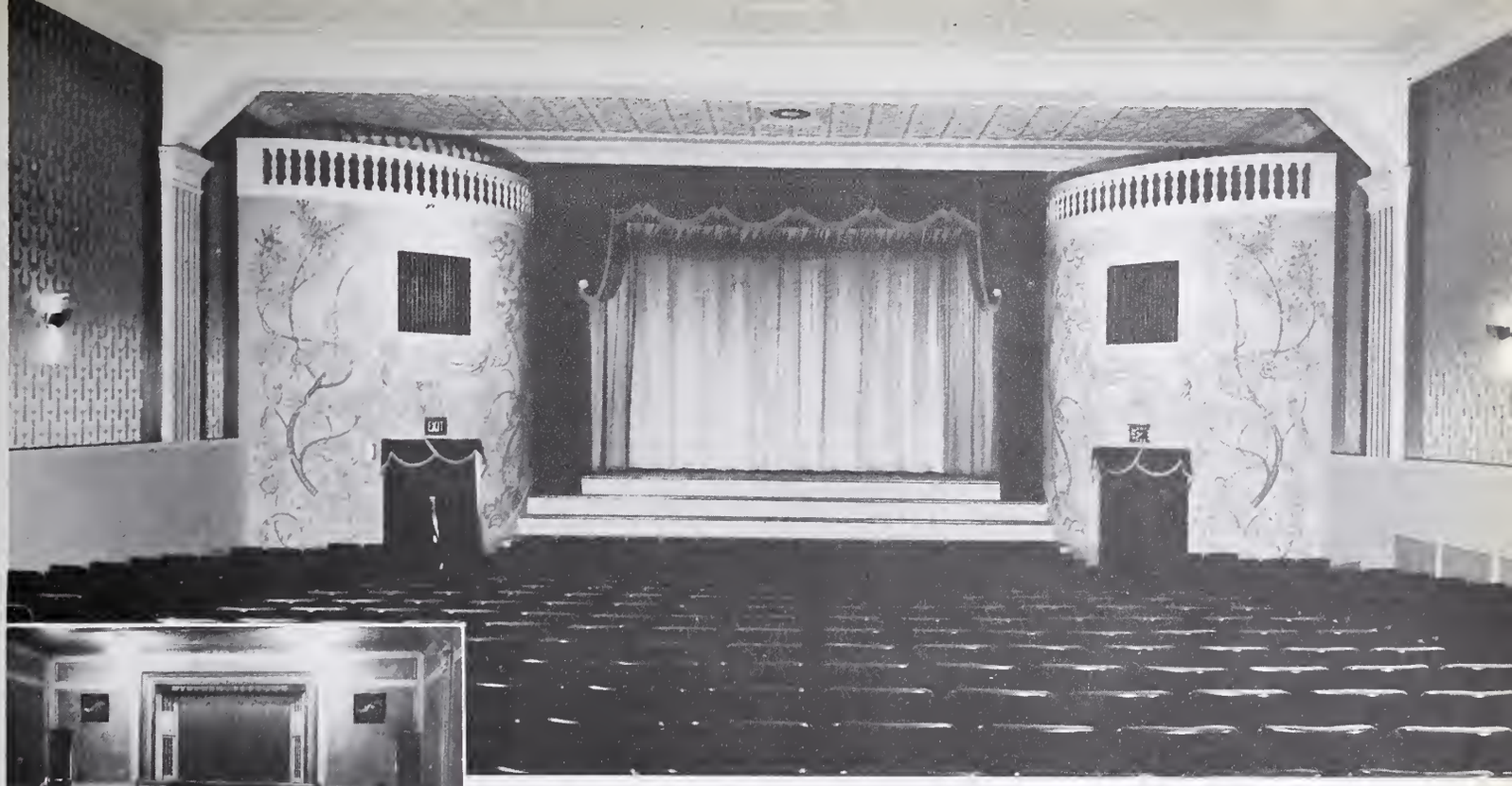
BRAINTREE

Braintree, Mass.

Owner: Lockwood & Gordon

That miracles do happen must become more and more apparent when one comes face to face with what is accomplished in turning old theatres into new. No genii of the lamp ever did for Aladdin what a substantial, but imaginative, architect and decorator can do for a theatre. As one of the more recent miracles of man's imagination and craftsmanship, there is presented on these two pages the remarkable transformation effected for Lockwood and Gordon's Braintree Theatre, Braintree, Massachusetts. These before and after pictures bespeak most eloquently the economic wisdom of the circuit's venture. It should be noted that, in an age where patron comfort is paramount in the theatre operator's mind, the circuit foreswore the rentals on two stores in order to utilize the space for lounge rooms. What they did with the space is shown in the bottom pictures on the next page. Comparison of the two sets of pictures reveals how the job was done, and it should be manifest that the cost was reasonable—but what an improvement!

THE EXTERIOR, as it now appears, and much as it did before its renovation, is shown. In the renovation, a Colonial design was effected, while stucco was applied to the original framework. The stores shown in the original photograph were converted into lounge rooms. Evergreen shrubs add to the appearance of the front, making silhouettes against the white stucco.



THE AUDITORIUM shows other and more striking improvements. A more typically cinema proscenium replaces the old style stage treatment, and a modern ventilation system outmodes the giant, visible fans. With no loss of desirable seating space, but with manifest improvement in looks as well as utility, the rounded exit area adds the touch that replaces the "barnness" of the former design.

REFERENCE FACTS:

Seating Capacity: 760

Acoustical Treatment—Damask Over Rockwool.
Air Conditioning—Kooler-Aire refrigeration system. Manufactured by U. S. Air Conditioning Co.
Carpets—National Crestwood. Manufactured by Alexander Smith & Sons Co.
Chairs—(Existing).
Construction Material—Stucco applied to original framework.
Curtain Controls—Vallen. Manufactured by Vallen, Inc.
Decorator—Riseman & Lercari.
Draperies and Stage Curtains—Manufactured by Riseman & Lercari.
Furniture—Manufactured by Conant & Ball.
Generators—(Existing).
Lighting Fixtures—Ruby Mfg. Co.
Projection Lamps—(Existing).
Projectors—(Existing).
Rubber Mats—Manufactured by American Mat Co.
Screen—Walker. Manufactured by Walker-American Corp.
Sign Letters—Wagner. Manufactured by Wagner Service, Inc.
Sign and Marquee—Fabricated and erected by Eagle Sign Co.
Sound—(Existing).
Supply Dealer—National Theatre Supply Co. and Capitol Theatre Supply Co.

THE PROMENADE in these before and after views, is sufficiently eloquent to make quite superfluous any comment on the relative merits.

THE LADIES' LOUNGE continues the motif of New England simplicity, a simplicity that does not, however, sacrifice either beauty or utility.

THE MEN'S SMOKING ROOM is another example of utilitarian simplicity, with the picture of sailing vessels effective against the wall paneling of knotted pine.

1940 PRESENTATION No. 6

The New
TRYLON
Forest Hills, L. I., N. Y.

Owner. B. K. R. Holding Corp.
Operator:
United Long Island Theatres Corp.
Architect: Joseph Unger

THE FRONT, a sort of inside-out version of Baltimore's Senator Theatre (q.v.), again shows what can be done with stone and glass block in bringing attractive distinctiveness to a theatre. The glass-block tower, inside lighted at night, is the architect's square variation on the New York World's Fair's famed theme.

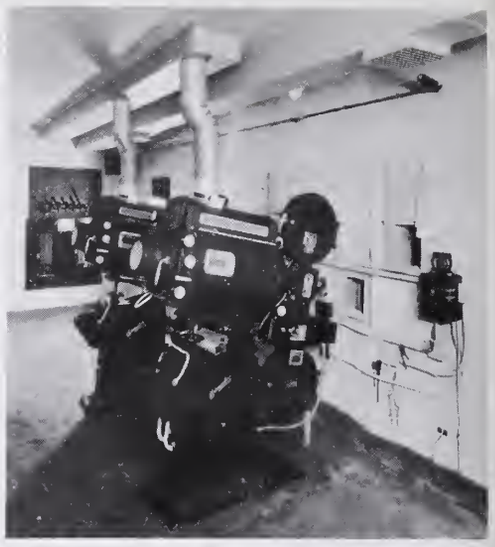
Theatres not infrequently take their names from nearby places or things or from famous people of the vicinity. What, then, could be more logical for the Interboro Circuit, Inc., when it decided to build a theatre at 9881 Queens Boulevard, in the Forest Hills section of New York City, than to call it after the past summer's most striking architectural feature in the locality, the Trylon of the New York World's Fair. The resemblance stops there, but the theatre is, nevertheless, no less striking and modern than its namesake, with or without the accompanying Perisphere. Designed by New York's Joseph Unger, the theatre is designed as the central unit of a business development. Notable departure from the customary is the utilization of vertical lines in the auditorium wall design, particularly spiking the erroneous idea that one must have horizontal lines "to aid the eye" in finding the screen.

THE AUDITORIUM, looking toward the rear, shows more strikingly the almost circus-tent effect of the prison-striped mural decorative treatment. Shown more clearly here, too, is the ceiling treatment, where segments of lighter color at the corners of each ceiling step complement the segment design in the carpet. Modern wall-bracket lighting fixtures hold the supplementary lights.

THE AUDITORIUM looking toward the screen from the balcony, shows effectively how the under-lighted murals, flanking the proscenium and over the exit areas, are set forth in even greater prominence by the use of the alternately arranged light and dark vertical striping. Note also the treatment of the "risers" in the stepped ceiling.

THE PROMENADE is small but nicely appointed, with two potted plants to add the touch of nature that makes the whole world kin. Note also the design of the carpet, which is less prominent, in color as well as in figure size, than that which is used in the more spacious parts of the theatre.

THE STANDEE AREA is spacious and decorated in keeping with the rest of the auditorium, although in a more subdued scheme. The tiled-in drinking fountain is effectively flanked by back-lighted glass brick. The capacious divans offer home-like relaxation while the patrons wait for the break of the show.

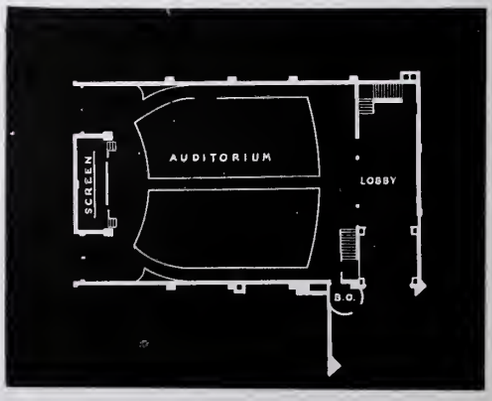


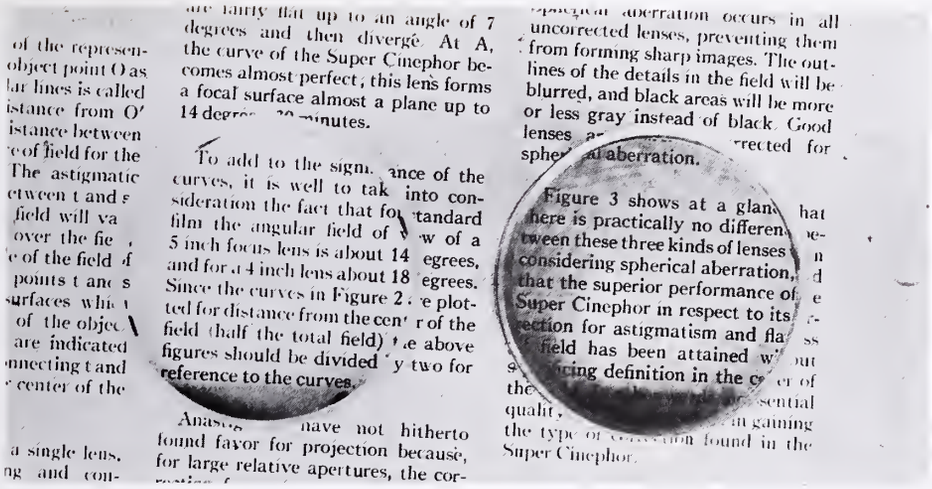
THE BOOTH arrangement allows projectionists plenty of space to work easily and efficiently.

REFERENCE FACTS:

Size of Lot: 56 x 96
Seating Capacity: 600
Cost Without Ground: $100,000.

Acoustical Treatment—Fabric covered walls.
Air Conditioning—Well water system. Installed by Armo Cooling & Ventilating Co.
Carpets—Crestwood. Fan design in brown, tan and red. Manufactured by Alexander Smith & Sons Co.
Chairs—Blue spring edge seat and rust spring back. Manufactured by Ideal Seating Co.
Construction Material—Brick and stone walls steel girders, concrete arch floors gypsteel plank roof, glass brick. Glass brick manufactured by Pittsburgh Plate Glass Co.
Curtain Controls—Vallen. Manufactured by Vallen, Inc.
Decorator—Imperial Art Studios.
Display Frames—Modern walnut. Manufactured by Libman-Spanjer Corp.
Furniture—Satin wood and walnut, trimmed with gold. Black Micota top, rust and gray upholstery. Designed by John Travis, manufactured by M. Singer & Sons.
Generators—Hertner. Manufactured by Hertner Electrc Co.
Lighting Fixtures—Manufactured by Charles Weinstein & Co.
Projection Lamps—Peerless Magnarc. Manufactured by J. E. McAuley Mfg. Co.
Projectors—Super Simplex. Manufactured by International Projector Corp.
Rubber Mats—Red, black and blue. Manufactured by O. W. Jackson Co.
Screen—Walker. Manufactured by Walker-American Corp.
Sign and Marquee—Manufactured and erected by Artkraft Strauss.
Sign Letters—Wagner. Manufactured by Wagner Sign Service, Inc.
Sound—RCA. Manufactured by RCA Mfg. Co.
Supply Dealer—National Theatre Supply Co.
Ticket Register—General Register.





BAUSCH AND LOMB'S TRANSPARENT LENSES. On the left, you are looking through four flint-glass elements, with metallic films on each surface. The type appears sharply on a bright background. At the left are four identical elements, but with uncoated surfaces, showing the great loss of contrast and sharpness due to surface reflections.

Let There Be More Light

(*Continued from page* 8)

Carbon Company and sold under the trade name of Crotip (C). No carbide is formed on the tip when operating at low voltage with a short arc gap length.

This new intermediate capacity lamp is a simple, direct-current arc, the universally accepted standard of brilliancy, color, and stability and can be used on any standard projector equipment.

And from Bausch and Lomb Comes Transparent Lenses

ROCHESTER, NEW YORK—The first commercial application of a special film coating to increase the light transmission of lenses was completed with the delivery of new projection lenses to 25 Loew theatres in the larger cities. Lester B. Isaac, director of projection and sound, Loew's Theatres, ordered the new lenses for the first showing of "Gone With the Wind," after exhaustive tests by Bausch and Lomb had disclosed that screen illumination could be stepped up from 15 percent to 40 percent depending upon the type and focal length of the lens used. Marked improvement in image contrast and sharpness of focus has been reported by Rochester projectionists who have been testing the new lenses.

OFFICIALS of Bausch and Lomb said that the new lenses were made available in advance of their scheduled date of introduction in order to aid Loew's in securing greater screen brilliancy for "Gone With the Wind." Bausch and Lomb combines two processes in its method of producing non-reflecting lens surfaces, both having the same effect but differing in principle. While the inner glass-air surfaces are coated with a metallic fluoride, the outer surface is subjected to a corrosive process in which oxides of high refractive index are removed from the surface leaving a thin structure of silica. In each case the coating is held to a thickness of a quarter of a wavelength of light. Since both the film and the lens reflect light it is necessary that the crests

(*Continued on page* 21)

TRANSPARENCY IN THE SUPER CINEPHOR. These two groups of lenses, each containing four elements of an identical type of glass used in a Super Cinephor projection lens. The group on the left is uncoated and the face of Scarlett O'Hara cannot be seen for reflections. The group on the right is coated, and the face of Doctor Meade is visible through the non-reflecting surfaces. The lighting was identical on each group. The negatives are not retouched.

Community Theatre in Saratoga Springs, New York is one of the hundreds of theatres that have a TYPHOON system.

There are 5 reasons why so many Motion Picture Theatres choose a TYPHOON AIR CONDITIONING SYSTEM—all 5 are good!

1. BREEZAIRE
BLOWER SYSTEM
A simple inexpensive fan system for large theatres as well as small houses.

2. HYDROKOOL
WELL-WATER COOLING
Recommended where an ample supply of well water is available.

3. ICEDAIRE
COOLING WITH ICE
Where a peak load is necessary only once or twice daily. It is effective and economical to install and operate.

4. PROP-R-TEMP
MECHANICAL SYSTEM
Makes its own weather under all conditions.

5. LEV-L-LOAD
A new type of system combining the economical features of PROP-R-TEMP and ICEDAIRE.

One of the 5 TYPHOON systems will fit your theatre requirements regardless of size and the cost can be kept within a most stringent budget.

Call a TYPHOON Engineer Now!

TYPHOON AIR CONDITIONING

TYPHOON AIR CONDITIONING CO., INC.

252 West 26th Street — New York, N. Y.
2439 Fairmount Ave. — Philadelphia, Pa.
96 Suffolk Street — Holyoke, Massachusetts
6530 31st Street — Washington, D. C.

JEP—Your BEST Services

NOVELTY SCENIC STUDIOS
Interior Decoration • Curtains • Draperies
Murals • Acoustic Wall Treatments
320 West 48th Street, New York City

Brief Glances At TELEVISION HIGHLIGHTS

Communications Group Releases Annual Report

WASHINGTON—"Policing the ether waves must not take cognizance of the role assigned to radio in national emergency," says the Federal Communications Commission in the foreword to its fifth annual report, released in mid-January.

Of television, specifically, the FCC report has this to say:

"During the past year increased interest was shown in television development. A number of applications were received requesting the use of television frequencies with experimentation directed to the use of television as a public service, which is in direct contrast to previous authorizations which were primarily directed toward the development of television equipment, standards, and systems of transmission. In view of this trend the Commission designated a committee of three Commissioners comprising T. A. M. Craven, chairman; Norman S. Case and Thad H. Brown to study the various aspects of television and to recommend to the entire Commission a policy which may serve as a guide to the industry. As a result of their study, there was issued the first television report . . .

"The extreme limitation of a number of available television channels presents a serious problem, particularly in the early stages of television service, inasmuch as there are by now only seven channels developed from a technical standpoint. This scarcity of channels is a result of the fact that one television station requires a 6,000-kilocycle band [approximately five times the entire standard broadcast band!], and in order to proportionately conserve the available radio spectrum, it is, of course, necessary to restrict the number of these channels.

"In addition to the scarcity of channels, the operation of a television station is a costly project, and at the present time without return from the sale of advertising or from sponsorship, due, first, to he fact that the stations are licensed only on an experimental basis [no advertising is permitted under experimental licenses], and, secondly, because the technical development has not reached the stage where it can be standardized in essential details for uniformity. From these points it appears highly essential that the industry be encouraged to undertake further practical research leading toward the development of methods which will permit more stations to be accommodated in the limited space in the radio frequency spectrum, as well as facilitating lower cost in the production of good quality program service to the public. [Low cost receivers is also an important desideratum.]

"The television committee is preparing a second television report which will serve to determine policies relative to existing stations and action on the pending applications requesting television authorizations to operate stations as a service to the public."

Smart Showmanship in the Use of Wagner Letters & Flex-Word Units

Wagner Letters and Structure inside the lobby of R K O 81st St. Theatre, New York City

Catching the Crowds Going Out —Selling Them Coming Attractions

•

More Life & Less Cost for Your Lobby Display

Fully Covered by Patents. Send for illustrated literature.

WAGNER SIGN SERVICE, Inc.

218 S. Hoyne Ave. ....CHICAGO 123 W. 64th St. ....NEW YORK
706 E. Hancock Ave. ....DETROIT 6 Britain St. ....TORONTO

Paramount Expected to Lead

NEW YORK CITY—Paramount, through the Dumont Television Corporation, is expected to be the leader of all motion-picture companies in the expansion of television which is anticipated within three months. It is the first of the big film companies actively to engage in this branch of the entertainment field.

The Paramount-Dumont move will be made through the picture company's partners in various sections of the country, with the erection of television transmitters in at least four key cities. This is the same plan that was followed by Balaban and Katz, which recently filed an application for permission to build a television station in Chicago, and gives a local sponsorship to each community. As in regular broadcasting, the Federal Communications Commission is inclined to look favorably on applications filed by local interests.

The FCC, it is understood, will hand down an early decision, approvaing sponsored television programs, under which broadcasters may also charge advertisers for time. This will also be the starting gun for the television boom, and Paramount intends to be ready to take advantage of it.

Both the National Broadcasting Company and the Columbia Broadcasting System are known to have several sponsors all set for television broadcasting, while some of the big movie interests have some stake in television through their bankers, who are also behind the telecasters. Several of the New York independent exhibitors and one of the smaller majors are interested in a proposition to start their own television business as a protection for their present investments, and may manufacture receivers, as well as build a transmitting station.

Tele Relay Announced

NEW YORK CITY—The Radio Corporation of America announced late last month that its radio relay method of transmitting television, that makes possible intercity networks, and would, for example, link New York, Boston, Philadelphia, and Washington, is technically ready for operation. Such a network would make television available to 20,000,000 people, or approximately one-sixth of the population of the United States. Under this RCA system, relay stations, operating without any attendants, will be placed 30 miles apart and will both receive and transmit signals.

Berlin Tele Resumes

WASHINGTON—Commercial Attache Sam E. Woods, in Berlin, has reported to the U. S. Department of Commerce that Germany has resumed its activities in the field of television, which were discontinued at the outbreak of the war. The Reichpost Television, Ltd., is expanding its network of sound-television cables. Seven auditoriums in Berlin have been wired and are being used for sound-television reception. Cable transmission of television programs to Hamburg is scheduled to start within a short time. The resumption of sound-television operations in Germany of a "skeleton" basis is officially explained by the necessity of continuing scientific and technical progress in this field, notwithstanding war conditions.

Commission Sees Test

WASHINGTON—Having heard oral argument on the proposed tentative television standards, members of the Federal Communications Commission spent the early part of this month witnessing demonstrations by the various firms interested.

On February 1 the commissioners visited Albany and Schenectady, New York, to view the General Electric Company's rebroadcast of television signals originating in New York City. That evening, in the Poughkeepsie-Newburgh area, the Radio Corporation of America showed home reception of a television broadcast from New York City's Empire State Building.

On February 2 there was a National Broadcasting Company studio and reception television demonstration in New York City.

On February 3, also in New York City, the commissioners saw the operation of the Cath-Ray Electronic Laboratories receivers and, also witnessed a demonstration of the flexible system of transmission by the Allen B. DuMont Laboratories, Passaic, New Jersey.

On February 5 the commissioners visited the RCA plant at Camden, New Jersey, to witness a new, large-screen projection and other television developments. That afternoon in Philadelphia there was a demonstration by the Philco Radio and Television Corporation of polarization migration of interference.

Because the Don Lee Broadcasting System is located in Los Angeles, the FCC designated its local inspector-in-charge to view a demonstration there.

Let There Be More Light

(*Continued from page* 19)

of the waves from one beam shall fall into the troughs of the other. Thus being out of phase the waves neutralize each other and reflection is eliminated. The missing radiation reappears in the transmitted beam which may contain as much as 99.6 percent of the original radiation.

WHEN A BEAM of light falls perpendicularly upon a glass-air surface from four to five percent of the light is lost by reflection at each surface, the precise amount depending upon the color of the light and the type of glass used. A crown glass-air surface reflects about four percent of incident light, whereas a flint glass-air surface reflects six percent. The transmission in the first glass is 92 percent; in the second 88 percent. The Bausch and Lomb Super-Cinephor with its high aperture and the new glasses developed for its several elements will have its light transmission increased by approximately forty percent, something of a revolutionary factor in projection optics.

OFFICIALS of the company stated that the new processes would eventually be applied to a number of instruments but that present production plans would be limited to a few in which complex lens systems promise a great increase in light transmission by the reduction of reflection.

"Alexander Smith Crestwood Carpet has real box office value"

by David Supowitz

David Supowitz of Philadelphia, architect of many noteworthy houses in which Alexander Smith Crestwood Carpet is used.

"Over many years in numerous theatres I have designed, Alexander Smith Crestwood Carpet has enhanced the appearance of the interiors of the theatres and has successfully withstood the daily wear of thousands of people. Colors and designs have been worked out by the Alexander Smith representatives to meet my requirements and those of my clients. In my opinion, Alexander Smith Crestwood Carpet has *real* box office value."

David Supowitz

OTHER outstanding architects in the field of theatre design echo Mr. Supowitz's statement. Because these architects feel as enthusiastically as they do about Alexander Smith Crestwood Carpet and about the service rendered by Alexander Smith representatives, you will find Crestwood Carpet in daily use in most of the country's successful theatres. If you are planning a new theatre or remodeling an old one, let us have our representative call with samples. Then you can see for yourself both the quality of the carpet and to what lengths we go in interpreting your ideas. Alexander Smith & Sons Carpet Co., 295 Fifth Ave., N.Y.

ALEXANDER SMITH
GUARANTEED BY GOOD HOUSEKEEPING

ALEXANDER SMITH CARPET

THE EXHIBITOR

Brief Summaries Of EQUIPMENT DEVELOPMENT

Air Problems Solved By Ozone Generator

GRAND RAPIDS, MICHIGAN—Solution to the restroom "stink bombs" problem is said to be had in the ozone generator manufactured and sold by Ozone-Air Company, according to announcement from the company recently.

Eliminating all foul air odors, germs, and bacteria, the ozone generator is said to provide air of mountain top and seashore freshness constantly.

Nature's way of purifying air is by generating ozone during electrical storms. The ozone generator claims to put the thunderstorm at the command of the theatre operator.

The announcement also states that it can be used in connection with circulating warm air systems, is noiseless and lasts for years.

New GoldE Line Ready

CHICAGO — The GoldE Manufacturing Company has announced to the trade a new line of moderately priced sand urns and steel booth tables.

The sand urns are of the usual heavy construction, with full spun copper-nickle-plated top and ornaments as modern as 1940.

The new steel booth table is made in both five- and six-foot lengths. The top is of heavy cold rolled steel, formed and re-inforced at all corners. The five-foot table has one drawer, the six-foot table, two. Both tables are of sturdy construction and welded throughout, with no rivets or bolts being employed. All joints are solidly welded. The legs are of heavy angle iron, welded to the body and cross braces, with a leveling device. One of the feature is the lip at the back of the table to prevent tools, schedules, and other items from being pushed off the back side.

Recent Installations

EDITOR'S NOTE: *In the following paragraphs are summarized some of the recent equipment installations in the territory served by* THE EXHIBITOR, *as reported by the several companies.*

BOSTON—Among the items, according to H. C. Elwes, Photophone sales representative here, contributing to making 1939 a most satisfactory year in the sale of sound equipment, were the following.

The office is now servicing and maintaining not only RCA but competitively equipped houses, including circuit operators, such as Western Massachusetts Theatres, Kurson circuit, and the Morris Pouzzner houses.

John Mauran and Elwes negotiated what is thought to be one of the largest sound orders ever placed in the territory. That was to Philip Smith, who is opening six Drive-In theatres, scattered throughout the Middle West, this coming season. Smith decided to standardize on the RCA by giving the company the complete order for six new houses. These particular jobs will be unusual, not only because of the fact that they will have the latest type of stream-lined soundheads and DeLuxe amplification, but also because Smith has foreseen the trouble that some Drive-Ins have had in the way of noise disturbance, and, therefore, has ordered individual speakers for each of these situations. These speakers will be placed on posts in front of the automobiles to insure perfect reception in the cars, but a lack of disturbance to nearby dwellings. In placing this order, Smith has, of course, contracted for complete servicing and maintaining of his houses.

Lockwood and Gordon, in opening the Windsor, Windsor, Connecticut, installed RCA High Fidelity sound equipment, and also RCA Acousticon Hard-of-Hearing Aids. In the opening of the new Ridgefield, Connecticut, the Casey and Wheeler circuit is installing RCA High Fidelity sound. M. Cascioli, who opened his beautiful new Forest, Allingtown, Connecticut, installed DeLuxe RCA sound equipment. Fred Sharby, who opened the Lyric, Fitchburg, Massachusetts, contracted with the Capitol Theatre Supply Company for his booth equipment, and also installed RCA High Fidelity sound.

Bangor (Maine) State Hospital has contracted for an RCA High Fidelity installation. Warren Nichol, who operates the Gem, Peterboro, New Hampshire, installed a DeLuxe RCA sound system. Shulman Family of Hartford, Connecticut, which recently opened the Plaza, Windsor, Connecticut, with RCA sound, contracted for an RCA High Fidelity system to be installed in its new Wethersfield, Wethersfield, Connecticut, now in the process of construction. Frank Lydon installed new RCA sound in his Hamilton, Dorchester, Massachusetts. Morris Bailey, New Haven, Connecticut, who also operated the RCA-equipped Whalley, contracted for RCA High Fidelity sound, with various other special RCA apparatus, for his new Whitney, Hamden, Connecticut.

CHICAGO—Of 24 recent installations of equipment in the United States, Motiograph, Inc., reports the following in the territories served by THE EXHIBITOR:

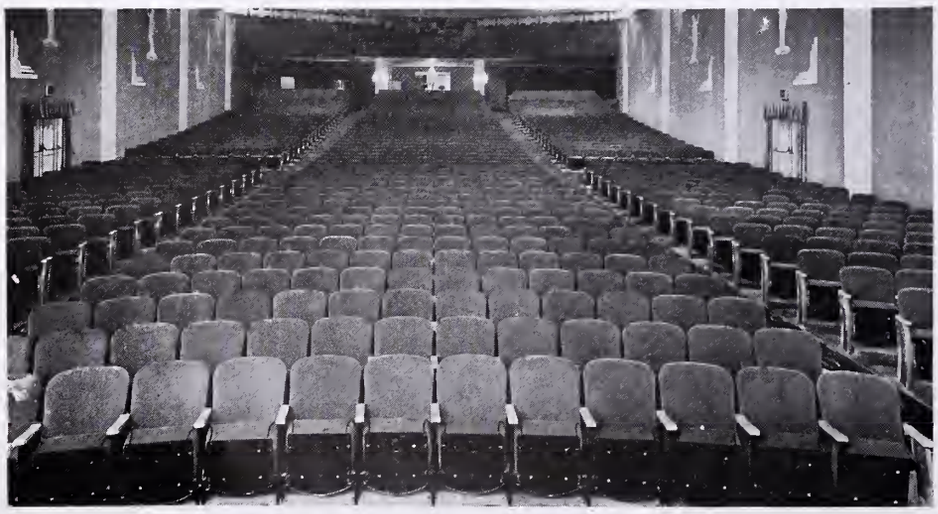
At the Kent, New York City (Brooklyn), Mirrophonic DeLuxe sound system and projectors; at the Metro, New York City (Bronx), Mirrophonic DeLuxe sound system; at the Times, Baltimore, Maryland, projectors; at the Palace, Christiansburg, Virginia, projectors; at the Times, Baltimore, Maryland, Mirrophonic DeLuxe sound systems; at the Ace, New York City (Bronx), Mirrophonic DeLuxe sound system; at the Hyattsville, Maryland, projectors.

RCA Control Available

CAMDEN, NEW JERSEY—A remarkable automatic electrical device, which responds to the almost unmeasurable electrical change in the human body to turn lights on and off, sound alarms, and perform numerous other services in a wide variety of applications, is being made available to motion picture theatres, it has been announced by Edward C. Cahill, RCA Photophone division manager.

The device is known as the RCA Electronic Control, and is a capacity-operated relay. No photocell or light beam is utilized. The relay responds instead to the change in electrical capacity which take place when a person approaches. Applications for the electronic control in the theatre are almost unlimited, extending from novel lobby displays which light up when a patron approaches, to protection against illegal entry into the theatre through exit doors. It may be made to energize motors, buzzers or other electrical apparatus, and can be completely concealed behind a wall or enclosure. It is only necessary that a tiny wire be exposed.

The Electronic Control unit is housed in an inconspicuous gray metal cabinet, and is completely self-contained. It operates from a standard 110 volt, AC power supply.



WELL SEATED. View of the auditorium of the Lake, Plainesville, Ohio, this shows a recent installation of the Irwin Seating Company.

Correction

Contrary to the information furnished us by the architect regarding the Palace, Baldwinsville, New York, in our January 17 issue, the carpets were Bigelow-Sanford Marshfield, the screen was Da-Lite Seamless Silver, and the sound was Western Electric. All of the above equipment was supplied by the Becker Theatre Equipment, Inc., 492 Pearl Street, Buffalo, New York.

Brief Glances At SOME LEGAL DECISIONS

(EDITOR'S NOTE: *Legal decisions affecting operation of theatres should be of interest to all readers of Better Management. As the more important basic rulings occur, they will be brought to the attention of the followers of this department.*)

Quiz Games and Lotteries

In an opinion filed by Judge Alessandroni in the Court of Quarter Sessions of Philadelphia County on December 30, in Commonwealth ex rel. versus Superintendent of Philadelphia County Prison, a "quiz program" conducted at a motion picture theatre by relator was held to be a violation of the lottery laws of Pennsylvania and to support the charge made against him in that respect.

The method of conducting the "quiz program" in that case was to present each patron entering the theatre with a card bearing a serial number at the top and bottom, the top portion being torn off and deposited in a receptacle and the lower portion being retained by the patron. The lower portion of the card had a place for the patron to insert his name and address and also numbers running from 1 to 10 with the words "true" and "false" above them.

The program was in two parts: In the first, relator chose at random from the receptacle eight stubs and invited the persons holding those numbers onto the stage of the theatre to answer questions. For each question answered correctly, the persons chosen were paid $2, and whether or not they answered the questions correctly they received two passes to the theatre for being called to the stage.

In the second part of the program, relator asked questions from a written script prepared in advance, with answers, and each patron was invited to answer questions by punching the various perforated squares on the retained portion of his card. The person whose answers corresponded with those given on the written script received the sum of $25, which was divided in the event that more than one person answered correctly, or awarded to the person answering the highest number correctly, if there was no perfect score.

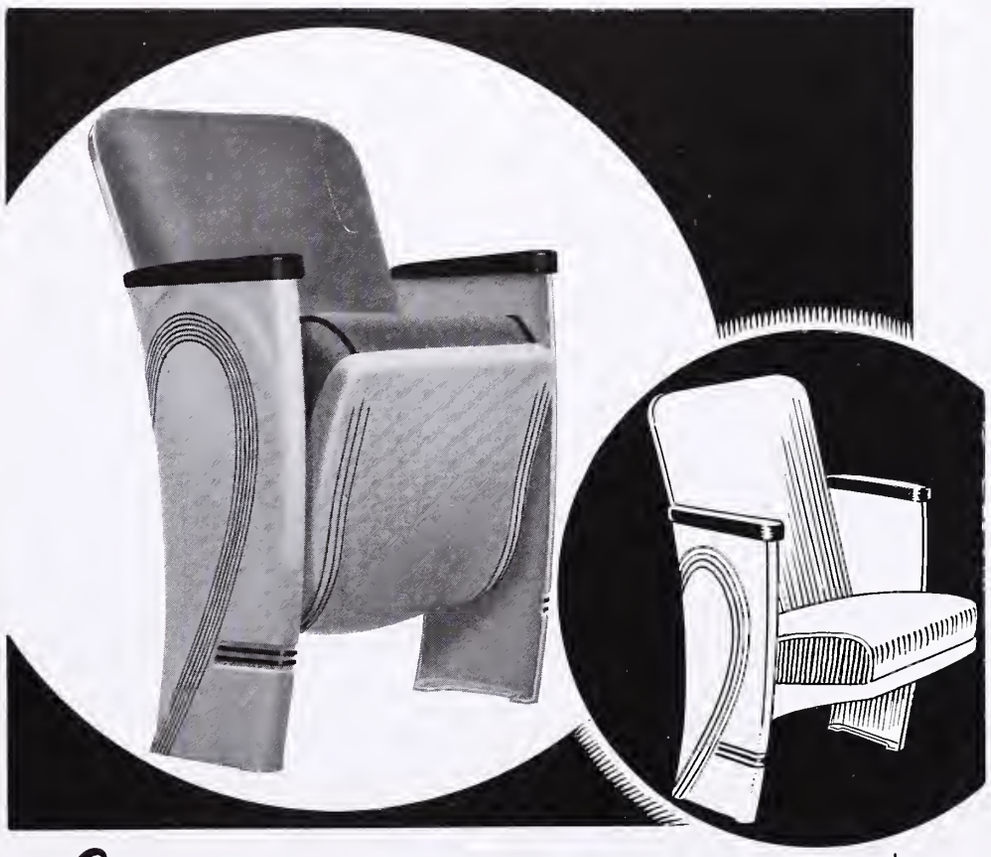
The contention made by relator was that this was a game of skill and not of chance, and further that no consideration was paid by the patron for participating in it. Answering the latter point first, Judge Alessandroni ruled that admission to the theatre furnished consideration, citing Park Theatre Corporation versus Mook, 87 Pitts. 101. He held also that the first part of the program was clearly a game of chance, since the eight persons were chosen by lot and received passes to the theatre although they were unsuccessful in answering any of the questions put to them.

In approaching the second part of the issue presented, Judge Alessandroni said:

"It is obvious that the only element which may be considered in any respect doubtful in the present case is that of chance. The issue presented is whether the dominant element in determining the result is chance or whether it is skill or judgment. It is firmly established that the fact that skill or judgment may be applied in a competition does not prevent it from being a lottery if the element of chance predominates, and conversely competitions in which skill or judgment predominate in determining the winners are not lotteries even though some element of chance may be present.

"Superficially the second part of the program does not offend the law. There is, however, no control over the choice of questions and their composition, nor over the answer which is considered correct. The manipulation of these factors can readily change this from what appears to be a game of skill into one of chance. In this connection the decision in the case of Coles versus Odham's Press, Ltd., 1 K. B. 416 (1936), is most interesting. For a consideration the public was permitted to participate in a cross-word puzzle contest. The puzzle was constructed in such a manner that in some cases alternative words would be appropriate. The competition editor prepared a solution in advance and the person who submitted an answer which corresponded to his was the winner, even though the solution of the editor might not be intrinsically the best. The court held that this contest was a lottery since the winning puzzle was the solution that was found to coincide most nearly with the set of words chosen beforehand by someone not known, by a method, if any, not stated, that person being perfectly at liberty to act in an arbitrary, capricious or even mischievous spirit. The court said that the competitors were invited to pay a certain amount for the opportunity of taking a blind shot at a hidden target. The court also stated that the element of skill, if any, was directed to the lucky guessing of the details of a mysterious collection of unrelated words selected beforehand by a person whose idiosyncrasies were as completely concealed as his methods and whose ignorance might be co-extensive with the wisdom of Solomon.

"Statutes which prohibit lotteries are construed with a view of remedying the mischief intended to be prevented and courts ordinarily construe the provisions relating to lotteries liberally so that all games which appeal to the gambling propensities of man may be included: 38 C. J. 35. The attempt to evade the lottery prohibition in this case is not in the opinion of this court sufficient to change the method of determining the result from one of chance to one of skill. The petition must, therefore, be dismissed."



The IRWIN CRUSADER wins the acclaim of all the theatre world

The premier showing of the IRWIN CRUSADER has been a huge success. Theatre designers, operators and patrons have all instantly proclaimed it the finest theatre chair on the market — the greatest contribution to modern theatre seating. Superbly designed for beauty and combining many new advances in conveniences with unprecedented comfort, the installation of IRWIN CRUSADER chairs in your theatre will go a long way in giving it the edge over competitors. By all means inspect it at one of the nearby display rooms or write for complete details before buying any theatre chairs.

SEATING COMPANY IRWIN GRAND RAPIDS, MICH.

Distributed by
NATIONAL THEATRE SUPPLY COMPANY
Branches in All Principal Cities

IRWIN SEATING COMPANY, GRAND RAPIDS, MICH.

Dairy Company Plugging Used in "Gulliver" Push

TAUNTON, MASSACHUSETTS—One of the best tie-ups ever made with direct results to be seen anywhere, was the statement of manager Art Pinkham, M. and P. Park, in connection with his publicizing of this picture through a tie-up with Devine Milk Laboratories.

He not only sold the dairy company the idea of a series of glass tumblers and bowls for sale of their cheese and other products in house to house milk trade, but also arranged for them a lobby display attended by an attractive young woman who demonstrated and sold cheese and spreads most successfully. Dairy company also distributed several thousand hoods for milk bottles advertising the film. Manager Art also arranged five big window displays, including jewelry, bakery and grocery stores, and used additional newspaper space, making a special play for the kiddies everywhere.

PHILADELPHIA — Manager Al Cohen, Nixon, arranged an animated display for "Gulliver's Travels." It consisted of cut-out characters on a round, moving table effect, with a background of Lilliput.

"The Cat and the Canary"

PHILADELPHIA — Manager Phil Manis, Model, used a coffin to scare people into the theatre to see "The Cat and the Canary." For a week in advance, the coffin was used as a lobby display, and during the pictures run, it was placed out front.

SOLVE YOUR RESTROOM
"STINK BOMB"
PROBLEM

The OZONE GENERATOR

eliminates all foul air odors, germs and bacteria, and constantly provides air of mountain top and seashore freshness.

It provides the long-sought substitute for incense, perfumes, etc., which only cover one objectionable odor with another.

Nature's way of purifying air is by generating OZONE during electrical storms. The OZONE-AIR GENERATOR puts the thunderstorm result at your command.

Can also be used in connection with circulating warm air systems. Noiseless. Lasts for years. Can never get out of adjustment. Nothing to be replenished. Installed by simply plugging in lamp socket. Nominal current consumption.

Model 16 for restrooms $18.95

OZONE-AIR, CO.
928 Cherry St., Grand Rapids, Mich.
Export Department: Room 2002
220 W. 42nd St., New York City, U.S.

How Other Theatres BETTER THEIR THEATRE GROSSES

Child Personality Contest

BOSTON—Al Lashway, according to M. and P. exploitationist Harry Browning, has conducted a Child Personality Contest with big results. Entire cost for the theatre was between three and four dollars. The photographer, who took all the pictures for the contestants, paid for the newspaper advertisements, local people to canvass the homes for contestants, and a trailer supplying theatre patrons with information.

In a room provided for by the theatre, the photographer took the photographs of the entrants. These pictures were arranged in a large display in the lobby and designated each photograph by a number. For several weeks, depending on the interest shown, adult patrons were supplied with small paper ballots. After a week of 10 days, ballots were given out only by request. Copy at the bottom of the photograph display informed the patrons where they could secure ballots. By the amount of requests for ballots, Lashway could determine how long he could run the contest.

At the end of the first week, a chart was prepared and placed near the photograph display. This chart showed patrons the results of the voting. Lashway ran a two-frame trailer asking patrons to vote for the child with the best personality. Postcards were sent out to parents advising them when the contest started and when the display was put out.

"A Child Is Born"

BOSTON—A tried and proved stunt to save money, and increase business at the same time, was performed in New York on "A Child Is Born," declared Harry Browning, exploitationist, Mullins & Pinanski theatres. Most of the advertisements and stories were planted in the women's page, as this picture is mainly a woman's picture.

Advertisements were placed under widely-read syndicated features, and the women's patronage was the greatest the theatre ever had. Advertising costs were lower, and the box-office receipts were increased.

"Raffles"

BOSTON—Joe DiPesa publicity director, Loew's State and Orpheum, and assistants Longo planned an excellent campaign. Among stunts was the throwaway Valentine's card, in shape of a heart, with a pass, to be presented at boxoffice opening day. A serial in newspaper, contest in Boston Traveler, layout in Sunday Advertiser was used; as well as the presentation to the best detective on the local force of a trophy by Commissioner Timilty. Round town went "Raffles" in dress-suit, top hat and cane, with card plug; a window card read "Wanted—for stealing hearts," etc.

"Magic Bullet"

MEMPHIS—World premiere showing of Warners "Dr. Ehrlich's Magic Bullet" gave the Warner in this Tennessee town its biggest opening day's business in seven years.

Innovation in the handling of preview reactions was inaugurated at the Warner for the first time. With the co-operation of Postal Telegraph, a teletype machine and operator were stationed in the theatre lobby flanked by booths for interviewers from the Memphis Press-Seimitar and Commercial Appeal, and special representative of Postal Telegraph. These interviewers solicited comments from patrons leaving the theatre after the first evening showing of "Dr. Ehrlich's Magic Bullet" and comments were transmitted to the teletype operator for nationwide dissemination to leading exhibitors over the country, who will soon be playing the feature, Warner home office and studio executives, as well as to all of the company's district and branch managers throughout the country. Comments were also flashed to the amusement desks of Metropolitan newspapers in key cities.

"Harvest"

PROVIDENCE, RHODE ISLAND—This strong French feature, booked in the Avon for a week, was given an extraordinary advance campaign by manager Arthur Goldstein. Through the co-operation of the Better Films Council of the Rhode Island Federation of Women's Clubs, Goldstein reached all the women's organizations in the State. He also contacted all French departments in the State's colleges and high schools.

Through a tie-up with the Alliance Francaise, the theatre supplied all members with tickets, paid for out of the Alliance treasury.

A screening of the picture in advance of play date was arranged for the benefit of local reviewers and Professor Harcourt Brown, head of the French Department, Brown University, located only two blocks from the theatre. In selling the picture to the college audience, Goldstein stressed the "Immoral or Immortal" angle, and for the general audience plugged the award given the film by the New York Critics' Circle and the notices it has received in other cities.

All papers in Rhode Island and nearby Massachusetts were supplied with readers, mats and passes. On the radio, "Harvest" was plugged by J. Albert Foisy on his French language broadcasts over WPRO and on the night before opening, the Drama Group of WJAR did a scene from the picture.

"High School"

LEWISTOWN, PENNSYLVANIA—Manager Harold D. Cohen, Embassy, devised a plan whereby high school students would be admitted free of charge to the feature. Circulars prepared in the form of high school papers were distributed at the schools by the ushering staff. Papers were numbered serially and each night during the presentation of the picture, 25 numbers were selected at random and posted in the box office. Those students holding the advertising heralds with numbers corresponding to the lucky ones were admitted free of charge.

"Swanee River"

NORTH ADAMS, MASSACHUSETTS—Manager Francis Faille, Paramount, gave a novel twist to exploitation for this picture. He wrote to mayors of Memphis, Tennessee, and Atlanta, Georgia, asking them to furnish him with some cotton bolls to be used in exploiting "Swanee River," explaining that here in the north there were many people who had never been cotton bolls.

He mounted a few bolls on a card with theatre and picture credits and play dates plus explanation that they had been received from the mayors of the southern cities. These cards were placed in the public library, YMCA and in the leading department store, which put on a cotton goods display. A few other bolls were presented to high school and a letter from the principal was received in return, manager Faille presented a few bolls to the local mayor who wrote to the southern cities' mayors thanking them for the courtesy. Stunt was particularly effective as this is a cotton textile city.

FALL RIVER, MASSACHUSETTS — For the showing of this technicolor classic, manager Bill Canning, Interstate Empire, went strong for the rural trade, billing all the surrounding communities in Massachusetts and Rhode Island, within a radius of a dozen miles. He then arranged Rural Night and backed up the picture with many special window displays.

"Gone With the Wind"

NEW BEDFORD, MASSACHUSETTS—In order to handle the crowds of patrons who flocked to the State, manager Morton Zeitz was forced to triple the usher's staff and hired four additional cashiers.

W. T. Grant's department store held a "Gone With the Wind" banquet in Gulf Hill Hall preceding the first showing of the film. Clerks made their own dresses from original prints of the dress material worn by the principals of the cast in the picture and then left for the theatre in groups, all entering at same time.

"The Light That Failed"

HARRISBURG, PENNSYLVANIA — Manager Jack O'Rear's campaign at the Colonial for the film included distribution of special book-markers from Los Angeles at public and lending libraries in the city, co-op ads with Paramount and tie-in with Max Factor counter at downtown department store, which also ran an ad on the stunt. O'Rear secured a special small-cast dramatic presentation for WHP's Sound State program and revised it for a 15-minute broadcast, which was followed by a quantity of fan mail at the station.

Spinach for Popeye

BOSTON—Art Morton, Scollay Square, promoted a plug for his showing of Popeye. Boston American, which runs the Popeye cartoon strip, put a line of type directly above the strip reading, "See Popeye in Color at the Scollay This Week." This stunt, says M. and P. exploitationist Harry Browning, is a natural and can be duplicated in any town where the newspaper carries the cartoon.

"Brother Rat and Baby"

NORTH ADAMS, MASSACHUSETTS—For this picture, manager Francis Faille, Paramount, hired a boy of 16, small for his age, dressed in rompers, to sit in empty store window with hammer, broken clock, blocks, etc., selling picture and theatre. A line of diapers with the title of the picture sewed one letter to each diaper was strong across foyer in advance and on marquee during run. Paper diapers with theatre and picture credits were distributed. Cards were prominently displayed in lobby lettered, "Two things that won't let you down," with a safety pin displayed as the first and the words "Peter B. Good as the Baby in Brother Rat and the Baby" as the second. A sidewalk stunt with a man pushing a baby carriage with a doll, appropriately dressed, was also used.

"Broadway Melody of 1940"

FALL RIVER, MASSACHUSETTS—In addition to playing up the fact that the Interstate Durfee had the New England premiere for this picture, manager Chris Joyce secured newspaper co-operation, the Herald News breaking its policy and reviewing it. He also carried on an extensive radio campaign, arranged several window displays and increased his advertising.

School Benefit

PHILADELPHIA — Manager Edgar Wolf, Wynne, promoted himself an "impossible" school benefit. He planted a 40x60 in front of the school (with special permission) and had announcements on all bulletin boards. Another 40x60 in front of the theatre heralded the event, which was the presentation of a "most valuable athlete" cup to Matthew Stalmach from the stage.

Treasure Kiddie Idea

PHILADELPHIA — Manager Sol Getzow's circular treasure kiddie idea is proving one of the most popular pastimes among the younger patrons of his Stanley-Warner theatre. Each week, the children receive a different card, the back of which contains educational, as well as entertaining data.

"Ninotchka"

PHILADELPHIA—Manager Bill Yurasko, Sedgwick, used the "dotted perfume card" to catch attention for "Ninotchka."

Equipment News

Eastern Seating Expands

NEW YORK CITY—Due to increased activities in theatre chairs designed and manufactured by Eastern Seating Company, the company has been forced to move its factory and warehouse quarters to 58 Dobbin Street, Brooklyn, where over 100,000 square feet of space is available, it announced last week.

"Here in our larger quarters," commented Nick Diack, president, "more equipment and space will enable us to maintain production consistent with increased schedules."

In addition to the factory, showrooms will also be located at the Brooklyn address.

Lou Diamond Arranges Big Song-Poem Contest

NEW YORK CITY—Paramount has completed arrangements with the Fawcett Publications for a song-poem contest in their True Confessions Magazine, and will pay the winner regular royalties for copies sold, recordings and other incomes, Lou Diamond announced last week.

Sheet music as published by Famous Music Corporation or Paramount Music Corporation will be sold throughout the nation with the name of the prize-winning song-poem author on it.

Winner's song will be put to music by Sam Coslow, popular song writer. Glenn Miller, orchestra leader, will not only introduce the song on his coast-to-coast Chesterfield radio program, but also will record the number for Bluebird Recording Company. Lanny Ross also will present the winner's song on his Franco-American radio program. In addition, Harry Sherman, Paramount producer, will feature the song in one of his forthcoming Paramount productions and give screen credit to the winner. Should the title of the winning song be suitable for a picture, Harry Sherman will use it as the picture's title.

Besides royalties, the winner will be brought to New York via plane with all expense paid. While in New York the winner will be conducted through famous Tin Pan Alley by Lou Diamond, president, Famous and Paramount Music Corporations. If broadcasting schedules permit, the winner will be introduced on both the Glenn Miller and Lanny Ross air programs.

Complete details of the contest will be anounced in the May issue of the True Confessions Magazine, out on the newsstands April 1. Judges in the contest are Sam Coslow, Glenn Miller, Lanny Ross and Lou Diamond.

"Typhoon" Wave Set

NEW YORK CITY—Reflecting the enthusiasm of Paramount home office executives over "Typhoon," plans have been approved for an intensive advertising campaign in color, which will include two large color ads in the American Weekly and additional newspaper color ads in the key cities not covered by the American Weekly, R. M. Gillham, director of publicity and advertising, announced last week.

Snow Removal

A Helpful Hint

PHILADELPHIA—Exhibitors finding themselves confronted with a snow-removal problem will find in calcium chloride a material of some merit.

The dry chemical—which sells at around $2 a hundredweight—is applied to the area from which snow and ice is to be removed. When the chemical has done its work, the slush may be washed away, with no residual messiness that follows the application of common salt and other materials.

INTERNATIONAL PROJECTOR CORPORATION

Congratulates

the following STUDIO SOUND DIRECTORS

on the outstanding Sound Recording
in the Productions Nominated for the

ACADEMY OF MOTION PICTURE ARTS and SCIENCES AWARD FOR ACHIEVEMENT IN SOUND RECORDING

JOHN AALBERG	RKO Radio Studio	Hunchback of Notre Dame
BERNARD B. BROWN	Universal Studio	When Tomorrow Comes
E. H. HANSEN	20th Century-Fox Studio	Daytime Wife
NATHAN LEVINSON	Warner Brothers Studio	Private Lives of Elizabeth and Essex
JOHN LIVADARY	Columbia Studio	Mr. Smith Goes to Washington
C. L. LOOTENS	Republic Studio	Man of Conquest
T. T. MOULTON	Samuel Goldwyn Studio	Gone With The Wind
ELMER RAGUSE	Hal Roach Studio	Of Mice and Men
LOREN RYDER	Paramount Studio	The Great Victor Herbert
DOUGLAS SHEARER	Metro-Goldwyn-Mayer Studio	Balalaika

and

PROUDLY ANNOUNCES TO THE INDUSTRY

that

THESE PRODUCTIONS ARE BEING JUDGED IN HOLLYWOOD

ON A

Simplex ★★★★ Sound

REG. U.S. PAT OFF

SYSTEM

Made available to the Academy during the awards period for the judging of these productions to select the One Production to Receive the Award for Achievement in Sound Recording

MANUFACTURED BY
INTERNATIONAL PROJECTOR CORPORATION

Simplex SOUND PROJECTION System

DISTRIBUTED BY
NATIONAL THEATRE SUPPLY COMPANY

SIX-POINT FEATURE REVIEWS

COLUMBIA

Bullets for Rustlers (1204)

FAMILY WESTERN 58M.

Charles Starrett, Lorna Gray, Bob Nolan, Dick Curtis, Kenneth MacDonald, Jack Rockwell, Edward LeSaint, Francis Walker, Eddie Laughton, Lee Prather, Hal Taliaferro, The Sons of The Pioneers. Directed by Sam Nelson.

Working with the formula oatie plot, "Bullets for Rustlers," nevertheless, turns out to be right smart entertainment for those folks who like to go out of their way for shoot-'em-up horse operas. Charles Starrett, more personable than ever, rides into town and immediately gets himself arrested for rustling he didn't do. He talks himself out of and into trouble plenty of times before he saves the ranches of Lorna Gray and her neighbors, all of whom had mortgaged themselves to the hilt in order to pay for the building of a railroad spur leading to the main line. It has the usual stuff, but it's well done right through. The Sons of the Pioneers do okay with several cowboy tunes.

ESTIMATE: *Very good Starrett.*

Outside the Three-Mile Limit

FAMILY MELODRAMA 63M.

Jack Holt, Harry Carey, Sig Rumann, Eduardo Ciannelli, Donald Briggs, Irene Ware, Dick Purcell, Ben Welden, Paul Fix, George Lewis. Directed by Lewis D. Collins.

Jack Holt is again on the job as an undercover government man, posing as the bouncer on a gambling boat to run down a gang of counterfeiters. One of Holt's assistants is killed by the owner of the boat which sails to a South American island to hide away until the heat is off. It is subsequently discovered that Harry Carey, captain of the boat, is a member of the gang of counterfeiters, who leads Holt, the gambler-owner of the boat, and a disguised newspaper reporter, to the hideout of Sig Rumann, head of the counterfeit ring. Rumann discovers that Holt is a G-man and things begin to look pretty bad for Holt and his companions. Through smart maneuvering, Holt secures aid from the local constabulary, saves his own neck, and brings about the capture of the gang. Story is full of smashing action and suspense and should more than satisfy the Holt fans. It is one of his better offerings.

ESTIMATE: *Top-notch Holt.*

Pioneers of the Frontier (1212)

FAMILY WESTERN 58M.

Bill Elliott, Linda Winters, Dick Curtis, Bub Taylor, Stanley Brown, Richard Fiske, Carl Stockdal. Directed by Sam Nelson.

Hell-bent action celluloid is this non-crooning horse opera, starring Bill Elliott, who is sure to make more friends once this picture gets around. Elliott, playing the role as a sort of "Lone Ranger" without a mask, returns to his home town to discover that Dick Curtis has made the territory somewhat of a private kingdom. With the aid of Bub Taylor and Linda Winters plus plenty of gun-fighting and fisticuffs, he cleans up the town. Taylor, by the way contributes a few priceless pieces of comedy mugging.

ESTIMATE: *Actionful western.*

METRO

Broadway Melody Of 1940 (21)

FAMILY COMEDY WITH MUSIC 102M.

Fred Astaire, Eleanor Powell, George Murphy, Frank Morgan, Ian Hunter, Florence Rice, Lynne Carver, Ann Morriss, Trixie Firschke, Douglas McPhail. Directed by Norman Taurog.

A lavish filmusical, although less pretentious than its forerunners, it contains more entertainment. While the story is primarily an excuse to show off the dancing of Fred Astaire, Eleanor Powell, and George Murphy, it fits more neatly into the formula than the usual musical-comedy plot. Astaire and Murphy are a small time dance hall team with ambitions to crash Broadway. Astaire is spotted by a producer, but Murphy, through a misunderstanding, gets the break to co-star with Powell in a big time show. Astaire is the self-sacrificing partner, coaching Murphy, and substituting for him when he gets too drunk to make the show, and their tangled romance with Powell is finally ironed out for the happy ending. Dance routines are new and novel and numerous specialty acts have been incorporated for laughs. Frank Morgan clicks in a tailor-made comedy role, and the direction of Norman Taurog is top-notch. It should account for itself nicely at the box office.

ESTIMATE: *Good program with plenty to sell.*

Northwest Passage (25)

FAMILY DRAMA 126M.

(Book One: Rogers' Rangers)

(Technicolor)

Spencer Tracy, Robert Young, Walter Brennan, Ruth Hussey, Nat Pendleton, Louis Hecktor, Robert Barrat, Lumsden Hare, Donald McBride, Isabel Jewell, Douglas Walton, Addison Richards, Hugh Sothern, Regis Toomey, Montagu Love, Lester Matthews, Truman Bradley, Andrew Pena. Directed by King Vidor.

Decidedly a man's picture, it deals with the American trail blazers, known as Rogers' Rangers, who suffered terrific hardships in ridding the land of savage Indian tribes. It tells in forceful manner how the leader of the colonial militia slaughtered the treacherous Abenaki Indians at Saint Francis River, carrying on to locate the mythical Northwest Passage to the Pacific from Detroit. Finely etched characters of these hardy men are expertly played by Spencer Tracy as Major Rogers; Robert Young as the Harvard artist and map maker, Walter Brennan as a sharp-tongued sharpshooter, and a dozen or more outstanding performance in the smaller roles. Some outstanding, thrilling scenes include the crossing of the Saint Francis River, the dragging of boats over mountains to elude the enemy stationed in the bay, and the spectacular destruction of Saint Francis. Romantic interest is very slight and becomes completely lost in the men's struggle to carry out their hazardous duties. It embraces a scenic beauty rarely caught by the camera and is he-man entertainment that has to be sold. There is plenty to attract the feminine eye. Film is tops in every department and the direction by King Vidor is fine.

ESTIMATE: *Production is tops but this needs strong selling.*

Young Tom Edison (28)

FAMILY DRAMA 86M.

Mickey Rooney, Fay Bainter, George Bancroft, Virginia Weidler, Eugene Pallette, Victor Kilian, Bobbie Jordan, J. M. Kerrigan, Lloyd Corrigan, John Kellog, Clem Bevan, Eily Malyon, Harry Shannon. Directed by Norman Taurog.

If anyone were getting the impression that Mickey Rooney's dramatic abilities were confined to formula portrayals of Judge Hardy's son, "Young Tom Edison" should send them scampering back to their cynical holes. For a more moving piece of acting has not been done in many a moon, even by the more accomplished adult actors of the screen. And by a sort of histrionic synchronism, each and every player in the rest of the cast excelled himself. Bancroft is splendid as the stern but well-meaning father of young Edison, and Fay Bainter is at her heart-warming best as the tenderly sympathetic mother who stands by the unusual youngster when all the town thinks he is "addle-headed." Other acting honors are shared by capable little Virginia Weidler, bluff Eugene Pallette, and J. M. Kerrigan. Entire story takes place in Port Huron, Michigan, the birthplace of the great inventor. He is shown as a clever lad, interested in science and displaying signs of the inventive genius that was later to bring him fame. However, he is misunderstood by the people of the town who consider him "tetched," and even his father begins to have doubts concerning the boy's mental capacity. Only his mother and Weidler, his sister, believe in him; but, when, in the last scenes of the film, he saves a train from disaster by using the whistle of another engine to signal in Morse code of the impending danger, he becomes the town hero, is

given a job in Detroit as a telegraph agent. Actual incidents in Edison's life formed the framework for the script, that will continue in a sequel picture to follow called "Edison the Man," with Spencer Tracy playing the title role. But "Young Tom Edison" is not merely a build-up for the later film; it is a high-rating photoplay complete in itself.

ESTIMATE: *A high-rating film; sell to the limit.*

MONOGRAM

Danger Ahead (3939)

FAMILY ACTION DRAMA 57M.

James Newill, Dorothea Kent, Dave O'Brien, John Dilson, Al Shaw, Dick Rich, Guy Usher, Maude Allen, Harry Depp, Bob Terry, Lester Dorr, Earl Douglas. Directed by Ralph Staub.

Latest of the adventures of Sergeant James Newill Renfrew, R. N. W. M. P., is the case of the missing armored car. its guard-driver and gold shipment. It is all good action drama of the Renfrew type, with the added decoration of platinum blonde Dorothea Kent's trying to apply her college-learned criminology to the case, and her not-too-stubborn resistance to Newill's romancing. Newill sings a few times, but "Danger Ahead" remains an action show which should please the fans.

ESTIMATE: *Good action Renfrew.*

East Side Kids (3924)

FAMILY DRAMA 62M.

Leon Ames, Dennis Morgan, Joyce Bryant, Vince Barnett, Dave O'Brien, Richard Adams, Sam Edwards, Robert Fiske, Jack Edwards, James Farley, Alden Chase, Fred Hoose, Eric Bertis, Eddie Brian, Frank Yaconelli, the "original East Side Kids" (Holly Chester, Harris Berger, Frankie Burke, Donald Haines, David Durand). Directed by Bob Hill.

Suitable for the bottom of duallers or a better spot where the "Boy of the Streets" kind of picture draw, this presents the East Side Kids for the first time. A memberof the local force who had once been a street-gang boy, takes them in tow, uses his influence to get a gym for them, and forms a police junior club. But a counterfeiting gang gets the boys to pass bad one dollar bills to throw the police off their trail while the bigger bills are handled by the heads of the mob. This involves one of the kids, with the club broken up and the cop losing his club assignment, being placed back on the beat. He finally gets a clue to a killer in the counterfeiting mob, which leads to police's raiding the mob's headquarters, catching the bad 'uns, freeing an innocent man of a murder rap. The cop is vindicated, and the kids get their club back. With plenty of action, this will serve in the niche for which it is intended.

ESTIMATE: *Okay for the nabes, duallers.*

Hidden Enemy (3922)

FAMILY MELODRAMA 63M.

Warren Hull, Kay Linaker, William von Brincken, George Cleveland, Fern Emmet, Ed Keane, Willy Costello, Jack Sheehan, Paul Newland, Herbert Corthell, Vince Rush, Hans Wollenberger. Directed by Howard Bretherton.

Okay spy meller stuff for the nabes and provinces, "Hidden Enemy" can be sold on the basis of its obvious timeliness and occasional inserts of patriotism. In the story, German-dialect spies are pitted against Russian-dialect agents in a race to see who can get their hands on the formula for a new metal invented by George Cleveland. Warren Hull, Cleveland's son, is an ex-newspaper reporter whose heroics save the day for all concerned. Also aiding in the capture of the alien villains is Kay Linaker, who essays the role of what amounts to a G-woman.

ESTIMATE: *Nabe dual fare; plug timeliness.*

Pioneer Days (3961)

FAMILY WESTERN 59M.

Jack Randall, June Wilkins, Frank Gacinelli, Nelson MacDowell, Ted Adams, Bud Osborne, Robert Walker, Glenn Strange. Directed by Harry Webb.

As far as horse operas go, "Pioneer Days" seems to be somewhat of a counterfeit; for, lacking action, pace, and the good photography that usually distinguish westerns, this film crawls along through a darn long 59 minutes. Jack Randall and his two pals (Mexican Frank Gacinelli, long- faced Nelson MacDowell) rout some stagecoach raiders who were attempting to make off with a bullion delivery. On the stage is lovely June Wilkins, en route to take over her half-interest in a western bar. Ted Adams, her new partner, is intent upon robbing the gal of her rights, but he figures without Randall, et alii.

ESTIMATE: *Not so hot.*

Torpedo Raider (English-made)

FAMILY MELODRAMA 60M.

John Mills, Barry Mackay, Betty Balfour, Howard Marion Crawford, H. G. Stoker, Percy Walsh, George Merritt, Cyril Smith. Directed by Walter Forde.

Released in 1935 as "Born to Glory," through GB, this is now apparently being re-distributed with a new title and shortened running time to take advantage of the conflict between Great Britain and Germany. Story is that of a seaman in the British Navy, whose father, whom he has never seen, is born to the navy. The seaman's ship is sunk by a German raider during the World War; he is rescued, and escapes while the raider is in an island port repairing plates. By sniping at the repairmen he holds up the ship long enough for another British cruiser to arrive and sink the German vessel. Typically British, it has some excellent battle scenes, and is topical. Obviously, its angles are of headline value.

ESTIMATE: *Topical British entarant.*

PARAMOUNT

The Farmer's Daughter (3927)

FAMILY COMEDY 62M.

Martha Raye, Charlie Ruggles, Richard Denning, Gertrude Michael, William Frawley, Inez Courtney, William Demarest, Jack Norton, William Duncan, Ann Shoemaker, Benny Baker, Tom Dugan, Lorraine Krueger, Betty McLaughlin, Anne Harrison. Directed by James Hogan.

Martha Raye returns to the screen in a comedy vehicle that does not give her sufficient opportunity to do her stuff. Even Charlie Ruggles, who carries most of the comedy burden of the picture, does not really get a chance to get started. However, the situations are amusing, and generally the gags and antics of Raye and Ruggles draw a satisfactory quota of laughs, even if they aren't the big hearty kind. Ruggles is a shoestring theatrical producer trying to put on a show in a summer barn theatre with a temperamental leading lady, Gertrude Michael. Martha Raye is the daughter of the farmer who owns the barn in which Ruggles' show appears. She is a sort of jinx girl who knocks over everything within a five-yard radius and trips over her own feet. She falls in love with leading man, Richard Denning, helps him rehearse his lines so that soon she knows the leading lady's part to a "t." On opening night, Michael walks out on the show in a huff, no one but Raye is left to play the role. She is a tremendous hit, later wows New York, finally marries Denning.

ESTIMATE: *Entertaining comedy program; sell Raye and Ruggles.*

RKO-RADIO

Pinocchio (091) (Technicolor)

FAMILY FANTASY 86M.

Feature-length cartoon, produced by Walt Disney, from story by Carlo Collido Supervising directors: Ben Sharpsteen, Hamilton Luske. Sequence directors: Bill Roberts, Jack Kinney, Norman Ferguson, Wilfred Jackson, T. Hee. Story adaptation: Ted Sears, Webb Smith, Joseph Sato, Otto Englander, William Cottrell, Erdman Penner, Aurelius Battaglia. Music: Leigh Harline, Ned Washington, Paul J. Smith. Animation directors: Fred Moore, Milton Kahl, Ward Kimball, Eric Larson, Franklin Thomas, Vladimir Tytla, Arthur Babbitt, Woolie Reitherman.

The genius of Walt Disney is further expressed in "Pinocchio," an offering which, technically and otherwise, tops his highly successful "Snow White and the Seven Dwarfs." The story concerns Geppetto, the woodcarver, and his pet kitten (Figaro) and goldfish (Cleo), surrounded by his mechanical clocks and other caricatures of the woodcarver's imagination. After creating the puppet, Pinocchio, Geppetto longs for the moppet to become a real boy. Comes the Blue Fairy, who gives life to Pinocchio. After a series of thrilling adventures and experiences, Pinocchio, with Jiminey Cricket as his companion and conscience, returns to the safety of the woodcarver's home, with a complete understanding of what constitutes good and bad. The well-known characters of the fable have drawn with lifelike resemblance to their individual types, and the film runs the gamut in emotion, from great adventure, sinister motives, and heart-tugging sympathy, to the final understanding that the way of truth is the way of happiness. "Pinocchio" is a credit to the entire Disney organization, and should draw a large patronage from old and young.

ESTIMATE: *A natural all the way.*

Vigil in the Night (007)

FAMILY DRAMA 96M.

Carole Lombard, Brian Aherne, Anne Shirley, Doris Lloyd, Julien Mitchell, Robert Coote, Brenda Forbes, Rita Page, Peter Cushing, Ethel Griffies, Emily Fitzroy. Directed by George Stevens.

Fine in every respect, this picturization of the A. J. Cronin story is strong on dramatic angles and feminine appeal. It is the story of an English nurse, Carole Lombard, her faith in her profession, and her desire to see her younger sister, Anne Shirley, become a successful nurse, too. Lombard takes the blame in the death of a child for which her sister is responsible. She loses her position, finds another, makes good, works with the surgeon, Brian Aherne, who desires to get backing for a new hospital from the industrialist-

head of the board of the present hospital. Meanwhile, Shirley graduates, marries the sister's old beaux, gives up nursing and goes to London, where, when her money runs out, she takes a place as nurse in a nursing home with a bad reputation. When the industrialist makes a play for Lombard, she is caught in a web of circumstances and again loses her position, arriving in London as her sister becomes involved in a suicide at the home. Thanks to the surgeon, who has come to London, after quitting his job to get the money for the hospital, the sister is cleared. Both girls return to the hospital where a serious epidemic has broken out and they volunteer for duty. Meanwhile, the son of the industrialist catches the disease just before the surgeon returns, having failed in his quest. The boy's life is saved by Shirley, who catches the disease. The industrialist sees the light, but the sister dies. Picture ends on a hopeful note, with a clinch between Lombard and Aherne due later. The show is also notable for the fact that the feature players are not familiar. It has been directed with extra taste, a good pace, and will send the women out crying.

ESTIMATE: *One of the best, but it will need selling.*

20th CENTURY-FOX

Free, Blonde and Twenty-One (037)

FAMILY DRAMA 75M.

Lynn Bari, Mary Beth Hughes, Joan Davis, Henry Wilcoxon, Robert Lowery, Alan Baxter, Katherine Aldridge, Helen Ericson, Chick Chandler, John Valerie, Elise Knox, Dorothy Dearing, Herbert Rawlinson, Kan Linaker, Thomas Jackson, Richard Lane. Directed by Ricardo Cortez.

A murder mystery with a "Hotel for Women" background, this relies on forced dialogue between the inmates of the hotel for comedy relief. Lynn Bari, dress designer, who tries to help the girls at the hotel, is called into the room of Mary Beth Hughes, who has faked suicide to secure newspaper publicity and spite a married man who has turned her down. Rushing Mary to the hospital, Lynn meets Henry Wilcoxon, eminent surgeon, and his assistant, Robert Lowery. Wilcoxon, wise to Mary's condition, lets Robert take care of the case and romance develops. Mary, a two-timer, meets Alan Baxter, who, unknown to her, is a stick-up man. They go to a road house, Alan holds up the proprietor, is shot at and wounded, but kills the innkeeper. Mary rushes him away, phones Robert who meets them and takes Alan to the seashore home of Wilcoxon. He operates on Alan, who dies, and the balance of the picture deals with the baffled police trying to solve the murder, with Robert disappearing, Henry accused, and Lynn, with the help of Joan Davis, floor maid of the hotel, solving the mystery. The show is slow-moving, with little suspense. Audience reaction was mild.

ESTIMATE: *Okay for the lower brackets.*

All Services OF THIS PUBLICATION APPEAR REGULARLY

Plus

- The Same Intimate Coverage
- Better Management
- In the Spotlight
- Special Features
- The National Mirror

and everything else that makes this the complete trade journal.

UNITED ARTISTS

A Chump at Oxford

(Roach)

FAMILY COMEDY 63M.

Stan Laurel, Oliver Hardy, Forrester Harvey, Wilfred Lucas, Forbes Murray, Frank Maker, Eddie Borden, Gerald Rogers, Victor Kendall, Gerald Fielding, Charles Hall, Peter Cushing. Directed by Alfred Goulding.

Comedy trivia which packs just enough laughs to enable it to fill out dual programs, "A Chump at Oxford" doesn't contain enough meat to stand on its own legs. Bemoaning the fact that their illiteracy prevents them from going any place, financially or otherwise, Stan Laurel and Oliver Hardy accidentally foil a bank robbery and are given an Oxford scholarship as a reward. Once at the English school, the Americans become the butt of all buffoonery, until a knock on the head proves Laurel to be an English lord who had been suffering from amnesia. Hardy becomes his butler and gets ready to leave in disgust when another knock on the same head returns Laurel to a state of ignorance. There are a few spots of real humor, but it's just ordinary comedy for the most part.

ESTIMATE: *Just dual support.*

UNIVERSAL

Honeymoon Deferred (4038)

FAMILY MYSTERY DRAMA 59M.

Edmund Lowe, Margaret Lindsay, Elizabeth Risdon, Joyce Compton, Chick Chandler, Anne Gwynne, Jerry Marlowe, Cliff Clark, Julie Stevens. Directed by Lew Landers.

One of those frothy little mystery yarns with plenty of outlets for sophisticated humor of the "Thin Man" variety, "Honeymoon Deferred" should prove more than satisfactory entertainment from its spot on the bottom-half of duals. The smaller nabes might not go wrong by top-spotting it during midweek shows. Edmund Lowe postpones his honeymoon in order to track down the person who murdered his friend. Wife Margaret Lindsay doesn't like postponements of that type and makes a pest of herself by trailing along with her husband. However, they both get together and nab Elizabeth Risdon red-handed.

ESTIMATE: *Okay mystery dualler.*

My Little Chickadee

FAMILY COMEDY 84M.

Mae West, W. C. Fields, Joseph Calleia, Dick Foran, Donald Meek, Gene Austin, Candy and Coco, Anne Nagel, Margaret Hamilton, Ruth Donnelly, Fuzzy Knight, Harlin Briggs, George Moran, Willard Robertson. Directed by Edward Cline.

The long-awaited combination of Mae West and W. C. Fields has finally arrived in "My Little Chickadee" and it should be responsible for a nice box-office return. Although the supporting cast contains good feature names, the principal draw of the show rests in the two stars. The story is never allowed to check the stars' individual appeals, although this has a tendency to make for an uneven pace. Story concerns the adventures of card sharp Fields and man-slaying West in a wild and wooly frontier town. West decides to marry Fields when she sees a pile of phoney bills in his satchel and believes they are genuine. A fake preacher performs the ceremony, and Fields throughout the picture, never gets to perform the duties rightful to a husband. Meanwhile West flirts with all the interesting men available which includes a bandit, a crusading editor, played by Nick Foran, and the boss of the frontier town, Joseph Calleia. The bandit, who has remained masked through most of the picture, also turns out to be Calleia. The story ends in a vague triumph for Miss West, who saves Fields from a lynch mob which his mistaken him for the masked bandit. She also evades the ardent proposals of all her suitors and is still fancy free as the picture closes. She renders one song in her customary manner. There are lines which will provide guffaws, and both Fields and West contribute their usual characterizations. All told, this is a rowdy affair, which can stand the circus type of selling.

ESTIMATE: *Sell the names.*

MISCELLANEOUS

Double Deal

(International Road Shows)

FAMILY MELODRAMA 60M.

Jeni LeGon, Monte Hawley, F. E. Miller, Florence O'Brien, Shelton Brooks, Eddie Thompson, Freddie Jackson, Maceo Sheffield, Buck Woods, Tommy Sothern, Vernon McCalla, Jack Elissby, Arthur Ray, Charles Gordon. Directed by Arthur Dreifus.

While the story is routine, more or less trite and transparent, and the lesser lights recite, rather than read, their lines, the Argus production of "Double Deal" is as polished a piece of all-Negro cinematographic dramaturgy as has yet been offered. The plot is that of numbers writing, and crime, does not pay, with a couple of killings thrown in for added emphasis. Monte Hawley has the lead in ferreting out the machinator, while comely, lissom Jeni LeGon adds some fast-stepping interludes, and a ditty called "Getting in Right with You." Florence O'Brien also sings and dances, but the principal divertissement is Composer Shelton ("Darktown Strutters' Ball") Brooks, who sings, accompanying himself on the piano, a novelty number describing what happened "At the Hole in the Wall." "Double Deal" might be used as novelty support in later-run white theatres, but its main value is, of course, in houses catering to the Negro trade, and there the picture should be well received, as it was in the theatre in which it was reviewed.

ESTIMATE: *High-rating all-Negro entertainment.*

Horrors of War

(Merit) — Family Documentary 51m.

Produced by Maple Attractions.

Phonied war scenes are spliced with newsreel clips of the first World War in this cinematic editorial urging this country to keep out of what is going on in Europe. It's not edited too well and the sound sounds awry. Most exciting sequence is towards the end when the Huns and U. S. troops meet in open battle. Although it doesn't amount to much shakes as a film, it has the obvious exploitation angles.

ESTIMATE: *Dull preachment picture; can be exploited.*

Secrets of a Model

(Time Pictures) — Adult Melodrama 58m.

Sharon Lee, Harold Daniells, Julian Madison, Phyllis Barry, Bobby Watson, Grace Lenard. Directed by Sam Newfield.

Feeble story of a young girl's seeking a modeling career, this mess of reelage is replete with trite dialogue and bad acting. However, it may have a market in the small town and nabe houses where moralistic yarns of gals led astray and back have had previous success. It is probably suitable for most adolescents, though it won't particularly interest them. Sharon Lee, who aspires to become a model, gets a temporary job waiting on cars at a roadside beanery. She is wooed by poor but honest milkman Harold Daniells, but because she needs money to help her ailing mother back home, she listens to the opportunities offered by slick, wealthy Julien Madison. He turns out to be a reptile in the vegetation, as everyone expected, and nearly ruins the lives of Lee and her pal, Phyllis Barry. Young Daniells does a fair job as well as Phyllis Barry, but Miss Lee and the villain are decidedly not up to even "B" snuff.

ESTIMATE: *Very low-rating dualler.*

FOREIGN

Between Two Worlds

(Esperia) — Family Melodrama 80m.

Isa Miranda, Vassa Prihoda, Assia Noris, Guilio Donadio, Mario Ferrari, Tatiana Pavoni, Olinto Cristina, Oreste Bilancia, Carlo Pieltrangeli, Ernesto Sabbatini. Directed by Goffredo Alessandrini.

With a pre-Hollywood Isa Miranda carrying off the lead with great finesse, "Between Two Worlds" is a smoothly-fashioned bit of Italian cinema which will please those who understand the language. English sub-titles are an aid for those who take their talk in American. Miranda finds herself in love with fiddler Vassa Prihoda, but the glamor attached to a visiting Maharajah is also quite fascinating. However, before she goes too far with the Maharajah, she finds her senses and returns to Prihoda.

ESTIMATE: *Very satisfactory Italian fare.*

The Ghost Camera

(Olympic) — Family Melodrama 52m.

Ida Lupino, Henry Kendall, John Mills, Felix Aylmer, S. Walter Stanley. Directed by Bernard Vorhaus.

Made for the nabe dual trade and the mystery followers, this British importation has some suspenseful moments, a smattering of comedy and Ida Lupino. Plot structure is made up of the tracking down of incidents depicted by films in a cameraman found by the hero in his car. In doing his detective work, he unearths (1) the heroine, (2) a jewel robbery, (3) a murder, (4) the heroine's missing brother. All this leads to an inquest and a murder charge against the brother. However, when the criminal responsible gets too bold, he gives himself away and the murder is solved. Typically British, it has one familiar name.

ESTIMATE: *British import for the nabes and duals.*

Louise

(Mayer-Burstyn) — Family Opera 72m.

Grace Moore, Georges Thill, Andre Pernet, Suzanne Despres, Ginette Leclerc, Le Vigan, Pauline Carton, Jacqueline Gautier, Rivers Cadet, Beauchamp. Directed by Abel Gance.

An innovation in film-making, the transformation of the opera "Louise" in toto into a full-length French motion picture, is deserving of all the superlatives one can possibly heap upon it. Praise is due the producers and director not only for bringing grown-up entertainment to the screen, but also for the excellent manner in which the show is handled throughout. From a box-office angle, there is no limit to its possibilities as far as art and French houses are concerned; Grace Moore will act as a marquee magnet for general run theatres. Story, in brief, is that of a poor Montmartre seamstress (Moore) who is in love with a penniless composer (Georges Thill) and Paris. Her folks object, but love and Paris win out in the end. The music and songs are recorded perfectly throughout. Deems Taylor did the English titles, and a grand job it is. If there is any criticism to make, it is just weakly to bemoan the fact that a more familiar opera wasn't chosen.

ESTIMATE: *Worthy of playing time anywhere.*

Overture to Glory

(Elite) — Family Drama 85m.

Moishe Oysher, Florence Weiss, Baby Winkler, Maurice Krohner, Lazar Freed, Benjamin Fishbein, Jack Mylong Munz, Leonard Elliott, Helen Beverly, Luba Wesoly, Ossip Dymow, Erika Zaranova, Ivan Busatt. Directed by Nosseck.

Typical Yiddish tear-jerker celluloid, "Overture to Glory" will have to depend on the draw of Moishe Oysher for the marmalade on its bread and butter. And exhibitors playing Yiddish films should not underestimate Oysher's box-office popularity. Oysher's beautiful voice holds sway in a synagogue where opera scouts hear him sing "Kol Nidre." They lure him to Vilna, where he does okay until a countess lures him astray. It isn't until his son lies dying that he returns to his home town and repents in baritone. By way of suggestion, we believe an actor-singer as talented as Moishe Oysher can enhance his popularity and the monetary worth of his starrers by appearing in modern dress and in American settings. English titles are adequate.

ESTIMATE: *Fair tear-jerker; sell Moishe Oysher.*

Skeleton on Horseback

(Carl Laemmle, Jr.) — Family Drama 78m.

Hugo Haas, Zdanek Stepanek, Bedrich Karen, Vaclav Vydra, Ladislav Bohac, Karla Olicova, Jaroslav Prucha. Directed by Hugo Haas.

Ironically enough, this Czecho-Slovak film, which is so anti-Fascist, is said to be the last motion picture to come to these shores from what is now a Nazi-ridden nation. On that ground, however, the picture stands as a highly exploitable import which can make money for those who can play foreign films. From a production angle, it doesn't approach the standard we are accustomed to here. The story has Hugo Haas, who also directed, playing the role of a doctor in a Fascist country. He discovers a means of successfully combatting a dread disease and refuses to divulge his method until the dictator calls off the senseless war in which the country was involved. He is killed before he has a chance to do his work. The story is a powerful anti-dictator document and is deserving of playing time. It's too bad it isn't mounted well enough. But that can be forgiven if one realizes its drama. Fannie Hurst edited and wrote the fairish English titles.

ESTIMATE: *Exploitable Czecho-Slovak attraction.*

Timberland Terror

(Paid to Kill) (Hoffberg) — Family Action Drama 66m.

Frank Leighton, Shirley Ann Richards, Campbell Coplin, Frank Harvey, Aileen Britton, Joe Vali, Letty Craydon. Directed by Ken G. Hall.

Apparently filmed in the woodlands of Australia, this action yarn is okay entertainment for those who can take their lumber stories mixed up with a bit of romance. Although there is a scarcity of players whose names amount to any great shakes, this picture has enough on the ball to satisfy from the supporting role on duallers. After Frank Leighton saves Shirley Ann Richards from drowning, her father hires him to work in his lumber lands. He gets on the wrong side of a mob of no-goods, but everything turns out for the best.

ESTIMATE: *Good action dual support.*

Ultimatum

(Hoffberg) — Family Drama 73m.

Erich Von Stroheim, Dita Parlo, Bernard Lancret, Abel Jacquin, Georges Rollin, Marcel Andre, Aimos. Directed by Robert Wiene.

Although there is a tendency for the players and the script to glorify war, an undertone of pacifism runs throughout the excellently enacted tale of the drama which took place between the time of the Sarajevo incident and the declaration of war in 1914. Despite its 1914 setting, the film is a timely one and can be sold as such in both general run and art houses. For the latter group, the picture should provide a box-office hypo. Serb officer Bernard Lancret is married to Austrian Dita Parlo whose nationality makes her an espionage suspect when feelings between Serbia and Austria-Hungary are anything but calm. Lancret is dispatched on a secret-service mission by general Eric Von Stroheim and is captured even though his Austrian friend Abel Jacquin attempts to help him escape. Lancret is killed while trying to break from the army hospital just as war is declared. Good performances prevail throughout.

ESTIMATE: *Excellent Gallic cinema.*

Vengeance of The Deep

(Time Pictures) — Family Melodrama 62m.

Lloyd Hughes, Shirley Richards, Sidney Wheeler, James Raylan, Elaine Hamill, Frank Harvey, Ronald Whelan, Alec Kellaway, Leslie Victor, Campbell Copelin, Charlie Chan, Marcelle Marnay, Horace Cleary, Claude Turton, Bobbie Hunt, Paul Furness, Charles Zoli. Directed by Ken G. Hall.

A poorly strung-together yarn about a

pianist in the South Seas, "Vengeance of the Deep" has a bark which is worse than its bite. In other words, despite the formidable title, the picture is quite lacking in excitement, as well as a number of other good qualities. Lloyd Hughes, who hasn't been seen in films in many a moon, is the famous pianist who feels that he is becoming a victim of the effete life of London, decides to get away from it all and go to Thursday Island for a little he-man stuff. His girl (Elaine Hamill) twits him about his adventure, makes him promise to bring her back a pearl for which he must dive himself. Arriving on the island, he gets along swell with the rest of the colonists, engages in some pearl diving. He learns however, that one of the other divers on the island is an old amour of the fickle Hamill who had given this man a dirty deal. Hamill is told off and Hughes sails away happily with Shirley Richards, the daughter of one of the island's old-timers.

ESTIMATE: *Poor English-made offering.*

THE SHORTS PARADE

THREE-REEL

Sport

LOUIS-GODOY FIGHT PICTURES. Banner. 29m. Complete pictorial record of the now famed osculatory bout, the highlight of which seemed to come when the challenger kissed the champion. For this reason and because Louis looked so bad, the pictures are more important than the ordinary run-of-the-mill. GOOD. J.

TWO-REEL

Comedy

THE HECKLER. Columbia — Charley Chase. 17½m. Something new in the way of two reel comedies, "The Heckler" finds Charley Chase playing the role of the loud-mouthed heel you find at every ball game. When a couple of gamblers discover Chase's heckling annoys a star ball player to the point of making him worse than mediocre, they bet heavily when assured Chase will attend the next game. However, Chase turns up with a cold and the gamblers lose. Also in the cast are Bruce Bennett, Dick Fiske, Stanley Brown, Don Beddoe, Robert Sterling, Bud Jamison, Beatrice Blinn, Linda Waters. It's fun. GOOD. (1430). L. S. M.

MR. CLYDE GOES TO BROADWAY. Columbia—All-Star Comedy. 18m. Andy Clyde, a hotel proprietor, falls for the you-ought-to-be-on-the-stage line and buys from a couple of ham actors a half-interest in a show. As the show is about to open, the sheriff catches up with the conniving thespians, and Andy and the wife put on the show. There are some good gags which make this o.k. for the Clyde fans. GOOD. (1429). W. W.

ROCKIN' THRU THE ROCKIES. Columbia—Comedy. 17m. Our three whacky Stooge friends don skunkskin hats and frazzled furs in this take-off on the drama of pioneer days. A matinee audience reacted spasmodically, when the Stooges really got funny, the roof was figuratively raised with laughter; when they lapsed into states of unfunniness, the theatre sounded like a mausoleum. The boys play the roles of guides for a traveling girlie show and run smack into a mess of Indians. The horses run away, but escape is accomplished by installing a sail on the prairie schooner. GOOD. L. S. M.

Commercial

FIVE GRAND AND A GIRL. Wilding Picture Productions. 15m. Here is a commercial that is better than 99-44/100 percent pure entertainment, with a cops-and-robbers story, interlarded with a bit of romance. When bank robbers make a get-away, state troopers commandeer the automobile of the moonstruck pair and put the jalopy through its paces—and how! The picture, apparently Coast-made, has a number of familiar faces. EXCELLENT. W. W.

Dramatic

VATICAN CITY. RKO-Radio—March of Time. 18m. A little national all by itself is the Holy See at Rome and the small parcel of land adjacent to it. It enjoys complete independence from Italy and is recognized by international law as a separate state with complete self-sovereignty. This sepia-tone MOT shows all the diversified activities, both spiritual and temporal, that are carried on within the medieval walls of this tiny ecclesiastical nation. Vatican City has its own money, stamps, stores, military, as well as Jesuit, Dominican colleges wherein many American students are numbered. The political note is sounded in the end, as the newly-crowned Pope Pius XII makes his move toward establishing peace in the war-stricken Europe of today. GOOD. (03107). D. O.

Musical

WHAT GOES UP. Sepia Art Pictures. 20m. A swell novelty possibility for white theatres, and a natural for houses catering to Negro movie-goers, "What Goes Up" presents Eddie Green in a back-stage comedy-with-music that is just as about as hilarious as any of the season. Green does a couple skits which are little short of side-splitting, and a plaintive character song, "The World's All Wrong." With Babe Matthews (a head taller than the comic), Green has a musical colloquy with "I Can't Use You No Mo'." While a colored audience "ate it up," the rather restricted use of the subject necessitates the withholding of an "Excellent" rating, which it most certainly deserves for Negro audiences. GOOD. W. W.

SERIAL

DRUMS OF FU MANCHU. Republic—Serial, in 15 episodes, with Henry Brandon, William Royce, Robert Kellard, Gloria Franklin, Olaf Hytten, Tom Chatterton, Luana Walters, Lal Chand Mehra, George Cleveland, John Dilson, John Merton, Dwight Frye, Wheaton Chambers. Directed by William Witney and John English. First episode, 30m.; others, two reels each. Sinister-looking Orientals match villainous wits with a nice band of "good guys" in this serialized retelling of Sax Rohmer's enthralling novel. It all adds up to one of the most thrilling movie serials at which these glimmers have peeped in a long time. Henry Brandon, in a Karloff-like makeup, portrays Fu Manchu, who is set upon gaining control of the entire Asiatic continent. For his plans to succeed, he finds it mandatory to secure a sceptre of Ghengis Khan, the key to its location being held by archaeologists Tom Chatterton and George Cleveland. William Royle, the English operative, and assistant Olaf Rytten won't have any truck with Fu Manchu's whims and buck up against him at every turn. They find Robert Kellard, Cleveland's son, quite a help. Luana Walters takes care of the femme lead in grand fashion. During the first episode of three reels, Fu Manchu's Oriental stooges go around wiping out anyone in their respective paths in wholesale lots. Its action-bent and suspenseful end makes top serial entertainment. The kids and their parents will be coming back for more. EXCELLENT. (972/1—972/15). L. S. M.

ONE-REEL

Appeals

FINLAND FIGHTS. Emerson Yorke-Finnish Relief Fund. 5½m. Made by the Friends of Finland to help the Finnish Relief Fund's Motion Picture Division, this was made for the February 17-18 drive, the review appears for the record. Shown are scenes of Finland at peace, the coming of war seeming far away; Jan Sibelius, composer; Paavo Nurmi, the runner; Herbert Hoover, making an appeal for aid; airplanes dropping bombs, etc. Alois Havrilla does the narration with Harry Blair responsible for the script. Vincent G. Hart directed. The makeup of the reel is such that it would be interesting at any time, although it was intended for the drive purposes. The reel should have helped the collections to a great extent, by the time this is read. EXCELLENT. J.

Color Cartoon

BUSY BAKERS. Vitaphone—Merrie Melody. 7m. No belly laughs of any consequence but pleasing. The old baker faces ruin, so a mysterious old man for whom he does a kind deed brings in his crew of bakers to work for him. Business picks up and all is well. FAIR. (5312). H. M.

LITTLE LAMBKIN. Paramount—Color Classic. 6m. Max Fleischer's latest effort is this okay tale of the youngster who rebelled at leaving the country for a home in the city. The brat twists around the various electrical and gas outlets causing ice cubes to drop from the hot water tap, water to emit from the stove, etc. It packs a lot of fun in its six minutes. GOOD. (C9-2). L. S. M.

Cartoon

ALI BABA BOUND. Vitaphone—Looney Tune. 7m. Funny, with the background showing Porky in the Foreign Legion, saving the day when the fort is attacked. Some gags are swell, the general result good. GOOD. (5609). H. M.

HARE AND HOUNDS. 20th Century-Fox-Toon. 6m. The hunters go for the hares, but the latter outwit them and generally make them look foolish. FAIR. (0509). H. M.

'WAY BACK WHEN A TRIANGLE HAD ITS POINTS. Paramount—Stone Age Cartoon. 7m. First of the series, this is encouraging. Mr. Stonebroke engages a typist, with the same conditions prevailing then as now. One letter, dinner, music, etc. The series, on the basis of the first entrant, should be interesting. GOOD. (B9-1). J.

Comedy

HOME MOVIES. Metro—Robert Benchley. 7m. Robert Benchley lectures on how to take home movies, then exhibits some which combine the common errors of most amateurs. It's really hilarious in spots,

although an explosion ending doesn't help. Tieups with camera stores should be easy. GOOD. (F-144). H. M.

Commercial

THE MIRACLE OF MILK. Principal. 10m. To increase the sale and consumption of milk, the New York State Bureau of Milk Publicity, Department of Agriculture and Markets, got together with Paramount and produced this excellent story of milk from cow to bottle. It's entertaining and educational from beginning to end. EXCELLENT. L. S. M.

Dramatic

A DOOR WILL OPEN. Metro—Miniature. 10m. Excellent in every respect, this is another of Carey Wilson's "What Do You Think" series. The wife of a pianist tells how the strange opening of two doors helped him conquer unfair odds. Wilson's telling is tops, and the short is in the front sphere. It will probably prove more interesting than a lot of features. EXCELLENT. (M-78). H. M.

Musical

DAVE APOLLON AND HIS ORCHESTRA. Vitaphone—Melody Master. 10m. Dave Apollon's band plays, Gloria Rich dances, Ruth Petty sings, Hank Norton provides some comedy, making a fair entrant. FAIR. (5506). H. M.

JIMMY DORSEY AND HIS ORCHESTRA. Paramount—Headliner. 11m. Inaugurating a new method of introducing the featured performers in an orchestra, this Headliner doesn't sag once. Leader Jimmy Dorsey, male vocalist Bob Eberly, and femme warbler Helen O'Connell are introduced as just plain civvies going about their everyday mode of living. O'Connell and the ork do a corking job with "Rubber Dolly"; Eberly pleasingly vocalizes "Only a Rose"; and the band concludes the reel with "Long John Silver," a swing novelty. GOOD. (A9-6).

Color Novelty

MECHANIX ILLUSTRATED, No. 3. Vitaphone—Color Parade. 10m. Interesting, with the color good, this shows how a new chemical substance, which resembles silk, is used; how cold light is manufactured; salmon fishing in Alaska; and how a certain type electric sign is operated and manufactured. GOOD. (5405). H. M.

POPULAR SCIENCE No. 4. Paramount. 11m. Educational entertainment reaches a new high in this, the latest Popular Science release. In clear Cinecolor are seen the operation of an indoor chicken ranch in Chicago; the discovery of and uses for analine dye; science in the kitchen; and synthetic means of more abundant propagation among migratory salmon. Professor Doakes is also seen in a short comedy sequence. This is tops in educational shorts making. EXCELLENT. (J9-4). L. S. M.

THE THREADS OF A NATION. Columbia—Cinescope. 10½m. The story of cotton and its influence on modern life is explained fairly nicely in this Ben K. Blake Cinecolor release. Various processes of cotton and cloth making are shown via good color photography. Basil Ruysdael handles the narrative. FAIR. (1972). L. S. M.

Highlight Shorts

•

TWO REEL

COLOR DRAMATIC

Teddy the Rough Rider—Vitaphone

DRAMATIC

The Republic of Finland—March of Time
Know Your Money—Metro

COMEDY

Oh, You Natzy Spy—Columbia

MUSICAL

Rhythm Jamboree—Universal

ONE REEL

CARTOON

Africa Squeaks—Vitaphone

NOVELTY

The Old South—Metro
Siege—RKO-Pathe

COLOR TRAVEL

Night Descends on Treasure Island—Metro

TRAVEL

Life in Paris—Columbia
The Pyramids of Mexico—Atlas

Novelty

THE DISINHERITED. Children's Aid Society of New York. 15½m. This one depicts the deplorable slum conditions in New York City and what the Children's Aid Society has done to mitigate this menace to the children who live in those sections. Playgrounds and a well-equipped recreation and study center enable underprivileged children to learn a trade and enjoy life. Narration is by John Kieran, of "Information Please." GOOD. D. O.

PARAMOUNT PICTORIAL. Paramount—Paragraphic. 10m. From miniature planes to solo flights; scenes of hats in the making, styles for men, an interesting reel. FAIR. (V9-6). J.

RECOVERY ROAD. Children's Aid Society of New York. 9m. This subject shows the well-organized convalescent homes in upstate New York, designed to help children recovering from illness. Many diversions, both amusing and useful, are furnished the youngsters while they are recuperating. Narration is by Raymond Gram Swing. GOOD. D. O.

WHAT'S YOUR I. Q.? Metro—Pete Smith Specialty. 8m. Pete Smith tells the audience he will ask questions, give 15 seconds to answer each, asks that the audience score itself. The subject matter includes everything under the sun. Answers are given at the end of 15 seconds. A novelty, this is worth special selling. GOOD. (S-105). H. M.

Color Sport

FOLLOWING THE HOUNDS. 20th Century-Fox-Ed Thorgesen-Technicolor-Sports. 10m. Excellent in every detail, showing the hunt at a Maryland estate, with the color, the photography, etc. way above average. Beginning with the training of the horse, it winds up with the morning hunt and the fox brought to bay. EXCELLENT. (0304). H. M.

Sport

THE HUMAN FISH. Paramount—Sportlight. 10m. Introducing Newton Perry, of Florida, in the title role, this subject presents in an interesting manner the astounding underwater performances of the former diving champion. It opens with Perry executing several dives and goes from there to his individual feats under the surface. He then teaches members of his boys' club to catch turtles on the bottom and winds up with Perry, Ross Allen, a reptile expert, and two mermaids in the water with four seals. Ted Husing's snappy narration adds to its quality. GOOD. G. K. K. ( )

SKIING TECHNIQUE. Columbia—News World of Sports. 9m. In words and pictures—including stopped-action shots, with arrows indicating the points under discussion—"Skiing Technique" is just that, abetted some nice scenery (suggesting the Alps, rather than the U. S.) and thrills and spills by professionals. GOOD. (1803). W. W.

Color Travel

ISLE OF COLUMBUS. Paramount—Color Cruise. 9m. In weak Cinecolor are shown various scenes on the island housing Haiti and the Dominican Republic. There isn't much to recommend this routine subject. FAIR. (K9-5). L. S. M.

SEATTLE, GATEWAY TO THE PACIFIC NORTHWEST. Metro-FitzPatrick Traveltalk. 10m. A visit to Seattle, Washington University, lumber camps, the harbor, buildings, etc., this has a commentary reading like a Chamber of Commerce brochure. Although not exciting, it is in the better FitzPatrick group, considering choice of material. GOOD. (T-58). H. M.

Travel

U. S. TREASURY. Columbia—Washington Parade. 11m. The hows and whys of American paper money is told entertainingly in this well-done Washington Parade issue. After introducing Secretary of the Treasury Henry Morgenthau, the film shows the various steps in the printing of bills and bonds. It holds interest all the way through with the help of good photography and Basil Ruysdael's clear commentary. GOOD. (1902). L. S. M.

LAST MINUTE METRO

The Man from Dakota (24)

FAMILY MELODRAMA 74M.

Wallace Beery, John Howard, Dolores Del Rio, Donald Meek, Robert Barrat, Addison Richards, Frederick Burton, William Haade, John Wray. Directed by Leslie Fenton.

A Civil War story, this has for its assets Wallace Beery in a typical Beery role, John Howard, Dolores Del Rio in unimpressive comeback, and some fair direction. It relates the tale of two Northern prisoners in the War, Beery, a scout more interested in his stomach than glory, and Howard, an officer, who seeks to return to the Union lines. The two of them escape and run into Del Rio, the Russian fiancee of a Russian officer working with the Confederate Army. She kills him by accident and joins up with Beery and Howard, who need her to translate a map, written in Russian, found on the body of the Russian officer. Their adventures make up the picture. They run into murders, are falsely accused by a religious sect, are cleared, then are captured by the Confederates, escape, and eventually wind up saving the day for General Grant, thanks to Beery's last minute heroism. Strictly of the program variety, this is off the beaten track, and although not likely to cause any box-office stir, it will probably prove an audience pleaser.

ESTIMATE: *Okay for the duallers.*

National Legion of Decency List

A moral estimate of current entertainment feature motion pictures prepared under the direction of the New York Archdiocesan Council of the Legion of Decency with the cooperation of the motion pictures department of the International Federation of Catholic Alumni.

CLASS A—Section I —Unobjectionable for General Patronage

Abe Lincoln in Illinois—RKO
Adventures of Sherlock Holmes, The—20th Cen.-Fox
Allegheny Uprising—RKO
Angels Wash Their Faces, The—Warner
Arizona Kid—Republic
Babes in Arms—MGM
Bad Little Angel—MGM
Beware Spooks—Columbia
Blondie Brings Up Baby—Columbia
Blue Bird, The—20th Century-Fox
British Intelligence—Warner Brothers
Brother Rat and a Baby—Warner
Call a Messenger—Universal
Charlie Chan at Treasure Island—20th Century-Fox
Charlie McCarthy, Detective—Universal
Children of the Wild—Grand National
Chip of the Flying "U"—Universal
Chump at Oxford, A—United Artists
Covered Trailer—Republic
Cowboys From Texas—Republic
Danger Flight—Monogram
Danger on Wheels—Universal
Days of Jesse James—Republic
Day the Bookies Wept, The—RKO
Dead End Kids on Dress Parade—Warner
Death Goes North—Warwick
Death Rides the Range—Colony Pictures, Inc.
Disputed Passage—Paramount
Emergency Squad—Paramount
Entente Cordiale (French)—Arcadia—Max Glass—Flora Film
Escape to Paradise—RKO
Everybody's Hobby—Warner
Everything Happens at Night—20th Century-Fox
Everything's on Ice—RKO
Fighting Gringo—RKO
Fighting 69th—Warner—First National
First Love—Universal
Five Little Peppers and How They Grew—Columbia
Flight at Midnight—Republic
Flying Deuces—RKO
Gairlan, El (Spanish)—Ramon Pereda
Geronimo—Paramount
Glory of Faith, The (French)—French Film Exch.
Golgotha—Golgotha Corporation
Great Victor Herbert, The—Paramount
Gulliver's Travels—Paramount
Henry Goes to Arizona—MGM
Heroes of the Saddle—Republic
Hidden Enemy—Monogram
High School—20th Century-Fox
Hollywood Cavalcade—20th Century-Fox
In Old Monterey—Republic
Inspector Hornleigh on Holiday—20th Century-Fox
Invisible Man Returns—Universal
Ireland's Border Line—Harry O'Donavan
Irish Luck—Monogram
Isle of Destiny—RKO
Jeepers Creepers—Republic
Judge Hardy and Son—MGM
Kansas Terrors, The—Republic
Kid Nightingale—Warner
Knights of the Range—Paramount
Konga, the Wild Stallion—Columbia
Kustens Glada Kavaljerer (Swedish)—Europa
Laugh It Off—Universal
Law of the Pampas—Paramount
Legion of Lost Flyers—Universal
Legion of the Lawless—RKO
Life Begins in College—20th Century-Fox
Life of Mother Cabrini (English, Italian and Polish)—Roma Films
Lion Has Wings, The—Alexander Korda—United Artists
Little Flower of Jesus—George Chaperot—Sunray Films, Inc.
Little Old New York—20th Century-Fox
Llano Kid—Paramount
Mad Empress, The—Warner
Main Street Lawyer—Republic
Man From Arizona—Monogram
Man Who Dared, The—Warner
Marines Fly High—RKO
Marshal of Mesa City—RKO
Meet Dr. Christian—RKO
Mikado, The—Geoffrey Toye—General Film Distrib.
Mill on the Floss, The—Standard Pictures
Missing Evidence—Universal
Monastery—George Kraska—World
Money to Burn—Republic
Music in My Heart—Columbia
Nancy Drew and the Hidden Staircase—Warner
Nick Carter, Master Detective—MGM
Nobleza de la Calle (Spanish)—Luis C. Amadori—Argentina
No Place to Go—Warner
Northwest Passage—MGM
Nurse Edith Cavell—RKO
Oh, Johnny, How You Can Love—Universal
Oklahoma Frontier—Universal
$1,000 a Touchdown—Paramount
Opened by Mistake—Paramount
Our Neighbors—The Carters—Paramount
Outpost of the Mounties—Columbia
Overland Mail—Monogram
Overture to Glory (Yiddish)—Executive—Elite
Pack Up Your Troubles—20th Century-Fox
Parole Fixer—Paramount
Perpetual Sacrifice, The—Religious Films, Inc.
Pioneer Days—Monogram
Pioneers of the Frontier—Columbia
Pride of the Blue Grass—Warner (formerly entitled "Gantry the Great")
Real Glory—Samuel Goldwyn—United Artists
Riders of Pasco Basin—Universal
Riders of the Black River—Columbia
Roll, Wagons, Roll—Monogram
Rovin' Tumbleweeds—Republic
Rulers of the Sea—Paramount
Sabotage—Republic
Saga of Death Valley—Republic
Saint's Double Trouble—RKO
Santa Fe Marshal—Paramount
Seventeen—Paramount
She Married a Cop—Republic
Sky Patrol—Monogram
South of the Border—Republic
Special Inspector—Century Film—Warwick
Star Maker, The—Paramount
Stop, Look and Love—20th Century-Fox
Straight Shooter—Victory Pictures
Stranger From Texas—Columbia
Sued for Libel—RKO
Swanee River—20th Century-Fox
Swiss Family Robinson—RKO
Television Spy—Paramount
That's Right, You're Wrong—RKO
Too Busy to Work—20th Century-Fox
Torchy Plays With Dynamite—Warner
20,000 Men a Year—20th Century-Fox
Two-Fisted Rangers—Columbia
Two Thoroughbreds—RKO
U-Boat 29—Columbia
Under-Pup, The—Universal
Village Barn Dance—Republic
Wall Street Cowboy—Republic
Westbound Stage—Monogram
West of Carson City—Universal
Young as You Feel—20th Century-Fox

CLASS A—Section II —Unobjectionable for Adults

Adventure in Diamonds—Paramount
Affair Lafont, The (French) (Conflit)—Cipra Films—Transatlantic
All Quiet on the Western Front (Reissue)—Universal
All Women Have Secrets—Paramount
Alma Nortena (Spanish)—Roberto Guznian
Amazing Mr. Williams, The—Columbia
Another Thin Man—MGM
"At the Circus"—MGM
Balalaika—MGM
Barricade—20th Century-Fox
Betrayal (French)—Seymour Nebenzahl—World
Blackmail—MGM
Bodas de Sangre (Spanish)—Cifa Production—Sono Argentina
Bombs Over London—Grosvenor Sound Films—Film Alliance of United States
Broadway Melody of 1940—MGM
Buried Alive—Producers Pictures
Cat and the Canary, The—Paramount
Charlie Chan in the City of Darkness—20th C.-Fox
Child Is Born, A—Warner
Cisco Kid and the Lady, The—20th Century-Fox
Citadel of Silence (La Citadelle du Silence) (French)—Imperial Film-Film Alliance
City of Chance—20th Century-Fox
Coast Guard—Columbia
Congo Maisie—MGM
Conquest—MGM
Convicted Woman—Columbia
Dancing Co-Ed—MGM
Day-Time Wife—20th Century-Fox
Demon Barber of Fleet Street—Select
Destry Rides Again—Universal
Devil Is an Empress, The (Le Joeur D'Echees) (French)—Vega Film—Columbia
Drums Along the Mohawk—20th Century-Fox
Dust Be My Destiny—Warner
Earl of Chicago, The—MGM
Elsa Maxwell's Hotel for Women—20th Century-Fox
Escape, The—20th Century-Fox
Espionage Agent—Warner
Farmer's Daughter, The—Paramount
Fast and Furious—MGM
Four Wives—Warner
Framed—Universal
French Without Tears—Paramount
Fugitive at Large—Columbia
Full Confessions—RKO
Goose-Step (Beasts of Berlin)—Producers Distributing Corp.
Grapes of Wrath, The—20th Century-Fox
Green Hell—Universal
Heaven With a Barbed Wire Fence—20th Cen.-Fox
Here I Am a Stranger—20th Century-Fox
His Girl Friday—Columbia
Honeymoon Deferred—Universal
Honeymoon in Bali—Paramount
Honeymoon's Over, The—20th Century-Fox
Housekeeper's Daughter—United Artists
Intermezzo, a Love Story—United Artists
Invisible Stripes—Warner Brothers
Joe and Ethel Turp Call on the President—MGM
Katia (French)—Algazy—Mayer-Burstyn
Kivinnas Ansikte, En (Swedish)—A. B. Svensk—Scandinavian
Little Accident—Universal
Lone Wolk Strikes, The—Columbia
Luz en Mi Camino, Una (Spanish)—Jose Bohr—A. R. B. S. de R. L.
Man From Montreal—Universal
Man Who Wouldn't Talk, The—20th Century-Fox
Manhattan Shakedown—Kenneth J. Bishop—Warwick
Married and in Love—RKO
Mexican Spitfire—RKO
Midnight—Paramount
Mr. Smith Goes to Washington—Columbia
Murder Is News—Kenneth J. Bishop—Warwick
Mutiny in the Big House—Monogram
My Son Is Guilty—Columbia
News Is Made at Night—20th Century-Fox
Night of Nights—Paramount
Ninotchka—MGM
North Patrol—Alliance
Of Mice and Men—United Artists
One Hour to Live—Universal
On Your Toes—Warner
Phantom Strikes, The—Monogram
Private Detective—First National
Private Lives of Elizabeth and Essex, The—Warner
Raffles—United Artists
Rains Came, The—20th Century-Fox
Remember—MGM
Remember the Night—Paramount
Reno—RKO
Return of Dr. X, The—First National—Warner
Return of the Frog—Herbert Wilcox—British Lion
Rio—Universal
Road Back (Reissue)—Universal
Roaring Twenties, The—Warner
Scandal Sheet—Columbia
Secret of Dr. Kildare—MGM
Shop Around the Corner—MGM
Shipyard Sally—20th Century-Fox
Sidewalks of London—Pommer-Laughton Mayflower—Paramount
Smashing the Money Ring—Warner
Tear Gas Squad—Warner
That They May Live (French)—Forrester-Parent-Mayer-Burstyn
Those High Grey Walls—Columbia
Thou Shalt Not Kill—Republic
Three Sons—RKO
Thunder Afloat—MGM
Tia de las Muchachas, La (Spanish)—J. B. Oro
Tower of London—Universal
Two Bright Boys—Universal
Typhoon—Paramount
Untamed—Paramount
We Are Not Alone—First National—Warner
Witness Vanishes, The—Universal
Wolf of New York—Republic

CLASS B—Objectionable in Part

Abus de Confiance (French) U. D. I. F.—Bercholz—Columbia.
A Man and His Wife (Un Homme et Sa Femme) (French)—R. F. Films—French Film Exchange
Between Two Women—MGM
Big Guy, The—Universal
Bizarre, Bizarre (French)—Corniglion Molinier—Lenauer International
Black Limelight—Associated British Production and Release
Cafe Hostess—Columbia
Crossroads (Carrefour) (French)—B. U. P. Francaise—Tri-National
End of a Day, The (Fin du Jour) (French)—Juno Films, Inc.
Eternally Yours—Wanger—United Artists
Foolish Virgin (La Vierge Folle) (French)—Film d'Art—Walch Film Corp.
Four Daughters—First National
Gone With the Wind—Selznick International—MGM
Harvest (French) (Regain)—Marcel Pagnol—French Cinema Center, Inc.
Heartbeat (Angele) (French)—Pagnol—French Motion Pictures
Heart of Paris (French)—Andre Daven—Tri-National
He Married His Wife—20th Century-Fox
Honor of the West—Universal
Idiot's Delight—MGM
I Met a Murderer—Gamma Films, London—York Pictures
Kreutzer Sonata (French)—Cinatlantica Prod.—Foreign Cinema Arts, Inc.
Lambeth Walk—MGM
Light That Failed, The—Paramount
Mademoiselle Ma Mere (French)—J. H. Hoffberg, Inc.
Miracle on Main Street—Columbia
Mujer de Nadie, La (Spanish)—Carola Production
Of Human Bondage (Reissue)—RKO
On Trial—Warner
Portia on Trial—Republic
Port of Shadows (Le Qual des Brumes) (French)—Rabonovitch—Film Alliance.
Rage of Paris, The—Universal
Rat, The—Wilcox—RKO
Royal Divorce—Imperator Pictures Corp.
Secret Four—Monogram
Slightly Honorable—United Artists

Song of the Street (Dans les Rues) (French)—Mayer-Burstyn
Sunset Murder Case—Grand National
Tail Spin—20th Century-Fox
That's Life, Claudine (Claudine a l'Ecole) (French)—Regent-Phoenix Film—French Motion Picture Corporation
Torture Ship—Producers Pictures
Ware Case, The—A. B. F. D.
Women, The—MGM
Youth in Revolt (Altitude 3200) (French)—Trans-Continental Film, Paris—Columbia

CLASS C—Condemned

Adolph Armstrong (Swedish)—Svensk Film Industri—Scandinavian Talking Pictures
Amours de Toni, Les (French)—Metropolis
Assassin of Youth—B. C. N.
Carnival in Flanders (French)—Tobis
Children of the Sun—Public Welfare Pictures Corp.
Club de Femmes (French)—S-E-L-F Production—Mayer-Burstyn
Damaged Goods—Grand National ("Marriage Forbidden")
Damaged Lives (Reissue)—Welden Prod.
Ecstasy (Czech)—Eureka
Elysia—Bryan Foy Production—Master Arts
Gambling With Souls (Jay Dee Kay Prod.)—Kendis
Indiscretions (Nouveau Testament) (French)—Paramount-Tri-National
Last Desire (Derniere Jeunesse) (French)—Lumen Films—Transatlantic Distributors, Inc.
Lie of Nina Petrovna, The (French)—Solar Films of Paris—Lenauer International
Living Dangerously—Gaumont-British
L'Orage (French)—Andre Daven—Tri-National Films, Inc.
Lucrezia Borgia (French)—La Compagnie du Cinema—European Films Corporation
Mad Youth—Willis Kent—Real Life Drama
Pace That Kills, The—Willis Kent
Pitfalls of Youth—HER Laboratories, Inc.
Private Life of Henry VIII (Reissue)—London Films—Gaumont-British
Puritan, The (Le Puritain) (French)—Derby Lenauer International Films, Inc.
Race Suicide—De Luxe Company
Rasputin (French)—Max Glass—Concord Films
Slaves In Bondage (Jay Dee Kay Prod.)—Kendis
Wages of Sin—Real Life Drama—Willis Kent
With a Smile (Avec le Sourire) (French)—Malmar Production—Pathe Cinema

PLEASE NOTE: This complete list will not appear again. Future issues of this publication will carry, in the regular news section, the weekly bulletin of the Legion of Decency, with pictures classified according to the ratings noted here.

Feature Production Number Listing, with National Release Dates

COLUMBIA

1003	His Girl Friday	Jan. 18
1007	The Amazing Mr. Williams	Nov. 23
1010	U-Boat 29	Oct. 7
1011	Beware Spooks!	Oct. 24
1013	Blondie Brings Up Baby	Nov. 9
1015	Those High Grey Walls	Sept. 21
1018	Music in My Heart	Jan. 10
1019	The Lone Wolf Strikes	Jan. 26
1020	Five Little Peppers at Home	Feb. 8
1025	Hidden Power	Sept. 7
1026	Fugitive at Large	Dec. 7
1030	Cafe Hostess	Nov. 30
1031	Scandal Sheet	Oct. 16
1032	Miracle on Main Street	Oct. 29
1033	My Son Is Guilty	Dec. 28
1034	Convicted Woman	Jan. 31
1071	Lost Horizon (re-issue)	June 2
1072	The Awful Truth (re-issue)	June 16
1101	Mr. Smith Goes to Washington	Oct. 19
1201	Outpost of the Mounties	Sept. 14
1202	The Stranger From Texas	Nov. 2
1203	Two-Fisted Rangers	Jan. 4
1204	Bullets for Rustlers	Mar. 5
1205	Blazing Six Shooters	Apr. 4
1206	Texas Stagecoach	
1211	Taming of the West	Dec. 7
1212	Pioneers of the Frontier	Feb. 1
1213	Block "K" Rides Tonight	May 2
	I Married Adventure	Mar. 28
	Blondie on a Budget	Feb. 29
	Outside the Three-Mile Limit	Mar. 7
	Men Without Souls	Mar. 14
	Too Many Husbands	Mar. 21

METRO-GOLDWYN-MAYER

1	The Women	Sept. 1
2	Henry Goes Arizona	Dec. 8
3	Dancing Co-Ed	Sept. 29
4	Thunder Afloat	Sept. 15
5	Blackmail	Sept. 8
6	Fast and Furious	Oct. 6
7	Ninotchka	Nov. 3
8	Marx Bros. "At the Circus"	Oct. 20
9	Babes In Arms	Oct. 13
10	Bad Little Angel	Oct. 27
11	Remember?	Nov. 10
12	The Secret of Dr. Kildare	Nov. 24
13	Another Thin Man	Nov. 17
14	Joe and Ethel Turp Call on the President	Dec. 1
15	Nick Carter, Master Detective	Dec. 15
16	Judge Hardy and Son	Dec. 22
17	Balalaika	Dec. 29
18	The Earl of Chicago	Jan. 5
19	Congo Maisie	Jan. 19
20	The Shop Around the Corner	Jan. 12
21	Broadway Melody of 1940	Feb. 9
22	Lambeth Walk	Jan. 26
23	Strange Cargo	Mar. 1
24	The Man From Dakota	Feb. 16
25	Northwest Passage	Feb. 23
26	I Take This Woman	Feb. 2
27	The Ghost Comes Home	Mar. 8
28	Young Tom Edison	Mar. 15
29	Florian	Mar. 22
30	Dr. Kildare's Girl	Mar. 29
31	New Moon	Apr. 5

MONOGRAM

1938-1939

3803	Mutiny In the Big House	Oct. 25
3815	Sky Patrol	Sept. 9
3816	Danger Flight	Nov. 1
3830	Raiders Over England (two reels)	Nov. 15
3831	Fight for Peace	Sept. 30
3856	Oklahoma Terror	Oct. 25
3857	Overland Mail	Oct. 31

1939-1940

3901	Rip Van Winkle	
3907	The Fatal Hour	Jan. 15
3911	Son of the Navy	Mar. 23
3912	The Gentleman From Arizona	Dec. 25
3915	The Human Monster	Mar. 9
3917	Chasing Trouble	Jan. 30
3918	The Secret Four (Four Just Men)	Jan. 15
3919	Heroes In Blue	Nov. 7
3922	Hidden Enemy	Jan. 20
3923	The Phantom Strikes	Nov. 15
3924	East Side Kids	Feb. 10
3936	Crashing Through	Oct. 1
3937	Fighting Mad	Nov. 5
3938	Yukon Flight	Dec. 5
3939	Danger Ahead	Jan. 10
3940	Murder on the Yukon	Feb. 17
3941	Phantom Pilot	Apr. 14
3951	Roll, Wagons, Roll	Nov. 25
3952	Westbound Stage	Dec. 15
3953	Rhythm of the Rio Grande	Mar. 2
3959	The Pioneers	
3960	The Prairie	
3961	Pioneer Days	Jan. 25
3962	The Cheyenne Kid	Feb. 24
3963	Covered Wagon Trails	Apr. 7
	Tom Boy	Mar. 16
	The Midnight Limited	Mar. 30

PARAMOUNT

3901	Death of a Champion	Sept. 1
3902	Beau Geste	Sept. 15
3903	$1,000 a Touchdown	Sept. 22
3904	Honeymoon In Bali	Sept. 29
963	Heroes of the Saddle	Jan. 12
3905	What a Life!	Oct. 6
3906	Jamaica Inn	Oct. 13
3907	Television Spy	Oct. 20
3908	Disputed Passage	Oct. 27
3909	The Cat and the Canary	Nov. 10
3910	Rulers of the Sea	Nov. 17
3911	Our Neighbors, the Carters	Nov. 24
3912	The Night of Nights	Dec. 1
3913	The Llano Kid	Dec. 8
3914	All Women Have Secrets	Dec. 15
3915	Gulliver's Travels	Dec. 22
3916	The Great Victor Herbert	Dec. 29
3917	Emergency Squad	Jan. 5
3918	Geronimo!	Jan. 12
3919	Remember the Night	Jan. 19
3920	Parole Fixer	Feb. 2
3921	The Light That Failed	Feb. 9
3922	The Sidewalks of London	Feb. 16
3923	Knights of the Range	Feb. 23
3924	Seventeen	Mar. 1
3925	Women Without Names	Mar. 15
3926	The Road to Singapore	Mar. 22
3927	The Farmer's Daughter	Mar. 29
3954	Range War	Sept. 8
3955	Law of the Pampas	Nov. 3
3956	Santa Fe Marshal	Jan. 26
3957	Showdown	Mar. 8
3958	Hidden Gold	June 7
3959	War Along the Stage Trail	July 12
	Typhoon	May 17
	Adventure in Diamonds	Apr. 5
	Dr. Cyclops	Apr. 12
	French Without Tears	Apr. 19
	Opened by Mistake	May 10
	The Biscuit Eater	Apr. 26

PRODUCERS DISTRIBUTING CORP.

	Hitler—Beast of Berlin	Oct. 15
	Torture Ship	Nov. 1
	Buried Alive	Nov. 15
	Gold Star Mothers	Nov. 25
	Invisible Killer	Dec. 1
	The Sagebrush Family Trails West	Jan. 14
	The Man From Oklahoma	Jan. 21
	Mercy Plane	Feb. 1

RKO-RADIO

1938-1939

934	Fifth Avenue Girl	Sept. 22
935	Conspiracy	Sept. 1
945	Escape to Paradise	Dec. 22
946	Everything's on Ice	Oct. 6
986	The Fighting Gringo	Sept. 8

1939-1940

001	Nurse Edith Cavell	Sept. 29
002	The Day the Bookies Wept	Sept. 15
003	Full Confession	Sept. 8
004	Three Sons	Oct. 13
005	Meet Dr. Christian	Nov. 17
006	Allegheny Uprising	Nov. 10
007	Vigil in the Night	Feb. 9
008	Reno	Dec. 1
009	Abe Lincoln in Illinois	
010	The Flying Deuces	Nov. 3
011	That's Right, You're Wrong	Nov. 24
012	Sued for Libel	Oct. 27
013	Two Thoroughbreds	Dec. 8
014	Married and In Love	Jan. 19
015	The Hunchback of Notre Dame	Dec. 29
016	Mexican Spitfire	Jan. 12
017	Isle of Destiny	Mar. 8
018	The Marines Fly High	Feb. 2
019	Swiss Family Robinson	Feb. 16
020	Little Orvie	Mar. 1
021	The Saint's Double Trouble	Jan. 26
022	Millionaire Playboy	Mar. 15
023	The Primrose Path	Mar. 22
024	Irene	Mar. 29
025	My Favorite Wife	Apr. 12
026	(Not set)	
027	Curtain Call	Apr. 26
028	A Bill of Divorcement	May 3
029	Tom Brown's Schooldays	May 10
030	The Courageous Dr. Christian	Apr. 5
031	And So, Goodbye	Apr. 19
061	Queen of Destiny	
081	Marshal of Mesa City	Nov. 3
082	Legion of the Lawless	Jan. 5
083	Bullet Code	Apr. 5
091	Pinocchio	Feb. 23

REPUBLIC

1938-1939

848	Rovin' Tumbleweeds	Nov. 16
857	Wall Street Cowboy	Sept. 6

1939-1940

905	Main Street Lawyer	Nov. 3
911	Flight at Midnight	Aug. 28
912	Calling All Marines	Sept. 21
913	Sabotage	Oct. 13
914	Jeepers Creepers	Oct. 27
915	The Covered Trailer	Nov. 10
916	Thou Shalt Not Kill	Dec. 22
917	Money to Burn	Dec. 28
918	Wolf of New York	Jan. 25
919	Village Barn Dance	Jan. 30
941	South of the Border	Dec. 15
942	Rancho Grande	
951	The Arizona Kid	Sept. 29
952	Saga of Death Valley	Nov. 22
953	Days of Jesse James	Dec. 20
961	The Kansas Terrors	Oct. 6
962	Cowboys From Texas	Nov. 29
964	Pioneers of the West	Mar. 1

20th CENTURY-FOX

1939-1940

001	Elsa Maxwell's Hotel for Women	Aug. 4
002	Chicken Wagon Family	Aug. 11
003	Stanley and Livingstone	Aug. 18
004	Quick Millions	Aug. 25
005	The Adventures of Sherlock Holmes	Sept. 1
006	Charlie Chan at Treasure Island	Sept. 8
007	Hollywood Cavalcade	Oct. 13
008	Stop, Look and Love	Sept. 22
009	Here I Am, a Stranger	Sept. 29
010	The Escape	Oct. 6
011	The Rains Came	Sept. 15
012	The Cisco Kid and the Lady	Dec. 29
013	20,000 Men a Year	Oct. 27
014	Pack Up Your Troubles	Oct. 20
015	Drums Along the Mohawk	Nov. 10
016	Too Busy to Work	Nov. 17
017	Swanee River	Jan. 5
018	Shipyard Sally	Oct. 20
019	Heaven With a Barbed Wire Fence	Nov. 3
020	Day-Time Wife	Nov. 24
021	Charlie Chan in City in Darkness	Dec. 1
022	Inspector Hornleigh on Holiday	Dec. 1
023	He Married His Wife	Jan. 19
024	The Honeymoon's Over	Dec. 15
025	The Bluebird	Mar. 22

027 The City of Chance ..... Jan. 12
028 High School ..... Jan. 26
029 Everything Happens at Night ..... Dec. 22
030 The Man Who Wouldn't Talk ..... Feb. 2
031 Little Old New York ..... Feb. 9
032 Young as You Feel ..... Feb. 16
033 They Came by Night ..... Feb. 23
034 Earthbound ..... Mar. 1
035 Charlie Chan In Panama ..... Mar. 8
037 For Women Only ..... Mar. 29
038 I Was an Adventuress ..... Apr. 5
039 The Cisco Kid in Chicago ..... Apr. 12
040 The Grapes of Wrath ..... Apr. 19
041 Shooting High ..... Apr. 26
061 The Road to Glory (re-issue) ..... Oct. 13
062 The First World War (re-issue) ..... Oct. 27

UNITED ARTISTS

GOLDWYN

They Shall Have Music ..... Aug. 18
The Real Glory ..... Sept. 29
Raffles ..... Dec. 29

KORDA

The Four Feathers ..... Aug. 4
The Lion Has Wings ..... Jan. 19
Over the Moon ..... Mar. 29

ROACH

The Housekeeper's Daughter ..... Oct. 26
1,000,000 B. C. ..... Apr. 5
A Chump at Oxford ..... Feb. 16
Of Mice and Men ..... Jan. 12
Two's Company .....

SELZNICK

Intermezzo, a Love Story ..... Sept. 22
Rebecca .....

SMALL

The Man in the Iron Mask ..... Aug. 11
My Son, My Son! ..... Mar. 22

WANGER

Winter Carnival ..... July 28
Eternally Yours ..... Oct. 12
Slightly Honorable ..... Dec. 22
House Across the Bay ..... Mar. 1

UNIVERSAL

1939-1940

4002 Destry Rides Again ..... Dec. 29
4009 The Invisible Man Returns ..... Jan. 12
4010 The Under-Pup ..... Sept. 1
4011 Charlie McCarthy, Detective ..... Dec. 22
4012 Tower of London ..... Nov. 17
4014 Rio ..... Sept. 29
4016 The Big Guy ..... Nov. 24
4017 Two Bright Boys ..... Sept. 15
4019 Little Accident ..... Oct. 27
4020 Call a Messenger ..... Nov. 3
4021 Oh, Johnny, How You Can Love ..... Jan. 5
4024 Hawaiian Nights ..... Sept. 8
4026 Laugh It Off ..... Dec. 1
4027 The Witness Vanishes ..... Sept. 22
4028 Missing Evidence ..... Dec. 15
4030 One Hour to Live ..... Nov. 10
4032 Framed ..... Feb. 23
4034 Double Alibi ..... Mar. 1
4035 Hero for a Day ..... Oct. 6
4038 Honeymoon Deferred ..... Feb. 16
4041 Green Hell ..... Jan. 26
4044 The Mikado ..... Sept. 8
4051 Mutiny on the Blackhawk ..... Sept. 1
4052 Tropic Fury ..... Oct. 13
4053 Legion of Lost Fliers ..... Nov. 3
4054 Man From Montreal ..... Dec. 8
4058 Desperate Trails ..... Sept. 8
4055 Danger on Wheels ..... Feb. 2
4059 Oklahoma Frontier ..... Oct. 20
4060 Chip of the Flying U ..... Nov. 24
4061 West of Carson City ..... Jan. 19
4062 Riders of Pasco Basin ..... Apr. 5
4071 My Man Godfrey (re-issue) ..... June 2
4072 The Old Dark House (re-issue) ..... June 2
4073 All Quiet on the Western Front (re-issue) ..... Sept. 29
4074 The Road Back (re-issue) ..... Nov. 3

My Little Chickadee ..... Feb. 9
No release ..... Oct. 20
No release ..... Jan. 19
Zanzibar ..... Mar. 8
Ma! He's Making Eyes at Me ..... Mar. 15
It's a Date ..... Mar. 22
Sandy Is a Lady ..... Apr. 12
If I Had My Way ..... Apr. 26

WARNERS-FIRST NATIONAL

WARNERS

402 The Private Lives of Elizabeth and Essex ..... Nov. 11
403 The Roaring Twenties ..... Oct. 28
406 Brother Rat and a Baby ..... Jan. 13
408 Invisible Stripes ..... Dec. 30
411 Kid Nightingale ..... Nov. 4
413 "Dead End" Kids on Dress Parade ..... Nov. 18
415 A Child Is Born ..... Jan. 6
416 British Intelligence ..... Jan. 20
418 Pride of the Blue Grass ..... Oct. 7
419 Nancy Drew and the Hidden Staircase ..... Sept. 9
420 Calling Philo Vance ..... Feb. 3
421 Granny Get Your Gun ..... Feb. 10
Virginia City ..... Mar. 23

FIRST NATIONAL

451 The Fighting 69th ..... Jan. 27
452 The Old Maid ..... Sept. 2
453 Four Wives ..... Dec. 25
458 We Are Not Alone ..... Nov. 25
461 Dust Be My Destiny ..... Sept. 16
462 Espionage Agent ..... Sept. 30
463 On Your Toes ..... Oct. 14
464 The Return of Dr. X ..... Dec. 2
469 No Place to Go ..... Sept. 23
470 Smashing the Money Ring ..... Oct. 21
471 Private Detective ..... Dec. 9
481 The Mad Empress ..... Dec. 16
Castle on the Hudson ..... Feb. 17
Three Cheers for the Irish ..... Mar. 16
Dr. Ehrlich's Magic Bullet ..... Mar. 2

Alphabetical Guide

(Continued from page 480)

NORTHWEST PASSAGE (Book One: Rogers' Rangers)—126m.—Metro 471
NOTORIOUS ELINOR LEE, THE—104m.—Micheaux 461
NURSE EDITH CAVELL—98m.—RKO-Radio 380

O

OF MICE AND MEN—106m.—United Artists 448
OH, JOHNNY, HOW YOU CAN LOVE—63m.—Univ. 457
OKLAHOMA FRONTIER—58m.—Universal 401
OKLAHOMA TERROR—50m.—Monogram 379
OLD DARK HOUSE—74m.—Universal (re-issue) 321
OLD MAID, THE—95m.—Warners 363
ONE DARK NIGHT—81m.—Million Dollar Prod. 434
ONE HOUR TO LIVE—59½m.—Universal 387
ON HIS OWN—100m.—Amkino 388
ON YOUR TOES—94m.—Warners 402
$1,000 A TOUCHDOWN—73m.—Paramount 392
OUR FIGHTING NAVY—see Torpedoed
OUR NEIGHBORS, THE CARTERS—84m.—Para. 408
OUTPOST OF THE MOUNTIES—63m.—Columbia 407
OUTSIDE THE THREE-MILE LIMIT—63m.—Col. 471
OVER THE MOON—78m.—United Artists 465
OVERLAND MAIL, THE—51m.—Monogram 416
OVERTURE TO GLORY—85m.—Elite 474

P

PACK UP YOUR TROUBLES—75m.—20th C.-Fox. 386
PAID TO KILL—see Timberland Terror
PAROLE FIXER—59m.—Paramount 463
PEOPLE ETERNAL, A—65m.—Henry Lynn 418
PHANTOM RANCHER—60m.—Colony 457
PHANTOM STRIKES, THE—58m.—Monogram 423
PINOCCHIO—86m.—RKO-Radio 472
PIONEER DAYS—59m.—Monogram 472
PIONEERS OF THE FRONTIER—58m.—Columbia 471
POCOMANIA—65m.—Lenwal 434
PORT OF SHADOWS (Le Quai des Brumes)—90m.—Film Alliance of U. S. 403
PRIDE OF THE BLUE GRASS—65m.—Warners 393
PRIVATE DETECTIVE—55m.—Warners 425
PRIVATE LIVES OF ELIZABETH AND ESSEX, THE—106m.—Warners 396
PRISONER OF CORBAL, THE—73m.—Syndicate 381

Q

QUAI DES BRUMES, LE—see Port of Shadows.
QUEEN OF DESTINY (Sixty Glorious Years)—95m.—RKO-Radio 220

R

RAFFLES—71m.—United Artists 445
RAINS CAME, THE—103m.—20th Century-Fox 386
RANGE WAR—66m.—Paramount 369
RASPUTIN—93m.—Concord Films 410
RE DI DANARI—see King of Diamonds
REAL GLORY, THE—96m.—United Artists 386
REMEMBER?—83m.—Metro 415
REMEMBER THE NIGHT—94m.—Paramount 447
RENO—73m.—RKO-Radio 416
RETURN OF DOCTOR X, THE—62m.—Warners 425
RETURN OF THE FROG—71m.—Select Attractions 381
RIDERS OF BLACK RIVER—54m.—Columbia 385
RIDERS OF PASCO BASIN—56½m.—Universal 442
RIDERS OF THE SAGE—56m.—Metropolitan 402
RIDIN' FOOL, THE—58m.—Metropolitan 402
RIO—77m.—Universal 393
ROAD BACK, THE—79m.—Universal ("The Outspoken Version") 417
ROAD TO GLORY—101m.—20th C.-F. (re-issue) 401
ROARING TWENTIES, THE—106m.—Warners 409
ROLL WAGON ROLL—54m.—Monogram 431
ROVIN' TUMBLEWEEDS—64m.—Republic 424
ROYAL DIVORCE—82½m.—Imperial 394
RULERS OF THE SEA—97m.—Paramount 385

S

SABOTAGE—69m.—Republic 400
SAINT'S DOUBLE TROUBLE, THE—68m.—RKO 456
SAGA OF DEATH VALLEY—58m.—Republic 424
SANTA FE MARSHAL—68m.—Paramount 448
SCANDAL SHEET—67m.—Columbia 407
SCIPIO AFRICANUS MAJOR—see Scipione l'Africano
SCIPIONE L'AFRICANO (Scipio Africanus Major)—115m.—Esperia 394
SECOND BUREAU—66m.—Film Alliance of U. S. 410
SECRET FOUR (Four Just Men)—79m.—Mono. 431
SECRETS OF A MODEL—58m.—Time Pictures 474
SECRET OF DR. KILDARE, THE—82m.—Metro 423
SEVENTEEN—78m.—Paramount 408
SHE GOES TO WAR—55m.—Mitchell Leichter 417
SHIPYARD SALLY—79m.—20th Century-Fox 401
SHOP AROUND THE CORNER, THE—100m.—Metro 453
SHORS—92m.—Amkino 425
SIDEWALKS OF LONDON—86m.—Paramount 463
SIGNOR MAX, IL—see Mr. Max.
SIXTY GLORIOUS YEARS—see Queen of Destiny.
SKELETON ON HORSEBACK—78m.—Carl Laemmle, Jr. 474
SKY PATROL—61m.—Monogram 385
SLIGHTLY HONORABLE—85m.—United Artists 456
SMASHING THE MONEY RING—57m.—Warners 409
SMUGGLED CARGO—62m.—Republic 380
SOLDIER'S BRIDE (Jaakarin Morsian)—83m.—Werner F. Savela 442
SON OF INGAGI—66m.—Sack 457
SONG OF THE STREET—77m.—Mayer-Burstyn 381
SONGS AND SADDLES—65m.—Road Show Attr. 235
SORPRESE DI UN MATRIMONION, LE—see The Surprises of Matrimony.
SOS MEDITERRANEAN—78m.—Vedis Films 458
SOUTH OF THE BORDER—71m.—Republic 432
SPY BUREAU—same as Second Bureau, q. v.
SQUADRON BIANCO, LO (The White Squadron)—98m.—Esperia 425
STANLEY AND LIVINGSTONE—101m.—20th C.-F. 354
STOP, LOOK AND LOVE—57m.—20th Century-Fox 380
STRAIGHT SHOOTER—60m.—Victory 418
STRANGER FROM TEXAS, THE—54m.—Columbia 431
STREET OF MISSING WOMEN—same as Cafe Hostess, q. v.
SUED FOR LIBEL—66m.—RKO-Radio 406
SURPRISES OF MATRIMONY, THE (Le Sorprese di un Matrimonion)—118m.—Columbia 410
SWANEE RIVER—86m.—20th Century-Fox 448
SWISS FAMILY ROBINSON—93m.—RKO-Radio 463

T

TAMING OF THE WEST—55m.—Columbia 399
TELEVISION SPY—59m.—Paramount 400
TELL YOUR CHILDREN—see The Burning Question
TEN NIGHTS IN A BARROOM—61m.—B. & M. 418
TEVYA—93m.—Mayman 458
THAT'S RIGHT, YOU'RE WRONG—95m.—RKO-Radio 424
THAT THEY MAY LIVE—73m.—Mayer-Burstyn 410
THESE GLAMOUR GIRLS—78m.—Metro 379
tures 418
THEY SHALL HAVE MUSIC—101m.—United Artists 354
THEY WANTED PEACE—73m.—Amkino 458
THEY WENT TO WAR (Let's Pretend We're Sweethearts; Flirting With Death)—68m.—Imperial 321
THOSE HIGH GREY WALLS—82m.—Columbia 391
THOU SHALT NOT KILL—68m.—Republic 441
THREE SONS—72m.—RKO-Radio 392
THUNDER AFLOAT—94m.—Metro 391
THUNDER OVER PARIS—82m.—Transatlantic 425
TIMBERLAND TERROR (Paid to Kill)—66m.—Hoffberg 474
TORPEDOED (Our Fighting Navy)—75m.—Film Alliance of U. S. 387
TORPEDO RAIDER—60m.—Monogram 472
TORTURE SHIP—62m.—Producers Pictures 409
TOWER OF LONDON—92m.—Universal 424
TREACHERY ON THE HIGH SEAS—68m.—Times 394
TRIGGER FINGERS—53m.—Victory 381
TROPIC FURY—62½m.—Universal 370
20,000 MEN A YEAR—84m.—20th Century-Fox 409
TWO BRIGHT BOYS—70¼m.—Universal 387
TWO THOROUGHBREDS—62m.—RKO-Radio 432
TWO'S COMPANY—64m.—B. & D. 442
TWO-FISTED RANGERS—62m.—Columbia 447

U

U-BOAT 29—79m.—Columbia 391
ULTIMATUM—73m.—Hoffberg 474
UNCIVILIZED—see White Savage
UNDER-PUP, THE—88m.—Universal 380

V

VENGEANCE OF THE DEEP—62m.—Time Pictures 474
VIGIL IN THE NIGHT—96m.—RKO-Radio 472
VILLAGE BARN DANCE—74m.—Republic 464

W

WALL STREET COWBOY—66m.—Republic 386
WE ARE NOT ALONE—112m.—Warners 417
WESTBOUND STAGE—58m.—Monogram 447
WEST OF CARSON CITY—55m.—Universal 424
WHAT A LIFE!—79m.—Paramount 385
WHITE SAVAGE (Uncivilized)—72m.—Box-Office Attractions 445
WHITE SQUADRON, THE—see Lo Squadrone Bianco
WHY THIS WAR?—81m.—Samuel Cumings 409
WINTER CARNIVAL—91m.—United Artists 354
WITNESS VANISHES, THE—66m.—Universal 393
WOLF OF NEW YORK—68m.—Republic 464
WOMEN, THE—134m.—Metro 379

Y

YOUNG AS YOU FEEL, THE JONES FAMILY IN—58m.—20th Century-Fox 456
YOUNG TOM EDISON—86m.—Metro 471
YUKON FLIGHT—57m.—Monogram 431

ALPHABETICAL GUIDE TO 343 FEATURES

Reviewed since August 1, 1939

A

ABE LINCOLN IN ILLINOIS—110m.—RKO-Radio..455
ADVENTURES OF THE MASKED PHANTOM, THE—55m.—Equity 442
ADVENTURES OF SHERLOCK HOLMES, THE—82m.—20th Century-Fox 380
ADVENTURE IN DIAMONDS—76m.—Paramount...455
AFFAIR LAFONT, THE (Conflict)—84m.—Trans-Atlantic Films 402
ALL QUIET ON THE WESTERN FRONT—93m.—Universal ("Uncensored Version")....392
ALL WOMEN HAVE SECRETS—70m.—Paramount..437
ALLEGHENY UPRISING—78m.—RKO-Radio 408
ALLERGI MASNADIERI (The Make-Believe Pirates)—72m.—Americo Pullini 402
ALPINE PASSION (Amore sulle Alpi) — 74m. — Esperia 418
AMAZING MR. WILLIAMS, THE—86m.—Columbia 423
AMORE SULLE ALPI—see Alpine Passion.
ANOTHER THIN MAN—102m.—Metro 423
ARIA DEL CONTINENTE—see Continental Way
ARIZONA KID, THE—61m.—Republic 400
AWFUL TRUTH, THE—92m.—Columbia (re-issue) 29

B

BABES IN ARMS—94m.—Metro 391
BAD BOY—65m.—Atlas 442
BAD LITTLE ANGEL—72m.—Metro 407
BALALAIKA—102m.—Metro 439
BAKER'S WIFE, THE (La Femme du Boulanger)—99m.—The Baker's Wife, Inc. 465
BARRICADE—71m.—20th Century-Fox 429
BEASTS OF BERLIN—see Goose Step
BEAU GESTE—114m.—Paramount 353
BETRAYAL—80m.—World 393
BETWEEN TWO WORLDS—80m.—Esperia 474
BEWARE SPOOKS—68m.—Columbia 407
BIG GUY, THE—78m.—Universal 433
BLACKMAIL—81m.—Metro 385
BLACK PIRATE, THE—see Il Corsaro Nero
BLONDIE BRINGS UP BABY—69m.—Columbia...415
BLUE BIRD, THE—82m.—20th Century-Fox....464
BOMBS OVER LONDON—78m.—Film Alliance...387
BRITISH INTELLIGENCE—62m.—Warners 449
BRIVELE DER MAMEN, A (A Letter to Your Mother)—104m.—Sphinx 393
BROADWAY MELODY OF 1940—102m.—Metro 471
BROTHER RAT AND A BABY—87m.—Warners ..449
BULLETS FOR RUSTLERS—58m.—Columbia 471
BURIED ALIVE—71m.—Producers 432
BURNING QUESTION, THE (Tell Your Children)—62m.—G. & H. Productions 433

C

CAFE HOSTESS—63m.—Columbia 431
CALL A MESSENGER—65m.—Universal 392
CALLING ALL MARINES—66m.—Republic 386
CALLING PHILO VANCE—63m.—Warners 449
CASTLE ON THE HUDSON—77m.—Warners 465
CAT AND THE CANARY, THE—74m.—Paramount 399
CHARLIE CHAN (IN)—
CITY IN DARKNESS—74m.—20th Cent.-Fox 408
PANAMA—68m.—20th Century-Fox 456
TREASURE ISLAND—74m.—20th Cent.-Fox. 370
CHARLIE McCARTHY, DETECTIVE—78m.—Univ. 441
CHASING TROUBLE—63m.—Monogram 455
CHICKEN WAGON FAMILY—64m.—20th Cent.-F. 362
CHILD IS BORN, A—79m.—Warners 363
CHILDREN OF THE WILD—57m.—Grand National 266
CHIP OF THE FLYING U—55m.—Universal 416
CHUMP AT OXFORD, A—69m.—United Artists.. 473
CISCO KID AND THE LADY—73m.—20th C.-Fox..432
CITADEL DE SILENCE, LA—see The Citadel of Silence)
CITADEL OF SILENCE, THE (La Citadel de Silence)—90m.—Film Alliance of U. S. 449
CITY OF CHANCE, THE—57m.—20th Cent.-F. 448
CONDOTTIERI (The Leaders)—same as Giovanni de Medici, the Leader, q. v.
CONFLICT—see The Affair Lafont.
CONGO MAISIE—70m.—Metro 455
CONQUESTS OF PETER THE GREAT—96m.—Amk. 387
CONTINENTAL WAY, THE (L'Aria del Continente)—82m.—Esperia 425
CONVICTED WOMAN—66m.—Columbia 463
CORSARO NERO (Black Pirate)—96m.—Esperia 442
COWBOYS FROM TEXAS—57m.—Republic 432
CRASHING THROUGH—55m.—Monogram 391

D

DANCING CO-ED—84m.—Metro 391
DANGER AHEAD—57m.—Monogram 472
DANGER FLIGHT—61m.—Monogram 415
DANGER ON WHEELS—61m.—Universal 457
DAYS OF JESSE JAMES—63m.—Republic 441
DAY THE BOOKIES WEPT, THE—64m.—RKO....381
DAY-TIME WIFE—72m.—20th Century-Fox 424
"DEAD END" KIDS ON DRESS PARADE—62m.—WB 417
DEATH OF A CHAMPION—67m.—Paramount 379
DEATH RIDES THE RANGE—56m.—Colony 465
DEMON BARBER OF FLEET STREET, THE—67m.—Select Attractions 381
DESPERATE TRAILS—58m.—Universal 380
DESTRY RIDES AGAIN—94m.—Universal 433
DEVIL IS AN EMPRESS, THE (Le Jouer d'Echees)—75m.—Columbia 434
DISPUTED PASSAGE—91m.—Paramount 391
DR. ANTONIO (Dotter Antonio)—103m.—Itala 442
DR. EHRLICH'S MAGIC BULLET—103½m.—Warners 465
DOTTER ANTONIO, IL—see Doctor Antonio
DOUBLE DEAL—60m.—Internat. Road Shows ..473
DRUMS ALONG THE MOHAWK—103m.—20th C.-F. 408
DUST BE MY DESTINY—88m.—Warners 370

E

EARL OF CHICAGO, THE—87m.—Metro 447
EAST SIDE KIDS—62m.—Monogram 472
ELSA MAXWELL'S HOTEL FOR WOMEN—83m.—20th Century-Fox 362
EMERGENCY SQUAD—57½m.—Paramount 440
END OF THE DAY (Fin du Jour)—95m.—Juno...387
ENTENTE CORDIALE—93m.—Concord 449
ESCAPE, THE—58m.—20th Century-Fox 380
ESCAPE TO PARADISE—62m.—RKO-Radio 432
ESPIONAGE AGENT—83m.—Warners 393
ETERNALLY YOURS—91m.—United Artists 401
EVERYBODY'S HOBBY—54m.—Warners 387
EVERYTHING HAPPENS AT NIGHT—77m.—Fox..441
EVERYTHING'S ON ICE—66m.—RKO-Radio 386

F

FARMER'S DAUGHTER, THE—60m.—Paramount..472
FAST AND FURIOUS—73m.—Metro 399
FATAL HOUR, THE—68m.—Monogram 455
FEMME DU BOULANGER, LA—see The Baker's Wife
FIFTH AVENUE GIRL (My Fifth Avenue Girl)—88m.—RKO-Radio 370
FIGHT FOR PEACE—63m.—Monogram 125
FIGHTING GRINGO, THE—59m.—RKO-Radio 380
FIGHTING MAD—55m.—Monogram 415
FIGHTING 69th, THE—90m.—Warners 457
FIN DU JOUR—see The End of the Day.
FIRST FILM CONCERT, THE—52m.—World 418
FIRST LOVE—84m.—Universal 417
FIRST WORLD WAR—78m.—20th C.-F. (re-issue) 400
FIVE LITTLE PEPPERS AND HOW THEY GREW—60m.—Columbia 381
FIVE LITTLE PEPPERS AT HOME — 66m. — Columbia 468
FIGHTING RENEGADE—54m.—Victory 387
FLAMING HEAD—57m.—Monogram 347
FLIGHT AT MIDNIGHT—66m.—Republic....380
FLIRTING WITH DEATH—see They Went to War
FLYING DEUCES, THE—68m.—RKO-Radio 400
FOUR FEATHERS, THE—115m.—United Artists...337
FOUR JUST MEN, THE—see The Secret Four
FOUR WIVES—99m.—Warners 433
FRAMED—60m.—Universal 448
FREE, BLONDE AND TWENTY-ONE—75m.—20th Century-Fox 473
FUGITIVE AT LARGE—66m.—Columbia 361
FULL CONFESSION—73m.—RKO-Radio 370

G

GENTLEMAN FROM ARIZONA—71m.—Monogram..440
GERONIMO!—90m.—Paramount 423
GHOST CAMERA, THE—52m.—Olympic 474
GIOVANNI DE MEDICI, THE LEADER — 88m. — Esperia 457
GOLDEN BOY—101m.—Columbia 379
GOLDEN KEY, THE—70m.—Amkino 453
GONE WITH THE WIND—228m.—Metro 439
GOOSE STEP (Hitler—Beast of Berlin; Beasts of Berlin)—85m.—Producers 409
GRANNY GET YOUR GUN—55m.—Warners 449
GRAPES OF WRATH, THE—129m.—20th Cent.-F. 464
GREAT COMMANDMENT—85m.—Cathedral Films 402
GREAT VICTOR HERBERT, THE—91m.—Para... 432
GREEN HELL—87m.—Universal 448
GULLIVER'S TRAVELS—77m.—Paramount 440

H

HAWAIIAN NIGHTS—65m.—Universal 370
HE MARRIED HIS WIFE—83m.—20th Cent.-F....448
HEARTBEAT—88m.—French M. P. Corp. 388
HEAVEN WITH A BARBED-WIRE FENCE—62m.—20th Century-Fox 400
HENRY GOES ARIZONA—67m.—Metro 431
HERE I AM A STRANGER—83m.—20th Cent.-F...392
HERO FOR A DAY—65m.—Universal 387
HEROES OF THE SADDLE—56m.—Republic 456
HEROES IN BLUE—58m.—Monogram 415
HIDDEN ENEMY—63m.—Monogram 472
HIDDEN POWER—60m.—Columbia 319
HIGGINS FAMILY (IN)—
COVERED TRAILER, THE—66m.—Republic..424
MONEY TO BURN—69m.—Republic 448
HIGH SCHOOL—74m.—20th Century-Fox 433
HIS GIRL FRIDAY—92m.—Columbia 447
HITLER—BEAST OF BERLIN—see Goose Step
HITLER'S REIGN OF TERROR—56m.—Cummins. 425
HO PERDUTO MARITO!—see My Husband Is Lost
HONEYMOON IN BALI—96m.—Paramount 385
HONEYMOON DEFERRED—59m.—Universal 473
HONEYMOON'S OVER, THE—70m.—20th Cent.-F. 416
HOLLYWOOD CAVALCADE—96m.—20th Cent.-F. 400
HORRORS OF WAR—51m.—Merit 474
HOUSEKEEPER'S DAUGHTER, THE—80m.—UA 386
HUNCHBACK OF NOTRE DAME—117m.—RKO ..440

I

I MET A MURDERER—78m.—York Pictures 402
I TAKE THIS WOMAN—98m.—Metro 463

READ CAREFULLY

ALL FEATURE PICTURES carried in the Six-Point review pages (Blue Section) are listed alphabetically by title, with the latest available running time, the distributor, and the number of the page on which the review appears.

SHORT SUBJECTS INDEXES will be found on pages 128 and 129, 179, 229, 325 and 326, and 376.

For further information, consult the Production Number Analysis (also in the Blue Section) and The Feature Check-Up (the Yellow Section).

IDEAL MARRIAGE (Un Matrimonio Ideale)—84m.—Esperia 442
IN SOVIET RUSSIA TODAY—100m.—Amkino 393
INSPECTOR HORNLEIGH ON HOLIDAY — 74m.—20th Century-Fox 433
INTERMEZZO, A LOVE STORY—70m.—UA 396
INVISIBLE KILLER, THE—60m.—Producers....455
INVISIBLE MAN RETURNS, THE—81m.—Universal 449
INVISIBLE STRIPES—82m.—Warners 442
IRELAND'S BORDER LINE—65m.—Wm. Alexander 409
IRISH LUCK—58m.—Monogram 379
ISLE OF DESTINY—83m.—RKO-Radio 456

J

JAAKARIN MORSIAN—see Soldier's Bride
JAMAICA INN—99m.—Paramount 392
JEEPERS CREEPERS—69m.—Republic 416
JOE AND ETHEL TURP CALL ON THE PRESIDENT—70m.—Metro 431
JONES FAMILY (IN)—
QUICK MILLIONS—61m.—20th Century-Fox..363
TOO BUSY TO WORK—65m.—20th Cent.-Fox 401
JOUER D'ECHEES, LE—see The Devil is an Empress
JUAREZ AND MAXIMILIAN—see The Mad Empress
JUDGE HARDY AND SON—90m.—Metro 439
JUST LIKE A WOMAN—73m.—Alliance 410

K

KANSAS TERRORS, THE—57m.—Republic 408
KATIA—80m.—Mayer-Burstyn 425
KEEP PUNCHING—81m.—M-C Pictures 433
KID NIGHTINGALE—57m.—Warners 393
KING OF DIAMONDS (Re di Danari) — 84m. — Esperia 453
KLIATSHE, DI—see Light Ahead
KOL NIDRE—90m.—Josepb Seiden 388
KONGA, THE WILD STALLION—61m.—Columbia 385

L

LAMBETH WALK—80m.—Metro 371
LAND OF LIBERTY—138m.—MPPDA 347
LAST DESIRE—77m.—Transatlantic 457
LAW OF THE PAMPAS—74m.—Paramount 407
LAUGH IT OFF—63m.—Universal 417
LEADERS, THE—see Condottieri (same as Giovanni de Medici, the Leader, q. v.)
LEGION OF LOST FLIERS—63m.—Universal 392
LEGION OF THE LAWLESS—59m.—RKO-Radio ..423
LET'S PRETEND WE'RE SWEETHEARTS—see They Went to War
LETTER TO YOUR MOTHER, A—see A Brivele der Mamen
LIFE ON THE HORTOBAGY—79m.—Jewel 465
LIGHT AHEAD (DI Kliatshe)—103m.—Carmel 393
LIGHT THAT FAILED, THE—99m.—Paramount...440
LION HAS WINGS, THE—73m.—United Artists...456
LITTLE ACCIDENT—65m.—Universal 409
LITTLE OLD NEW YORK—100m.—20th Cent.-Fox 464
LLANO KID, THE—70m.—Paramount 416
LONE WOLF STRIKES, THE—67m.—Columbia....461
LOST HORIZON—118m.—Columbia (re-issue)... 1
LOST ON THE WESTERN FRONT—63m.—Standard 410
LOUISE—72m.—Mayer-Burstyn 474
LOVE IN OLD NAPLES (Napoli d'Altri Tempi)—93m.—Esperia 465

M

MACUSHLA (My Darlin')—80m.—Transatlantic...457
MAD YOUTH—73m.—Willis Kent 402
MADEMOISELLE MA MERE—80m.—Hoffberg 394
MAD EMPRESS, THE (Juarez and Maximilian)—72m.—Warners 305, 425
MAIN STREET LAWYER—72m.—Republic 416
MAKE-BELIEVE PIRATES, THE—see Allergi Masnadieri
MAN FROM MONTREAL—60m.—Universal 417
MAN IN THE IRON MASK, THE—111m.—UA 347
MAN WHO WOULDN'T TALK—72m.—20th C.-F...441
MARINES FLY HIGH, THE—68m.—RKO-Radio ..463
MARRIED AND IN LOVE—59m.—RKO-Radio 441
MARSEILLAISE—80m.—World Pictures 418
MARSHAL OF MESA CITY, THE—62m.—RKO....400
MARX BROS. "AT THE CIRCUS"—87m.—Metro 407
MATRIMONIO IDEALE, UN—see Ideal Marriage
MEET DR. CHRISTIAN—70m.—RKO-Radio 408
MEXICAN SPITFIRE—67m.—RKO-Radio 441
MIDDLETON FAMILY AT THE WORLD'S FAIR, THE—50m.—Modern Talking Picture Service..396
MIKADO, THE—91m.—Universal 281
MILL ON THE FLOSS, THE—78m.—Standard 418
MIRACLE ON MAIN STREET—78m.—Columbia 415
MIRELE EFROS—87m.—Credo Pictures 410
MISSING EVIDENCE—64m.—Universal 401
MR. SMITH GOES TO WASHINGTON—130m.—Col. 399
MR. MAX (Il Signor Max)—88m.—Esperia 402
MOTEL, THE OPERATOR—80m.—Cinema Service 457
MUSIC IN MY HEART—70m.—Columbia 439
MUTINY IN THE BIG HOUSE—83m.—Monogram 399
MUTINY ON THE BLACKHAWK—66m.—Universal 337
MY DARLIN'—see Macushla
MY FIFTH AVENUE GIRL—see Fifth Avenue Girl
MY HUSBAND IS LOST (Ho Perduto Mio Marito!)—87m.—Esperia 410
MY LITTLE CHICKADEE—84m.—Universal 473
MY MAN GODFREY—93m.—Universal (re-issue) 321
MY SON IS GUILTY—63m.—Columbia 447
MYSTIC CIRCLE MURDER—69m.—Fanchon Royer 402

N

NANCY DREW AND HIDDEN STAIRCASE—60m.—WB 371
NAPOLI D'ALTRI TEMPI—see Love in Old Naples
NICK CARTER DETECTIVE—60m.—Metro 440
NIGHT OF NIGHTS, THE—86m.—Paramount 432
NINOTCHKA—110m.—Metro 399
NO PLACE TO GO—56m.—Warners 381
NORTH SEA PATROL—69m.—Alliance Films 418

(Continued on page 479)

THE EXHIBITOR'S ORIGINAL NATIONAL RELEASE DATE GUIDE

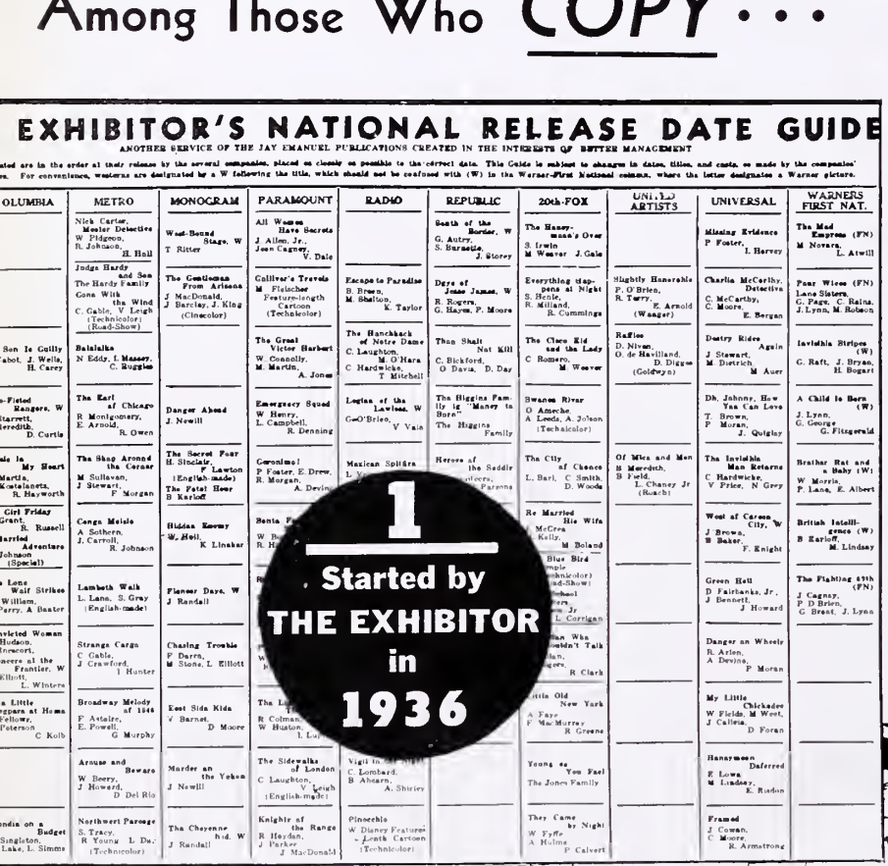
ANOTHER SERVICE OF THE JAY EMANUEL PUBLICATIONS CREATED IN THE INTERESTS OF BETTER MANAGEMENT

Pictures listed are in the order of their release by the several companies, placed as closely as possible to the correct date. This Guide is subject to changes in dates, titles, and casts, as made by the companies' home office. For convenience, series westerns are designated by a W following the title, not to be confused with (W) in the Warner-First National column, where the letter designates a Warner picture.

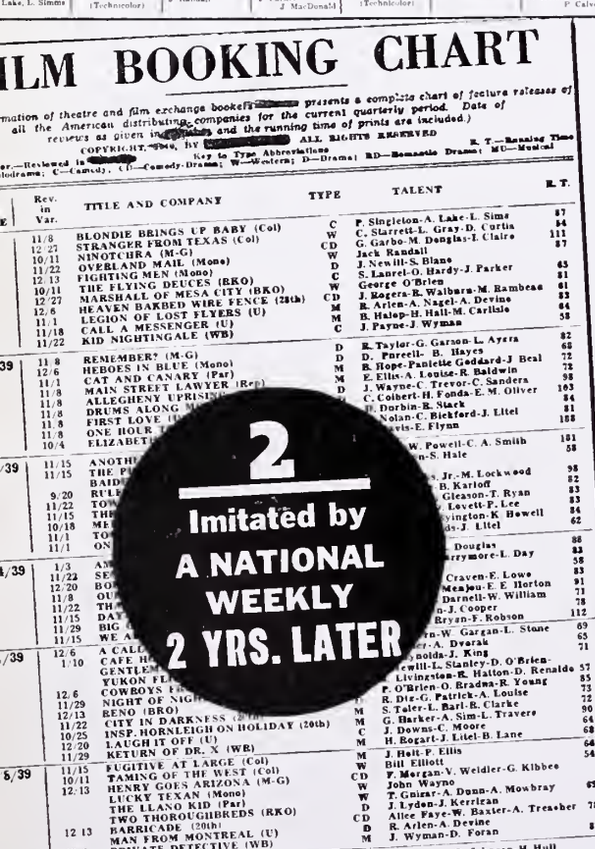
	COLUMBIA	METRO	MONOGRAM	PARAMOUNT	RADIO	REPUBLIC	20th-FOX	UNITED ARTISTS	UNIVERSAL	WARNERS FIRST NAT.
JAN 26	The Lone Wolf Strikes W. William, J. Perry, A. Baxter	Lambeth Walk L. Lane, S. Gray (English-made)	Pioneer Days, W J. Randall, J. Wilkins	Santa Fe Marshal, W W. Boyd, R. Hayden, B. Hayes	The Saint's Double Trouble G. Sanders, J. Hale, H. Whitney	Wolf of New York E. Lowe, R. Hobart, J. Stephenson	High School J. Withers, J. Brown, Jr., L. Corrigan		Green Hell D. Fairbanks, Jr., J. Bennett, J. Howard	The Fighting 69th (FN) J. Cagney, P. O'Brien, G. Brent, J. Lynn
FEB 2	Convicted Women R. Hudson, F. Inescort	I Take This Woman S. Tracy, H. Lamarr, V. Teasdale	Chasing Trouble F. Darro, M. Stone, L. Elliott	Parole Fixer W. Henry, R. Paige, V. Dale	The Marines Fly High R. Dix, C. Morris, L. Ball	Village Barn Dance R. Cromwell, D. Day, Lulu Belle & Scotty	The Man Who Wouldn't Talk L. Nolan, J. Rogers, R. Clark		Danger on Wheels R. Arlen, A. Devine, P. Moran	Calling Philo Vance (W) J. Stephenson, M. Stevenson, H. O'Neill
9	Pioneers of the Frontier, W B. Elliott, L. Winters	Broadway Melody of 1940 F. Astaire, E. Powell, G. Murphy	East Side Kids V. Barnett, D. Moore	The Light That Failed R. Colman, W. Huston, I. Lupino	Vigil in the Night C. Lombard, B. Ahearn, A. Shirley		Little Old New York A. Faye, F. MacMurray, R. Greene		My Little Chickadee W. Fields, M. West, J. Calleia, D. Foran	Granny Get Your Gun (W) M. Robson, M. Stevenson, H. Davenport
16	Five Little Peppers at Home E. Fellows, D. Peterson, C. Kolb	The Man From Dakota W. Beery, J. Howard, D. Del Rio	Danger Ahead J. Newill, D. Kent, D. O'Brien	The Sidewalks of London C. Laughton, V. Leigh (English-made)	Swiss Family Robinson T. Mitchell, E. Best, F. Bartholomew		Young As You Feel The Jones Family	A Chump at Oxford S. Laurel, O. Hardy (Roach)	Honeymoon Deferred E. Lowe, M. Lindsay, E. Risdon	The Castle on the Hudson (FN) J. Garfield, A. Sheridan, P. O'Brien
23	Blondie on a Budget P. Singleton, A. Lake, L. Simms	Northwest Passage S. Tracy, R. Young, W. Brennan, R. Hussey (Technicolor)	The Cheyenne Kid, W J. Randall, L. Stanley	Knights of the Range R. Hayden, J. Parker, J. MacDonald	Pinocchio W. Disney Feature-Length Cartoon (Technicolor)		They Came by Night W. Fyffe, A. Hulme, P. Calvert (English-made)		Framed J. Cowan, C. Moore, R. Armstrong	
MAR 1	Bullets for Rustlers, W C. Starrett, L. Grey	Strange Cargo C. Gable, J. Crawford, I. Hunter	Rhythm of the Rio Grande, W T. Ritter, S. Dale Torpedo Raider B. Balfour, B. Mackay (English-made)	Seventeen J. Cooper, B. Field, O. Kruger	Little Orvie J. Sheffield, E. Truex, A. Todd		Charlie Chan in Panama S. Toler, J. Rogers, L. Atwill	The House Across the Bay G. Raft, J. Bennett (Wanger)	Double Alibi W. Morris, M. Lindsay, W. Gargan	Dr. Ehrlich's Magic Bullet (FN) E. Robinson, R. Gordon, O. Kruger
8	Outside the Three-Mile Limit J. Holt, I. Ware, E. Cianello	The Ghost Comes Home F. Morgan, B. Burke, A. Rutherford	The Human Monster B. Lugosi (English-made)	Showdown, W W. Boyd, R. Hayden, J. Clayton	Isle of Destiny W. Gargan, W. Ford, J. Lang (Cosmocolor)				Zanzibar L. Lane, J. Craig, E. Cianelli	
15	Men Without Souls J. Litel, R. Hudson	Young Tom Edison M. Rooney, F. Bainter, G. Bancroft		Women Without Names E. Drew, J. Barrett, R. Paige	Millionaire Playboy J. Penner, L. Hayes	Pioneers of the West, W 3 Mesquiteers, B. Roberts	The Grapes of Wrath H. Fonda, J. Darwell, J. Carradine		Ma! He's Making Eyes at Me T. Brown, C. Moore, A. Nagel	Three Cheers for the Irish (FN) P. Lane, D. Morgan, T. Mitchell
22	Too Many Husbands J. Arthur, F. MacMurray, M. Douglas	Florian R. Young, H. Gilbert, C. Coburn	The Midnight Limited M. Reynolds, J. King, P. Flaherty	Road to Singapore B. Crosby, D. Lamour, B. Hope	The Primrose Path G. Rogers, J. McCrea		The Blue Bird S. Temple, S. Byington, N. Bruce (Technicolor)	My Son, My Son! B. Aherne, M. Carroll (Small)	It's a Date D. Durbin, K. Francis, L. Howard	
29	I Married Adventure O. Johnson Jungle Picture (Special)	Dr. Kildare's Girl L. Barrymore, L. Ayres, L. Day	Son of the Navy J. Dunn, J. Parker, M. Spellman	The Farmer's Daughter M. Raye, C. Ruggles, W. Frawley			Free, Blonde and 21 L. Bari, J. Davis, H. Wilcoxor	Over the Moon M. Oberon, R. Harrison, U. Jeans (Technicolor) (Korda)		
Apr 5			Tom Boy J. Moran, M. Jones	Adventure in Diamonds G. Brent, I. Miranda, J. Loder	The Courageous Dr. Christian J. Hersholt, D. Lovett, R. Baldwin Bullet Code, W G. O'Brien, V. Vale, R. Stanton		Star Dust L. Darnell, J. Payne, R. Young	1,000,000 B. C. L. Chaney, Jr., C. Landis, V. Mature (Roach)	Riders of Pasco Basin, W J. Brown, B. Baker, F. Knight (An untitled feature production)	

There's No Question of Who
ORIGINATES the Best Theatre
Services • • • the Contest is
Among Those Who *COPY* • • •

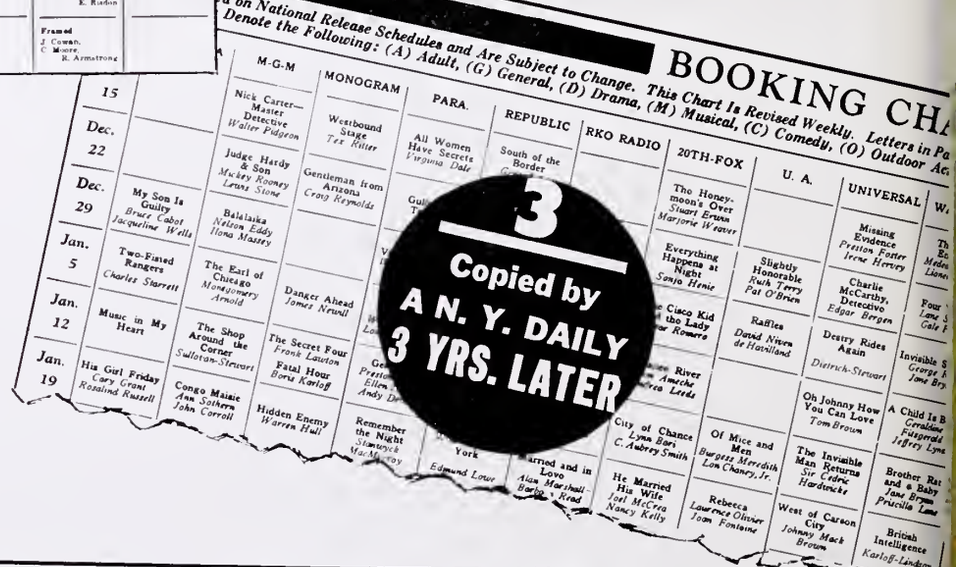
Guess we'll have to
think 'em up faster
than others can copy



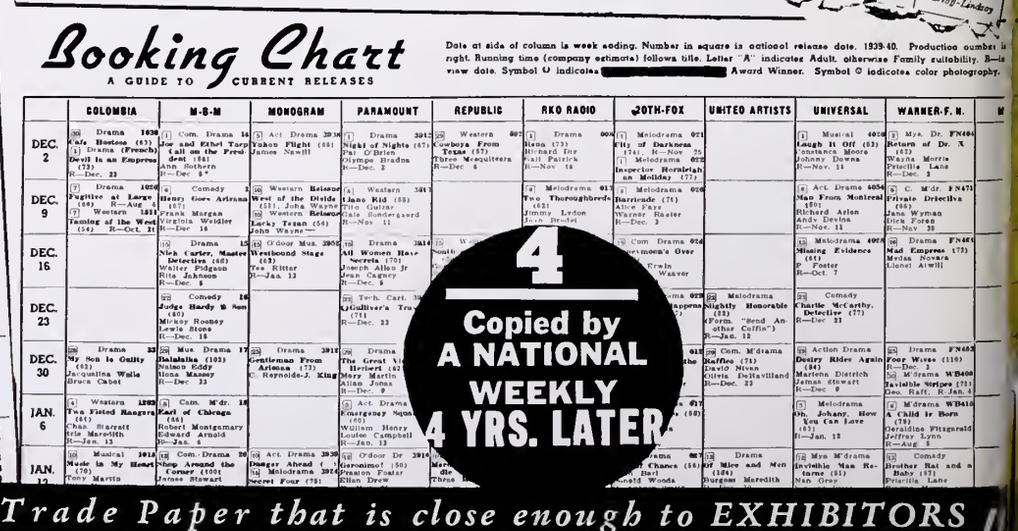
1
Started by
THE EXHIBITOR
in
1936



2
Imitated by
A NATIONAL
WEEKLY
2 YRS. LATER



3
Copied by
A N. Y. DAILY
3 YRS. LATER



4
Copied by
A NATIONAL
WEEKLY
4 YRS. LATER

THE EXHIBITOR • *the Trade Paper that is close enough to EXHIBITORS to know their NEEDS—and create a solution*

THE EXHIBITOR

ANTI-TRUST ACTION ARISES IN NEW JERSEY

"THE TIP-OFF" REPORTS ON CURRENT BUSINESS

THE COMPLETE FEATURE AND SHORTS CHECK-UP

EDITORIAL:

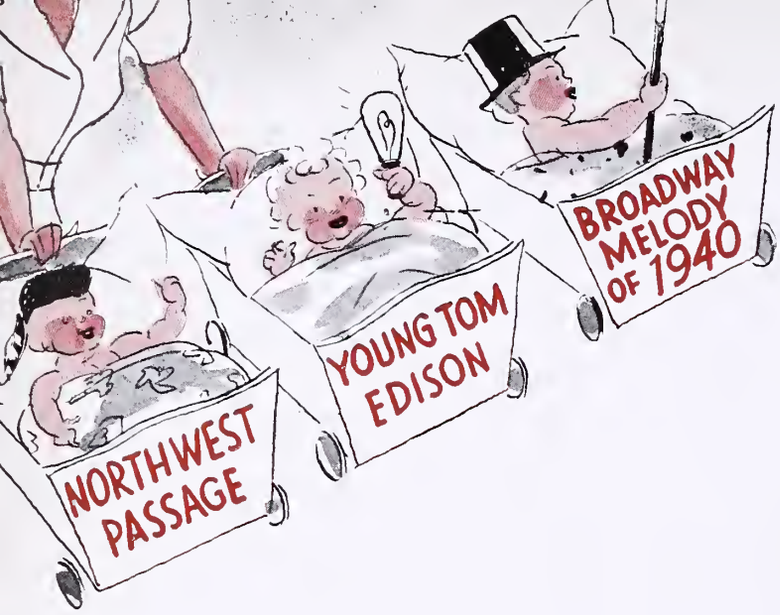
"POSITION OF THE PRESS IN 'GRAPES' DISPUTE"

WARREN STOKES DISCUSSES THE DIES SITUATION

NEW YORK STATE EDITION

ENTERED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST OFFICE AT PHILADELPHIA, PA., UNDER THE ACT OF MARCH 3, 1879

FEBRUARY 28, 1940
VOL. 23 No. 16 PRICE 10 CENTS



LEO

proud papa of a

TRIO

of Great New Hits!

Advertised to the nation in magazines and newspapers! They're waiting!

E D I T O R I A L

THE

EXHIBITOR

Vol. 23, No 16 February 28, 1940

MEMBER AUDIT BUREAU OF CIRCULATIONS

A Jay Emanuel Publication. Covering the film territories in the Metropolitan East. Published weekly by Jay Emanuel Publications, Incorporated. Publishing office: 1225 Vine Street, Philadelphia, Pennsylvania. New York City office, 1600 Broadway. West Coast office, 1119 Poinsettia Drive, Hollywood, California. Representatives in Washington, D. C.; Albany, Buffalo, Boston, New Haven. Jay Emanuel, publisher; Paul J. Greenhalgh, business manager; Herbert M. Miller, managing editor. Subscription rates: $2 for one year; $5 for three years. Address all communications to 1225 Vine Street, Philadelphia, Pennsylvania.

Just In Passing

AA MOVES IN

Passing of most of the independent poster service companies from the industry picture, to be supplanted by Advertising Accessories, Inc., may be mourned by some but in our opinion the tears are wasted. For years there had been reports that the major companies, losing money in their ad-sales department, were seeking a centralized organization which would handle the work for all companies. It was just a question of time until this would occur. The action of Advertising Accessories, Inc., in taking over the independent poster service companies, too, could have been predicted.

AA has given evidence of its desire to treat every exhibitor fairly. Herman Robbins, Charles Casanave, George Dembow and other executives are respected and bear the good will of exhibitors. In retaining the independent poster men in their branches, they have made a smart move. With this background, AA should go far.

THE WALKER SUGGESTION

Ex-mayor James J. Walker of New York City is quoted as saying that while he had heard rumors he was being considered as an arbiter for the motion picture industry (it was suggested in this publication not many weeks ago) he has not been approached for the job. Regardless, we still think the good idea is not one to be filed away and forgotten.

SMELLIES ON WAY

Two Swiss inventors, it is reported, have devised a "smell track" for the movies which will fit the fragrances to the story. We are glad, for example, that it wasn't perfected a few years ago when a picture "A Man's Castle," which had for its background a garbage dump, was released.

POSITION OF THE PRESS IN "GRAPES" DISPUTE

THE INDUSTRY is currently being treated to a heated dispute over 20th Century-Fox's "The Grapes of Wrath." The argument finds the press divided into two camps. One, for example, calls the production "a drab depiction," "a mistake . . . in its selection as material for the screen." The other side calls the picture genuine and heaps adjectives of praise upon it.

THE ANSWER to all this, it appears to us, rests in the most reliable barometer—the box office.

TRADE PAPERS HAVE A RIGHT to present exhibitor viewpoints, but the primary function of the trade press is to act in a service capacity, not to tell the producers how to run their business.

TO THIS PUBLICATION, service has long been one of the reasons for operation. In reviewing pictures, for example, the reviewer takes a definite stand, the reader, however, being given enough material to determine for himself how the review applies to his type of house. True, there are times when the reviewer is wrong, but the average of correctness is high.

WHETHER "THE GRAPES OF WRATH" is or is not entertainment is not important. The theatre owner, naturally, wants to serve his patrons, and he also wants to make a profit. He is not in the business to determine the entertainment merits of each picture, but over a period of time he comes to understand, through the box office, just what his people do or do not want to see. In the case of "The Grapes of Wrath," the story at the box office is to be told shortly.

SEEN IN A PROJECTION ROOM, "The Grapes of Wrath" is tough to figure, but the position of the exhibitor is clear. If his people want to see the show, he will make a profit, and 20th Century-Fox and Darryl Zanuck will have been fortified with the strongest argument of all, the box-office answer.

IF "THE GRAPES OF WRATH" does not cause box-office excitement, the picture's qualities will not be impaired, but it will have been demonstrated that the people are not yet ripe for this type of production.

IN EITHER EVENT, the position of the trade paper in all this remains the same; it has no right to report election returns before the votes are counted.

Jay Emanuel

QUAD.

Short *in Length, but Not in* STRENGTH!

Many will regard this as the best of the "Historical Feature" series. It certainly is worthy of playing time in every theatre, not only for its Americanism but because it tells an absorbing story which, in fact, has feature-length possibilities.—*M.P. Daily*

Warners deserve praise for his outstanding contribution in the shorts field, not only as a picture, but as a part of our Americana that makes us Americans in the true sense of the word.—*Film Daily*

Packed into two reels is enough meat to make a feature picture. Here is a smash short, one that deserves more than the usual attention even for members of this series. It should make the audience applaud heartily.—*The Exhibitor*

Slices from the robust polit career of Presid Roosevelt, the F are compiled into a matic and patriotically spiring chapter for V phone's series of great me and moments of American history.—*M.P. Herald*

You get the full force of Warner Studio *Showmanship* in Vitaphone's feature-power History of America

WAKE UP TO THE POSSIBILITIES!

Two reels good enough to have been eight! Play it now and **PLAY IT BIG!**

The latest release is

"TEDDY THE ROUGHRIDER"

In Technicolor with SIDNEY BLACKMER • Pierre Watkin • Theodor Von Eltz • Arthur Loft

Original Screen Play by Charles L. Tedford • Directed by RAY ENRIGHT

TERRITORIAL HIGHLIGHTS

Charges Hurled in Toms River Court Tilt

Inspection of Books Sought by Stockholders

TOMS RIVER, NEW JERSEY—Following a hearing last fortnight before Supreme Court Justice J. B. Perskie in Atlantic City, attorneys for both sides in an action of a stockholder of the Toms River Amusement Corporation to compel an inspection of the corporation's books and records were ordered to file briefs.

Mrs. H. B. Pratt, Asbury Park, who holds shares of the corporation's stock, is behind the action. Decision was reserved, after charges were made that Walter Reade was behind the whole incident.

Roxy Meets with AGVA

NEW YORK CITY—The local Roxy was scheduled to meet last week end with the American Guild of Variety Artists regarding a new contract.

Meeting with Irving Lesser, managing director, Roxy, were Paul Dulzell, Equity, Emily Holt, AFRA; Florence Marston, SAG; Ruth Richmond, Chorus Equity; and Hoyt Haddock, executive secretary, AGVA, Ken Howard and several other AGVA members.

Personnel of the committee was believed to be an indication that the union is going to press every Broadway presentation house for contracts in the near future.

Finnish Relief Aided

NEW YORK CITY—Reports from theatres in the area show plenty of support for the Finnish Relief Fund, a survey indicated last week.

First week-end collection at the Roxy two days brought $1350 into the charity coffers.

Four Trans-Lux theatres brought in about $700.

Collections from the other houses which participated were reported good. "Finland Fights," the special short, is shown when the collections are made, with more than 400 prints available. It is suggested that theatres which have not signified their intentions of participating do so at once.

New Batavia House

BATAVIA—A new theatre was announced for this town last week by the Genesee Theatre Corporation, Nikitas Dipson, president.

Jersey Companies File Anti-Trust Suits

West Orange House Involved in Action

NEWARK, NEW JERSEY—Operators of a West Orange motion-picture theatre filed suit for $200,000 damages in Federal court last week against 23 producers and distributors of motion pictures, charging violation of the Sherman Anti-Trust Act.

The plaintiffs, Westor Theatres, Inc., and the Janbert Amusement Corporation, alleged that the producers and distributors have denied to independent exhibitors—"with rare exceptions—the right to show first-run films unless the exhibitors at the same time contract to show seven or eight other pictures."

The distributors named in the 65-count complaint control 80 percent of the "better feature pictures" which are given to affiliates or subsidiaries of the defendant companies, the plaintiffs alleged. The two plaintiff companies operated the Windsor, West Orange, at various times.

The following defendants were named in the suit:

Warner Brothers, Stanley Company of America, 20th Century-Fox, Paramount Pictures, United Artists, Columbia Pictures, RKO-Radio, Loew's, Inc., Universal, and the Motion Picture Producers and Distributors of America, Will Hays, president, and several subsidiary companies.

The Westor company operated the Windsor until last July when the Janbert Amusement Corporation took over the house. Actual claim of the two firms allegedly based on injury to their business amounts to $78,000 to Westor and $15 500 to Janbert, which ask triple damages.

Harrisville House Burns

HARRISVILLE — Ted Berkeley's Diana burned February 19, with rebuilding scheduled to start soon.

Rochester Educ. Tieup

ROCHESTER—High schools are using condensed versions of recent film features in study of social relations. Series of 10 already contracted for includes "Captains Courageous," "If I Had a Million," and "Four Daughters."

Kids see 'em as 6 to 30 minute shorts centering on social problem, then discuss it for class work.

Schools Committee Squawks on Trade Co-op

Circuit Bookers Blamed For Situation

NEW YORK CITY—Blaming circuit bookers for the situation, Mrs. Alonzo Klaw, chairman of the Schools' Motion Picture Committee, accused the industry of not giving proper co-operation in a letter published in the New York Times last week.

She said that house managers were not able to rearrange features, because of the circuit bookers, and stated that after five years of work, the Schools' Motion Picture Committee is able to recommend fewer programs than at its inception.

Pointing out that the committee has resisted "many demands" to "boycott, blacklist or protest in print," Mrs. Klaw says that "we are learning that in other communities where parents are more belligerent they are also more effective."

Object of the committee is defined as "at least one theatre in each neighborhood of Greater New York to show a week-end program selected from current offerings with some thought given to the children's needs."

Carkey Still Expanding

UTICA—L. Carkey, who recently took over, remodelled and reopened the Rivoli, renaming it the "Carole" and who has announced as planning developing of a circuit of 10 or 12 houses in the state—was last week negotiating for the theatre at New Hartford, closed for some time, and at one time had been operated by Morris Schulman.

House will need considerable remodelling.

Carkey is also reported to be negotiating for Clinton, at present operated by Morris Schulman.

Jersey Managers Organizing

JERSEY CITY—Formation of a theatremen's association in Hudson County is under consideration here, it developed last week. Efforts to organize such a group several years ago was unsuccessful due to a disagreement over whether the club should be a local social organization or should affiliate with the Variety Club, a national organization.

"Wind" Leaves Capitol

NEW YORK CITY—"Gone With the Wind" will end a record-shattering run of eleven weeks at the Capitol March 6, and "Northwest Passage" will begin an engagement the following day. Capitol Theatre at the same time will revert to the scale of prices and continuous showings that prevailed before the opening of "Gone With the Wind."

Lansing, North Troy, Opens

NORTH TROY—Charles Wilson is scheduled to reopen his Lansing April 15. House has been remodelled at the cost of $15,000-$20,000. Wilson also has the Bijou, Troy.

The TRUTH about

INDEPENDENT EXHIBITORS
FILM EXCHANGE EMPLOYEES

Do your own thinking!

"BLOCK BOOKING," says the United States of America in its equity suit against Paramount, Loew's, RKO, Warners, 20th Century-Fox, Columbia, Universal, and United Artists, comprising the Big Eight

> "is a practice whereby unaffiliated or independent exhibitors are compelled to take blocks or groups of pictures in order to obtain any of them. Compulsory block booking, such as is enforced against the independent exhibitor, should not be confused with voluntary block booking whereunder a group or block of pictures is purchased as a result of a voluntary agreement freely entered into between distributor and exhibitor. Block booking is seldom, if ever, enforced by the producer-exhibitor defendants against each other. . . . This practice has the effect of imposing upon the independent exhibitor a great number of pictures that are not desired by him, and tends to arbitrarily fill up and consume his screen time, thus preventing him from securing other pictures through other distributors."

BLIND SELLING is the practice of leasing feature pictures without any identification as to star, cast, author, or director.

THE NEELY BILL will *prohibit* **COMPULSORY** Block Booking of motion pictures and will *prevent* Blind Selling by requiring the distributor to furnish the exhibitor with a synopsis so that the pictures can be identified.

the NEELY Bill!

INDEPENDENT EXHIBITORS, from how many of the following abuses do you suffer . . . .

- Forcing of shorts and newsreels?
- Arbitrary designation of preferred playing time?
- Unfair protection, clearance, and zoning?
- Overbuying by producer-distributor chain theatre competitor?
- Discriminatory film rentals and high percentage?
- Control of admission prices?
- Substitutions that can't be smoked out because of the "numbers racket"?
- Arbitrary price allocations to fill the high price brackets, whether or not the picture warrants it?
- Product sold on a take-all-or-get-none basis?
- "Stop pictures" to force the dating of or paying for the "dogs"?

All these unfair practices are the offspring of unchallenged monopoly, and, being part of the monopoly, THE PRODUCER-DISTRIBUTOR CHAIN THEATRE DOES NOT SUFFER FROM THESE ABUSES as the independent exhibitor does.

The **NEELY BILL** will break the monopoly and will restore competition among distributors. Twenty years ago when **COMPULSORY** block booking did not exist there were 20 national distributors releasing more than 800 feature pictures a year. Today there are 8 distributors and less than 350 features every year. How can film prices go up when there will be more features to choose from?

There is **NOT ONE SINGLE WORD** in the Neely Bill that will compel exhibitors to buy pictures one at a time; there is **NOT ONE SINGLE WORD** in the Neely Bill that remotely suggests government supervision of any kind.

Instead of fewer jobs for exchange employees there will be more and better jobs, because there will be more exchanges, more features to handle, and greater opportunities for all.

WRITE YOUR CONGRESSMAN—URGE HIM TO WORK FOR AND VOTE FOR THE NEELY BILL (S.280)

DESTROY THE BIG STICK OF MONOPOLY THAT IS BEATING YOU TO DEATH!

BANISH COMPULSION AND DICTATORSHIP FROM OUR INDUSTRY!

RESTORE FREEDOM AND DEMOCRACY—*THE AMERICAN WAY* — TO THE MOTION PICTURE BUSINESS!

Write for the
ALLIED "WHITE BOOK"

ALLIED
INDEPENDENT THEATRE OWNERS OF EASTERN PENNSYLVANIA
219 North Broad Street, Philadelphia, Pa.

(ADV.)

IN THE SPOTLIGHT

IN BUFFALO are seen (left to right) Phil Fox, branch manager, Columbia; Nicholas J. Basil, operator, Basil circuit; Spencer Balser, Basil circuit booker; Columbia salesman George Ferguson, when the exhibs pledged their best efforts for the current Montague drive along with other exhibitors.

LOBBY DISPLAY was built and executed by William Van Why, manager. Palace, Netcong, New Jersey, for Warners' "Four Wives."

THIS PARADE was arranged by manager Harry C. Stowell, Paramount, Middletown, New York, for the engagement of Warners' "The Fighting 69th."

YARD GOODS DISPLAY, this was arranged by James Macris, Winter Garden, Jamestown, New York, for "Gone With the Wind."

THE MARCH OF TIME screens "The Vatican of Pope Pius XII" and at the left are seen the Very Reverend Monsignor John J. Caset, secretary to Archbishop Francis J. Spellman of New York; Donald F. Higgins, publicity director, The March of Time; Joseph V. Connolly, King Features Syndicate chief. At the right are Mr. and Mrs. Westbrook Van Voorhis.

LATE NEWS HIGHLIGHTS

20th Century-Fox, Para. File Answers in Suit

Financial Details Listed By Companies

NEW YORK CITY — Twentieth Century-Fox and Paramount filed their answers to the first 24 of the government's 50-odd question, February 21, with the former answering all the questions, Paramount only 11 out of the two dozen.

Neither outstanding fixed indebtedness nor current loans were reported by 20th Century-Fox. The three largest preferred stockholders were given as the Chase National Bank, 487,215 shares; William Goetz, 55,283 shares; and Joseph M. Schenck, 26,983 shares. The volume holders (more than 100,000 shares each) of common stock were Chase National Bank, 221,157 shares; General Theatres Equipment Corporation, 185,000 shares; William Goetz, 184,642 shares; Darryl F. Zanuck, 122,129 shares; and Joseph M. Schenck, 112,542 shares.

The company owns all but 111 shares of the outstanding 60,000 of Movietonews, Inc., and a 42 percent interest in National Theatres Corporation, holding 756,000 shares of stock. Wholly owned also are the 20th Century-Fox Corporation of Texas and the 20th Century-Fox Distributing Corporation.

Fiscal data for the years 1935 through 1938 are given. The net worth of Movietonews is set forth as $2,634,687.

Paramount withheld answers on income and current loans, among others, as confidential, but revealed its stock structure and stated that its fixed indebtedness had been reduced from $11,133,200 to $7,302,000, as evidenced by 3¼percent convertible debentures.

Creditors who have participated in Paramount's management were listed as Stephen Callahan, a director, in behalf of Allied Owners Corporation, which holds $250,000 in debentures; Harvey D. Gibson, a director, in behalf of Manufacturers Trust Company, holder of $3,000,000 in debentures; and, finally, Maurice Newton, director, for Adams Express Company, preferred stockholder with 40,000 shares and holder of $228,000 in debentures.

20th-Fox Men Meet

NEW YORK CITY—District chiefs of 20th Century-Fox are scheduled to hold a meeting this week end, with plans for the 1940-41 product to be outlined.

Advertising Code Reviews Year's Work

Increase in Activity Noted by Body

NEW YORK CITY—Report of the Advertising Advisory Council of the Motion Picture Producers and Distributors of America last week end showed large gains in all forms of advertising, publicity and exploitation matter.

Film ads reviewed were 12,386; 109,083 stills were passed upon, with 797 discarded or retouched for clearance, an increase of 400. In the poster field, 2013 were submitted with 47 changed. In the 981 trailers, nine changes were made. In the exploitation idea field, 10,554 were reviewed, while 15,709 publicity stories were noted. None was found objectionable.

About 6960 miscellaneous advertising accessories were reviewed.

The report shows that 1311 features received seals from the Code Authority.

VC Award to Miss Berry

PITTSBURGH, PENNSYLVANIA — Announcement was made this week that the Second Annual Humanitarian Award (for 1939) of the Variety Clubs of America had been given to Miss Martha Berry, founder and director of the Berry Schools and College of Mount Berry, Georgia.

A volunteer committee of 34 nationally prominent newspaper and magazine publishers and editors and national radio commentators chose Miss Berry, with votes also being cast for other prominent Americans.

The silver plaque and citation will be conferred personally upon her at the Dallas, Texas, convention April 19, it is expected.

Boiler Bill Opposed

RICHMOND, VIRGINIA—Members of the MPTO of Virginia were asked last week by the state body to oppose the provision of Senate Bill No. 223 giving the boiler commission broad powers.

Among other measures which the organization's legislative commission has been giving attention to were a bill strengthening restrictions on dance halls, a bill requiring carnivals to register and give bond, a bill regulating electric wiring, a bill to effect a state building cost, a bill regulating use of school buildings for motion picture shows.

"Lincoln," "Ehrlich" "Mice" Among Standouts

Business Picks Up Along Broadway

NEW YORK CITY — "Abe Lincoln in Illinois," "Of Mice and Men" and "The Story of Dr. Ehrlich's Magic Bullet" were the box-office standouts of the week end, considering the newer entrant, a survey to THE EXHIBITOR showed.

Report on the local business, compiled from usually authoritative sources, follows:

"ABE LINCOLN IN ILLINOIS" (RKO)—At the Radio City Music Hall, opened February 22, did $65,000, Thursday through Sunday, very good.

"CONVICTED WOMAN" (Columbia)—At the Globe, opened February 24, did $2,700 on the week end, fair.

"THE STORY OF DR. EHRLICH'S MAGIC BULLET" (Warners)—At the Strand, opened February 23, with Tommy Tucker & His Orchestra heading the stage show, did $28,000 Friday through Sunday, very good.

"THE FIGHTING 69th" (Warners) — At the Strand, did $39,100 on the last week, excellent.

"GONE WITH THE WIND" (Metro)—At the Astor (road-show), opened December 19, did $21,000, very good.

"GONE WITH THE WIND" (Metro)—At the Capitol ("continuous"), opened December 19, did $70,000, very good.

"THE GRAPES OF WRATH" (20th Century-Fox)—At the Rivoli, did $38,000 on the week, very good. Previous week: $35,000, very good.

"LEGION OF THE LAWLESS" (RKO-Radio) and "VENGEANCE OF THE DEEP" (Time Pictures)—At the Central, did $1,800 on the week end, fair.

"OF MICE AND MEN" (United Artists)—At the Roxy, did $27,000 on Friday through Sunday, very good.

"PINOCCHIO" (RKO-Radio)—At the Center, did $45,000 on the week, good.

"SIDEWALKS OF LONDON" (Paramount)—At the Paramount, did $16,500 on the week end, fair.

Philly Musicians Settle

PHILADELPHIA—Part of the local musicians' strike was settled last week when a new deal was signed with the Carman.

Ending an 11-week strike, the agreement between the house and Local 77, musicians' union, sees a 10-piece band rehired at the house, beginning March 1. Settlement calls for a 40-week season with 12-week layoff during the summer. The union had wanted 52 weeks.

Rubinsky Adds Another

SAINT CLAIR, PENNSYLVANIA — Mark Rubinsky added a fifth house to his string last week when he took over the local Hollywood. He has the Lyric, Dallstown; Lyric, New Philadelphia; Lyric, Williamstown; Palace, Cressona (booking manager). Hollywood staff has been retained.

Syracuse unit Meets

SYRACUSE, NEW YORK—Report of the recent board of directors' meeting in New York City was given to the Syracuse unit of Allied at a meeting held in the Hotel Syracuse, February 23, by State vice-president Ray Pashley, Interlaken.

Westport House Opening

WESTPORT, CONNECTICUT—Opening of the local Fine Arts, postponed from February 22, was scheduled to take place February 28, instead with a benefit for the Finnish Felief Fund.

$20,000 Music Film Grant

New York City—The Rockefeller Foundation here made a grant of $20,000 to the New School for Social Research to conduct a two-year study to determine the use of music in motion pictures, it was announced last week by the school. The study, said to be the first of its kind ever to be undertaken, will be directed by Hanns Eisler, exiled German composer, in co-operation with the Radio Corporation of America and members of the Philharmonic-Symphony Orchestra.

The study will explore the possibilities of new musical forms and materials of instrumentation, examine the "relation between music and dialogue, and the use of song and chorus, the use of sounds and noises, and problems of orchestration and of dramaturgy," the announcement said.

Boston's Ball Set

Boston—The 30th anniversary ball of Operators Local No. 182 will be held May 1, it was decided at a meeting held February 23. Copley Plaza Hotel will be the spot.

The 25th Anniversary Jubilee Celebration was one of the most successful film affairs ever staged here.

President Thad Barrows and Councillor James F. Burke anticipate a gala event. Committees for the arrangement of the Ball will be appointed officially at the next general union meeting, the first Tuesday in March.

Nizer Again Toastmaster

New York City—Louis Nizer, prominent film attorney, was toastmaster at the dinner and reception, February 25, in honor of Paul Felix Warburg, philantropist, given in celebration of 40 years of free, non-sectarian service given to the tubercular at the National Jewish Hospital, Denver, Colorado.

A purse of $30,000, collected as a result of the dinner, was presented to Warburg.

Wanger Suit Dismissed

New York City—Suit of Walter Wanger and Wanger Productions, Inc., for $1,000,000 damages against News Syndicate Company, Inc., and Ed Sullivan, columnist, was dismissed last week by the Appellate Division of the State Supreme Court. The court ruled that the article complained about in the libel action was not libelous on the face.

PDC Reorganization

New York City — With Ben Judell president, probably out of the lineup, reorganization of Producers Distributing Corporation is to be completed soon, it was indicated last week end, with Pathe in a leading role. Harry Rathner, sales chief, remains in an executive capacity.

Musicians Ask Weber's Aid

Philadelphia—Local 77, musicians union, last week end deferred action on seceding to the CIO pending the outcome of a renewed demand that the national union support striking local members. A petition asking for action is being submitted to J. N. Weber, international president, from whom aid is being looked for.

Republic Sued Again

New York City—Marquis James, author, and biographer, filed suit in Federal Court last week against the producers and distributors of the motion picture "Man of Conquest," alleging that the production plagiarized "The Raven," his biography of Sam Houston. He sought an accounting of profits and an award of damages.

James, who won the Pulitzer Prize for biography in 1938 with his two books on Andrew Jackson, wrote "The Raven" in 1929. In his complaint, he asserted that the story of Houston contained much original material, which was used in the picture. Defendants were Republic Productions, Inc., Republic Pictures Corporation, and the Republic Film Exchange, Inc.

Ross Federal Men Meet

New York City — District managers meeting of Ross Federal Research Corporation for discussion of plans and policies began here February 26.

President H. A. Ross presided. Those attending are D. A. Ross, C. B. Ross, W. J. Shine, F. X. Miske; Walter Brown, midwest division manager; J. A. Kraker, middle Atlantic division manager; Ruel Williams, western division manager; Harold Lund, eastern division manager; Walter Anderson, southern division manager, B. E. Jolley.

O'Connor Drive Set

New York City—As a special tribute to John J. O'Connor, vice-president and general manager, RKO theatres, Charles B. McDonald, Louis Goldberg, H. Russell Emde, Sol Schwartz and James Brennan, five metropolitan area division managers, will stage a "John J. O'Connor Month," beginning March 7 and continuing through April 10.

Fred Meyers and Harry Mandel have been named co-chairmen of the drive.

Zanuck Transfers Stock

Washington—The Securities and Exchange Commission last week announced that Darryl F. Zanuck, in a report for October, 1939, transferred 30,000 20th Century-Fox Film common to irrevocable trusts, raising such holdings to 93,130 shares.

THE EXHIBITOR

Volume 23, Number 16 February 28, 1940

Advance Shots on Coming Reviews ... 18
Better Management ... 20, 22, 23
Brief Glimpses at Production Happenings ... 16
The Check-Up (The Exhibitor Service section ... Yellow Section
Editorial Page ... 3
Hints on Newspaper Advertising ... 21, 24
Late News Highlights ... 9, 12
The National Mirror ... 13, 14, 15
National Release Date Guide (The Exhibitor's Original) ... Inside Back Cover
News of the Territory ... 25, et seq.
Territorial Highlights ... 5, 6
The Tip-Off ... 17
Warren Stokes Hollywood Newsreel ... 19

Material contained in the Late News Highlights section often represents new developments in stories to be found on other pages of this issue. If the reader will bear this in mind it will avoid possible confusion. This section of THE EXHIBITOR goes to press last, with latest developments within the industry, where available.

In Brief

New York City—A high in speed film distribution and national theatre coverage was achieved recently with "Finland Fights," short produced and distributed by Emerson Yorke Studio for the Finnish Relief Fund, Inc.

In the space of 10 days, Al O. Bondy, film booker, working in conjunction with Major L. E. Thompson's Motion Picture Division of the Fund, booked and played 600 prints of the subject in selected first-run theatres in every state in the country.

Chicago — James Roosevelt, the President's son, has a new business associate: Fred L. Mills, the Chicagoan, whose Mills Novelty Company is the nation's largest maker of slot machines, it was announced last week.

Roosevelt's Globe Movie Company has signed a contract to produce each week a short film to be run in nickel (or maybe a dime) slot machine.

New York City—President George J. Schaefer last week appointed Danny Winkler to the executive staff of RKO Radio Pictures, Inc. Winkler will be in charge of all studio commitments. He assumes the duties formerly discharged by J. J. Nolan, recently named vice-president in charge of the RKO Radio Hollywood studio. Sid Rogell has been given a new two-year contract as studio manager.

New York City—Monogram has set the following circuit deals for the 1939-40 product according to Edward A. Golden, sales manager, last week: Schine Enterprise Corporation, Albany, Buffalo, New York; Smalley's Theatres, Inc., Albany, New York; Belle Theatre Circuit and Associated Theatres of New York, Inc., New York; Basil Brothers Theatres, Buffalo, New York.

New York City—Seven of Columbia's Latin American offices will be visited by Foreign Manager J. A. McConville who left February 23. Panama, Peru and Chile are the first stop-overs on the way down the West Coast of South America, while the return trip takes in offices in Argentina, Uruguay, Brazil, and the British West Indies.

Phoenix, Arizona—Gene Buck, president, American Society of Composers; Authors and Publishers, mapped a fight last week against extradition to Missoula, Montana, where he is charged with attempted extortion, a felony.

The charge is an outgrowth of a court fight over music royalties.

Hollywood—An automatic tempo machine, which facilitates the scoring of sound pictures, has been developed by the Warner Brothers sound department under the supervision of Major Nathan Levinson, it was announced last week.

Hollywood—By vote of all directors of photography in the industry, the productions "Stagecoach" and "Wuthering Heights" were nominated last week for the award of the Academy of Motion Picture Arts and Sciences in black and white photography.

THE NATIONAL MIRROR

Public Financing Rumored for Disney

Cash Needed to Aid Expansion Plan

HOLLYWOOD—Public financing by Walt Disney Productions, a closed corporation, was reported last week to be in preparation, with negotiations being carried on preparatory to filing an offering of securities with the Securities and Exchange Commission. One report was that the company had in mind about $3,800,000 of a six percent preferred stock convertible into common stock on a share-for-share basis at a stated price.

The purpose of the issue would be to provide the permanent capital for the company's expansion program.

Walt Disney Productions is understood to have ample cash for current needs. Its corporate set-up was revealed in 1938 when the holding company, the Consolidated Corporation, was formed. This concern, which took over production of the Disney animated cartoons, was reported to have an authorized capitalization of 200,000 shares of $10 par value capital stock.

Showmen Aid Col. Drive

NEW YORK CITY—Announcement of the "Montague 15th Anniversary Campaign," designated as a tribute to Columbia's General Sales Manager Abe Montague, brought forth assurances of support from the leading showmen in every section of the country, it was announced last week by Columbia.

Among the showmen who have shown their eagerness to co-operate are Frank H. Durkee, Durkee Theatres, Baltimore, Maryland; C. H. Olive, national secretary, Allied States Exhibitors' Association; Si Fabian, Fabian theatres, Albany, New York; I. M. Rappaport, president, Hippodrome-Rappaport Company, Inc., Baltimore, Maryland; J. Louis Rome, Rome circuit, Baltimore, Maryland; Nick Basil, Basil Brothers theatres, Buffalo, New York.

Others, too, have given evidence of their desire to aid the drive.

Joseph Bernhard Better

NEW YORK CITY—Joseph Bernhard, general manager, Warner Brothers theatres, is definitely out of danger, it was announced last week. His recovery from a gallbladder and appendicitis operation, was complicated with pneumonia. His improvement is steady.

Screen Writers Guild Against the Neely Bill

Body On Record as Opposed to Measure

HOLLYWOOD—The Screen Writers Guild will fight the Neely anti-block-booking and blind-selling bill, it announced last week.

Resolution was adopted by the Guild's directorate following tabulation of the ballots cast by the general membership in a mail referendum.

SWG board also went on record as favoring "any proper legislative and judicial action which first demonstrates factually the existence of monopoly within the industry and which has as its sole purpose restoration of free and open competition within the industry should it be demonstrated that such does not exist."

Members of the SWG voted on three questions:

"Do you oppose the Neely Bill, with its censorship dangers as contained in Section 4?"

"Should the SWG (while opposing the Neely Bill because of Section 4) take a positive stand against monopolistic tendencies in the motion picture business?"

"Should the SWG sidestep the entire matter?"

Ruggles On NEA Board

NEW YORK CITY—Another step toward closer relations between America's leading educators and Hollywood's film leaders was taken last week when the National Education Association named producer-director Wesley Ruggles a member of its motion picture advisory board, in recognition of his contribution to the screen.

Zanuck Suspends Ameche

NEW YORK CITY—Darryl F. Zanuck last week announced the suspension by 20th Century-Fox of Don Ameche because of his refusal to appear in Paramount's "The Night of January 16th" in which he was scheduled to co-star with Barbara Stanwyck.

20th-Fox Meets April 1

NEW YORK CITY—First 1940-1941 convention plans were announced last week by 20th Century-Fox, which said that it would hold its session April 1 in Chicago. District heads meet here March 1-2.

Companies Reveal Financial Structure

Details Available in Answers to Government

NEW YORK CITY—United Artists, Warner Brothers Pictures, RKO, and Columbia last fortnight filed answers here to government interrogatories, and revealed some of the details of the financial structures of the companies. With the exception of United Artists, answers were confined to questions one through 25 of the government's 59.

Paramount, Universal, Metro, and 20th Century-Fox filed their answers of the first 25 queries early last week.

Figures disclosed by RKO, parent holding company, were as follows:

Year	Gross Ernings	Net Earnings
1935	$1,212,389	$ 3,154
1936	2,234,423	1,161,168
1937	1,679,437	771,878
1938	1,402,602	273,497

Columbia, Warner Brothers, and United Artists stated that they would reveal their net figures only in confidential answers which will not be filed.

United Artists' gross income was set forth as $10,554,521 in 1935, $9,707,990 in 1936, $12,909,149 in 1937, and $11,746,985 in 1938.

Warners and Columbia stated that names and amounts for loans were confidential.

United Artists listed all films distributed in 1936-1937, with the number of playdates on each, and gave a statement of total film rentals. Most profitable picture was "A Star Is Born," with a total film rental of $1,374,348 from 10,807 playdates in the domestic market. The company claimed to have no interest in any other company, save Walter Wanger Productions, Inc., in which it holds 12,500 of that company's 15,000 shares of preferred $6 stock, and all 1,200 shares of the Class B common stock. United Artists, it said, holds no Class A stock. United Artists has no fixed indebtedness and no current loans, with its outstanding stock privately held by the five partner concerns.

Warner Brothers' answers stated that out of an authorized capital stock issue of 7,603,107 shares (of which 103,107 are preferred), there are 3,801,344 shares of common issued and all of the preferred. Over 50 companies are listed as those in which Warners has some financial interest but the only company holding Warner stock is the J. E. Brulatour, Inc., with 50 shares.

Columbia set forth its fixed indebtedness as $1,250,000. It was stated that 75,000 shares of its $2.75 convertible common and 367,160 shares of regular common, out of an authorized 1,000,000 shares, have been issued. In reference to a question as to the names of persons and companies engaged in production that had any financial interest in Columbia, only the following four were listed: Celebrity Productions, Inc., 100 shares; Frank R. Capra, 15 shares, in the form of a voting trust; David L. Loew, an 18-share voting trust; and Louis B. Mayer, a 422-share voting trust.

TWO MARINES AND A

Trapped in a tropic wilderness o ages . . Dark Secrets! A lark that a her life . . Society girl stirs up hornet' runners . . and it's . . MARINES to th

GIRL!

White Sav-
ost costs
est of gun-
escue!

ISLE OF DESTINY

with

WILLIAM GARGAN • WALLACE FORD
JUNE LANG • GILBERT ROLAND
ETIENNE GIRARDOT • KATHERINE DeMILLE... A FRANKLYN WARNER PRODUCTION

Directed by Elmer Clifton

Screen Play by Arthur Hoerl, M. Coates Webster, Robert Lively. From original story by Allan Vaughn Elston. Distributed by RKO RADIO PICTURES, Inc.

A FINE ARTS PICTURE

RKO RADIO PICTURES

Photographed in

COSMOCOLOR

JUMPING GROSSES EVERYWHERE

WHEELING, W. VA.
Opening gross "My Little Chickadee" surpasses all previous record holders including "My Man Godfrey" "Magnificent Obsession" & "Showboat"!

"A fantastic burlesque of the Westerns . . . delightfully absurd!"—*Chicago Daily News*

CHICAGO
"My Little Chickadee" gives the Palace its two greatest weeks this season!

"Fields and West run riot in 'My Little Chickadee'!"
—*Washington Times Herald*

WASHINGT
"Chickadee" h over at Keith' heading for th smashing we

"Gusty, lusty humor..."
—*Motion Picture Daily*

"A box office natural!"
—*Hollywood Reporter*

"...Clean-up business at the box office!"
—*Showmen's Trade Review*

ROCHESTER
A smash week at the Palace and holding over for 2nd week!

"A lusty comedy of high order...a film that makes you chuckle with joy?"
—*Washington Post*

"Mae West, blonde and curvacious . . . Fields uproariously funny!"
—*Chicago Times*

MIAMI
(Telegram From Lincoln Theatre)
"MY LITTLE CHICKADEE" SETS NEW HIGH THIS SEASON!"
—Sonny Shepherd

"A hefty pa age of lusty l mor that w click for surp ing grosses..
—*Va*

JOHNSTOWN, PA
"Chickadee" opening at State Theatre beats "Destry Rides Again" and "First Love!"

INDIANAPO
"My Little Chickad tops "Destry Ri Again" at the diana Theatre better than 25%

"Audiences laughed . . . so loudly and long as to drown out whole sequences of dialogue!"
—*Motion Picture Herald*

TROY
"Chickadee" almost double "Destry" business at Proctor's!

"Box of power!...W Fields combi tion can't mis
—*Daily Var*

SEATTLE
Paramount Theatre turns them away with "My Little Chickadee" hitting new highs!

SPRINGFIELD
Roxy Theatre ports "My Lit Chickadee" be both" Destry" a "First Love!"

"Laugh-packed comedy rates as box office natural!"
—*Film Daily*

HARTFORD
"Chickadee" tops every Universal picture ever played at Loew's Theatre!

CORRAL THOSE PROFI DATES from UNIVERSA

"...Sure f for audier reaction!"
—*Boxo*

Separate answers were filed not only by Radio-Keith-Orpheum Corporation, but also by RKO Radio Pictures, Inc., Pathe News, Inc.; Van Beuren Corporation; RKO Proctor, Keith-Albee-Orpheum Corporation, and RKO Midwest. The fixed indebtedness of RKO Radio Pictures, as of September 1, 1939, was said to be $4,163,869, secured by an open mortgage of $3,200,000 on its Hollywood studio and an additional mortgage of $963,869 on the Pathe Studios.

For the first time Pathe News revealed its gross and net earnings, as follows:

Year	Gross Earnings	Net Earnings
1935	$1,756,294	$ 5,907
1936	1,724,505	(Loss) 241
1937	1,729,627	63,011
1938	1,755,079	97,199

Paramount, Metro and 20th Century -Fox February 19 served upon the government replies to the first 24 questions of the 50-odd interrogatories.

Paramount and Metro requested that the contents of their replies be kept confidential until March 1, to permit the checking of hastily gathered figures.

William P. Farnsworth, special assistant attorney general in charge, left for Washington with the majors' replies for consultation with Department of Justice officials there.

Universal will pick up 9 or 10 independently produced pictures for its 1940-1941 schedule, it was predicted by Cliff Work last week, when the general manager of Universal Pictures Company, Inc., was examined by Special Assistant Attorney General Robert L. Wright in conjunction with the government's anti-trust suit.

As an example of such added pictures, Work pointed to to the six on the deal with Frank Lloyd.

In the course of the examination, Work declared that Universal's player-borrowing policy was pursued without bias, with players obtained from Republic and other independent companies.

Work stated that in play-borrowing, the company used the four-and-three policy. He explained that when Universal loaned out a player who received about $1,000 weekly, the borrowing company under this formula was required to pay $7,000 for the first four weeks, a bonus of $3,000, and $1,000 weekly thereafter. Occasionally. he said, a star will be loaned for two weeks at double salary.

The company will loan any player without restrictions, Work stated, except that the part must be "creditable."

Other executives were to be questioned later this week, it is said.

"Dr. Cyclops" In Bow

New York City—Paramount has scheduled six pre-release test engagements in as many cities for "Dr. Cyclops" and has assigned special exploitation men to handle each engagement, Neil Agnew, vice-president in charge of sales, announced last week.

"Dr. Cyclops" will be pre-released in Kansas City and Denver March 6, Hartford and Providence, March 7; Altoona, March 8; Nashville, March 9.

The exploitation men who are now going into the field are Leon Benson, studio staff, who will handle Denver; Maxwell Joice, Kansas City; Tom Jefferson, Hartford, Providence; Bud Getschall, Nashville; Charles Perry, Altoona.

National Census Will Begin in April

Complete Record Taken Of Each Individual

Washington—The greatest fact-finding undertaking in the nation's history is slated to take place in April, when the 16th decennial census of the population of the United States will be conducted, the department announced last week. Already under way, since January, are the censuses of business, manufacturers, and mines and quarries. To be conducted in April, at the same time the census of population is taken, are the censuses of housing, agriculture, and drainage and irrigation.

The combined censuses of 1940 will be taken by 120,000 enumerators, directed by 528 district supervisors under the management of 105 area managers. Facts will be assembled on 132,000,000 Americans, in the census of population; on 33,000,000 homes, in the census of housing; 7,000,000 farms, in the census of agriculture; 3,000,000 businesses, in the census of business; 170,000 factories, in the census of manufacturer; 400,000 oil and gas wells and 14,000 coal and metal mines, in the census of mines and quarries. The normal personnel of the Bureau of Census will be augumented by 7,000 statisticians and clerks and 700 administrative officers, technicians, specialists, and their clerical assistants.

In the census of population, questions of persons will be asked on the following topics: location; household data; name; relation; personal description; education; place of birth; citizenship; residence April 1, 1935; place of birth of parents; mother tongue; veterans. For persons 14 years old and over are questions concerning employment, social security, and usual occupations, industry, and class of worker. For all women who are or have been married are, also, special questions.

Questions must be answered.

RCA Stockholder Sues

New York City—A suit demanding an accounting of $270,000,000 of assets of the Radio Corporation of America alleged to have been diverted from the company's treasury by the General Electric Company, the Westinghouse Electric and Manufacturing Company and 18 present and past directors of the three organizations was filed last week in Federal Court here. The plaintiff, J. Webster Manning, District of Columbia, said he had owned 1,000 shares of RCA common stock for at least 10 years.

In his complaint, Manning made two principal allegations. One was that RCA turned over to the other two concerns 6,500,000 shares of its stock, worth $40 or more a share, in return for certain exclusive rights to the use of patents and inventions owned by them. Although these rights subsequently were relinquished, the RCA stock was not returned, it was charged. The second general charge involved RCA's purchase of $10,000,000 in debentures of the Radio-Keith-Orpheum Corporation, allegedly at a time when RKO was on the verge of bankruptcy or receivership.

WE Shows Profit

New York City—The Western Electric Company, Inc., in its annual report for the year ended December 31, 1939, released last week, revealed net earnings carried to surplus of $16,476,086, as against $5,734,033 the previous year. The consolidated report included the Electrical Research Products, Inc., Teletype Corporation, and the Nassau Smelting and Refining Company, Inc., as well as WE proper.

The consolidated balance sheet showed total investments of $32,356,295; total deferred charges of $2,223,148; total merchandise of $43,271,199; total accounts receivable of $26,497,938; toal current assets of $97,717,451; and a grand total on the asset side of the ledger of $288,289,957. On the liabilities side, there was a total capital and surplus of $160,704,199; total reserves of $76,675,652; total notes payable, demand, of $29,665,271; deferred liabilities of $129,313; and total current liabilities of $21,115,522.

Einfeld Back to Coast

New York City—Charles Einfeld, director of advertising and publicity for Warner Brothers, left last week end for the coast. En route to the Warner Brubank studios, Einfeld stopped over in Chicago for conferences with Balaban and Katz, executives on campaigns for local engagement of "The Story of Dr. Ehrlich's Magic Bullet."

Einfeld returned last week from a trip to Albany where he attended the opening of the picture at the Strand there. He was accompanied by Hal Wallis, executive producer for the company. Einfeld has been in New York since January 12, during which time he set campaigns for "The Fighting 69h" and "The Story of Dr. Ehrlich's Magic Bullet," conferred with Gradwell L. Sears, Carl Lesserman and Mort Blumenstock on merchandising of the forthcoming lineup of Warner features.

The new big opening on the Warner schedule is that of "Virginia City," which bows in at Reno, Nevada, and Virginia City in March.

New Minority Suit

New York City—A minority stockholders' suit against Consolidated Film Industries, Inc., was filed last week in State Supreme Court by a holder of 10 shares. Charges include waste of assets. Republic Pictures Corporation of Delaware; Setay Company, Inc., and others are also defendants.

Answer by the defendants denies all charges.

301 For "GOW"

New York City—Darryl Zanuck's film version of John Steinbeck's "The Grapes of Wrath," will be shown in 301 cities throughout the United States between February 20 and March 15, 20th Century-Fox announced last week.

The picture will be run on an extended playing time engagement, it has been indicated by 20th Century-Fox.

Bioff Resigns

Hollywood—William Bioff, chairman of the conference of studio unions, was reported last week to have resigned that post.

At present, he is in Chicago, where he must stand trial on an old pandering charge.

Brief Glances At PRODUCTION HAPPENINGS

West Coast News Items

HOLLYWOOD—So that its readers may keep abreast of the times, be in the know on the major developments and interesting sidelights, THE EXHIBITOR offers the following items from the various lots.

Columbia

Boris Karloff goes into "The Man Who Would Not Die." . . . Georges Metaxa gets a part in "The Doctor Takes a Wife." . . . Rita Hayworth has been loaned to Metro for a part in "Susan and God." . . . Production has been speeded up on "The First Woman Doctor" and "Jane Addams and Hull House."

Korda

June Duprez, who will soon be seen in "Thief of Bagdad," arrived here to be screen-tested for a part in "Personal History." . . . Final scenes for "Thief of Bagdad" will be filmed—of all places—in Grand Canyon.

Lesser

After spending five hours on the set of "Our Town," W. G. Van Schmus, managing director, New York's Radio City Music Hall, said he thought the new picture would be one of the finest pieces of entertainment ever produced.

Loew-Lewin

The new company, with United Artists as the releasing agency, recently formed by David L. Loew and Albert Lewin, will start off with "Flotsam," based on the story by Erich Marie Remarque. Loew has issued a call for foreign players for the picture.

Metro-Goldwyn-Mayer

Shooting started on "Susan and God," with Frederic March.

The old Tonopah and Tidewater Railroad, that joins the Union Pacific main line at Beatty, Nevada, will make its farewell appearance in "Twenty Mule Team." . . . James A. FitzPatrick has returned from a six-week vacation. . . . Director Clarence Brown has been given a colonel's commission in the Tennessee National Guard.

Clark Gable, Spencer Tracy, Claudette Colbert, and Hedy Lamarr have been set for "Boom Town." . . . Edna May Oliver goes into "Pride and Prejudice." . . . Lucile Watson and C. Aubrey Smith get parts in "Waterloo Bridge." . . . Twenty small babies will be used in one scene in "Dr. Kildare's Girl."

Louis Jean Heydt gets his 33rd role in less than a year, in John Nesbitt's "The Hidden Master." . . . Addison Richards joins the "Edison, the Man" cast. . . . Norma Mitchell, author of "The Cradle Snatchers" and "The Post Road," gets a role in "Susan and God." . . . May McAvoy gets a part in "Two Girls on Broadway." . . . Twenty-nine reels of old Thomas A. Edison pictures will be utilized in "Edison, the Man." . . . Marcia Mae Jones gets a part in "Dr. Kildare's Girl."

Production has started on "The Mortal Storm," with James Stewart and Margaret Sullavan. . . . "And One was Beautiful" went into production, under Robert Sinclair's direction. . . . Rights to the play, "Port of Hope," have been acquired. . . . "Children's Crusade" has been acquired. . . . Charles Friedman, co-author and director of "Sing Out the News," has signed a writer-producer contract. . . . Arch Oboler, radio scrivener, has been signed. . . . Dick Paxton, Francis Stevens, and Redmond Doms—stand-ins, respectively, for Mickey Rooney, Spencer Tracy, and Robert Taylor—have been given parts in "Edison, the Man."

Monogram

"Lighthouse," an original by John Reinhardt, has been purchased as a vehicle to star Boris Karloff. Reinhardt will do the screen play.

Paramount

Preston Foster was awarded the part in "North West Mounted Police" vacated by Joel McCrea. . . . "Those Were the Days" is the new title for "At Good Old Siwash." . . . Eddie Bracken, comedian of the Broadway show, "Too Many Girls," has been signed for the forthcoming Henry Aldrich picture, starring Jackie Cooper. From the same show and for the same picture, Leila Ernst was also signed. . . . Preston Sturges will do the screen adaptation of his original story, "A Cup of Coffee." . . . "Queen of the Mob," is the release title for "The Woman from Hell." . . . "Stage Coach War" will be the release title of "Hold Your Horses," latterly known as "War Along the Stage Trail."

Small

Jon Hall will have the male lead in "South of Pago Pago." Also cast in this forthcoming production are Victor McLaglen and Clayton Moore. Alfred Werker will direct.

20th Century-Fox

John Payne has been given a long-term contract and assigned to the romantic lead opposite Brenda Joyce in "Maryland." . . . Jack Oakie has been signed for an important role in "Young People," Shirley Temple's next picture. . . . Charlotte Greenwood, who returns to the screen in "Star Dust," has been given a new contract. . . . Hattie McDaniel has been borrowed from David O. Selznick for a part in "Maryland." . . . "Song of the Islands," an original story, and "Fifth Avenue," an unpublished novel by Polan Banks, have been purchased. . . . Jules Furthman is writing the screen play for "Song of the Islands," on which Gene Markey will be associate producer. . . . Sidney Lanfield will direct "Young People," the next Shirley Temple picture. . . . Mack Gordon and Harry Warren have been engaged to write the music for "Young People."

Wanger

Ruth Terry will appear in Warners' "An Angel from Texas."

Warners

Wayne Morris may be starred in "Flowing Gold," a Rex Beach story. . . . Jerome Cowan and Andy Devine have been signed for "Torrid Zone." . . . Montagu Love goes into "The Sea Hawk." . . . Lucile Fairbanks was given a new term contract. . . . Barbara O'Neill goes into "All This and Heaven, Too." . . . "'Til We Meet Again" is the final title for "Till We Meet Again," a title for "We Shall Meet Again." . . . Merle Oberon will be starred in "The House on the Hill." . . . Fritz Leiber goes into "All This and Heaven, Too."

Edward G. Robinson has returned to the Coast and is scheduled shortly to star in "Brother Orchid." . . . The caravel, The Sea Hawk, and the galleass, Madre de Dios, both ships to be seen in the remake of "The Sea Hawk," were christened by the Explorers Club of Los Angeles. . . . Flora Robson, when she completes her role in "The Sea Hawk," goes to New York to take a part in Gilbert Miller's "Ladies in Retirement." . . . Ruth Terry has been signed for "An Angel from Texas." . . . Harry Davenport and Sybil Harris joined "All This and Heaven, Too." . . . Within the fortnight, the following pictures have started: "All This and Heaven, Too." "An Angel from Texas," "Torrid Zone," and the short, "The Singin' Dude."

James Roosevelt Is INTERVIEWED ON PRODUCTION

PHILADELPHIA—James Roosevelt came to town February 22, discussed production with local exhibitors, addressed a gathering, parried with reporters about his private life, and left leaving a swell impression. Among the local theatremen present were Al Boyd, Frank Buhler, Lou Goldsmith, Ted Schlanger, Sam Schwartz, Dave Weshner, W. L. Wilson, William Goldman, Jay Emanuel, and UA branch head Harry Bodkin.

In outlining production plans, he said he would make four pictures, as follows:

THE BAT — Claude Rains, Rochester, Edna May Oliver, Robert Morley are cast. He is looking for a femme lead. With eight people in the cast, the show is budgeted for $600,000. The script is being streamlined, to be finished by April 1. It won't be a class proposition but aims to be a commercial success.

LIFE OF HORACE MANN—This will lend itself to comedy and adventure. He wants Spencer Tracy as the lead, Sam Wood will direct, and he is asking for ideas.

POT O' GOLD—This starts in June, with Horace Heidt, to be released in November. He wonders what the effect will be on exhibitors because of the current tiff over the give-away.

John Stahl directs his fourth picture, still untitled.

Roosevelt won't produce in New York City. Pictures will be sold in groups, along UA lines. If an exhibitor objects to "Pot o' Gold," he may sell it singly. In ads, he will be guided by UA policy; he will use radio spot announcement with recorded 30 second programs after the big programs are completed; he believes that unfair radio reporters can be handled by the industry appealing to sponsors; he will use newspaper ads.

Roosevelt made a fine impression on the trade and press, and wound up by saying he expected branch manager Bodkin will get fair prices from everyone present.

COLUMBIA...FAMED FOR SUCH BRILLIANT COMEDIES AS.....

"It Happened One Night"...

"Mr. Deeds Goes To Town"...

"The Awful Truth".....

"You Can't Take It With You".

"Mr. Smith Goes To Washington"

..proudly presents one to rank with its distinguished predecessors!

WESLEY RUGGLES'

Too Many Husbands

starring

JEAN ARTHUR

FRED MacMURRAY ★ MELVYN DOUGLAS

Directed by WESLEY RUGGLES • Screen play by CLAUDE BINYON

Based on the play by W. Somerset Maugham

COLUMBIA PICTURES

The TIP-OFF

Another Exclusive Service of Jay Emanuel Publications

A Consensus of box office results, kept as factually correct as possible, as culled by the field news staff of THE EXHIBITOR in this and neighboring territories.

PICTURE	START (First Runs)	TURN (Sub. Runs)	STRETCH (Neighborhoods)	PAYOFF (Consensus)	REMARKS
BALALAIKA (Metro)	Spotty	Spotty			Nothing extraordinary, with class spots doing a bit better than the general run.
BROADWAY MELODY OF 1940 (Metro)	Good				First openings okay.
BROTHER RAT AND A BABY (Warners)	Fair	Slow			Sequel is nothing like "Brother Rat."
A CHILD IS BORN (Warners)	Good	Good	Good		Surprise sleeper has been getting good dough when sold.
EARL OF CHICAGO (Metro)	Spotty	Spotty	Disappointing		This misses.
THE FIGHTING 69th (Warners)	Fast				Big.
FOUR WIVES (Warners)	Good	Good	Good	Good	Ending very nicely, as one of the better numbers this season from Warners.
GRAPES OF WRATH (20th Century-Fox)	Fast				New York City opening big.
THE GREAT VICTOR HERBERT (Paramount)	Good	Good			For this type of show, a satisfactory gross.
GREEN HELL (Universal)	Slow	Fair			Some spots not so bad but generally not so good.
GULLIVER'S TRAVELS (Paramount)	Good	Fair	Fair		Generally a big matinee grosser.
HE MARRIED HIS WIFE (20th Century-Fox)	Slow	Slow			Program filler.
HIS GIRL FRIDAY (Columbia)	Good	Good			Good number in most situations.
HUNCHBACK OF NOTRE DAME (RKO)	Fast	Good			Most reports have this doing a good business.
INVISIBLE STRIPES (Warners)	Fair	Fair	Fair	Fair	Turned out to be just a fair gangster show.
I TAKE THIS WOMAN (Metro)	Fair				Handicapped by bad publicity, this isn't getting started.
THE LIGHT THAT FAILED (Paramount)	Fair				Critical reviews are helping.
LITTLE OLD NEW YORK (20th Century-Fox)	Fair				Nothing sensational.
OF MICE AND MEN (UA)	Good				Spotty, depending on the selling.
MY LITTLE CHICKADEE (U)	Good				First openings generally satisfactory.
PINOCCHIO (RKO)	Good				New York City getting strong kid play, with generally good business.
RAFFLES (UA)	Slow				A missout.
REMEMBER THE NIGHT (Paramount)	Good				Nothing sensational, but pleasant grosses reported.
SHOP AROUND THE CORNER (Metro)	Good	Fair	Fair		Critics rave, but story a bit on the tinsel side.
SIDEWALKS OF LONDON (Paramount)	Fair				For an import, only fair business, even with the two-star draw.
SWANEE RIVER	Good	Good	Good	Good	Okay.
SWISS FAMILY ROBINSON (RKO)	Fair				First openings good and fair.
VIGIL IN THE NIGHT (RKO)	Good				Critics' raves and word-of-mouth help.

Advance Shots On COMING REVIEWS

New Pictures Tersely Cited

PHILADELPHIA — Received at the home office of THE EXHIBITOR since last week's edition of the Blue Section was printed have been reviews of the following pictures. Complete Six-Point Reviews will be printed in the next Blue Section.

Features

BULLET CODE (RKO-Radio)—George O'Brien, Virginia Vale, Robert Stanton, Slim Whitaker, Harry Woods. 58m. Although not quite up to snuff as far as George O'Brien oaties are concerned, "Bullet Code" still packs more punch than the average horse opera. Greatest excitement comes when O'Brien unleased a few haymakers to the chin of one of the villains.

DOUBLE ALIBI (Universal) — Wayne Morris, Margaret Lindsay, William Gargan, Roscoe Karns, Robert Emmett Keane. 60m. Another in the girl-reporter murder-mystery school, this does not ring true, even though it attempts to get off the beaten track. For the duals and nabe trade, it may suffice. The story does not sound convincing and it is not. Wayne Morris tries to make the best of the role as the murder suspect, Margaret Lindsay is handicapped as the newspaperwoman, and William Gargan merely walks on and off.

KING OF THE LUMBERJACKS (Warners)—John Payne, Gloria Dickson, Stanley Fields, Joe Sawyer, Victor Killian, Earl Dwire. 61m. This is a two-fisted melodrama of the great open spaces, embracing some eye-filling scenery and the eye-blackening tendencies of the raw-boned lumberjacks. There is plenty of fast action and a real thrill climax.

KNIGHTS OF THE RANGE (Paramount) — Russell Hayden, Victor Jory, Jean Parker, Morris Ankrum, Britt Wood. 70m. This is a top-notch western, with the usual outstanding scenic backgrounds now legend in the Harry Sherman productions. It contains more class production than the average western and considerably more adult appeal. Leading lady in this case is Jean Parker. This is Russell Hayden's first opportunity to establish himself as a leading man and he scores 100 percent. Victor Jory clicks as the two-timing heavy, and J. Farrel MacDonald lends dignity to the production as the understanding ranch foreman. Lesley Selander's direction is up to par, and the entire production bears the stamp of quality entertainment.

LIGHTNING STRIKES WEST (Colony) —Ken Maynard, Claire Rochelle, Charles King, George Cheseborough, Reed Howes. 56m. Again the deputy U. S. marshal out to get Butch Taggert, Our Ken Maynard poses as a waiter, but is forced to reveal himself when the heroine finds out his identity. The show is generally up to the Maynard standard.

MERCY PLANE (Producers Distributing Corporation)—James Dunn, Frances Gifford, Matty Fain, William Pawley, Harry Harvey. 71m. Headed for attention in the dual, neighborhood category, this takes as its theme a band of crooks who steal planes and resell them. When the practice gets too hot, they buy a bankrupt air factory and use it as a front for a new plan, to rebuild the stolen craft and then resell them. The story gets a bit incredulous, but for the houses for which this is intended it will not matter. Heroine Frances Gifford is a pleasant adornment, while James Dunn is his usual self.

THE ROAD TO SINGAPORE (Paramount)—Bing Crosby, Dorothy Lamour, Bob Hope, Charles Coburn, Judith Barrett, Anthony Quinn. 80m. Despite the handicap of a script which looks like it was being made up as the picture progressed, "The Road to Singapore" should have a triple-name appeal—Bing Crosby, Dorothy Lamour and Bob Hope. The yarn is hardly worthy of the talents of the three, and much of the dialogue looks like Crosby and Hope are ad-libbing. Crosby, Hope, and Lamour sing several songs, one in Esperanto; a native tribal feast offers some torrid dancing; Jerry Colonna comes in for a laugh but, the yarn handicaps everyone.

THE SAGEBRUSH FAMILY TRAILS WEST (Producers Distributing Corporation)—Bobby Clark, Earl Hedkins (*sic*), Joyce Bruant, Nina Guilbert. 58m. First of the PDC's Sagebrush Family series of eight, "Trails West" is nothing to brag about. Built largely—and ineffectively, as far as western entertainment is concerned —to show off the questionable prowess of 12-year-old Bobby Clark in rope manipulation, the picture is slow beyond the requirements of an introductory piece. High points in the show are, first, Earl Hodgkins' spieling as the barker of the family's medicine show, and second, young Clark's riding.

TEXAS RENEGADES (Producers Distributing Corporation)—Tim McCoy, Nora Lane, Harry Harvey, Earl Gunn, Hal Pine. 56m. First of the new Tim McCoy series, this will rest principally on the draw of the western star, who appears up to his usual standard as the lawman who poses as himself to rout a gang of bad 'un. Followers of the outdoor pictures should be satisfied, although there could have been more of the riding, shooting, and fighting variety.

Shorts

COUNTRY FAIR (Central Films). 10m. Excellent.

FLASH GORDON CONQUERS THE UNIVERSE (Universal—Serial). Excellent.

FREE AND EASY (Jam Handy). 9m. Good.

INSIDE THE FEDERAL BUREAU OF INVESTIGATION (Columbia — Washington Parade). 11m. Excellent.

KITTENS MITTENS (Universal—Walter Lantz Cartune). 8m. Good.

National Legion of Decency List
February 29, 1940

Unobjectionable for general patronage—"Five Little Peppers at Home" (Columbia); "Cheyenne Kid" (Monogram); "Little Orvie" (RKO); "Rhythm of the Rio Grande" (Monogram); "Young Tom Edison" (Metro).

Unobjectionable for Adults—"Dr. Ehrlich's Magic Bullet" (Warners); "Women without Names" (Paramount).

Objectionable in Part—"Face Behind the Scar" (FA); "Secrets of a Model" (Kendis); "My Little Chickadee" (Universal).

Letters to the Editor

Cherry Valley, New York
February 21, 1940

On "GWTW"

Dear Sir:

I am enclosing an editorial clipping from my newspaper, The Cherry Valley News.

I have been able to institute a ski run with modern ski tow installed, here in Cherry Valley, and expect that week enders coming here for winter sports will have a desirable effect on theatre box office. I promoted the ski slope through the Rotary Club of Cherry Valley, of which I am secretary.

Theatre owners in towns where such sports are available should back them 100 percent.

Incidently, I'd miss my EXHIBITOR as much if it didn't arrive, as I would if I didn't have cream for my coffee—they both give me such satisfaction.

F. LEVERE WINNE, Manager
Cherry Valley Theatre

(THE EDITORIAL)

"GONE WITH THE WIND"
WILL NOT BE "CUT"

Contradicting what is becoming a damaging rumor to the smaller theatres, this newspaper gladly uses its editorial column to suppress the rumor that "Gone With the Wind," the much-heralded motion picture of an age, "will be cut before it is shown in the smaller theatre." This is absolutely untrue, and there are many facts to prove it.

As the editor of this newspaper is also owner-manager of the new Cherry Valley Theatre, he knows of what he writes on this particular subject. In the first place, a few weeks ago, the producers of this great picture inserted a page advertisement in the motion picture trade journals that "'Gone With the Wind' would not be cut from its original Atlanta premier version." That is proof enough. In order that the exhibitor may be sure he is getting his full number of footage on a subject, he has only to refer to the trade magazines. Here he finds the "running time" of every picture produced, the reviewer clocking the running time at the preview. Therefore, when he finds that "Gone With the Wind" has a running time of 228 minutes —3 hours and 48 minutes—he knows that when the picture arrives at his theatre it must have a running time equal to the advertised time. This is an exhibitor's guarantee he receives a complete version. However, no exhibitor ever fears he will receive a "cut" version, because "there ain't no such animal." If one stops to think he can readily see why this "cut version" stuff is all bosh. Why should a company spend thousands, yes millions of dollars on a production, complete it on film, and then after a premier, hold back portions of it. It would be like an automobile manufacturer showing a new model and then when the car was put on the market, eliminating some of the appointments or improvements. It just isn't done.

No, "Gone With the Wind" will not be cut from its original version as shown at the Atlanta premier, whether it is shown on Broadway or Main Street.

Margaret Mitchel's great work will be shown in Cherry Valley in the near future. When you settle back in your seat to view this Technicolor masterpiece, take a good look at your watch. Mark the time, and you will find that the actual showing of the picture will require 228 minutes—3 hours and 48 minutes, and with an intermission of 12 minutes, you will have spent four hours enjoying the greatest show of a lifetime.

Warren Stokes' HOLLYWOOD NEWSREEL

• REPRESENTATIVE MARTIN DIES is taking on the import of a new movieland discovery. This celluloid city, boasting the highest paid, most intelligent corps of public relation counselors in the world, is giving him a national publicity build-up second to none. Hollywood's mentally alert scribes, have made it quite plain that they suspect Dies of being a publicity-seeker, desirous of taking advantage of Movieland's news value for the express purpose of riding on the band wagon of public interest in the doings in Cinemaland. They have told Mr. and Mrs. Public, in plain language, that the talkative congressman is using and abusing the movies and its people, at one and the same time, to promote his own personal interests. Not satisfied with a job well done, comprehensively covered in one statement, the Hollywood scribes continue to defeat their own purpose, falling in line with the alleged Dies publicity campaign, and keeping him on the front pages of the nations' press, instead of pursuing the wiser course of dropping him out of print.

What Dies Said

• THE DIES DOCUMENT, which first appeared in Liberty magazine, would have gone unread by additional thousands, who rushed to the newsstands to procure copies, after the additional publicity it received through Hollywood channels. Hollywood was right in first calling it to the attention of the nation and then tearing it apart to expose "The Publicity Seeking Mr. Dies." The controversy should have ended right then and there, with the matter placed in the court of public opinion and considered closed. Instead, it is beginning to look like a Fred Allen and Jack Benny feud, with Dies garnering more space every day with the possibility, unless the smart boys of Hollywood catch on, of "The Publicity Seeking Mr. Dies" outsmarting the Hollywood scribes into giving him the national publicity campaign they said he was after at movieland's expense.

George Said It

• GEORGE M. COHAN, who knows the value of publicity, in any form, once said, "I don't care what the papers say about me, so long as they mention my name,—and spell it correctly." Maybe Dies feels the same way about it. If Dies can keep Hollywood interested in himself and his activities, regardless of brickbats and bouquets, then he will be emulating the famous Broadway song-and-dance man to perfection, the only difference being a greater army of press agents with none on the payroll. Personally, we believe the Dies controversy should be dropped like a hot potato from all Hollywood news copy, with the mental giants concentrating on some front-page ideas which will bring more activity to the fronts of nation's theatres. If the boys and girls will give Dies the absent treatment, and concentrate on the absentees from the theatre ticket windows, the public will hear more of the picture business and its personalities, and the Dies Document will become a dead issue to be buried with his lost hopes of a publicity campaign at Hollywood's expense.

Campaign of Ridicule

• A CAMPAIGN OF RIDICULE by Hollywood, to stop him from securing information, might be launched, in the opinion of Dies, who we believe is expressing that opinion which he hopes will lure Hollywood into so doing. Remember the saying "I don't care what you say about," Hollywood! Over-zealous producers might be tempted to make a picture, showing the humorous side of the Dies investigation, believing that front-page publicity will make a celluloid box-office attraction. Dies would like that. He could sacrifice himself on the altar of personal ridicule, with his imaginative mind working up the idea, actually to give it the appearance of Hollywood, ridiculing his colleagues and the principles of American government in general. With so much government interference with this industry in the offing and the passage or non-passage of measures of vital interest to the movie makers, Hollywood should quit playing with dynamite, go about its business of making celluloid entertainment, and let Dies go about his business of investigating conditions, to garner whatever news breaks he can from his actual findings, allowing him to get it just that way, instead of playing him up or down to the public as the case might be, through allowing him to ride on the band wagon of Hollywood publicity.

An Angle

• HOLLYWOOD PUBLICITY WRITERS know the easy way to front page breaks by tieing in the Dies name while it is now in the limelight. Movieland's editorial writers are quick to hurl questions at Dies for the purpose of publishing the answers which they know will attract additional reader interest in Hollywood circles. It is in keeping with the Hollywood custom to milk every situation to the bone. But this happens to be a bone of contention which should be thrown to the dogs and disposed of without further ceremony. At this point we are reminded of the Aesop fable concerning the monkey that used the cat to pull his hot chestnuts out of the fire. If Hollywood is willing to burn its fingers to lift the Dies Committee from the six point classified section of the Congressional Record, (where he is one of some 250 such groups) to the front pages of the newspapers, there is no law to stop it. But it's not COMMON SENSE—and it won't sell pictures.

BETTER MANAGEMENT

Cigar Tieup Big Help In "Dr. Ehrlich" Push

NEW YORK CITY—At a luncheon meeting of officials of the Cigar Manufacturers' Association held last week, Association President Alvira Garcia signified the organization's intention of co-operating nationally on "Dr. Ehrlich's Magic Bullet." Present at the meeting was Edward G. Robinson, star. The tie-up involves thousands of cigar stores throughout the country which will tie in with publicity and advertising in each situation where the picture plays.

NEW YORK CITY—Garcia Grande Cigars are distributing counter cards to cigar stores throughout the area plugging Warners "The Story of Dr. Ehrlich's Magic Bullet" at the New York Strand.

The cards carry photographs of Edward G. Robinson as Dr. Ehrlich, the founder of chemotherapy, who was noted for his inveterate cigar-smoking. The cards also carry theatre copy, calling attention to the picture's engagement at the Strand.

Marx Bros. "At the Circus"

NEW YORK CITY—N. Steinkritz is managing the Rogers, "the showplace of Brown Heights," and he has been doing a fine job.

Recently, for Marx Bros. "At the Circus," he had a trick season pass giveaway, which turned out just to be a gag but which attracted interest. The copy read: "Don't let the season pass without seeing the best double feature of the year, etc."

"Gulliver's Travels"

WASHINGTON—Sidney B. Lust wanted a giant and a midget to advertise "Gulliver's Travels. He wrote to a Philadelphia theatrical agent but no luck. So he advertised in the Washington papers. He got a midget.

WASHINGTON—Henry Coon, Penn, distributed 2,000 very striking heralds for "Gulliver's Travels." Coon made the layout for a most original and eye-catching folder.

"Little Old New York"

SYRACUSE, NEW YORK—Manager Harry Unterfort, RKO-Schine Keith's, arranged a model boat-building contest with co-operation of the Post-Standard. Contestants brought models to theatre and guest tickets were awarded.

Libraries, Book Stores, Bigwigs Help "Swiss"

PROVIDENCE, RHODE ISLAND — Principal play on "Swiss Family Robinson" was through libraries and book stores. Manager George French and Bill Morton, house press agent, RKO-Albee, made a tie-up with the Providence Public Library for a display of books and stills at the main library, in the seven branches and in school libraries.

Tie-ups with downtown book stores resulted in window and counter displays. Placed picture of Freddie Bartholomew in Sunday Journal roto section a fortnight in advance, with credit line mentioning the picture. To the heads of the English departments in all schools in Providence and Pawtucket went letters describing the film and announcing the playdate. House planted a girl in the central bus terminal, reading a copy of the book. The girl was interviewed during WJAR's "Where Are You Going?" broadcast from the terminal, the interview stressing appeal of the book and picture to adults as well as children.

READING, PENNSYLVANIA—In honor of Terry Kilburn, boy star in "Swiss Family Robinson," manager C. G. Keeney, Park, staged a big reception here but stacked into the worst weather in a dozen years. Two judges, President Judge Paul N. Schaeffer, Berks common please courts, and President Judge Frederick A. Marx, Berks' orphans' courts; President Harry V. Masters, Albright College; Mayor Harry F. Menges and a score of other notables in Reading official life attended a late afternoon luncheon at the Hotel Berkshire in honor of the boy artist. Keeney had the Reading senior high school band on hand to escort Terry to the theatre and to play in the theatre, as part of the musical setting for the picture.

"The Amazing Mr. Williams"

PHILADELPHIA—As a gag for Columbia's "The Amazing Mr. Williams," manager Martin Goldenberg, State, used a special trailer, lobby and front announcement, and a special panel on all copy, even in newspaper advertisements. The copy: "ATTENTION PLEASE. No one will be seated during the last TEN MINUTES of the showing of 'The Amazing Mr. Williams,' because of the large number of people who will be lying in the aisles, doubled with laughter. (Signed) The Management."

"GWTW" Pressbook Is Record on Own Account

NEW YORK CITY—Measuring 16 inches wide by 17⅞ inches high, the campaign book on Metro's "Gone With the Wind," made its appearance earlier this month. On three pounds, seven ounces of paper—held within a wrap-around cover—has been placed the material that every exhibitor might want.

The publicity section of 18 pages (printed only on one side) consists of a cover page; a page of The Players; 14 pages of publicity stories, including the credits list, a radio script, all types of reading material, with "by-line stories" by Victor Fleming, Clark Gable, William Cameron Menzies, Vivien Leigh, Olivia de Havilland, Ona Munson and Leslie Howard, as well as three prepared reviews. The whole is supplied with art. One page is devoted to drawings from the picture, and the last page is devoted to excerpts from New York City and Brooklyn newspapers.

Section One (four pages) of the advertising section is "a typical campaign where the theatre plays on the general policy of Reserved Seats at Night and Sundays, continuous otherwise." Nine pre-opening layouts are given, from one- and two-column underling to a four-column-by-13⅛-inch day-before-opening advertisement.

Section Two (eight pages) of the advertising section is a miscellaneous collection of advertising layouts from 1½ inches over one column to 13⅛ inches over three columns and 10¼ inches over four columns. Some of the ads are post-opening layouts.

This section also describes the two heralds and the trailers available.

Section Three (10 pages) of the advertising section has three pages devoted to layouts for advertisements for cities where two theatres are playing the picture. The other five pages show miscellaneous layouts, the largest of which is 12⅞ inches over four columns.

The exploitation section (overall, 50 pages) devotes 13 pages to the Atlanta world premiere and that campaign, with the breakdown of the 507,044 lines in the three Atlanta papers.

Under special exploitation accessories (12 pages) are listed 60 x 60 wing displays, 30 x 40's, 40 x 60's, 30 x 72's, photo art cards, telescopic window streamer, block posters and cards, 40 x 60 cut-outs, 22 x 28's, half-sheet window cards, jumbo window cards, giant standee, window art cards, six-foot medallion; match pads, souvenir programs, 11 x 14-inch color gloss cards, bumper strips, fabric tire covers, bookmarks. Shown also are the costumes currently making the rounds of the cities. A pictorial summary of the magazine stories is given, along with the displays obtainable from the National Screen Service.

Among the national tie-ups listed are the following: candy, Nunnally's; fashions, W. L. Stensgaard & Associates, Inc.; cosmetics, LaCross; books, Macmillan Company; dresses, I. A. Winter Associates; stationery, Montag Brothers, Inc.; perfume, Premiere Laboratories, Inc.; neckwear, Friedman Brothers & Sons; jewelry, Hollywood Jewelry Products, Inc.; gowns, Samuel Chapman, Inc.; scarfs and ascots, Brian Fabrics Corporation; quilts, National Sure-Fit Quilting Company, Inc.; dinner and evening gowns, Samuel Chapman, Inc.; leather goods, Feinberg-Henry Manufacturing Company; women's sweaters, Olympic Knitwear Company; toiletries, Pinaud, Inc.; perfume, Premier Laboratories, Inc.; men's jewelry, belts, and braces, Hickok Manufacturing Company; ladies' belts, Sen Slote Company; slip covers, Sure-Fit Products Company; movie-star slips, Louis Herman & Company; blouses, National Blouse Corporation; hosiery, No Men Hosiery Company; quilts, National Sure-Fit Quilting Company, Inc.; evening wraps, Korman Wraps, Inc.; undergarments, Lee Undergarment Company, Inc., and Chesnin & Leis, Inc.; beachwear, Lee Sportswear Company; sketch water-color and cut-out books, Merrill Publishing Company; patterns, Hollywood Pattern Company; ladies' and children's hats, Kartiganer & Company; ladies' gloves, Julius Kayser Company; drapery hardware, Kirsch & Company; women's and ladies' smocks, Gerson Kaufmann Company, Inc.; snoods, Glemby Company; hairbows, Godette Products Company; sleeping gowns and pajamas, Max Gussow, Inc.; lockets, Acme Novelty Manufacturing Company; Aqua-sheen products, Advance Manufacturing Company, Inc.; dolls, Alexander Doll Corporation; lamps and lighting fixtures, Artistic Lamp Manufacturing Company; cigarette cases and compacts, Volupte, Inc.; bedspreads, Cabin Crafts; furniture, Valentine-Scauer; game, Vitro Agate Company and the Mariette Game Company; uniforms, S. L. Hoffman Company, Inc.; coats and suits, Siegel Brothers Coats; veils, Lucky Bridal Veil Company.

Ushers' badges and eight types of bannerettes are pictured.

HARTFORD, CONNECTICUT

DETROIT

PHILADELPHIA

INDIANAPOLIS

CHICAGO

PROVIDENCE, RHODE ISLAND

HINTS ON NEWSPAPER ADVERTISING

No. 120—"Vigil in the Night" (RKO)

There is a distinct similarity to the ads shown on this page. Apparently, there are two ways to sell this. One plugs the fact that it was written by the author of "The Citadel," which was a box office hit, while the other sells the sex angle.

Witness this copy: "I know men. Intimate secrets of the 'Woman in White'" . . . "It takes a lot to make me love a man in the face of all I know about them." Anyone seeing the picture will be surprised to find, after all this, that the show is definitely not on the sex side and love takes a back seat.

We like the Detroit ad, which use of the circle in layout is attractive. While the picture is generally restrained in its acting, it should build with word-of-mouth.

But whether the sex angle should be heightened depends on the situation.

Goldenberg Gets Women For "A Child Is Born"

PHILADELPHIA—The campaign on Warners "A Child Is Born," as conducted by manager Martin Goldenberg, State, was prepared with the idea of reaching as many different types of people as possible, in order to create a desire to see an unusual and different type of motion picture. But the greatest aim was to attract as many women as possible: They, in turn, would bring the men, for whatever a woman desires to see, a man must generally come also, to escort her and to satisfy her whim.

The campaign was created by the entire L. B. Graver division, who worked cooperatively, as well as singularly, to obtain maximum results.

In using the regular sound trailer, there was also added a special announcement trailer that, in co-operation with WFIL, the radio station would announce the birth of any babies during the showing of the picture. This announcement was used over the air daily for an entire week—four days in advance and three currently. All the theatres in the L. B. Graver group playing the picture were included in the daily announcement at 12:45 p.m.

A free, complete baby layette was promoted from a merchant, to be given to the first baby born nearest the opening date of "A Child Is Born." The layette was on display in the lobby in advance and currently during the showing of the picture. It created plenty of comment and the general tone of women's remarks were as amusing and candid as any group of men telling an off-color story. A trailer was used on this give-away, but there was no merchant screen-credit.

The Associated Hospital Group gave the State a nurse to pass out heralds and hospital data in advance of the picture, in the lobby. This herald was devoted entirely to the State and the layette giveaway. Heralds were distributed in seven beauty parlors, three drug stores, and by an usher who has a newspaper route of morning papers. This gave a varied coverage of high potential customer value. A tie-up was made with the Associated Hospital Group for the use of their bimonthly mailing list. Fifteen hundred heralds were mailed to subscribers, which, in round numbers, meant 4.500 readers. The back of the herald carried copy plugging the Associated Hospital Group and the theatres' playdates.

Window tie-ups in drug stores were made with the lavish use of stills and other material supplied by the New York office. Display 40x60 on the trucks of the Stork Diaper Service were used for all the theatres. Fifty thousand cards on milk bottles were distributed by Abbotts Dairies, one of the largest milk concerns in the city.

Newspaper stories of the layette gift were successfully planted by the State in the dailies and local weekly newspapers. An additional mailing list to 500 druggists was prepared, with the very good exchange herald being used, and the back page entirely used for all the theatres and their playdates.

Street Bally, Novelty Aid "My Little Chickadee"

NORTH ADAMS, MASSACHUSETTS—Manager Bernard Payne, Mohawk, believes his stunt for "My Little Chickadee" was original. He took cover of press book showing Mae West and W. C. Fields, put it in an old-fashioned picture frame and hung it on a pillar in the rear of the theatre, well spotted for patrons entering and leaving. A shaded lamp was played onto the mirror to give the effect of a museum piece and at the bottom of the frame was a small placard with the inscription, "This Rum-Brandy loaned by the Metropolitan Ice Company."

SYRACUSE, NEW YORK—Manager Harry Unterfort used two youths carrying cut out heads of Mae West and W. C. Fields in opposite directions. Tie-up with local car distributor resulted in a bannered car touring the down-town streets for three days at the distributors expense and having the name of picture and theatre announced to patrons of the free time service over the phone for average of 250 times a day for a week.

"Sidewalks of London"

NEW LONDON, CONNECTICUT—February 23 Paramount exploited "Sidewalks of London" broadcast out of New York City, in which mayors of United States Londons were interviewed. M. and P.'s Capitol, New London, cashed in prominently by stunt conceived by Harry Browning, publicity director M. and P. circuit.

Mayor of New London sent a wire to Bob Gilham, Paramount, protesting that he was not invited to the broadcast, pointing out that New London on the Thames is one of the oldest cities so-dubbed, etc. Gilham wired back, inviting the mayor to broadcast, and theatre marquee announced the event, broadcast New London's mayor's message from New York on the theatre stage.

"Too Many Husbands"

NEW YORK CITY—In preparation for the national release March 21 of "Too Many Husbands," Columbia will launch an extensive national-magazine advertising campaign.

Starting February 25, and running until March 15, inclusive, the "Too Many Husbands" advertisements will appear in 21 fan and national magazines, reaching approximately 20,000,000 people. The copy is a reproduction of a painting by artist Bradshaw Crandal, portraying Jean Arthur, Fred MacMurray, and Melvyn Douglas, the picture's stars.

"The Hunchback of Notre Dame"

SYRACUSE, NEW YORK—Manager Fred Donohue, Regent, erected a 10 foot cut out in the lobby two weeks in advance of opening. A flashing green bulb acted as an eye, which alternately flashed with a bulb lighting up latern carried by the figure, on which was message, showing through transparency, "coming to the Regent soon."

"Of Mice and Men" Receives Huge NYC Plug

NEW YORK CITY—Covering every phase of publicity, exploitation and advertising, the campaign executed by the United Artists home office publicity staff for the engagement of Hal Roach's "Of Mice and Men" at the Roxy represented a thorough job.

At the outset attention was directed towards mediums lending a national importance. In addition, there were feature stories on the author, John Steinbeck; the producer, and his methods of filming this picture that were planted with Associated Press, United Features and King Features.

The second idea centered about the publicity accruing from the presence in New York of the stars, Burgess Meredith, Lon Chaney, Jr., and Betty Field.

A different approach to national radio publicity was utilized for "Of Mice and Men" by its presentation on "The Pursuit of Happiness" program over the coast to coast network of the Columbia Broadcasting System in a format that marked a radical departure from previous practice.

Pictures and stories were repeatedly used on the drama pages of all local papers, and "off the amusement page" breaks obtained with roto layouts.

Local radio publicity was garnered through the use of a fifteen-minute transcription by 10 stations in the metropolitan area. Local advertising campaign was spread over 10 days prior to the opening and continued for a day following with large display copy appearing in all papers. To supplement this advertising, time was bought on stations WMCA, WHN, WNEW, WQXR and WOR for three days preceding the opening day.

A fleet of trailer trucks was operated throughout the city with large cut-out pictures of the film's stars and the book from which the picture was taken, mounted upon them as part of the street ballyhoo. To back up the local advertising drive, national advertising tie-ups were made with Lux Soap and Zenith Radios that provided large local display copy in addition to their national campaign plugging the picture.

"The Shop Around the Corner"

BALTIMORE, MARYLAND—Following are some of the items in the campaign on Metro's "The Shop Around the Corner" conducted by Wilbert Brizendine, manager, Associated Theatres' Rialto.

A special Valentine program was issued.

Some 2,000 tags—reading, "SOLD . . . by the Shop Around the Corner"—were tied to automobile radiators, door knobs, etc. ("I saw a couple of girls with these tags tied onto their blouses," says Brizendine.) Other side of the tags carried theatre name and playdates.

A special "My Pet Picture!" throwaway was made up and 7,000 used.

In a special tie-up with candy store, 2,000 red heart valentine throw-aways were given out. Special displays were also used in the store.

Hart Uses Test Tubes In "Invisible Man" Stunt

GLOVERSVILLE, NEW YORK—Despite one of the worst snowstorms in years, Lou Hart, manager, Hippodrome, did SRO business with "The Invisible Man Returns."

Lou secured from the Littauer Hospital laboratory here the latest test tubes, retorts, chemical jars, etc., that they could spare. With these he made a window exhibit.

Then he rigged up a veiled figure in the center using Jack Marpole's National Screen Service talking doll. This doll has a two-way radio hookup, which permits it to talk and also hear conversation. Lou had the hearing apparatus rigged so that it would pick up the remarks of people who stopped to look at the window. Then the "invisible man" would talk back to them. It was a small sensation, and had crowds blocking the sidewalk trying to see and talk to "the invisible man" which strategically-placed placards explained was "returning" to the Hipp for a three-day engagement.

SYRACUSE, NEW YORK — Manager Bill Burke, RKO-Schine Eckel, used a youth dressed in tuxedo with head concealed in bandage as street bally. White shirt front worn by the young man was studded with small electric bulbs spelling "Invisible Man Returns, Eckel now." As he walked down street he would press concealed button and flash the message. A rocking chair was placed in down town store window, flanked by large card on which was printed "The Invisible Man is sitting in this chair. He is watching to see if you go to the Eckel." While the chair was empty, it continued to rock, through use of invisible wiring.

"Swiss" Pressbook Big

NEW YORK CITY—An upright pressbook fully 32 inches in height, 12 inches wide has been put out by RKO for "Swiss Family Robinson." It is the first book of this type prepared by RKO Radio publicity department headed by S. Barret McCormick since "King Kong."

The book is printed in green and blue and is equal to 32 pages of the company's regulation unit. In the line-up of practical exploitation, publicity and advertising are 22 exploitation ideas, including elaborate book and school tie-ups; 12 special newspaper features; 94 publicity stories and 29 advertisements ranging in size from five column by 14 inches to one column by one inch and radio material. There are 33 publicity stills available in mat form.

"Hunchback of Notre Dame"

FALL RIVER, MASSACHUSETTS — Manager Bill Canning, Interstate Empire, put everything he had into publicizing this picture, capping it all with a high cutout, 14 feet high, of the Hunchback, placed on the top of the three-story theatre building, with a 1,500-watt Crouse Hinds spotlight playing on it, alternately red and white.

Local Tribute, Float Among "Swanee" Aides

JERSEY CITY, NEW JERSEY—Notius Konmenous saw an excellent opportunity open to him in exploiting 20th Century-Fox's "Swanee River," and he went to town on it for the run at the State. About 10 days before the picture was announced to play, Konmenous got several of the gentlemen of the press interested in printing stories about the famed composer, Stephen Collins Foster. Several tribute stories were printed and a week was set aside to pay homage to Foster. A committee was picked to sponsor the local Foster tribute, with youthful singing groups, headed by Commissioner Potterton, chairman of the committee.

Capital was made of the Post Office Department's issuing a commemorative stamp. Newspapers carried large stories on Foster's life and stressed the most famous compositions. Foster Day programs were outlined in all high schools in the city and all principals spoke at assemblies on the life of the composer and school orchestras played his music. Special tickets were distributed to all students in the schools to see the show at a special rate. Some schools had several dramatized forms of the composer's songs.

HARRISONBURG, VIRGINIA—Jack Fretwell, State, assisted by Martin Caracofe, planned an unusually fine exploitation campaign for "Swanee River." An elaborate float made of two six-sheets and special art work was erected on an ordinary automobile. A public address system with a record player played the musical numbers from the picture. Special announcements concerning the theatre and the playdates were made by megaphone. After making the rounds of the suburbs and the city streets, the float was parked in the heart of the down-town section.

"The Return of the Frog"

TAUNTON, MASSACHUSETTS—Manager Alec Hurwitz, M. and P. Strand, went to town on billing this picture with "The Demon Barber of Fleet Street" as "Europe's Double Horror Show." He crashed Taunton Daily Gazette for news stories several days in advance, for the first time any theatre has done so in years. Through his news stories and additional advertising, he selected Mrs. Mary H. Martin from among 200 applicants to witness the show at midnight, in the darkened theatre, with no one else around except the two operators in the booth as required by law.

"That's Right, You're Wrong"

HARRISONBURG, VIRGINIA—Charles Roth, State, advises that a special build-up campaign for Kay Kyser's "That's Right, You're Wrong" has gone over with a bang. For three Friday nights prior to the playdate of the picture the theatre sponsored a "college of musical knowledge" with $10 in cash prizes. The contests were advertised through the medium of a carefully prepared throw-away and Willy Coleman, swing pianist, local radio station, was hired as master of ceremonies.

Old Fiddlers Contest Boosts "Village Barn"

GLOVERSVILLE, NEW YORK—An old-time fiddlers' contest that provided an extra attraction on a dull night at the same time advertised Republic's "The Village Barn Dance" was used by Lou Hart, manager, Schine's Hippodrome with real success.

Lou secured seven old-time fiddlers from surrounding towns, put them on the stage, and had the audience choose by applause its favorite. It was a tough battle of fiddles and applause, with the winner taking a $10 prize. Contest was advertised by handbills and posters in all small towns, and brought in folks who are not usually the theatre's patrons. Each fiddler's family and friends came, too, to boost him.

"The Fighting 69th"

BATAVIA, NEW YORK—Ralph Booth, Family, arranged with the American Legion a banquet for speaker National Commander Raymond J. Kelly. Kelly stopped at Batavia as a personal favor to his friend, Clarence C. Bohn, local legion commander. Manager Booth arranged the dinner attended by 200 localites and Commander Kelly naturally spoke on the picture.

Manager Booth also got in touch with Batavia Veterans Hospital and the veterans assisted in publicizing it by their weekly paper.

American Legion turned out with their band for a parade on opening day and gave a concert in front of the theatre in uniform.

"The Man Who Wouldn't Talk"

SYRACUSE, NEW YORK—Manager Harvey Cocks, RKO-Schine Strand, took advantage of the Ted Lewis Band and Revue being booked into the Strand on the bill to put on a whole week's campaign. The Lewis organization was met by police escort and an official from the mayor's office. On opening night, a light squad truck from the fire department was used to illuminate the front of the theatre over the marquee on which were posted special six-sheets. Ted Lewis appeared on the juvenile radio hour, and selected one of the youngsters to appear on the bill at the Strand. Newspaper stories on the stunt were used.

"Pipe Dream" Contest

WASHINGTON — Claude Land, Kennedy, succeeded in getting gratis the inside back cover of the Chronicle, the publication of the Hampshire Heights Citizens Association, for a listing of the coming attractions covering a three-week period. Charles Burger, assistant manager, Kennedy, in collaboration with the Chronicle worked out a very ingenious "Pipe Dream" contest in which the top prizes were two passes to the Kennedy for the persons submitting the best "whopper." The publication also devoted almost a full page to the contest.

HAL B. WALLIS IS GIVEN A PARTY; CLYDE BEATTY GREETS A PAL; OTHER ITEMS

LEO, JR., IN FLORIDA. During his recent vacation in Hollywood, Florida, W. F. Rodgers, Metro general sales manager, visits Clyde Beatty's Jungle Zoo in Fort Lauderdale, where Joe Newman was directing a new short subject.

MRS. HAL B. WALLIS (Louise Fazenda); Hal B. Wallis, executive producer for Warner Brothers; and Kate Cameron. New York Daily News, are seen at the cocktail party held in Wallis' honor in the Carpenter Room of the Waldorf-Astoria Hotel, New York.

HAL B. WALLIS, executive producer for Warner Brothers, and Mrs. Wallis (Louise Fazenda) arrive at Grand Central Terminal from the coast.

HAL B. WALLIS, executive producer for Warner Brothers, Josephine Johnson, and John Garfield, Warner Brothers star, are seen at the cocktail party held in Wallis' honor in the Carpenter Room of the Hotel Waldorf-Astoria, New York.

GRADWELL L. SEARS, general sales manager for Warner Brothers; Paul Muni, Warner star; and Hal B. Wallis, executive producer for the company, are seen at the cocktail party for Wallis in the Carpenter Room of the Waldorf-Astoria Hotel, New York.

VYVYAN DONNER (with megaphone) leads a selected assemblage of pulchritude to the Southland for her next Fashion Forecast in Technicolor which she will direct at Warren Wright's Beach estate for Producer Truman Talley as a 20th Century-Fox release. The names of these lovelies, and we're sorry we cannot supply the 'phone numbers, too, are Elaine Bassett, Rosanne Murray, Claire McQuillen, Ruth Starrett, Nina MacDougald, Jo Hildebrandt, Blanche LeClaire, Georgia Carroll, Marian Rosemond, Lillian Eggers.

NEWS OF THE TERRITORY

NEW YORK CITY

Crosstown

Ed Kuykendall, president, MPTOA, became a grandfather for the first time last fortnight when a boy was born to his daughter, Geraldine, wife of Ed Keeton. . . . W. G. Van Schmus came back from his Coast trip. . . . Ed Harrison is now publicity head of the AGVA and editor of the proposed magazine.

That new convertible usually found parked on the corner of Riverside Drive and 97 Street is the property of one Herman Pett. . . . Jack Hattem, Sol Trauner went to Florida. . . . Charles Moses was another Florida vacationer. . . . Al Farraro, former film salesman, invites his friends to visit him at the Sunshine Villa, Hunter. . . . Willy Goldsmith resigned as manager, Jackson. . . . Lionel Toll, ITOA publicist and Billy Brandt's aide, went to Miami. . . . Al Gilbert, who recently acquired the Riviera, Syracuse, was a visitor. . . . WHN, owned by Loew's, has a policy of not allowing other theatre publicity flow through its wave length. However, the Roxy has been doing some swell campaigning for "Of Mice and Men" via that channel.

Mother of exhibitors Harry and Matty Kutinsky died recently. Harry was in New York for the funeral, but Matty remained in Florida to care for his ailing father. . . . Apologies go to Attorney Sidney Freidberg, who was inadvertently called "Freidman" when engagement announcement was reported here last week. . . . Abe Appel is president, L and R Associates, new operators, Cameo. . . . Harry Hummel, having left Vitagraph, resigned from the Film Board of Trade. . . . Speaking of the FBOT, Florence Abramson, one of its standbys, was very ill. . . . Fiore Marasco was in town from Wappinger Falls and told us he intends opening the rebuilt Academy the end of the month.

"Finland Speaks," prepared from original negative made by the Finnish government, will be shortly released by Hoffberg Productions, Inc. Film has been edited down to one reel.

Jack Alicoate, Harry Brandt, Max Cohen, Jone Kane, John Murphy, John O'Connell, Phil Reisman, Herman Robbins, W. F. Rodgers, George J. Schaefer, George Skouras, W. G. Van Schmus are among those who also have accepted invitations to serve on the Motion Picture and Amusement Industries Committee to aid the 1940 Drive for Catholic Charities in the Archdiocese of New York.

William I. Hohauser, architect, has been commissioned by Samuel Freedman, to make the plans and specifications and to fully supervise the alterations and decorations to the Mount Morris Theatre, Fifth Avenue and 116th Street, now known as the Hispano. Extensive alterations will be made to the entire premises.

Among those who also went to Florida were Irving Dollinger, Lee Newbury, Lou Brandt, Sam Rinzler, William A. Scully and several hundred others.

Gilbert Josephson, managing director, World, announces that negotiations are now in progress with the William Morris office whereby Raimu, French comedain, will pay a brief visit to this country in conjunction with the showing of his new picture, "The Baker's Wife," in which he is starred.

Ida Reisner, vice-president, Idamin Amusement Corporation, operator, York, has contracted for new RCA Photophone sound equipment. Company also operates the Manhattan.

Bondy Film Storage has opened a projection room at 1600 Broadway. Air conditioned, it has RCA sound, Simplex projection, capacity for 24, and is available for night screenings.

Charles J. Weinstein Company, Inc., lighting fixtures outfit, will be known in the future as Charles J. Winston and Company, Inc. There will be no change in personnel or policy. . . . Film Alliance's Norman Elson was surprised last week when Mrs. E. upped and surprised him with a newborn two weeks in advance of the regular release date. Premiere took place at the Huntington, Long Island, Hospital. . . . Lawrence Reid, editor of Motion Picture Magazine of the Fawcett Group, flew westward for a brief coast visit. . . . Sam Nathanson, president, Coast Pictures, Los Angeles and Frisco, coast affiliates of Hoffberg Productions, was in town last week checking up on domestic and foreign product. . . . Max Suderov is no longer connected with the City Hall. . . . Experiments with an all-Yiddish policy proved somewhat of a disappointment at the Fair (formerly Navarre) which shut its doors last week.

44th Street

ATLAS: Walter Bibo announces that he has acquired for distribution in all of New York state and northern New Jersey the Willis Kent feature production "Mad Youth."

REPUBLIC: Morris Epstein went to Florida with his wife.

UNIVERSAL: Ben Price is back at work after illness. . . . Dave Levy and the entire office force tossed a surprise party for Minna Abrams the day before she was married. . . . Harold Salz was upped from the poster room to district booker. . . . George Bennecke replaces him in the old spot.

WARNERS: Cashier department's Miss Stone mourned the loss of her father.

Long Island

Fish Theatres, Inc., operators of the Fish, Winfield, has been taken over by William Mansbacher and Richard Kretzchmer. . . . Building which houses the Mineola, Mineola, has been purchased from Cocalis by Gary J. Piccioni, who plans taking over the house on or about May 1.

Inwood, Forest Hills, reopened under the operation of the Haredsu Amusement Corporation, with Harry and Susan Rosen as principals.

CIRCUITS

Belle

Sam Hofstetter has been transferred from the Harlem Jewel to the downtown Palestine. . . . Sam Wolf moved into the vacated Jewel spot and Irv Kurland went from the Palestine to the Bijou.

Loew's

Charley Moskowitz celebrated his 48th birthday February 20 with a party presided over by Ma M.

The mystery of "Who was the lovely-looker with Mickey Rooney on the cover of a recent 'Screen and Radio Guide'?" was settled when someone in the Metro home office recognized the lady in question as the wife of Les Peterson, Metro publicist who handles Rooney on the road.

The stage of Loew's Orpheum was used for a serious music concert for patrons. The New York College of Music, through a tie-up, provided high-salaried recitalists gratis to the theatre.

RKO

Max Fellerman and his missus are due back from the coast about March 5.

HOME OFFICES

Columbia

Andre de la Varre signed a new contract with Columbia last week to produce the second series on tours. While no titles have been announced, it is expected that De la Varre will continue his preference for films about well-known places.

Hortense Schorr is Florida sunning. . . . Ditto for Gilbert Fraunhar.

Metro

Basketball team defeated Universal by a score of 62 to 22 at the Jacob Riis gymnasium. High scorer for the Metro five was Malitsky, with 24 points.

Herb Morgan is offering a five-dollar prize for the best title for the forthcoming Pete Smith short dealing with Clyde Beatty. Morgan is the sole julge. . . . Bill Hebert resigned to take over a coast job with Paramount.

Monogram

On the eve of Johnny Harrington's departure on a six weeks' tour of the Monogram owned exchanges, the "boys" got gether to give him a proper farewell at a local bistro. . . . Among those who were present to give the send-off were Manny Reiner, Robert Robinson of TWA, Harold Flavin, Walter Palace, Mrs. Flavin, Madeleine White, Nellie Witting, and Charles Dorsa. . . . Manny Reiner is busy building up air hours—he flew to Camden, New Jersey, to catch Frankie Darro's personal appearance.

W. Ray Johnston, Monogram prexy, returned to his desk after a week's illness.

. . . Others on the "sick list" were Hugh G. Davis, personnel manager; who is still home; Frances Biggin, the smiling gal at the switchboard. . . . Lloyd Lind, head, contract department, became the proud papa of a baby daughter, Nancy. . . . Johnny Harrington, accessories head, is glad to be missing the blizzard.

Madeleine S. White, President Johnston's vivacious secretary, celebrated Washington's birthday with a party at her home on the eve of the holiday. . . . Wife of Charles Morla, Monogram's foreign department became a citizen of the United States during the past week. She is a native of Mexico, having been born in the town of Merida. . . . Joan Lee is the new telephone operator at Monogram, having replaced Frances Sexton, resigned. Miss Lee is assistant to Frances Briggin, chief operator. . . . Father of Bill Raynor, Lou Lifton's staff was snowbound during the blizzard of last week in Mineola, Long Island. William Raynor, Sr., is manager of the Mineola.

Paramount

Bob Gillham is en route to the coast on business.

RKO-Radio

Sam Oppenheim was a $40 victim of a pickpocket.

Clancy Issacs was off to visit Pappy in Columbus, Ohio. . . . Young Terry Kilburn, "Swiss Family Robinson," on a whirlwind tour of the city copped plenty of newspaper space with his pet goat "Swiss Robbie." Terry making his initial stage appearance at Proctor's Newark, New Jersey. He also made three syndicates with his visit to Town Hall concert where he met Mrs. Sarah Delano Roosevelt and tenor Lauritz Melchior. . . . Terry made tour of the city with a visit to LaGuardia Field included. He was thrilled no end on being informed that he was being driven by the same chauffeur who did the same chore for His King and Queen.

George J. Schaefer returned after a trip to the Coast.

Notables from all walks of life distinguished the local premiere of "Abe Lincoln in Illinois" at the Radio City Music Hall February 22. Robert E. Sherwowod, who wrote the Pulitzer Prize play of this name and himself adapted the screen version, were present, as were the producers Max Gordon and Harry Goetz, and Ruth Gordon, stage star now making her screen debut as the Mary Todd to Raymond Massey's Lincoln. On the honor guest list were Postmaster General James A. Farley, Mayor Fiorello H. LaGuardia, Thomas F. Dewey, Dr. Nicholas Murray Butler, Hon. Alfred E. Smith, Rabbi Stephen S. Wise, Grover Whalen, Postmaster Albert Goldman; Lincoln Isham, great grandson of Abraham Lincoln; Col. U. S. Grant III, great-grandson of Ulysses S. Grant; Dr. Bolling Lee, great-grandson of Robert E. Lee; Elmer Rice, Maxwell Anderson, S. N. Behrman, Westbrook Pegler, Fulton Oursler, P. A. Powers, Dorothy Thompson, Paul Block. . . . Bowling team met the Associated Press keglers in the matches that were to decide the league championship.

Roach

Tom Walker, vice-president and eastern representative, returned from Hollywood after confabs with Hal Roach on current and forthcoming films.

20th Century-Fox

Truman Talley, Movietone News general manager, was received in audience by the Pope, before sailing for this country after two months abroad.

George Sussman, transferred to Buffalo as a booker, was tendered a luncheon on leaving the print department. He is a brother of Bill Sussman, division chief,

United Artists

Publicity and ad chief Lynn Farnol is back from the coast where he conferred on forthcoming product with producers releasing through UA.

Warners

An original stage play has been written and will be directed and produced by Warner Club members. Etty Phillips is scouting local talent.

Among the guests at the cocktail party tendered Hal K. Wallis and his wife. the former Louise Fazenda at the Waldorf were Paul Muni, Jules Garfield, Cobina Wright, Jr., Annie Laurie Williams, Muriel Babcock, Mort Blumenstock, Carl Lesserman, Charlie Einfeld, Ruth Blum, Sid Rechetnik, Jesse Zunser, Dick Hyland, Mirriam Hopkins, Sam Taylor, Mitch Rawson, Tom Wenning, Kyle Crichton, and plenty of others.

NEW JERSEY

Asbury Park

Frank Engelfried has been made assistant manager of Reade's Mayfair.

Bergen County

Fox, Hackensack, in co-operation with a department store, gave away 300 passes to "The Hunchback of Notre Dame." . . . Robert Boydell, Rutherford, was presented with a wrist watch on stage of Rivoli, Rutherford, for being selected the favorite Boy Scout of Tamerack Council.
—P. C.

Elizabeth

Reports that Louis Gold will reopen the Broad were premature insofar as Gold could not consummate the deal.

Fords

Dave Snaper is reported building a $100,000 theatre here.

Hoboken

John Kuehn, assistant manager, Fabian, joins the crowds in Florida around March 1. John will visit Miami and hopes to knock out of himself the last vestiges of his recent attack of la grippe.

JOE JOEL SAYS:

Among Other Things . . .

Archie Berish, absent from Warners for a short time is back again in the booking department. . . . Mrs. Behrend, wife of Mr. Behrend, Behrend's Supply House, celebrated her birthday Washington's Birthday. I could not find out her age but she suggested that I ask Harry Brandt who also was born February 22. . . Bob Finkel, formerly with Paramount and Brandt, is now selling for Atlas Films.

. . . Lou Allerhand, Metro salesman for New Jersey, accompanied by his Mrs., Moe Rose, New York City booker, and S. L. Armand, Abner's secretary, decided to be different and avoid exhibitors by staying away from Florida on their vacation. They recently returned from a grand time spent touring the southland by car. They covered the locale of "Gone With the Wind" and still had the good old spirit at heart.

I paid a visit to the Randforce Ridgewood and I can truthfully state that in all my years in the motion picture industry, I have never seen such a marvelous display as I saw in the lobby of the abovementioned theatre. It was on the feature "Destry Rides Again." The display was a complete bar-room scene. There were bottles and glasses on the bar and in the center was a five-gallon keg. All of a sudden, I heard Miss Dietrich talk and then sing and much to my surprise, it all came out of the keg. H. Davey, manager, should feel proud of his assistant. Martin Virsotsky, who designs all the displays. . . . Sol Titles' Smoke Shop gives away matches to all New Jersey cigarette buyers. . . . Booking department, Warners, was certainly up against it when all the bookers but one were laid up with colds. . . . Owner Behrend, Behrend's Motion Picture Supply, informed me he had no meetings with AA, Inc., and intends to stay in business as long as he has proper co-operation from the exhibitors' group. An important statement will soon be issued by Behrend. . . . I dropped into Merit and my old friends, Etta Segall and Jerry Wilson, seemed to be very happy. I soon found out the reason when Miss Segall said, "Look at this book and see for yourself how the business has increased in the past three weeks." Well, if good wishes mean anything, they have mine.

It is with deep regret that I must announce the death of an old friend of mine, Jack Ginsberg, Majestic, Paterson, New Jersey. He was beloved by all who knew him and will surely be missed. . . . Reports from Treo are that they have big bookings on Douglas Fairbanks' "Reaching for the Moon." They have a special trailer which receives lots of respect from all audiences. They also report that "Abraham Lincoln," with Walter Houston, booked solid through February. . . . West 44th Street is beginning to look like branches of the public library. There are a number of book concerns on the street. . . . What's the matter with my old friend, Dave Newman, who has charge of the shipping department at Warners? Every year at this time he is always in Florida.

Latest report from President Roosevelt is that if Jack Ellis can get a third term, why not I? . . . A telegram received from a well-known exhibitor to his manager was as follows: "How is business? Send me last week's receipts. I am enjoying my stay in Miami. Socially." . . . If "The Grapes of Wrath" got four stars, the feature, "Of Mice and Men," should get the moon, for the New York Mirror said "Of Mice and Men" was better than "The Grapes of Wrath."

Jersey City

Dave Kane, Orpheum, is giving passes to the 10 best letters on Jack Dempsey in connection with showing of "Birth of a Champion."

George Kelly, manager, Stanley, has been walking around with a nagging cold, finally decided to try some of that Florida sunshine as a cure.

Swingfest of bands was presented on the screen at the Ritz. . . . Vaudeville shows at the Orpheum are going over big. . . . When "Gulliver's Travels" played at Rialto, the theatre held a contest in conjunction with newspapers. . . . Auction night at Palace is popular. . . . William Goodman, assistant manager, State, and Mrs. Goodman celebrated their first wedding anniversary. . . . Anna Rubenstein, cashier, Capitol, is ill. . . . Mrs. Herman Starr, wife of the Skouras Jersey executive, suffered broken toe and followed up this misfortune by coming down with the grippe. . . . "Gone With the Wind" concluded month's engagement at Loew's Jersey City after setting numerous records. Theatre employees celebrated at a "GWTW" farewell party at which William Stillman was master of ceremonies. Among the records: Ted Mayn, theatre organist, saw film eight times; 33,160 men hours of work was recorded by staff of 110 employees; ushers staff under chief Frank Feeney, assisted by Joseph Moran and Lawrence Barr, rehearsed reserved seating operation for three weeks before film opened; 35 extra ushers were recruited from local high schools; James Cambridge supervised renumbering of 3,200 seats and was in charge of cleaning house between matinee and evening performances; projectionist William Meyers saw film from an orchestra seat; staff of 55 ushers estimated to have walked 3,080 miles in seating patrons; more than 1,000 telephone calls were received daily during peak of film's run; two cadets traveled all the way from West Point, New York, to see film; fastest time theatre was filled was 30 minutes with 3,200 persons admitted; 1,500 persons lined up before box office one morning before film's opening; new equipment was installed in projection booth and screen painted; new box offices, ticket racks, etc., were built by manager George Dumond; hundreds of blue lights installed by electricians Fred Greenberg, Al Galard and E. Elsaesser to bring out the Technicolor; Misses Robinson, Diamond, Blum and Ken Towers, ticket sellers, answered questions.

Montclair

Milton Brenner, manager, Wellmont, is back at work after spending some time with his family.

Netcong

William Van Why is now managing the Palace, succeeding H. P. Midgley, retired.

Newark

A pair of Simplex E-7's were installed in George and Louis Gold's Rivoli. . . . Seymour Kutinsky represented National Theatre Supply.

Adolph Nussbaum, president, Prudential Amusement Corporation, operator of the National, for 25 years, signed with RCA Photophone for new sound.

Harry Kridell, owner, Mayfair, and Mrs. Kridell returned last week from a three-week trip to Mexico. . . . Frank Damis, assistant zone manager for Warners Jersey theatres, left for Miami. Frank, a rabid Lesnevitch fan, will take in the Lesnevitch-Conn light-heavyweight championship scrap. . . . Spitzer Kohen, manager, Globe, is another to join the throngs in Florida.

Passaic

Passaic friends were saddened by the sudden death February 18 of Jack Ginsburg. . . . Managers of all Passaic theatres donated use of lobbies for collections fo funds for relief of Finns. . . . Joe Lefkowitz, Clifton, has abandoned "quiz nights." . . . Ted Baginski, assistant, Strand, has condolences of friends on the death of his mother. . . . Lou Palmieri, assistant, Clifton, handled Ted's work while he was out. . . . Harold Blumenthal, district manager, Fabian, is home from Florida. So is Harry Shein, manager, Strand, who was accompanied by Al Reid, Brooklyn district manager for Fabian. . . . Maury Miller, manager, Lincoln, got picture in "Inquiring Photog" column of Herald-News.

Eddie Molteni, manager, Playhouse, appears to have "cut" his weight down.

Paterson

Many friends of Jack Ginsburg, manager, Majestic, were shocked at his sudden death February 18 at Barnett Hospital where he had been taken after suffering a heart attack at his home. He was 46 years old. He served with the 312th Infantry during the World War. Just 16 years ago he became manager of the Majestic. He had been in the theatrical business the greater part of his life. While apparently in good health Ginsberg complained a short time ago of not feeling well. Surviving are his wife Jean; a son Bernard; a daughter, Rita; and his parents.

Union City

Manager Jerry Baker, RKO Capitol, is presenting vaudeville shows over week ends. Amateur contests for Hudson County singers, dancers and entertainers are being included in the Capitol's Wednesday evening stage shows.

Dan Lee, manager, Roosevelt, found the Valentine Day blizzard rather costly. Slipping on ice covered streets, Dan suffered painful injuries to his arm.

NEW YORK STATE

Albany

Walter LaPata, Star, Poultney, Vermont, has moved into the new home which he just finished building. . . . Jim Faughnan, Warner theatres contact manager, made a hurried trip to New York. . . . Eleanor Paradeis, Pamo, Buffalo, stopped off in town to call on Warner and Fabian circuit offices. . . . Jack Armm, Columbia, was snowbound in Clinton, and had to stay overnight; as did Nat Beier, United Artists home office.

Ralph Pielow was able to make that trip to Florida. . . . Harry Goldberg, National advertising manager, Warner theatres, was in town for conferences with zone manager M. A. Silver and C. A. Smakwitz and Jules Curley. . . . Harold Tyler, Chittenango, headed for Havana. . . . Peter Rosian, Universal special representative, was in town for a week's visit at Joe Engel's exchange.

Bobby, seven-year-old son of Mitch Conery, Ravena circuit operator, was hit by an automobile, in front of his school and twenty-six stitches were taken in his face. Latest reports have him doing nicely. . . . Bill Gaddoni, Metro booker, was out sick. . . . George Thornton, Saugerties, became a daddy for the second time and there was much rejoicing over the fact that it was a boy. . . . A son was also born to Mrs. Mary Bailey, formerly on Paul Krummenacker's Vitagraph staff. . . . Did we report C. N. Patten, State, Adams, as among the Florida vacationers? . . . Stanley Goldberg, Columbia booker, spends his Sunday mornings horseback riding.

Clayt Eastman, Paramount branch manager, dislocated his shoulder while skiing. . . . Chris Buckley, Bennington, Vermont exhib, left on an extended vacation trip, touring through the South with Florida the destination. . . . Alice Smith, Vitagraph telephone operator, week-ended in the north country.

George Lynch, Schine circuit executive, who had announced plans for a Florida vacation, changed his mind, and will be California-bound March 26 accompanied by Universal district manager Dave Miller. Pair will be gone a month. . . . Mike Boumasour, Plaza, Malone, had to give up his contemplated Florida trip because of illness, which caused him to lose 20 pounds. . . . C. R. "Tip" Roseberry, Knickerbocker News drama and movie critic, was ill. . . . Max Friedman, Warner theatres film buyer, no sooner returned from his two weeks stay in Lakewood, New Jersey than he headed for the frigid zone in Buffalo to book circuit's upstate houses with district manager Ralph Crabill.

Si Fabian was in town, holding a general meeting with his Capitol district forces. He was accompanied by Sid Denneau. . . . Harry Berinstein, Berinstein brothers, Colonial, Albany, and theatres in Ithica, was expected in. . . . Larry Cowen, supervisor of Fabian circuit's Grand, Leland and Harmanus-Bleecker Hall, set something of a local record with a contest running several weeks without a break—and still going strong—in the morning Times-Union. Contest is for "Confucius" sayings, with ducats to Grand as prizes.

Myer Schine was expected home from Florida with brother Louis planning to travel southward upon Myer's arrival. Other Florida news included item that Mike Kallett shipped crate of oranges to each branch manager on the row while Abe Stone, Eagle, was revealed as having joined the southern film colony.

—C.

Binghamton

Marie Lake, Strand cashier, will become Mrs. Robert Maloney May 4. . . . Harry Balin, manager, Symphony, has an ailing side. . . . Weather is fine and having a wonderful time say the cards from Florida, from Capitol usherettes Pat Stevens, Jane Winters and Marie Davis. . . . Dittrich Brothers are hard at work on campaign for "GWTW" at the Endicott State. . . . Children's Theatre Group endorsement and co-operation was secured by Buddy Kornblite on "Allegheny Uprising" and "Gulliver's Travels."

Eddie Charlier, Capitol, has his car stuck for three hours during the recent snow storm. . . An effective newspaper

campaign and plenty of one-sheet standees around town was put out by J. L. Fitzpatrick, Riviera, for "Northwest Passage." . . . Walking Mobile Cathedral was used on "The Hunchback of Notre Dame," by Jerry Burke, manager, Star.

Buffalo

Eleanor Paradeis, Pam-O-Film, has just taken over Fine Arts product, will also handle distribution of Screen Craft pictures, being handled nationally by J. B. Berkson and Bernie Mills. . . . Harry Goldsmith, former manager, Schine's Granada, received a handsome traveling bag at a testimonial dinner in honor of his promotion to division manager of the Schine enterprises. Approximately 100 attended, including men from the various exchanges, the North Main Business Men's Association, prominent political figures.

Terry Turner, generalissimo, RKO field publicity men, stopped in. Dick Kemper and Bud Gray acted as hosts. . . . It is expected Maureen O'Hara will make a swing through this territory in the near future. . . . The Nick Basils have moved back to their residence in Sheridan Drive. . . . George Mason announced "Pinocchio" opens at his Great Lakes March 2. . . . Melting snows certainly paralyzed business along Buffalo Film Center. . . . Dewey Michaels, Palace, Mercury, is confined to his home with a cold. . . . Emmie Dickman is covering Fillmore and all points east these days. His son, Emmie, Jr., star pitcher, Boston Red Sox, left with his team for the south.

Shirley Lux, darling daughter of RKO's Nina and Elmer, celebrated her 11th birthday and was thrilled by receiving a singing telegram. . . . Mr. and Mrs. George Gammel, Gammel circuit, rescued two of their men, Frank Quinlivan, New Ariel, and Bert Buchanan, Seneca, who had car trouble during the recent snow storm, marooned themselves. . . . Variety Barkerettes are inaugurating luncheons at which all are urged to attend.

Mike Wilkes, veteran film man and for the past seven years publicity and exploitation director of United Artists in Canada, died on his way from Montreal to Toronto. Services were held in Toronto and were attended by over 200 of his friends from film row. His son, Justin, survives. Mike Wilkes was a member of Variety Club of Buffalo, and the entire membership feels the loss very keenly. . . . Charles Rich, Syd Samson, Phil Fox and a few other boys are in a huddle discussion why Syd Lehman never loses at pinochles. . . . Jack Chinell, RKO salesforce, and his lovely wife, Helen, entertained at a formal cocktail and dinner party. . . . Nan Scully, daughter of John Scully, Universal branch manager, attended the recent week-end house parties at Cornell University. . . . Buffalo's Miss Seventeen, in the person of Gloria Sheehan, returned from Hollywood. . . . It is rumored RKO's traveling auditor Jack Schmitzer is trying to promote a dinner party at the Columbia's Fergussons. . . . Lee Gross is now competing with Ruth Terry for second place with Bob Murphy, Shea booker, and Chief Barker Variety Club.

George Mason, Art Boldt and Gene Murphy, Shea's Great Lakes, are experts in the handling of reserved seats after their work with "Gone With the Wind," and regard the "one night" reserved seat premiere of "Pinocchio" as a cinch. . . . Congratulations go to Basil J. Basil, Basil circuit, who was installed as a member of the Board of Governors of William McKinley, Chapter 91, Order of "Ahepa" February 17. His brother Nicholas, same circuit, past president of the Chapter, assisted at the installation. At the same time their husbands attended their installation, Mrs. Nicholas J. Basil was installed as vice-president of Daughters of Penelope, Pallas Athena, Chapter Order of "Ahepa," and Mrs. Basil J. Basil was installed Warden of the Chapter.

Ed Frank, superintendent of buildings, Shea theatres, says work on the new Shea's Niagara is progressing rapidly. . . . Felicitations go to Gertrude Dickman, Shea office staff, on her birthday. . . . Jimmie and Vince Martina, Dansville, were in. . . . Fellow Barkers of Phil Fox, Columbia branch manager, question if he will ever learn to play pinochle. . . . Spotted several of the motion picture boys and their wives at the B.A.C. Winter Carnival. Among them were Mr. and Mrs. George MacKenna, Lafayette; Mr. and Mrs. Jack Davis, Mr. and Mrs. Ralph Maw, Metro; Mr. and Mrs. Scully, Universal.

Ed Walsh, Shea's Kensington operator, was confined to his home with an attack of the flu. . . . Russell Bundrock, Shea art studio, is laid up with a fractured wrist. Herb Love is substituting. . . . George O'Brien, Shea's Buffalo operator, is still recuperating from his appendectomy. . . . Bud Gray, RKO exploitation staff, is working with Charlie Taylor, Bill Brereton, Ed Meade and Walt Leffler, Shea publicity staff, for the coming of Walt Disney's "Pinocchio," Shea's Great Lakes. . . . It is with regret that we report the sudden demise of Joseph Rau, chief electrician, Bailey. . . . Shea publicity staff screened the edition of the March of Time dealing with The Vatican for members of Bishop John A. Duffy's staff and other clergy at the Court Street. . . . Theatres of this city reported success in the Finnish Relief Fund Drive. . . . Alice McCarthy, Shea's Buffalo office, celebrated her birthday and was the recipient of many gifts and cards.

George Sussman, brother of Bill, division manager, joins 20th Century-Fox here as a booker. He was last in the home office print department.

John Scullys had a cocktail party at their home before the Athletic Club Winter Carnival. Among those attending were Mr. and Mrs. George MacKenna, Mr. and Mrs. Jack Davis and the Ralph Maws. . . . Marion Walsh still believes in Santa Claus. . . . On the day of Buffalo's big rain, with the water inches deep—someone asked UA's Syd Lehman how he got to work. Syd's wisey was that he used the breast stroke. . . . Lew Moscow, New Haven, was in town for a few days with new premiums for local exhibs. . . . John Carr's Hippodrome has just been completely reseated with the new International seating company chair furnished by Becker Theatre Equipment. . . . Hayman's Lafayette is at present rematting the entire lobby with Goodrich Rubber Company matting furnished by Becker. . . . Al Teschemacher, former Grand National office manager and booker, has joined Republic in the same capacity, succeeding William Allbach, resigned. . . . Deepest sympathy goes to Mrs. Al Becker, Becker Theatre Equipment, on the passing of her father. . . . George Biehler, Palace, Hamburg, left for a month in the Sunny South, while son Norman, left with his family to spend a month at Miami Beach. . . . John Scully flew to Boston to visit his mother, ill. . . . Syd Lehman can beat Jack Schmitzer playing ping pong, because Syd beat George Kreamer, UA auditor, who beat Schmitzer.

—M. G.

Gloversville

Schine Home Office News

Monthly meeting of the Schiners' Club was held February 19, with a general discussion of the annual Spring dance the chief topic of business. After a brief session the members enjoyed a screening of "Northwest Passage." . . . Fred Handy, formerly assistant manager, Glove, has been promoted to assistant manager, Colonia, Norwich. . . . Milton Frye, former assistant, Hippodrome, has taken over for Gus DePauw, Capitol, Newark, Gus having departed to Florida for a vacation. . . . Mrs. Sophia Hart, mother of Lou S. Hart, Hipp manager, has left Littauer hospital, where she was a patient after suffering a fall on the ice during a visit to her son here.

Harold F. Sliter made a trip to Buffalo and Schine locations in the Western part of the state. . . .Guy Selmser made a business trip to Watertown, encountering a record snowstorm. . . . Seth Field, assistant to E. Douglas Leishman in the statistical department, is enjoying a vacation in Miami, writing back that everyone has been kind to him in Florida except the horses! . . . Sidney Holland, Mohawk Valley district manager, has inaugurated out-of-town ticket sales agencies for "GWTW" showings. For the showing in Gloversville, for example, he had ticket sales on certain days at certain hours in Johnstown, Fonda, Broadalbin and Canajoharie, and reports the response was excellent.

Hornell

In Hornell's worst fire since 1934 which swept the downtown section, the Strand, adjacent to fire-swept buildings, was kept from igniting, and theatre was emptied of 500 patrons in orderly fashion. Evacuation was directed by James Macris, manager, and William Lehman, projectionist. It was the fourth time the theatre has been emptied because of fire nearby and each time Lehman has directed the exit of patrons. William Leggiero, city manager, Warner theatres, announced that the Strand was not damaged and it resumed operation as usual. First showing of "Gone With the Wind" at the Steuben was interrupted for some residents including Mayor E. G. Stewart, fire chief, and reporters who were viewing the picture. . . . Allen B. Newhall, Palace, Jamestown, manager, was in town. (How did she like the perfume?) . . . Shattuck property in Hornell, leased to Warners, has been sold to Buffalo realty corporation, and Warner lease has been abrogated. William Leggiero, city manager, Warners, advises the transaction has been completed. House had been closed for several years, as three other Warner houses are operating in the town.

Jamestown

John McAuliffe, sign artist, Palace, had as his guest, Helen Norrell, cashier, Schine's Andrews, Salamanca. . . . George Samuelson, Shea's projectionist, has completed building his new home. . . .A. J. Carney, Shea's district manager, was in for conference with Bob Horning, Shea's manager. . . . Charlie Fish, Winter Garden, had a rental, February 22. . . . Ralph Swartz, Metro, Buffalo, returned to Buffalo after working on "Gone With the

Wind" at the Winter Garden. . . . Bob Horning, Shea's, booked in a one-day road show, "Mamba's Daughters." . . . Ralph Crabill, district manager, picked the worst week of the winter to make the rounds of the territory.

Niagara Falls

The nation's honeymoon center, has asked and has been granted permission to use the advertising slogan penned by Wesley Ruggles for his Columbia picture, "Too Many Husbands," as the basis of a national civic campaign in behalf of rekindled romance. Ruggles' film advertisement reads: "Too many husbands neglect too many wives—take another honeymoon!" To this the city fathers of honeymooners' heaven are adding the words "in Niagara Falls," aiming, of course, at increased tourist trade. Opening the drive to relive their romantic days, Mayor Ernest Mirrington issued an official proclamation bidding everyone, everywhere to "rekindle the flames of romance." Said the Mayor: "I think that by encouraging this practice we are going a long way toward solving our marriage problems."

Rochester

Manager Lester Pollock, Loew's, launched plans for a "Wild West rodeo" kids show March 2, tying in with Democrat and Chronicle Birthday Club. . . . Among continous promotion for "GWTW" that won high praise for manager Lester Pollock, Loew's, was exclusive tieup with Genesee Valley Kennel Club dog show, including presentation of trophy and spotting of 25-foot banner. Caricatures of Scarlett and Rhett, drawn by Artist Edwards, were used in dailies, as well as "sidelight" stories delineated by Pollock to popular columnists.

Always gallant, Lester Pollock, Loew's, aids young lady hobbyist in distress by sending Powers Hotel bookmatch covers to Sylvia Sewards, secretary to Charles M. Moskowitz, New York office, who collects 'em. . . . Milly wants to know: where is Oscar? One night recently while assistant manager Thompson, Little, was checking up with the cashier, someone slipped the ornamental goldfish globe, including Oscar, under his coat and walked out. Cashier Mildred Lighthouse is perturbed at whether the thief is giving Oscar proper care. . . . Managers Louis Mayer, Temple, and Harold Martz, Capitol, got break in sports pages of dailies on Louis-Godoy fight. . . . Edmund Howard, assistant manager, Loew's, arrived at theatre limping after his car went over a bank during the worst storm. . . . French Alliance and University French teachers sponsored "Port of Shadows" at Little. . . . Al Lebowitz, Embassy, trekked to New York to line up stage shows in hoped- for reopening. . . . John J. O'Neill and Tom Stockton return to the Auditorium to help promote ticket sale for "Hamlet" and "Mamba's Daughters" as "GWTW" marathon ended at Loew's. Film played to over 122,000 in three weeks and held over five days. . . . John B. Tucker, Monroe, and Dave Goodman, Cameo, launched "Minute Mysteries" game, with other Schine houses slated to follow.

"Windy" Thompson, assistant manager, Little, builds boats as a hobby with eyes on another South American cruise. . . . Manager Jay Golden, Palace, got unusual plugs for March of Time Vatican sequence. . . . Leonard Campbell was reelected president of the Rochester Musicians Protective Association for her 10th term with Frederick Menzener delegate to national convention. Other officers are vice-president Herbert Zahn; treasurer, Henry Barg; secretary, Harry Waterhouse; trustees, Fred Menges, Robert Stencil.

Syracuse

R. W. (Bob) Case, manager, Lackawanna, has THE EXHIBITOR sent to his theatre and also to his home in Syracuse. Thanks a lot.

What we thought was another blizzard coming to Syracuse was only Gus Lampe returning with Florida sunshine. . . . Heavy snow cause closing of the East and Cameo. . . . Al Gilbert found out that there were more than nickels on Hawley Avenue on a recent Sunday. . . . Bill Doss wonders where Louis Boyd spent the night of the blizzard. EXHIBITOR service is still the best, Fay Woodford got the needed card. . . . Blair and LaVine are furnishing tobacco and magazines to "Jim" De Venney at the hospital. . . . Heavy snow kept Rube Canter from opening the Palace, Baldwinsville. Strand, Marcellus, was dark for the same reasons. . . . Sam Slotnick shoveled snow most of day. . . . Several undertakers are said to be interested in Jack Kerly's new car. . . . Martin Wazlohowski spent the night in a hospital from over exertion. . . . Wonder where Walter Powers, Oswego, and George (Altec) Brown got all the quarters . . . We understand Charles Huxford, Skaneateles is anxious to play "Gone With the Wind." . . . Phil Rossomando is still checking on Jack Meaney. . . . What four projectionists stand at attention at machines during working hours? (Buzz me, Fred.)

Effie Bettigole will, no doubt, hire maids in Syracuse in the future. . . . Warren Williams took a busman's holiday. . . . Edward (Rube Goldberg) Whitford is reported to have a new fly trap. . . . Lack of membership card in Local 376 caused a hospital to refuse admittance to Martin Wazlohowski the night of the storm. . . . Door check on 220 West Fayette Street will be installed by union labor, possibly from Oswego. . . . Rivoli is trying to locate the missing exhaust fan. . . . James Gallery and John Eccles held hands at the banquet, the only safe way. . . . Louis (Roosevelt) Boyd and Phil (Farley) Rossomando reported to have made up. Rest of the boys want to know if they have a chance to join. . . . We notice George Smith has both check writers working. . . . "Rubber stamp" just checked out of 220 West Fayette Street. . . . We hear Frank Daut arrived back in New York and everything is still blank. . . . Rad: who is riding who and who gets the two dollars? . . . . Bomb sent to G. A. Brown and Company turned out to be a dud. . . . We notice Mitch Fitzer's car is back. . . . Don (Altec) Cole is taking up lacrosse. . . . Bill Doss wants to enter banking with 10 percent cash discounts.

Bernard (Flash) McNulty requests Harry Burgess, Jr., to remember his helper days. . . . Edward LaBadie is reported on a diet. . . . George Doss has been improving his bowling. . . . It will soon be time for William Van Wagner and Jack Bartle to barter. . . . A. J. Seeley has joined the SMPU, according to Ken Wilcox. . . . Phil (Rubber Stamp) Rossomando wonders if "Pappy" will ever pay for the parts. . . . Jack Kerly still wonders. . . . John Eccles is back in the dog house, but could not take the Valentine in with him. . . . Fay Woodford is taking boxing lessons after watching the fight. . . . George Raaflaub and William Doss should eat more breakfasts of champions. . . . Bill Doss is rolling his own in order to buy high test gas. . . . George Murphy is having flasher trouble. . . . Ad Reed has postponed his Florida frolic. . . . John (Crack 'Em Up) Meaney now plays with toy trains. . . . All that Earl Cecile hopes is that he won't get stuck in a snow bank. . . . Melvin Denny is reported to be particular in which car he rides. . . . Frank Allen, Solvay, recently attended a chapter convention at Albany. . . . When it comes to keeping lobby and standee room attractive, prize should go to Fred Donohue, Regent.

We wonder if Fay Woodford had the Regent spotlight at the banquet. . . . Phil (trustee) Rossomando is reported to have received another installment from Hymie Menter. . . . Jack (Trader Horn) Kerly went for a jack for his new car. . . . Mr. and Mrs. Lynn Goff report the baby impriving. . . . Warren Williams believes in lower assessments. . . . Lionel Wilcox is reported to have many ideas. . . . Edward Cummings has all the boys in his corner. . . . Harry Burgess, Jr., is reported to have a set of changeovers for sale. . . . Andrew J. Seeley is reported to have the idea of mortgaging his home after hearing the report of the banquet committee.

We wonder if Lloyd Tracy really requested the magician to make Louis Boyd disappear. . . . Larry Granger is due to move. . . . Adolph DenHaese is reported to have been seen in a certain club recently. . . . Projectionists who expect to dance should expect to pay. . . . Balcony scene, as played by William Doss and Fay Woodford, will appear in Technicolor soon. . . . Manford Pickrell is reported out after more contracts. . . . Robert (Loophole) Dumas is said to be always hungry.

Effie Bettigole should stop trying to pull George Brown's desk apart. . . . Capitol, Auburn, is installing new sound. . . . We understand Manley is a real magician. . . . We still wonder if Harry Brooks, Troy, really pair for 150 newspapers sent him by Jack Meaney. . . . Calvin Bornekessel is reported to be too busy as president to do any bowling. . . . Wonder if Fred Boekhout still has that person accompanying him. . . . We will wager that John Stuczko gave a good report to Local 337 on the NYSPA meeting. . . . Jack Meaney is willing to act as publicity hound for all IATSE locals. . . . Herb Meyers made a quick visit to New York. Harry Unterfort took three days for the same trip. . . . Bill Burke helped the ushers at Eckel work on the Doss bowling team. . . . George Brown gave the Regent (Fred Donohue, manager) a tune-up for "GWTW." . . . Clarence Bailey had bought the Weltman Poster Service and will continue to serve Syracuse and vicinity. . . . Ted Durand is now assistant at Sid Grossman's Elmwood. . . . It is rumored that Harry, Sr., Harry, Jr., and Royce Burgess attended the last union meeting, due to the banquet assessment.

Yonkers

John H. Foss closed his Cameo.

Read

BETTER - - - - MANAGEMENT

An EXHIBITOR Service

NEW YORK CITY EXCHANGE LISTING

ADVANCE

630 Ninth Avenue—CIrcle 6-6765

President—Emil Rosenbaum.

Salesmen—Mike Thomas, New York and Brooklyn; Al Spector, New Jersey.

ALLIANCE

630 Ninth Avenue—CIrcle 6-6660

Vice-President—Budd Rogers.

General Manager—Arthur Greenblatt.

Salesmen—Julius Levine, Brooklyn and Long Island; Jack Farkas, New York City and Upstate; Sidney Hess, New Jersey.

Booker—Louis Solkoff.

COLUMBIA

630 Ninth Avenue—CIrcle 6-0900

District Manager—Nat J. Cohen.

New York and Brooklyn Supervisor—Saul Trauner.

New Jersey, Upstate, Long Island Supervisor—Irving Wormser.

Office Manager—Edward Helouis.

Salesmen—Jack Sokoloff, Brooklyn; Moe Fraum, New Jersey, Upstate; John Wenisch, New Jersey; Seymour Schussell, Long Island, Upstate.

Bookers—Sam Feinblum, Head Booker; William Katz, Brooklyn; Jack Safer, New Jersey; Gilbert Fillet, Upstate, Long Island; Ira Michaels, city.

HOFFBERG PRODUCTIONS, Inc.

1600 Broadway—CIrcle 6-9031-32

President—J. H. Hoffberg

Sales Manager—Oliver Unger

Salesmen—Irving Grossman, Robt. Snyder.

Booker—Walter Klee

MERIT

630 Ninth Avenue—CIrcle 6-0271

Office Manager—Etta V. Segall.

Salesmen—Jack Farkas, Jerry Wilson.

Booker—Etta V. Segall.

Asst. Service Manager—Jerry Thomas.

METRO

630 Ninth Avenue—CIrcle 6-6200

District Manager—E. K. O'Shea.

New Jersey, Long Island, Upstate Manager —Ben Abner.

New York, Brooklyn Branch Manager—Jack Bowen.

Office Manager—Harold Goldgraben.

Salesmen—Harry Miller, Brooklyn; Howard Levy, New York City; Lou Allerhand, New Jersey; H. L. Ripps, Long Island, Upstate.

Bookers—Eddie Richter, New Jersey; Moe Rose, New York City; Johnny Cuniff, Brooklyn; Al Arnswalder, New Jersey; Harry Margolis, Upstate, Long Island.

Head Booker—Robert Ellsworth.

MONOGRAM

630 Ninth Avenue—CIrcle 6-8886

Branch Manager—Joseph J. Felder.

Office Manager—Sol Kravitz.

Salesmen—Irving Landes, Upstate and New Jersey; Charles Penser, Manhattan, Bronx; Ben Schwartz, Brooklyn, Long Island.

Booker—Sol Kravitz.

NATIONAL SCREEN SERVICE

630 Ninth Avenue—CIrcle 6-5700

Salesmen—Harold Bennett, Joe Friedman, Jack Judd, L. George Ross, Henry Reiner, Louis W. Vogel, Arnold Cohen, Charles Ost, Stanley Neal, Herman L. Booth, E. Feldberg, A. J. Edman.

PARAMOUNT

331 West 44th Street—CIrcle 6-6160

New York State District Manager—Milt Kusell.

Brooklyn Branch Manager—Henry Randel.

New York Branch Manager—Myron Sattler.

New Jersey Branch Manager—Edward Bell.

Salesmen—Ted Aber, Max Mendel, Brooklyn; Irwin Lesser, Jack Tuohy, New York; Herbert Kaufman, Albert Gebhardt, New Jersey.

New York Bookers—Kitty Flynn, Nat Stern, Irving Baron, Victor Bikel.

Brooklyn Bookers—L. Bergson, Sam Lake, Ruby Greenberg.

New Jersey Bookers—Jack Perley, Seymour Berkowitz, Richard Magan.

PRODUCERS DISTRIBUTING CORP.

630 Ninth Avenue—CIrcle 6-8866

Eastern District Manager—Harry Rathner.

Salesmen—Bert Kulick, Melvin M. Hirsh, Sidney Kulick, Larry Kulick.

Booker—Larry Kulick; assistant, Dora Fried

RKO

630 Ninth Avenue—CIrcle 6-4700

Branch Manager—R. S. Wolff.

Assistant Manager—F. L. Drumm.

Sales Manager—Phil Hodes.

Salesmen—Jack Ellis, New York City; Louis Kutinsky, Ed Carroll, New Jersey; John Dacey, short subjects; Harry Zeitels, Long Island, Upstate.

Bookers—F. Laurie, New York City; Jean Slade, Brooklyn; D. Post, Long Island, Upstate; H. Silverman, New Jersey.

REPUBLIC

630 Ninth Avenue—CIrcle 6-0760

Exchange Head—Herman Gluckman.

General Sales Manager—Morris Epstein.

Office Manager—Sidney Picker.

Salesmen—Anthony Ricci, New Jersey; David Black, Brooklyn; Dave Sohmer, New York City; Robert J. Fannon, Long Island, Upstate.

Bookers—Jen Dennett, Anna Plisco, Pearl Goldstein.

SACK AMUSEMENT

723 Seventh Avenue

In charge—Lester J. Sack.

SYNDICATE

630 Ninth Avenue—CIrcle 6-8866

President—Melvin Hirsh.

Salesmen—Bert Kulick, Larry Kulick, Sidney Kulick.

Booker—Larry Kulick.

TIMES PICTURES

630 Ninth Avenue—CIrcle 6-0980

Managers—Moe Kerman, Dave Rosengarten.

Salesmen—Harry Goldstone, New York; Lenny Rosengarten, Brooklyn; Morris Cohen, Jersey.

Booker—"Dixie" Birstein.

TREO FILM EXCHANGE

630 Ninth Avenue—CIrcle 6-4724

Ben Levine.

20th CENTURY-FOX

345 West 44th Street—CIrcle 6-6700

Branch Manager—H. H. Buxbaum.

Sales Manager—J. J. Lee.

Office Manager—Moe Sanders.

Salesmen—Moe Kurtz, New Jersey; Seymour Florin, Upstate; J. St. Clair, Long Island; Willie Schutzer, Brooklyn; Abe Blumstein, New York City.

Bookers — George Blenderman, head booker; Al Mendelson, New Jersey; Lou Kuttler, New York City; Pete Fishman, Brooklyn, Long Island; Norma Bernstein, newsreels.

UNITED ARTISTS

630 Ninth Avenue—CIrcle 6-5480

District Manager—Charles Stern.

Branch Manager—Clarence Eisman.

Assistant Branch Manager—Nat Beier.

Office Manager—Eddie Mullen.

Salesmen—Sam Rifkin, New Jersey; Dave Burkan, New York City; S. Stern, Brooklyn; Larry Brown, New York State.

Bookers—Herb Richek, Ben Levine, Tony Agoglia.

UNIVERSAL

630 Ninth Avenue—CIrcle 6-4747

District Manager—A. J. Herman.

Branch Manager—David A. Levy.

Sales Manager—Max Cohen.

Assistant Manager—Nat Goldberg.

Salesmen—Ben Price, Bronx, New York City; Phil Winnick, New Jersey, Staten Island; Jules "Sonny" Liggett, Upstate, Long Island; Harry Furst, Brooklyn.

Bookers—Sam Phillips, Harold Weisenthal, New York City; Leo Simon, New Jersey; James Cummings, Brooklyn, Long Island.

WARNERS

315 West 44th Street—CIrcle 6-1000

District Manager—Edward M. Schnitzer.

Metropolitan Manager—Sam Lefkowitz.

Supervisor Brooklyn—Harry P. Decker.

Supervisor New York City—Leo Jacobi.

Supervisor New Jersey—Gus Solomon.

Supervisor Long Island and Upstate—Irving Rothenberg.

Office Manager—S. Macomber.

Short Subjects Sales Supervisor—

Salesmen— , New York and Brooklyn; I. Rothenberg, Upstate, Long Island and Brooklyn; New Jersey.

Bookers— , head booker; Max Fried, Upstate and Long Island; Dan Ponticelle, New Jersey; Peter Saglembeini, New York; Al Blumberg, Brooklyn. P. Levine, non-theatrical.

WORLD PICTURES CORPORATION

729 Seventh Avenue — MEdallion 3-2943

President—Irvin Shapiro.

Sales Manager—Archie Mayers.

Asst. Sales Manager—Ed Barison.

Booker—Ann Litman.

The Feature Check-Up

Of All Pictures Released Nationally Since August 25, 1939

COLUMBIA

(1938-1939 releases from 9001 up; 1939-1940 releases from 1001 up.)

AMAZING MR. WILLIAMS, THE—C—Melvyn Douglas, Joan Blondell, Edward S. Brophy — Top-ranking comedy—86m.—see Nov. 29 issue—(1007).
BEWARE SPOOKS!—C—Joe E. Brown, Mary Carlisle—So-so Brown—68m.—see Nov. 15 issue—(1011).
BLONDIE BRINGS UP BABY—CD—Penny Singleton, Arthur Lake, Larry Simms—Top-half of duallar, or nabe single feature—69m. — see Nov. 15 issue—(1013).
BULLETS FOR RUSTLERS—W—Charles Starrett, Lorna Gray, Bob Nolan—Very good Starrett—58m.—see Feb. 21 issue—(1204).
CAFE HOSTESS—MD — Preston Foster, Ann Dvorak, Douglas Fowley—Bottom duallar—63m.—see Dec. 13 issue—(1030)—(A).
CONVICTED WOMAN—MD—Rochelle Hudson, Lola Lane, Frieda Inescort—Just a duallar—66m.—see Feb. 7 issue—(1034).
FIVE LITTLE PEPPERS AT HOME — Edith Fellows, Dorothy Ann Seese, Clarence Kolb—Dual fare for the kids, women—69m.—see Feb. 7 issue—(1020).
FUGITIVE AT LARGE—MD—Jack Holt, Patricia Ellis—Okay for Holt fans — 66m. — see Aug. 9 issue—(1026).
GOLDEN BOY—D—Barbara Stanwyck, William Holden, Adolphe Menjou—Top bracket attraction with popular appeal—101m.—see Sept. 6 issue—(9002).
HIDDEN POWER—D—Jack Holt, Gertrude Michael, Dickie Moore—Standard Holt—60m.—see May 31 issue—(1025).
HIS GIRL FRIDAY—CD—Cary Grant, Rosalind Russell, Ralph Bellamy—Should hit high grosses—92m.—see Jan. 10 issue—(1003).
KONGA, THE WILD STALLION—W—Fred Stone, Rochelle Hudson—Just a duallar—65m.—see Sept. 20 issue—(9034).
LONE WOLF STRIKES, THE — MY—Warren William, Joan Perry, Alan Baxter—Mediocre programmer for the nabes—67m.—see Jan. 24 issue—(1019).
MIRACLE ON MAIN STREET—MD—Margot, Walter Abel—Weak duallar—78m.—see Nov. 15 issue—(1032).
MR. SMITH GOES TO WASHINGTON—CD—Jean Arthur, James Stewart, Claude Rains — Sure-fire money-maker—130m.—see Oct. 18 issue—(1101).
MUSIC IN MY HEART—MDMU—Tony Martin, Rita Hayworth, Andre Kostalanetz—Pleasing musical duallar—70m.—see Dec. 27 issue—(1018).
MY SON IS GUILTY—D—Bruce Cabot, Jacqueline Wells, Harry Carey—Lower-half nabe duallar—63m.—see Jan. 10 issue—(1033).
OUTPOST OF THE MOUNTIES—AD—Charles Starrett, Iris Meredith—Okay for the season's starter—63m.—see Nov. 1 issue—(1201).
OUTSIDE THE THREE-MILE LIMIT—Jack Holt, Harry Carey, Sig Rumann—Top-notch Holt—63m. — see Feb. 21 issue—(1027).
PIONEERS OF THE FRONTIER—W—Bill Elliott, Linda Winters, Dick Curtis—Actionful western—58m.—see Feb. 21 issue—(1212).
SCANDAL SHEET—MD—Otto Kruger, Ona Munson, Edward Norris—Pleasing newspaper meller — 67m.—see Nov. 1 issue—(1031).
STRANGER FROM TEXAS, THE—W—Charles Starrett, Lorna Grey, Sons of the Pioneers—Near the top for Starrett—54m.—see Dec. 13 issue—(1202).
TAMING OF THE WEST—W—Bill Elliott, Iris Meredith—Plenty fast Elliott opus—55m.—see Oct. 18 issue—(1211).
THOSE HIGH GREY WALLS—MD — Walter Connolly, Onslow Stevens, Iris Meredith—Strong duallar; may be featured—82m.—see Oct. 4 issue—(1015).
TWO-FISTED RANGERS — W — Charles Starrett, Iris Meredith, Bob Nolan—A good Starrett getting better—62m.—see Jan. 10 issue—(1203).
U-BOAT 29—D—Conrad Veidt, Valerie Hobson, June Duprez—Exploitable British program—79m. — see Oct. 4 issue—(English-made)—(1010).

TO BE REVIEWED OR IN PRODUCTION

BLAZING SIX SHOOTERS—Charles Starrett, Iris Meredith, Sons of the Pioneers—61m.—(1205).
BLOCK "K" RIDES TONIGHT—Bill Elliott—(1213).
BLONDIE ON A BUDGET — Penny Singleton, Arthur Lake, Larry Simms, Daisy.
DOCTOR TAKES A WIFE, THE—Loretta Young, Ray Milland, Gail Patrick.
ENGLISHMAN'S HOME, AN—Edmund Gwenn—72m.—
ESCAPE FROM THE BIG HOUSE—John Litel, Barton MacLane, Rochelle Hudson. (English-made).
I MARRIED ADVENTURE—Jungle picture produced by Osa (Mrs. Martin) Johnson—(1110).
PASSPORT TO ALCATRAZ—Jack Holt, Cecelia Callejo, Noah Beery, Jr., C. Henry Gordon.
TEXAS STAGECOACH—Charles Starrett, Iris Meredith, Dick Curtis, Sons of the Pioneers—(1206).
TOO MANY HUSBANDS—Jean Arthur, Fred MacMurray, Melvyn Douglas.

METRO

(1939-1940 releases from 1 up)

ANOTHER THIN MAN—CD—William Powell, Myrna Loy, C. Aubrey Smith—In the better grosses—102m.—see Nov. 29 issue—(13).
BABES IN ARMS—CDMU—Mickey Rooney, Judy Garland, Charles Winninger—Top-notch attraction—97m.—see Oct. 4 issue—(9).
BAD LITTLE ANGEL—D—Virginia Weidler, Gene Reynolds—Good entertainment for family trade; preachment is softened with delightful comedy—72m.—see Nov. 1 issue—(10).
BALALAIKA—DMU—Nelson Eddy, Ilona Massey, Charles Ruggles—Expensive production; exploit for best box-office returns — 102m.—see Dec. 27 issue—(17).
BLACKMAIL—MD—Edward G. Robinson, Ruth Hussey, Sell Robinson—81m.—see Sept. 20 issue—(5).
BROADWAY MELODY OF 1940—CMU—Fred Astaire, Eleanor Powell, George Murphy—Good program with plenty to sell—102m.—see Feb. 21 issue—(21).
CONGO MAISIE—MD—Ann Sothern, John Carroll, Rita Johnson—Duallar with selling angles—70m.—see Jan. 24 issue—(19).
DANCING CO-ED—Lana Turner, Richard Carlson, Artie Shaw and Orchestra—Better-than-average dual support—84m.—see Oct. 4 issue—(8).
EARL OF CHICAGO, THE—CD—Robert Montgomery, Edward Arnold, Reginald Owen—Highly exploitable program—87m.—see Jan. 10 issue—(18).
FAST AND FURIOUS—MY—Franchot Tone, Ann Sothern—Good comedy-mystery program—73m. — see Oct. 18 issue—(6).
GONE WITH THE WIND — D — Clark Gable, Vivien Leigh, Olivia de Havilland, Leslie Howard, Thomas Mitchell—Par excellence—228m.—see Dec. 27 issue—(Technicolor)—(A).
HENRY GOES ARIZONA—W—Frank Morgan, Virginia Weidler, Guy Kibbee — Pleasing western-comedy duallar—67m.—see Dec. 13 issue—(2).
I TAKE THIS WOMAN—MD—Spencer Tracy, Hedy Lamarr, Verree Teasdale—For the women; Lamarr will get the men—97m.—see Feb. 7 issue—(26).
JOE AND ETHEL TURP CALL ON THE PRESIDENT—CD—Ann Sothern, William Gargan—Pleasing nabe duallar—70m.—see Dec. 13 issue—(14).
JUDGE HARDY AND SON—CD—Lewis Stone, Mickey Rooney, Cecilia Parker—Top-ranking Hardy—90m.—see Dec. 27 issue—(16).
LAMBETH WALK—C—Lupino Lane, Sally Gray—Just a duallar-importation—66m. — see Aug. 23 issue, under Foreign—(22).
MAN FROM DAKOTA, THE—MD—Wallace Beery, John Howard, Dolores Del Rio—Okay for the duallers—74m.—see Feb. 21 issue—(24).
MARX BROS. "AT THE CIRCUS"—F—Marx Brothers, Kenny Baker, Florence Rice, Nat Pendleton—Headed for the higher grosses—87m.—see Nov. 1 issue—(8).
NICK CARTER, MASTER DETECTIVE—MD — Walter Pidgeon, Rita Johnson, Henry Hull—Fast-moving action meller; duallar—60m.—see Dec. 27 issue—(15).
NINOTCHKA—CD—Greta Garbo, Melvyn Douglas, Ina Claire—Garbo smiles; ditto for the exhibitor—110m.—see Oct. 18 issue—(7).

ADVANCE SHOTS on features listed herein for next week's Blue Section will be found on other pages of this or last week's issue of THE EXHIBITOR.

NORTHWEST PASSAGE (Book One: Rogers' Rangers)—D—Spencer Tracy, Robert Young, Walter Brennan, Ruth Hussey—Production is tops but this needs strong selling—126m.—see Feb. 21 issue—(25).
REMEMBER?—C—Robert Taylor, Greer Garson, Lew Ayres—Will have to be sold—83m.—see Nov. 15 issue—(11).
SECRET OF DR. KILDARE, THE — D — Lew Ayres, Lionel Barrymore, Helen Gilbert—Standard Kildare—82m.—see Nov. 29 issue—(12).
SHOP AROUND THE CORNER, THE—CD—Margaret Sullavan, James Stewart, Frank Morgan—Good entertainment with box-office names—100m.—see Jan. 10 issue—(20).
THUNDER AFLOAT — MD — Wallace Beery, Chester Morris, Virginia Grey—Timely fare that can be exploited for good results—95m.—see Oct. 4 issue—(4).
WOMEN, THE — D—Norma Shearer, Joan Crawford, Rosalind Russell, Paulette Goddard, Phyllis Povah, Joan Fontaine—Heeded for the higher grosses—134m.—see Sept. 6 issue—(1)—(A).
YOUNG TOM EDISON—D—Mickey Rooney, Fay Bainter, George Bancroft—A high rating film; sell to the limit for top returns—85m.—see Feb. 21 issue—(28).

TO BE REVIEWED OR IN PRODUCTION

AND ONE WAS BEAUTIFUL—Jean Muir, Laraine Day, Billie Burke.
DR. KILDARE'S GIRL—Lionel Barrymore, Lew Ayres, Laraine Day—(30).
EDISON, THE MAN—Spencer Tracy, Charlea Coburn, Gene Reynolds.
FLORIAN—Robert Young, Helen Gilbert, Charles Coburn—(29).
FORTY LITTLE MOTHERS—Eddie Cantor, Rita Johnson, Bonita Granville.
GHOST COMES HOME, THE — Frank Morgan, Billie Burke, Ann Rutherford—(27).
MORTAL STORM, THE—Margaret Sullavan, James Stewart, Robert Young.
NEW MOON—Jeanette MacDonald, Nelson Eddy, Dick Purcel—(31).
NORTHWEST PASSAGE (Book I, Rogers' Rangers)—Spencer Tracy, Robert Young, Walter Brennan, Ruth Hussey—(Technicolor)—126m.—(25).
PRIDE AND PREJUDICE—Greer Garson, Laurence Olivier, Maureen O'Sullivan.
STRANGE CARGO—Clark Gable, Joan Crawford, Ian Hunter, Peter Lorre—103m.—(23).
SUSAN AND GOD—Joan Crawford, Fredric March, Rita Hayworth.
TWENTY MULE TEAM—Wallace Beery, Leo Carrillo, Noah Beery, Jr.
TWO GIRLS ON BROADWAY — George Murphy, Lana Turner, Joan Blondell.
WATERLOO BRIDGE — Vivien Leigh, Robert Taylor, Maria Ouspenskaya.

MONOGRAM

(1938-1939 releases from 3801 up; 1939-1940 releases from 3901 up.)

CHASING TROUBLE — MD — Frankie Darro, Marjorie Reynolds, George Cleveland—Weak dual support—63m.—see Jan. 24 issue—(3917).
CRASHING THRU — AD—James Newill, Warren Hull, Jean Carmen, Milburn Stone — Saturday matinee filler—55m.—see Oct. 4 issue—(3936).
DANGER AHEAD—AD—James Newill, Dorothea Kent, Dave O'Brien—Good action Renfrew — 57m. — see Feb. 21 issue—(3939).
DANGER FLIGHT—MD—John Trent, Marjorie Reynolds, Tommie Baker—Nice action show for the family trade—61m.—see Nov. 15 issue—(3816).
EAST SIDE KIDS — D — Leon Ames, Dennis Morgan, Vince Barnett—Okay for the nabes, duallers—62m.—see Feb. 21 issue—(3924).
FATAL HOUR, THE—MY—Boris Karloff, Grant Withers, Marjorie Reynolds—Wong wows 'em—68m.—see Jan. 24 issue—(3907).
FIGHT FOR PEACE—Documentary—Story by Hendrik Willem Van Loon, narration by David Ross—Highly saleable topical picture — 63m.—see 1st May, 1938, issue, under Miscellaneous—(3831)—(A).
FIGHTING MAD—AD—Jimmy Newill, Sally Blane—The kids should like it—55m.—see Nov. 15 issue—(3937).
FOUR JUST MEN, THE—see The Secret Four.

GENTLEMAN FROM ARIZONA, THE—WMU—J. Farrell MacDonald, Joan Barclay, John King—Pleasing dual supporting fare; color should help—71m. —see Dec. 27 issue—(Cinecolor)—(3912).
HEROES IN BLUE—MD—Dick Purcell, Bernadene Hayes —Cops-and-robbers for the family—58m.—see Nov. 15 issue—(3919).
HIDDEN ENEMY—MD—Warren Hull, Kay Linaker, William von Brincken—Nabe dual fare; plug timeliness—63m.—see Feb. 21 issue—(3922).
MUTINY IN THE BIG HOUSE—MD—Charles Bickford, Barton MacLane—One of Monogram's best—83m.—see Oct. 18 issue—(3803).
OVERLAND MAIL, THE—W—Jack Randall, Claire Rochelle—Just about tops for Randall and Monogram—51m.—see Nov. 15 issue—(3857).
PIONEER DAYS—W—Jack Randall, June Wilkins, Frank Gacinelli—Not so hot—59m.—see Feb. 21 issue—(3961).
PHANTOM STRIKES, THE—MY—Wilfrid Lawson, Sonnie Hale, Louise Henry—Okay English mystery program—58m.—see Nov. 29 issue—(3923).
RAIDERS OVER ENGLAND — see Shorts Check-Up—(3830).
ROLL WAGONS ROLL—W—Tex Ritter, Nelson McDowell, Muriel Evans—Standard Ritter — 54m. — see Dec. 13 issue—(3951).
SECRET FOUR, THE (The Four Just Men)—MY—Hugh Sinclair, Griffith Jones, Francis L. Sullivan—High-rating English melodrama—79m.—see Dec. 13 issue —(English-made)—(3918).
SKY PATROL—MD—John Trent, Marjorie Reynolds—Well continues a good series—61m.—see Sept. 20 issue—(3815).
TORPEDO RAIDER—MD—John Mills, Barry Mackay, Betty Balfour—Topical British entrant—60m.—see Feb. 21 issue—(English-made).
WESTBOUND STAGE — W — Tex Ritter, Nelson MacDowell, Muriel Evans—Good Ritter — 58m.—see Jan. 10 issue—(3952).
YUKON FLIGHT—MD—James Newill, Louise Stanley, Dave O'Brien—Standard bottom duallar—57m.—see Dec. 13 issue—(3938).

TO BE REVIEWED OR IN PRODUCTION

CHEYENNE KID, THE—Jack Randall, Louise Stanley, Frank Yaconelli—(3962).
COVERED WAGON TRAILS—Jack Randall—(3963).
HUMAN MONSTER, THE—Bela Lugosi—(English-made).
MIDNIGHT LIMITED, THE — Marjorie Reynolds, John King, Pat Flaherty.
MURDER ON THE YUKON—James Newill.
PHANTOM PILOT—James Newill—(3941).
RIP VAN WINKLE—Marcia Mae Jones, Martin Spellman, Jackie Moran—(3901).
RHYTHM OF THE RIO GRANDE—Tex Ritter, Susan Dale, Warren Richmond—(3953).
SON OF THE NAVY — Martin Spellman, Jean Parker, James Dunn.
TOMBOY—Jackie Moran, Marcia Mae Jones.

PARAMOUNT

(1938-1939 releases from 3801 up; 1939-1940 releases from 3901 up)

ADVENTURE IN DIAMONDS—MD—George Brent, Isa Miranda, John Loder—Miranda's possibilities should help—76m.—see Jan. 24 issue—(3928).
ALL WOMEN HAVE SECRETS—CD—Virginia Dale, Joseph Allen, Jr., Jean Cagney—Lower-half duallar—70m.—see Dec. 13 issue—(3914)—(A).
BEAU GESTE—MD—Gary Cooper, Susan Hayward, Ray Milland, Robert Preston, Brian Donlevy—High-rating production, can be sold for the money—114m. —see July 26 issue—(3902).
CAT AND THE CANARY, THE—CMY—Bob Hope, Paulette Goddard, John Beal—Okay programmer for the kids and mystery fans—74m.—see Oct. 18 issue—(3909).
DEATH OF A CHAMPION—CMY—Lynne Overman, Robert Paige, Virginia Dale—Just a duallar—67m.—see Sept. 6 issue—(3901).
DISPUTED PASSAGE—D—Dorothy Lamour, Akim Tamiroff, John Howard—Can do big biz, if sold properly—91m.—see Oct. 4 issue—(3908).
EMERGENCY SQUAD — AD — William Henry, Louise Campbell, Richard Denning—Lower nabe duallar—57¼m.—see Dec. 27 issue—(3917).
FARMER'S DAUGHTER, THE—Martha Raye, Charles Ruggles, Richard Denning — Entertaining comedy program, sell Raye and Ruggles—62m.—see Feb. 21 issue—(3927).
GERONIMO!—MD—Preston Foster, Ralph Morgan, Andy Devine, Ellen Drew—Highly exploitable—90m.—see Nov. 29 issue—(3918).
GREAT VICTOR HERBERT, THE—DMU—Walter Connolly, Allan Jones, Mary Martin—Can be sold big—91m.—see Dec. 13 issue—(3916).
GULLIVER'S TRAVELS—Fantasy—Full-length cartoon, produced by Max Fleischer—Can be exploited for big returns—77m.—see Dec. 27 issue—(Technicolor)—(3915).
HONEYMOON IN BALI—CD—Fred MacMurray, Madeleine Carroll, Akim Tamiroff—Profit-making laugh carnival—96m.—see Sept. 20 issue—(3904).
JAMAICA INN—COD—Charles Laughton, Leslie Banks, Maureen O'Hara—Deserving of best selling facilities —99m.—see Oct. 4 issue—(English-made)—(3906)—(A).
KNIGHTS OF THE RANGE—AD—Russell Hayden, Victor Jory, Jean Parker—Western fans will thoroughly enjoy this one—70m.—see March 8 issue—(3923).
LAW OF THE PAMPAS—W — William Boyd, Russell Hayden, Sidney Toler—Top-notch western—74m.—see Nov. 1 issue—(3955).
LIGHT THAT FAILED, THE — MD—Ronald Colman, Walter Huston, Muriel Angelus—Sell Colman, Kipling names—99m.—see Dec. 27 issue—(3921).
LLANO KID, THE—MD—Tito Guizar, Gale Sondergaard —Highly saleable western—70m.—see Nov. 15 issue—(3913).
NIGHT OF NIGHTS, THE—MD—Pat O'Brien, Olympa Bradna, Roland Young—Good cast helps make this pleasing duallar — 86m. — see Dec. 13 issue—(3912).
$1,000 A TOUCHDOWN—C — Joe E. Brown, Martha Raye, Susan Hayward—Bottom-half duallar—73m. —see Oct. 4 issue—(3903).
OUR NEIGHBORS, THE CARTERS—CD—Fay Bainter, Frank Craven, Edmund Lowe—High-rating fare for small town and nabe houses—84m.—see Nov. 1 issue—(3911).
PAROLE FIXER—MD—William Henry, Virginia Dale, Robert Paige—Anemic duallar—59m.—see Feb. 7 issue—(3920).
RANGE WAR—W—William Boyd, Russell Hayden—Standard Hopalong—66m.—see Aug. 23 issue—(3954).
REMEMBER THE NIGHT—D—Barbara Stanwyck, Fred MacMurray, Beulah Bondi—Sell this for good grosses —94m.—see Jan. 10 issue—(3919).
ROAD TO SINGAPORE, THE — CMU — Bing Crosby, Dorothy Lamour, Bob Hope—Sell the names—85m. —see March 6 issue—(3926).
RULERS OF THE SEA—D—Douglas Fairbanks, Jr., Will Fyffe, Margaret Lockwood—Can be sold for the money; get behind it—97m.—see Sept. 20 issue—(3910).
SANTA FE MARSHAL—W—William Boyd, Russell Hayden, Bernadene Hayes—Standard Hopalong—68m. —see Jan. 10 issue—(3956).
SEVENTEEN — C — Jackie Cooper, Betty Field, Otto Kruger — Pleasing program—78 m. — see Nov. 1 issue—(3924).
SIDEWALKS OF LONDON—CD—Charles Laughton, Vivien Leigh, Rex Harrison—Sell the names—86m.—see Feb. 7 issue—(3922).
TELEVISION SPY—MD—William Henry, Judith Barrett, William Collier, Sr.—Exploitable lower-half duallar—59m.—see Oct. 18 issue—(3907).
WHAT A LIFE!—CD—Jackie Cooper, Betty Field—Juvenile program; can be sold—78m.—see Sept. 20 issue—(3905).
WOMEN WITHOUT NAMES—MD—Ellen Drew, Robert Paige, Judith Barrett — Above-average supporting fare—63m.—see March 6 issue—(3925).

TO BE REVIEWED OR IN PRODUCTION

BISCUIT EATER, THE—Billy Lee, Cordell Hickman, Helene Millard, Richard Lane.
BUCK BENNY RIDES AGAIN—Jack Benny, Eddie Anderson, Ellen Drew, Phil Harris, Andy Devine.
DESTINY—Basil Rathbone, John Howard, Ellen Drew, Kitty Kelly, Ralph Morgan.
DR. CYCLOPS—Albert Dekker, Janice Logan, Victor Killian, Tom Coley—(Technicolor)—(3929).
DOWN WENT McGINTY—Brian Donlevy, Akim Tamiroff, Muriel Angelus.
FRENCH WITHOUT TEARS—Ray Milland, Ellen Drew —67m.—(English-made)—(3930).
GHOST BREAKERS, THE—Bob Hope, Paulette Goddard, Paul Lukas.
GOLDEN GLOVES—Richard Denning, Jean Cagney, Robert Paige.
HIDDEN GOLD—William Boyd, Russell Hayden, Britt Wood, Ruth Rogers—(3958).
LIGHT OF WESTERN STARS—Victory Jory, Jo Ann Sayres, Russell Hayden, Noah Beery, Jr.—66m.
OPENED BY MISTAKE—Charles Ruggles, Janice Logan, Robert Paige, William Frawley—67m.
QUEEN OF THE MOB—Ralph Bellamy, William Henry, Paul Kelly, Jean Cagney.
SAFARI—Madeleine Carroll, Douglas Fairbanks, Jr., Tullio Carminati—81m.
SHOWDOWN—William Boyd, Russell Hayden, June Clayton, Britt Wood—65m.—(3957).
STAGE COACH WAR—William Boyd, Russell Hayden, Britt Wood, Julie Carter—(3959).
THOSE WERE THE DAYS — William Holden, Bonita Granville, Judith Barrett, Vaughan Glaser.
TYPHOON — Dorothy Lamour, Robert Preston, Lynne Overman—(Technicolor)—71m.
UNTAMED—Ray Milland, Patricia Morison, Akim Tamiroff—(Technicolor)—83m.
WAY OF ALL FLESH, THE—Akim Tamiroff, William Henry, Gladys George, Muriel Angelus.

RKO-RADIO

(1938-1939 releases from 901 up; 1939-1940 releases from 001 up.)

ABE LINCOLN IN ILLINOIS — D — Raymond Massey, Gene Lockhart, Mary Howard, Ruth Gordon — A great picture; to be exploited to the limit—110m. —see Jan. 24 issue—(009).
ALLEGHENY UPRISING — MD — Claire Trevor, John Wayne, George Sanders—Exploitable frontier drama —81m.—see Nov. 1 issue—(006).
BULLET CODE—W — George O'Brien, Virginia Vale, Robert Stanton—Fair O'Brien—58m.—see March 6 issue—(083).
CONSPIRACY—AD—Allan Lane, Linda Hayes—Strong dual support—59m.—see Aug. 23 issue—(085).
DAY THE BOOKIES WEPT, THE—C—Joe Penner, Betty Grable—Okay for the Penner fans—64m.—see Sept. 6 issue—(002).
ESCAPE TO PARADISE—CDMU—Bobby Breen, Kent Taylor, Marla Shelton — Mild offering for lower brackets—62m.—see Dec. 13 issue—(945).
EVERYTHING'S ON ICE—CD—Irene Dare, Edgar Kennedy, Roscoe Karns—Pleasant programmar, ballyhoo Irena Dara—67m.—see Sept. 20 issue—(946).
FIFTH AVENUE GIRL—C—Ginger Rogers, Walter Connolly, James Ellison—Sell Rogers—83m.—see Aug. 23 issue—(934).
FIGHTING GRINGO, THE—W—George O'Brien, Lupita Tovar—Satisfactory O'Brian action-western—59m.—see Sept. 6 issue—(986).
FLYING DEUCES, THE—C—Stan Laurel, Oliver Hardy, Jean Parker—Lower-bracket attraction; will satisfy confirmed Laurel and Hardy fans—69m.—see Oct. 18 issue—(010).
FULL CONFESSION—D—Victor McLaglen, Joseph Calleia—Just a programmar; top duallar in spots—73m.—see Aug. 23 issue—(005).
HUNCHBACK OF NOTRE DAME, THE — D — Charles Laughton, Sir Cedric Hardwicke, Thomas Mitchell—Immense production, worthy of elaborate exploitation—117m.—see Dec. 27 issue—(015)—(A).
ISLE OF DESTINY—MD—William Gargan, Wally Ford, June Lang—Weak dual offering—83m.—see Jan. 24 issue—(Cosmocolor)—(017).
LEGION OF THE LAWLESS—W—George O'Brien, Virginia Vale—Okay for O'Brian fans—59m.—see Nov. 29 issue—(082).
LITTLE ORVIE — MD — John Sheffield, Ernest Truex, Dorothy Tree—Pleasant for the family, dual trade —66m.—see March 6 issue—(020).
MARINES FLY HIGH, THE—AD—Richard Dix, Lucille Ball, Chester Morris—Strong dual support; small situation feature—68m.—see Feb. 7 issue—(018).
MARRIED AND IN LOVE—MD—Alan Marshall, Barbara Read, Patric Knowles—Program; duallar, chiefly for women—59m.—see Dec. 27 issue—(014).
MARSHAL OF MESA CITY, THE—W—George O'Brien, Virginia Vale—Top-notch O'Brian—62m.—see Oct. 18 issue—(081).
MEET DR. CHRISTIAN—D — Jean Hersholt, Dorothy Lovett—Good family and nabe entertainment; radio following should help at box office—70m.—see Nov. 1 issue—(005).
MEXICAN SPITFIRE—C—Lupe Velez, Leon Errol, Donald Woods—Good slapstick comedy—67m. — see Dec. 27 issue—(016).
NURSE EDITH CAVELL — D — Anne Neagle, George Sanders, Edna Mae Oliver—Very timely; can be sold for the money if properly handled—97m.—see Sept. 6 issue—(001).
PINOCCHIO — Fantasy — Feature-length cartoon, produced by Walt Disney—A natural all the way—87m.—see Feb. 21 issue—(Technicolor)—(091).
QUEEN OF DESTINY (Sixty Glorious Years) — D — Anne Neagle, Anton Walbrook, C. Aubrey Smith—Box-office importation, if exploited—95m.—see Nov. 30, 1938, issue—(Technicolor)—(English-made)—(061).
RENO—D—Richard Dix, Gail Patrick—Nice program; okay top duallar — 73m.—see Nov. 15 issue—(008).
SAINT'S DOUBLE TROUBLE, THE—MY—George Sanders, Jonathan Hale, Helene Whitney—Good Saint entry—68m.—see Jan. 24 issue—(021).
SIXTY GLORIOUS YEARS—see Queen of Destiny.
SUED FOR LIBEL—MY—Kent Taylor, Linda Hayes—Exploitable duallar—66m.—see Oct. 18 issue—(012).
SWISS FAMILY ROBINSON — MD — Thomas Mitchell, Edna Best, Freddie Bartholomew—It has the angles; get behind it—93m.—see Feb. 7 issue—(019).
THAT'S RIGHT, YOU'RE WRONG—CMU—Kay Kyser & Orchestra, Adolphe Menjou, Lucille Ball—Money musical—95m.—see Nov 29 issue—(011).
THREE SONS—D—Edward Ellis, William Gargan, Kent Taylor—Duallar—72m.—see Oct. 4 issue—(004).
TWO THOROUGHBREDS—D—Jimmy Lydon, Joan Brodel, Arthur Hohl — Very nice family duallar; a sleeper which might surprise—62m.—see Dec. 13 issue—(013).
VIGIL IN THE NIGHT — D — Carole Lombard, Brian Aherne, Doris Lloyd—One of the best, but it needs selling—96m.—see Feb. 21 issue—(007).

TO BE REVIEWED OR IN PRODUCTION

AND SO GOODBYE — Jean Parker, Richard Carlson, Charles Winninger—(031).
BILL OF DIVORCEMENT, A—Maureen O'Hara, Adolphe Menjou, Fay Bainter, Dame May Whitty—(028).
COURAGEOUS DR. CHRISTIAN, THE—Jean Hersholt, Dorothy Lovett, Robert Baldwin—(030).
CURTAIN CALL — Barbara Read, John Archer, Alan Mowbray—(027).
HEART OF DARKNESS—Orson Welles, Edgar Barrier, Everett Sloan, Ray Collins.
IRENE — Anna Neagle, Alan Marshall, Ray Milland, Billie Burke—(024).
MILLIONAIRE PLAYBOY—Joe Penner, Linda Hayes, Dick Lane, Frank Faylen—(022).
MY FAVORITE WIFE—Irene Dunne, Cary Grant, Randolph Scott, Gail Patrick—(025).
PASSPORT TO LIFE—Cary Grant.
PRIMROSE PATH, THE—Ginger Rogers, Joel McCrea, Marjorie Rambeau—(023).
TOM BROWN'S SCHOOLDAYS—(No cast available)—(029).
YOU CAN'T FOOL YOUR WIFE—James Ellison, Lucille Ball, Emma Dunn.

REPUBLIC

(1938-1939 releases from 801 up; 1939-1940 releases from 901 up.)

ARIZONA KID, THE—W—Roy Rogers, George Hayes, Sally March—Okay Rogers western—61m.—see Oct. 18 issue—(951).

CALLING ALL MARINES—MD—Donald Barry, Helen Mack—Just a dualler—66m.—see Sept. 20 issue—(912).

COVERED TRAILER, THE, THE HIGGINS FAMILY IN—CD—James, Lucile, Russell Gleason, Tommy Ryan—Entertaining Higgins entry—66m.—see Nov. 29 issue—(915).

COWBOYS FROM TEXAS—W—Robert Livingston, Raymond Hatton, Duncan Renaldo, Carole Landis—How are the great fallen!—57m.—see Dec. 13 issue—(962).

DAYS OF JESSE JAMES — W — Roy Rogers, George Hayes, Donald Barry—Rogers' best—63m.—see Dec. 27 issue—(953).

FLIGHT AT MIDNIGHT—MD—Phil Regan, Jean Parker—Good top dualler—66m. — see Sept. 6 issue—(911).

HEROES OF THE SADDLE—W — Robert Livingston, Raymond Hatton, Duncan Renaldo, Patsy Lee Parsons—Sub-par Mesquiteers—56m.—see Jan. 24 issue—(963).

JEEPERS CREEPERS—C—Weaver Brothers & Elviry, Roy Rogers, Maris Wrixton—Strictly for the provinces—69m.—see Nov. 15 issue—(914).

KANSAS TERRORS, THE—W—Robert Livingston, Raymond Hatton, Duncan Renaldo—Okay western—57m.—see Nov. 1 issue—(961).

MAIN STREET LAWYER — D — Edward Ellis, Anita Louise, Robert Baldwin—Pleasing family program—72m.—see Nov. 15 issue—(905).

MONEY TO BURN, THE HIGGINS FAMILY IN—C—James, Lucile, Russel Gleason, Harry Davenport—Pleasing nabe dualler—69m.—see Jan. 10 issue—(917).

ROVIN' TUMBLEWEEDS—W—Gene Autry, Smiley Burnette, Mary Carlisle—Weak Autry—64m.—see Nov. 29 issue—(848).

SABOTAGE — MD — Arleen Whelan, Gordon Oliver, Charles Grapewin—Lower-half dualler; plug timeliness—69m.—see Oct. 18 issue—(913).

SAGA OF DEATH VALLEY—W—Roy Rogers, George Hayes, Doris Day—One of Rogers' best—58m.—see Nov. 29 issue—(952).

SOUTH OF THE BORDER — W—Gene Autry, Smiley Burnette, June Storey—Auspicious entry for the new series—71m.—see Dec. 13 issue—(941).

THOU SHALT NOT KILL—D—Charles Bickford, Owen Davis, Jr., Doris Day—Dualler—68m.—see Dec. 27 issue—(916).

VILLAGE BARN DANCE — MDU — Richard Cromwell, Doris Day, George Barbier—Darned good musical for the sticks and slicks; sell radio draw—74m.—see Feb. 7 issue—(919).

WALL STREET COWBOY — W — Roy Rogers, George Hayes—So-so Rogers—66m.—see Sept. 20 issue—(857).

WOLF OF NEW YORK—MD—Edmund Lowe, Rose Hobart, James Stephenson—Good program; top dualler—68m.—see Feb. 7 issue—(918).

TO BE REVIEWED OR IN PRODUCTION

DARK COMMAND, THE—John Wayne, Claire Trevor, Walter Pidgeon, Roy Rogers.

FORGOTTEN GIRLS—Louise Platt, Donald Woods, Robert Armstrong.

GHOST VALLEY RAIDERS—Donald Barry, Lona Andre.

MAN FROM RIO—Roy Rogers, George Hayes—(954).

PIONEERS OF THE WEST—Bob Livingston, Raymond Hatton, Duncan Renaldo, Beatrice Roberts—(964).

RANCHO GRANDE—Gene Autry, Smiley Burnette, June Storey—(942).

20th CENTURY-FOX

(1939-1940 releases from 001 up.)

ADVENTURES OF SHERLOCK HOLMES, THE—MY—Basil Rathbone, Ida Lupino, Nigel Bruce—High-rating mystery programmer—82m.—see Sept. 6 issue—(005).

BARRICADE—MD—Alice Faye, Warner Baxter—Just a programmer—71m.—see Nov. 29 issue—(026).

BLUE BIRD, THE—Fantasy—Shirley Temple, Spring Byington, Nigel Bruce—Must be sold in the "different" manner—83m.—see Feb. 7 issue—(Technicolor)—(025).

CHARLIE CHAN AT TREASURE ISLAND—MY—Sidney Toler, Cesar Romero—Standout Chan—74m.—see Aug. 23 issue—(006).

CHARLIE CHAN IN CITY IN DARKNESS—MD—Sidney Toler, Lynn Bari, Harold Huber—Run-of-the-mill Chan dualler—74m.—see Nov. 1 issue—(021).

CHARLIE CHAN IN PANAMA—MD—Sidney Toler, Jean Rogers, Lionel Atwill—High-rating Chan—67m.—see Jan. 24 issue—(035).

CISCO KID AND THE LADY, THE—W—Cesar Romero, Cris-Pin Martin, Virginia Fields—Pleasing outdoor drama—73m.—see Nov. 13 issue—(012).

CITY OF CHANCE, THE — MD—Lynn Bari, Donald Woods, C. Aubrey Smith—Pleasing dualler—57m.—see Jan. 10 issue—(027).

DAY-TIME WIFE—C—Tyrone Power, Linda Darnell—Sell the names—72m.—see Nov. 29 issue—(020).

DRUMS ALONG THE MOHAWK—MD—Claudette Colbert, Edna May Oliver, Henry Fonda—High rating—103m.—see Nov. 1 issue—(Technicolor)—(015).

ESCAPE, THE—D—Kane Richmond, Amanda Duff, Edward Norris—Well-knit, tear-jerking dualler—58m.—see Sept. 6 issue—(010).

EVERYTHING HAPPENS AT NIGHT—CD—Sonja Henie, Ray Milland, Robert Cummings—Can be sold—77m.—see Dec. 27 issue—(029).

FIRST WORLD WAR, THE—Compilation — Edited by Laurence Stallings, narration by Pedro de Cordoba—Depends on selling—78m.—see Oct. 18 issue—(re-issue)—(062)—(A).

FREE, BLONDE AND 21—D—Lynn Bari, Mary Beth Hughes, Joan Davis—Okay for the lower brackets—75m.—see Feb. 21 issue—(037).

GRAPES OF WRATH, THE—D — Henry Fonda, Jane Darwell, John Carradine — Superb photoplay, but has to be sold—128m.—see Feb. 7 issue—(040)—(A).

HE MARRIED HIS WIFE — CD—Joel McCrea, Nancy Kelly, Mary Boland—Fair program; plug the cast—83m.—see Jan. 10 issue—(023).

HEAVEN WITH A BARBED-WIRE FENCE—D—Jean Rogers, Raymond Walburn—Just a filler—62m.—see Oct. 18 issue—(019).

HERE I AM, A STRANGER—MD—Richard Greene, Richard Dix, Brenda Joyce — Strong program — 83m.—see Oct. 4 issue—(009).

HIGH SCHOOL—CD—Jane Withers, Joe Brown, Jr., Lloyd Corrigan—Swell for the 'teen-agers—74m.—see Dec. 13 issue—(028).

HOLLYWOOD CAVALCADE — D—Don Ameche, Alice Faye, J. Edward Bromberg — Highly exploitable everywhere—96m.—see Oct. 18 issue — (Technicolor)—(007).

HONEYMOON'S OVER, THE—CD—Stuart Erwin, Marjorie Weaver—Okay dual program — 70m. — see Nov. 15 issue—(024).

INSPECTOR HORNLEIGH ON HOLIDAY—CMY—Gordon Harker, Alastair Sim, Linden Travers—Pleasant English murder mystery—74m.—see Dec. 13 issue—(English-made)—(022).

LITTLE OLD NEW YORK—MD—Alice Faye, Fred MacMurray, Richard Greene—Title and names in cast will help sell this; push it—100m.—see Feb. 7 issue—(031).

MAN WHO WOULDN'T TALK, THE—MD—Lloyd Nolan, Jean Rogers, Richard Clarke—Well-made dramatic dualler—72m.—see Dec. 27 issue—(030).

PACK UP YOUR TROUBLES—C—Ritz Brothers, Jane Withers—Good comedy offering, with timely angle—75m.—see Sept. 20 issue—(014).

RAINS CAME, THE—D—George Brent, Tyrone Power, Myrna Loy—Money in the bank—103m.—see Sept. 20 issue—(011).

ROAD TO GLORY, THE—MD—Fredric March, Lionel Barrymore, Warner Baxter, June Lang—Big production throughout—101m.—(re-issue)—(061).

SHIPYARD SALLY—CMU—Gracie Fields, Sydney Howard—Just a nabe dualler—79m.—see Oct. 18 issue—(English-made)—(018).

STOP, LOOK AND LOVE—C—Jean Rogers, William Frawley—Pleasant dual entertainment—57m.—see Sept. 6 issue—(008).

SWANEE RIVER—DMU—Don Ameche, Al Jolson, Andrea Leeds—Should do well, if sold properly—86m.—see Jan. 10 issue—(Technicolor)—(017).

TOO BUSY TO WORK, THE JONES FAMILY IN—CD—Jed Prouty, Spring Byington, Ken Howell—Jonses get more life—63m.—see Oct. 18 issue—(016).

20,000 MEN A YEAR—MD—Randolph Scott, Margaret Lindsay, Preston Foster—Exploitable air dualler—

YOUNG AS YOU FEEL, THE JONES FAMILY IN—CD—Jed Prouty, Spring Byington, Russell Gleason—Weaker Jones family effort—59m. — see Jan. 24 issue—(032).

TO BE REVIEWED OR IN PRODUCTION

CHARLIE CHAN'S ORIENTAL CRUISE—Sidney Toler, Marjorie Weaver, Robert Lowery.

DANCE WITH THE DEVIL—Tyrone Power, Dorothy Lamour, Edward Arnold, Lloyd Nolan, Lionel Atwill, Charles Grapewin—(042).

EARTHBOUND — Warner Baxter, Andrea Leeds, Lynn Bari—(034).

GIRL MUST LIVE, A—Margaret Lockwood, Lilli Palmer, Renee Houston—(English-made).

I WAS AN ADVENTURESS — Vera Zorina, Richard Greene, Peter Lorre, Eric von Stroheim—(038).

LILLIAN RUSSELL — Alice Faye, Don Ameche, Henry Fonda, Edward Arnold.

MODERN 39ERS, THE JONES FAMILY IN—Jed Prouty, Spring Byington, Henry Armetta.

ON THEIR OWN, THE JONES FAMILY IN—Jed Prouty, Spring Byington, Henry Armetta.

SAILOR'S LADY—Jon Hall, Nancy Kelly, Joan Davis.

SHOOTING HIGH—Jane Withers, Gene Autry, Marjorie Weaver—(041).

SO THIS IS LONDON—Robertson Hare, Alfred Drayton, George Sanders, Berton Churchill—(English-made).

STAR DUST — Linda Darnell, John Payne, Roland Young.

THEY CAME BY NIGHT—Will Fyffe, Anthony Hulme, Phyllis Calvert, Wally Patch—(English-made)—73m.—(033).

VIVA CISCO KID—Cesar Romero, Jean Rogers, Cris-Pin Martin—(039).

UNITED ARTISTS

(Arranged by producers)

SAMUEL GOLDWYN

RAFFLES—CD—David Niven, Olivia de Havilland, Dame May Whitty—Light meller—71m.—see Dec. 27 issue.

REAL GLORY, THE—AD—Gary Cooper, Andrea Leeds, David Niven—High-rating action program—96m.—see Sept. 20 issue.

ALEXANDER KORDA PRODUCTIONS

LION HAS WINGS, THE—Documentary—Merle Oberon, Ralph Richardson, June Duprez—Propaganda piece; will need selling—73m.—see Jan. 24 issue.

OVER THE MOON—CD—Merle Oberon, Rex Harrison, Ursula Jeans—Very good British program; sell Oberon—78m.—see Feb. 7 issue—(British-made)—(Technicolor).

HAL ROACH STUDIOS

CHUMP AT OXFORD, A — C — Stan Laurel, Oliver Hardy, Forrester Harvey—Just dual support—63m.—see Feb. 21 issue.

HOUSEKEEPER'S DAUGHTER, THE—C—Joan Bennett, John Hubbard, Adolphe Menjou—Top-bracket comedy—80m.—see Sept. 20 issue.

OF MICE AND MEN—D—Burgess Meredith, Betty Field, Lon Chaney, Jr.—May be a big surprise, if properly sold—106m.—see Jan. 10 issue—(A).

SELZNICK INTERNATIONAL PICTURES

INTERMEZZO, A LOVE STORY—D—Leslie Howard, Ingrid Bergman, Edna Best — High-rating dramatic piece for class audiences—70m.—see Oct. 4 issue.

WALTER WANGER PICTURES

ETERNALLY YOURS—CD—Loretta Young, David Niven, Hugh Herbert—High-ranking comedy—91m. — see Oct. 18 issue.

SLIGHTLY HONORABLE—MD — Pat O'Brien, Edward Arnold, Jean Terry, Broderick Crawford—Not too strong murder yarn; play up cast—85m.—see Jan. 24 issue.

TO BE REVIEWED OR IN PRODUCTION

CRACKPOTS—Stan Laurel, Oliver Hardy, James Finlayson—(Roach).

HOUSE ACROSS THE BAY—Joan Bennett, George Raft, Walter Pidgeon, Lloyd Nolan—(Wanger).

MY SON, MY SON!—Madeleine Carroll, Brian Aherne, Louis Hayward, Henry Hull—(Small).

1,000,000 B. C.—John Hubbard, Victor Mature, Carol Landis, Lon Chaney, Jr.—(Roach).

OUR TOWN—Frank Craven, Thomas Mitchell, William Holden, Martha Scott—(Lesser).

PRODUCTION No. 6—Charles Chaplin, Paulette Goddard, Reginald Gardner—(Chaplin).

REBECCA—Laurence Olivier, Joan Fontaine, Judith Anderson, George Sanders—(Selznick).

THIEF OF BAGDAD, THE—Sabu, Conrad Veidt, Jean Duprez—(technicolor)—(English-made)—(Korda).

WESTERNER, THE—Gary Cooper, Walter Brennan, Fred Stone, Doris Davenport—(Goldwyn).

UNIVERSAL

(1938-1939 releases from 3001 up; 1939-1940 releases from 4001 up.)

ALL QUIET ON THE WESTERN FRONT — D — Louis Wolheim, Lew Ayres, John Wray—To be seen—93m.—see Oct. 4 issue—("Uncensored Version")—(4078).

BIG GUY, THE—MD—Victor McLaglen, Jackie Cooper, Edward Brophy—Top dualler, okay for McLaglen following—78m.—see Dec. 13 issue—(4016).

CALL A MESSENGER—CD—Billy Halop, Huntz Hall, Robert Armstrong, Mary Carlisle—Nabe dual filler 65m.—see Oct. 4 issue—(4020).

CHARLIE McCARTHY, DETECTIVE—CMD—Edgar Bergen, Charlie McCarthy, Robert Cummings, Constance Moore—Okay for the Bergen-McCarthy fans—77m.—see Dec. 27 issue—(4011).

CHIP OF THE FLYING U—W—Johnny Mack Brown, Bob Baker, Doris Weston—Up to the series' high standard—55m.—see Nov. 15 issue—(4060).

DANGER ON WHEELS—AD—Richard Arlen, Andy Devine, Peggy Moran — Okay Arlen-Devine entry—61m.—see Jan. 24 issue—(4055).

DESPERATE TRAILS—W—Johnny Mack Brown, Bob Baker, Fuzzy Knight, Frances Robinson — Good opener for the series—58m.—see Sept. 6 issue—(4058).

DESTRY RIDES AGAIN—W—James Stewart, Marlene Dietrich, Charles Winninger, Mischa Auer, Brian Donlevy—High-rating, highly exploitable—94m.—see Dec. 13 issue—(4002).

DOUBLE ALIBI—MD—Wayne Morris, Margaret Lindsay, William Gargan—Just a dualler—60m.—see March 6 issue—(4034).

FRAMED—AD—Frank Albertson, Frances Robinson, Sidney Blackmer—Adequate bottom-dualler—60m.—see Jan. 10 issue—(4032).

GREEN HELL—D—Douglas Fairbanks, Jr., Joan Bennett, John Howard—Highly exploitable program—87m.—see Jan. 10 issue—(4041)—(A).

HAWAIIAN NIGHTS—MU—Johnny Downs, Constance Moore—Pleasing musical programmer—65m.—see Aug. 23 issue—(4024).

HERO FOR A DAY—D—Anita Louise, Dick Foran—Just a dualler—66m.—see Sept. 20 issue—(4036).
HONEYMOON DEFERRED—MY—Edmund Lowe, Margaret Lindsay, Elisabeth Risdon—Okay mystery dualler—59m.—see Feb. 21 issue—(4038).
INVISIBLE MAN RETURNS, THE—MD—Sir Cedric Hardwicke, Vincent Price, Nan Grey—Can be sold—81m.—see Jan. 10 issue—(4009).
LAUGH IT OFF—C—Constance Moore, Johnny Downs, Marjorie Rambeau—Pleasing dualler—63m.—see Nov. 15 issue—(4026).
LEGION OF LOST FLIERS—AD—Richard Arlen, Andy Devine, Anne Nagel—Okay action yarn for duals—63m.—see Oct. 4 issue—(4003).
LITTLE ACCIDENT—C—"Baby Sandy," Richard Carlson, Joy Hodges—Family program, lower-half dualler—65m.—see Nov. 1 issue—(4019).
MAN FROM MONTREAL—AD—Richard Arlen, Andy Devine, Anne Gwynne—Nabe dualler—60m.—see Nov. 15 issue—(4054).
MIKADO, THE—Operetta—Kenny Baker, D'Oyly Carte Players—Top-notch production; deserves the best of selling—91m.—see Mar. 22 issue—(Technicolor)—(English-made)—(4044).
MISSING EVIDENCE—MY—Preston Foster, Irene Hervey, Inez Courtney—Nabe dual support—64m.—see Oct. 18 issue—(4028).
MUTINY ON THE BLACKHAWK—MD—Richard Arlen, Andy Devine, Constance Moore—Dualler—66m.—see June 28 issue—(4061).
MY LITTLE CHICKADEE—C—Mae West, W. C. Fields, Joseph Calleia, Dick Foran—Sell the names—84m.—see Feb. 21 issue.
OH, JOHNNY, HOW YOU CAN LOVE—MDMU—Tom Brown, Peggy Moran, Juanita Quigley—Pleasing musical dualler—63m.—see Jan. 24 issue—(4021).
OKLAHOMA FRONTIER—W—Johnny Mack Brown, Bob Baker, Fuzzy Knight—Good—60m.—see Oct. 18 issue—(4059).
ONE HOUR TO LIVE—MY—Charles Bickford, Doris Nolan—Strong dualler—59m.—see Sept. 20 issue—(4030).
RIDERS OF PASCO BASIN—W—Johnny Mack Brown, Bob Baker, Fuzzy Knight, Frances Robinson—High-rating member of the series—56½m.—see Dec. 27 issue—(4062).
RIO—MD—Basil Rathbone, Sigrid Gurie, Victor McLaglen, Leo Carrillo—Below par; will have to be sold—77m.—see Oct. 4 issue—(4014).
ROAD BACK, THE—MD—John Emery, Spring Byington, Andy Devine, John King—Topical version has selling angle—79m.—see Nov. 15 issue—("Outspoken Version")—(4074)—(A).
TOWER OF LONDON—MD—Basil Rathbone, Boris Karloff, Barbara O'Neill—Exploitable for best returns—92m.—see Nov. 29 issue—(4012).
TROPIC FURY—AD—Richard Arlen, Andy Devine, Beverly Roberts—Strong dualler—62½m.—see Aug. 23 issue—(4052).
TWO BRIGHT BOYS—MD—Jackie Cooper, Freddie Bartholomew, Dorothy Peterson—Pleasing program; top dualler—70¼m.—see Sept. 20 issue—(4017).
UNDER-PUP, THE—CD—Robert Cummings, Gloria Jean, C. Aubrey Smith, Billy Gilbert, Beulah Bondi, Nan Grey—Looks like money on a long pull; good production for a new name—88m.—see Sept. 6 issue—(4010).
WEST OF CARSON CITY—W—Johnny Mack Brown, Bob Baker, Fuzzy Knight—High-rating western—55m.—see Nov. 29 issue—(4061).
WITNESS VANISHES, THE—MY—Edmund Lowe, Wendy Barrie—Okay mystery dualler—66m.—see Oct. 4 issue—(4027).

TO BE REVIEWED OR IN PRODUCTION

ALIAS THE DEACON—Bob Burns, Mischa Auer, Peggy Moran, Dennis O'Keefe.
BLACK FRIDAY—Boris Karloff, Bela Lugosi, Anne Nagel.
ENEMY AGENT—Richard Cromwell, Helen Vinson, Robert Armstrong.
HOUSE OF SEVEN GABLES—Vincent Price, Margaret Lindsay, George Sanders.
IF I HAD MY WAY—Bing Crosby, Gloria Jean.
IT'S A DATE—Deanna Durbin, Kay Francis, Cissie Loftus, Eugene Pallette, Henry Owens' Orchestra.
MA! HE'S MAKING EYES AT ME—Tom Brown, Constance Moore, Ann Nagel.
SANDY IS A LADY—Sandra (Baby Sandy) Henville, Mischa Auer, Billy Lenhart.
ZANZIBAR—Lola Lane, James Craig, Eduardo Cianelli, Tom Fadden.

WARNERS-FIRST NATIONAL

(1938-1939 releases from 301 up;
1939-1940 releases from 401 up)

(FN)—First National; (W)—Warners
(V)—Vitagraph, not on either split

BRITISH INTELLIGENCE—MD—Boris Karloff, Margaret Lindsay, Bruce Lester—Average programmer, dualler—62m.—see Jan. 10 issue—(W)—(416).
BROTHER RAT AND A BABY—C—Eddie Albert, Wayne Morris, Priscilla Lane—Pleasing comedy program—87m.—see Jan. 10 issue—(W)—(406).
CALLING PHILO VANCE—MD—James Stephenson, Margot Stevenson, Henry O'Neill—Better than average dual fare—62m.—see Jan. 10 issue—(W)—(420).
CASTLE ON THE HUDSON—D—John Garfield, Ann Sheridan, Pat O'Brien—Can do okay business—77m.—see Feb. 7 issue—(FN).
CHILD IS BORN, A—Jeffrey Lynn, Gladys George, Geraldine Fitzgerald, Gale Page—Well made; it deserves handling of a special nature—79m.—see Aug. 9 issue—(W)—(416)—(A).
"DEAD END" KIDS ON DRESS PARADE, THE—MD—Dead End Kids, John Litel, Frankie Thomas—Okay dual program—62m.—see Nov. 15 issue—(W)—(413).
DR. EHRLICH'S MAGIC BULLET—D—Edward G. Robinson, Ruth Gordon, Otto Kruger—Great biographical drama; to be exploited for high returns—103½m.—see Feb. 7 issue—(FN).
DUST BE MY DESTINY—MD—John Garfield, Priscilla Lane—Top-bracket attraction—85m.—see Aug. 23 issue—(FN)—(461).
ESPIONAGE AGENT—MD—Joel McCrea, Brenda Marshall, Jeffrey Lynn, George Bancroft—High-rating exploitable programmer—83m.—see Oct. 4 issue—(FN)—(402).
FIGHTING 69th, THE—D—James Cagney, Pat O'Brien, George Brent—A blue-chip special—90m.—see Jan. 24 issue—(FN)—(461).
FOUR WIVES—CD—Claude Rains, May Robson, Jeffrey Lynn, the Lane Sisters—Good domestic fare; should sell big to screen Lane fans—95m.—see Dec. 13 issue—(FN)—(463).
GAMBLING ON THE HIGH SEAS—MD—Wayne Morris, Jane Wyman, Gilbert Roland—Okay for the action, dual fans—58m.—see March 6 issue.
GRANNY GET YOUR GUN—CD—May Robson, Harry Davenport, Hardie Albright—Nice dualler—56m.—see Jan. 10 issue—(W)—(421).
INVISIBLE STRIPES—D—George Raft, Jane Bryan, William Holden—Sell names in cast for good grosses—82m.—see Dec. 27 issue—(W)—(408).
JUAREZ AND MAXIMILIAN—see The Mad Empress.
KID NIGHTINGALE—C—John Payne, Jane Wyman, Walter Catlett—Okay for dual support—57m.—see Oct. 4 issue—(W)—(411).
KING OF THE LUMBERJACKS—MD—John Payne, Gloria Dickson, Stanley Fields—Okay program meller—61m.—see March 6 issue.
MAD EMPRESS, THE (Juarez and Maximilian)—D—Mede Novara, Conrad Nagel, Lionel Atwill—Dualler—72m.—see May 3 issue, under Miscellaneous, and Nov. 5 issue—(V)—(481).
MURDER IN THE AIR—MD—Ronald Reagan, Lya Lys, Eddie Foy, Jr.—Duals and nabes—58m.—see March 6 issue.
NANCY DREW AND THE HIDDEN STAIRCASE—MY—Bonita Granville, John Litel—Another good entrant in the Drew series—60m.—see Aug. 23 issue—(W)—(419).
NO PLACE TO GO—MD—Dennie Morgan, Gloria Dickson, Fred Stone—Just another dualler—57m.—see Sept. 6 issue—(FN)—(469).
OLD MAID, THE—MD—Bette Davis, George Brent, Miriam Hopkins—Another acting triumph for Bette Davis; must be sold—95m.—see Aug. 9 issue—(FN)—(452)—(A).
ON YOUR TOES—CMU—Vera Zorina, Eddie Albert, Alan Hale—Good entertainment—94m.—see Oct. 18 issue—(FN)—(463).
PRIDE OF THE BLUE GRASS—MD—Edith Fellows, James McCallion—Good entertainment for the family trade—65m.—see Oct. 4 issue—(W)—(418).
PRIVATE DETECTIVE—MY—Jane Wyman, Dick Foran—Okay for dual support—55m.—see Nov. 29 issue—(471).
PRIVATE LIVES OF ELIZABETH AND ESSEX, THE—CUD—Bette Davis, Errol Flynn, Olivia de Havilland—Celluloid masterpiece; get behind it—106m.—see Oct. 4 issue—(Technicolor)—(W)—(402).
RETURN OF DOCTOR X, THE—MD—Wayne Morris, Humphrey Bogart, Rosemary Lane—Enjoyable action-packed melodrama—62m.—see Nov. 29 issue—(FN)—(464).
ROARING TWENTIES, THE—MD—James Cagney, Priscilla Lane, Humphrey Bogart—Top-notch meller, needed for big returns—106m.—see Nov. 1 issue—(W)—(403).
SMASHING THE MONEY RING—MD—Ronald Reagan, Margot Stevenson—Good action dualler—57m.—see Nov. 1 issue—(FN)—(470).
TORCHY PLAYS WITH DYNAMITE—MD—Jane Wyman, Allen Jenkins—Neat, swift Torchy yarn—59m.—see Aug. 9 issue—(W)—(326).
WE ARE NOT ALONE—D—Paul Muni, Jane Bryan, Flora Robson—Excellent drama for discriminating audiences—112m.—see Nov. 15 issue—(FN)—(458).

TO BE REVIEWED OR IN PRODUCTION

ALL THIS AND HEAVEN, TOO—Bette Davis, Charles Boyer, Jeffrey Lynn.
ANGEL FROM TEXAS, AN—Eddie Albert, Wayne Morris, Rosemary Lane.
BAD BOY—John Garfield, Brenda Marshall, Donald Crisp.
FUGITIVE FROM JUSTICE—Morgan Conway, Roger Pryor, Sheila Bromley.
IT ALL CAME TRUE—Ann Sheridan, Jeffrey Lynn.
SATURDAY'S CHILDREN—Ann Shirley, Claude Rains, Frank McHugh, Lee Patrick.
SEA HAWK, THE—Errol Flynn, Brenda Marshall, Claude Rains.
TEAR GAS SQUAD—Dennis Morgan, John Payne, Gloria Dickson.
THREE CHEERS FOR THE IRISH—Priscilla Lane, Rosemary Lane, Thomas Mitchell—(FN).
'TIL WE MEET AGAIN—Merle Oberon, George Brent, Pat O'Brien, Binnie Barnes.
TORRID ZONE—James Cagney, Pat O'Brien, Ann Sheridan.
VIRGINIA CITY—Errol Flynn, Miriam Hopkins, Randolph Scott, Humphrey Bogart—(W).

MISCELLANEOUS

Listed here are only those independently produced pictures, not handled by companies of nation-wide scope. Addresses of producers or distributors will be furnished on request.

ADVENTURES OF THE MASKED PHANTOM, THE—W—Monte Rawlins, Larry Mason, Betty Burgess—Low-grade western—60m.—see Dec. 27 issue—(Equity).
BAD BOY—D—Johnny Downs, Rosalind Keith, Helen MacKellar—Very weak indie, sell Downs—65m.—see Dec. 27 issue—(Atlas)—(A).
BEASTS OF BERLIN—see Goose Step.
BEYOND BENGAL—Travel—Produced by Harry Schenck—Maybe yes, and maybe no—70m.—see July 26 issue—(Showmen's Pictures).
BURIED ALIVE—MD—Beverly Roberts, Robert Wilcox—Exploitable prison dualler—71m.—see Dec. 13 issue, under PDC.
BURNING QUESTION, THE (Tell Your Children)—MD—Lilian Miles, Dave O'Brien, Thelma White—Exploitable anti-marijuana film—62m.—see Dec. 13 issue—(G. & H. Productions).
CHAMPIONS OF THE GRIDIRON—Sports Commercial—Players, coaches, executives of the National Professional Football League—Excellent sports film—50m. (also a 10m. abridgment)—see Apr. 19 issue—(Industrial Pictures).
CITY, THE—Documentary—From an original by Pare Lorentz, with narration by Morris Carnovsky—Excellent; can be exploited—44m.—see May 31 issue—(Civic Films).
CODE OF THE CACTUS—W—Tim McCoy, Dorothy Short, Ben Corbett—Top-rating McCoy western—57m.—see May 17 issue—(Victory).
DAUGHTER OF THE TONG—AD—Evelyn Brent, Grant Withers—Minor nabe dualler support—56m.—see Aug. 23 issue—(Metropolitan).
DEATH GOES NORTH—AD—Edgar Edwards, Sheila Bromley, Dorothy Bradshaw, Jameson Thomas—Better-than-average independent action drama—61m.—see May 31 issue—(Warwick).
DEATH RIDES THE RANGE—W—Ken Maynard, Fay McKenzie, Charles King—Good Maynard—56m.—see Feb. 7 issue—(Colony).
DOUBLE DEAL—MD—Jeni LeGon, Monte Hawley, F. E. Miller—High-rating all-Negro netertainment—60m.—see Feb. 21 issue—(International Road Shows).
DUKE IS TOPS, THE—MU—Ralph Cooper, Lena Horne—High-rating all-Negro musical—72m.—see June 28 issue—(Million Dollar Productions).
FIGHTING RENEGADE—W—Tim McCoy, Joyce Bryant—High in horse-opera scale—54m.—see Sept. 20 issue—(Victory).
FLAMING LEAD—W—Ken Maynard, Eleanor Stewart—Okay indie oatie—57m.—see July 12 issue—(Colony).
FLIRTING WITH DEATH—see They Went to War.
GANG SMASHERS—MD—Nina Mae McKinney, Mantan Moreland, Laurence Criner—Nice all-Negro meller for colored theatres—56m.—see June 14 issue—(Million Dollar Productions).
GREAT COMMANDMENT, THE—D—John Beal, Maurice Muscovich, Albert Dekker—Worth watching; has universal appeal—85m.—see Oct. 18 issue—(Cathedral Films).
GOOSE STEP (Hitler—Beast of Berlin; Beasts of Berlin)—MD—Roland Drew, Steffi Duna—Exploitable, topical meller, with obvious selling angles—85m.—see Nov. 1 issue, under PDC.
HITLER—BEAST OF BERLIN—see Goose Step.
HITLER'S REIGN OF TERROR—Documentary—Narrated by Edwin C. Hill, photographed by Cornelius Vanderbilt, Jr.—Exploitation offering—56m.—see Nov. 29 issue—(Samuel Cummins).
HORRORS OF WAR—Documentary—Produced by Maple Attractions—Dual preachment picture; can be exploited—51m.—see Feb. 21 issue—(Merit).
INVISIBLE KILLER, THE—MD—Grace Bradley, Roland Drew, William Newell—Fast-moving dualler—60m.—see Jan. 24 issue, under PDC.
KEEP PUNCHING—MDMU—Henry Armstrong, Mae Johnson, Willie Bryant—Should gross okay in Negro nabes—81m.—see Dec. 13 issue—(M-C Pictures).
LAND OF LIBERTY—Documentary—Compiled by and for the Industry and the MPPDA—Fine motion picture achievement—138m.—see July 12 issue—(MPPDA).
LOST ON THE WESTERN FRONT—D—Paul Cavanaugh, Marcelle Chantel—Exploitable dualler—63m.—see Nov. 1 issue—(Standard).
MAD YOUTH—MD—Mary Ainslee, Betty Compson—Saleable sexer—60m.—see Oct. 18 issue—(Willis Kent)—(A).
MARIJUANA MADNESS (The Pace That Kills)—MD—Lois January, Noel Madison—Only for sensational type exploitation—65m.—see Aug. 9 issue—(Kent)—(A).
MERCY PLANE—AD—James Dunn, Frances Gifford, Matty Fain—For the dual, action houses—71m.—see March 6 issue—(Producers Dist. Corp.).
MESQUITE BUCKAROO—W—Bob Steele, Carolyn Curtis—Low grade western—59m.—see Aug. 23 issue—(Metropolitan).

MIDDLETON FAMILY AT THE WORLD'S FAIR, THE—MD—Marjorie Ford, James Lydon—Might be tried as filler with high-bracket feature—60m.—see Oct. 4 issue—(Technicolor)—(Modern Talking Picture Service).

MOON OVER HARLEM—MD—Bud Harris, Cora Green—Weak, even for all-Negro audiences—67m.—see July 15 issue—(Meteor).

MYSTIC CIRCLE MURDER—MY—Betty Compson, Robert Fiske—Weak dualler—69m.—see Oct. 18 issue—(Fanchon Royer).

NOTORIOUS ELINOR LEE, THE—MD—Edna Mae Harris, Carman Newsome, Gladys Williams—Weak offering for all-Negro houses—104m.—see Jan. 24 issue—(Micheaux Productions).

ONE DARK NIGHT—DMD—Mantan Moreland, Betty Treadville, Josephine Pearson—Tops for Negro audiences—81m.—see Dec. 13 issue—(Million Dollar Productions).

PACE THAT KILLS, THE—see Marijuana Madness.

PHANTOM RANCHER—Ken Maynard, Dorothy Short, Harry Harvey—Actionful Maynard—60m.—see Jan. 24 issue—(Colony).

POCOMANIA—MD—Nina Mae McKinney, Jack Carter, Ida James—Top Negro entry—65m.—see Dec. 13 issue—(Lenwal).

PORT OF HATE—MD—Polly Ann Young, Kenneth Harlan—Weak inde for bottom of nabe duels—57m.—see Aug. 23 issue—(Metropolitan).

REFORM SCHOOL—MD—Louise Beavers, Harlem's Tuff Kids, Monte Hawley—Top product for Negro houses—76m.—see June 28 issue—(Million Dollar Productions).

RIDERS OF THE SAGE—W—Bob Steele, Claire Rochelle—Run of the mill—56m.—see Oct. 18 issue—(Metropolitan).

RIDIN' FOOL, THE—W—Bob Steele, Francis Moore—Low grade western—58m.—see Oct. 18 issue—(Metropolitan).

SECRETS OF A MODEL—MD—Sharon Lee, Harold Daniells, Julien Madison—Very low-rating dualler—58m.—see Feb. 21 issue—(Time Pictures)—(A).

SHE GOES TO WAR—MD—Eleanor Boardman, John Holland—War from the women's angle—55m.—see Nov. 15 issue—(Mitchell Leichter).

SMOKY TRAILS—W—Bob Steele, Jean Carmen—Okay Steele—56m.—see Apr 19 issue—(Metropolitan).

SON OF INGAGI—MD—Alfred Grant, Daisy Bickford, Laura Bowman—Exploitable for the Negro trade—66m.—see Jan. 24 issue—(Sack).

SPECIAL INSPECTOR—MD—Charles Quigley, Rita Hayworth—Pleasing action programmer—52m.—see Apr. 5 issue—(Warwick).

STRAIGHT SHOOTER—W—Tim McCoy, Julie Sheldon, Ben Corbett, Ted Adams—All McCoy and an hour long!—60m.—see Nov. 15 issue—(Victory).

TELL YOUR CHILDREN—see The Burning Question.

TEN NIGHTS IN A BARROOM—MD—Hal Skelly, Zita Johann—Those nights are here again!—61m.—see Nov. 15 issue—(B&M Pictures)

TEXAS RENEGADES—W—Tim McCoy, Nora Lane, Harry Harvey—Tim McCoy returns—56m.—see March 6 issue—(Producers Distributing Corp.).

TEXAS WILDCATS—W—Tim McCoy, Joan Barclay, Ben Corbett, Ted Adams—Top-rating McCoy—56m.—see June 28 issue—(Victory)

THEY WENT TO WAR (Let's Pretend We're Sweethearts; Flirting With Death)—CD—Lola Lane, Chic Chandler, George Meeker—Better than average independent—68m.—see May 31 issue—(Imperial).

TORTURE SHIP—MD—Lyle Talbot, Jacqueline Wells, Irving Pichel—Entertaining inde programmer—62m. see Nov. 1 issue, under PDC.

TRIGGER FINGERS—W—Tim McCoy, Ben Corbett—Okay western—53m.—see Sept. 6 issue—(Victory).

TWO GUN TROUBADOUR—W—Fred Scott, Claire Rochelle—Speedy inde cattle entry—58m.—see July 26 issue—(Spectrum).

TUMBLEWEEDS—W—William S. Hart, Barbara Bedford—Revival which can get results if exploited—88m.—see May 17 issue—(Astor).

WHY THIS WAR?—Documentary—No credits—Exploitable documentary—81m.—see Nov. 1 issue—(Samuel Cumins).

FOREIGN

Listed here are imported productions and all foreign-language pictures of whatever origin, when such pictures are not a part of the regular release schedule of an independently listed producer-distributor.

ADVENTURE OF GIACOMO CASSANOVA—see Avventura di Giacomo Cassanova.

AFFAIR LAFONT, THE (Conflict)—D—Corinne Luchaire, Annie Ducaux—For the arty—84m.—see Oct. 18 issue—(Trans-Atlantic Films)—(A).

ALEXANDER NEVSKY—SP—Nicolai, N. P. Okhlopkov—Box office for foreign, art houses—94m.—see Apr. 5 issue—(Amkino).

ALLERGI MASNADIERI (The Make-Believe Pirates)—CMU—Assia Noris, C. Pilotto—Very good Italian comedy—72m.—see Oct. 18 issue—(Americo Pullini)

ALPINE PASSION (Amore sulle Alpi)—MD—Gustave Diesel, Simona Bourday—Esperia has done better—74m.—see Nov. 15 issue—(Esperia)—(A).

AMANGELDY—D—Elubai Umurzakov, Shera Dzhandarbekova—Inferior Russian film—79m.—see June 28 issue—(Amkino)

AMORE SULLE ALPI—see Alpine Passion.

ARIA DEL CONTINENTE, L'—see The Continental Way.

AVVENTURA DI GIACOMO CASANOVA (Adventure of Giacomo Casanova)—CD—Nerio Bernardi, Leda Gloria—Best for Italian houses, audiences—70m.—see June 14 issue—(Amerital).

BAKER'S WIFE, THE (La Femme du Boulanger)—MD—Raimu, Ginette Leclerc, Charles Moulin—Corking French success; can reap a box-office harvest among the arty—99m.—see Feb. 7 issue—(The Baker's Wife, Inc.)—(A).

BATTELLER DE LA VOLGA, LE—see The Volga Boatman.

BATTLES IN THE SHADOW (Lotta nell' Ombra)—MD—Antonio Centa, Renato Cialente—Pleasing Italian thriller—86m.—see June 28 issue—(Esperia).

BETE HUMAINE, LA—see Human Beast.

BETRAYAL—D—Annie Vernay, Suzy Prim, Pierre-Richard Willm—French box-office success—80m.—see Oct 4 issue—(World).—(A).

BETWEEN TWO WORLDS (Una Donna tra Duo Mondi)—MD—Isa Miranda, Vassa Prihoda, Assia Noris—Very satisfactory Italian fare—80m.—see Feb. 21 issue—(Esperia).

BIZARRE BIZARRE—D—Louis Jouvet, Francoise Rosay—Rib-tickler for French fans—see Apr. 5 issue—(Lemaier).

BLACK LIMELIGHT—MY—Raymond Massey, Joan Marion—Routine murder mystery for houses that can play English product—63m.—see July 12 issue—(English-made)—(Alliance).

BLACK PIRATE, THE—see Il Corsaro Nero.

BOMBS OVER LONDON—AD—Charles Farrell, Fritz Kortner—Plug timeliness and Farrell for best results—78m.—see Sept. 20 issue—(Film Alliance).

BOUQUETS FROM NICHOLAS—MD—Noel-Noel, Jacques Varennes, Janine Noel-Noel—Can play the right nabes; swell for the arty, French—75m.—see Mar. 22 issue—(Walch Films).

BOYS SCHOOL (Les Disparus de Saint Agil)—MY—Eric von Stroheim, Michael Simon, Armand Bernard, Serge Grave—Outstanding Gallic show—91m.—see June 14 issue, under Columbia—(Columbia).

BRIVELE DER MAMEN, A (A Letter to Your Mother)—D—Lucy Gehrman, Alexander Stein—Yiddish cinematic triumph—104m.—see October 4 issue—(Sphinx).

CHALLENGE, THE—D—Robert Douglas, Joan Gardner—High-rating importation—77m.—see May 17 issue—(Film Alliance).

CHANGED MAN, THE—see Elcserelt Ember

CITADEL OF SILENCE, THE (La Citadel de Silence)—D—Annabella, Pierre Renoir, Bernard Lancret—Swell art and French stuff—90m.—see Jan. 10 issue—(Film Alliance)—(A).

CONCENTRATION CAMP—D—O. Jokov, S. Shirokova—Too much Communist propaganda for the average house—66m.—see Apr. 5 issue—(Amkino)

CONDOTTIERI (The Leaders)—Same as Giovanni de Medici, the Leader, q. v.

CONFLICT—see The Affair Lafont.

CONQUESTS OF PETER THE GREAT, THE—D—Nikolai Simonov, Alla Terasova—For Soviet houses only—96m.—see Sept. 20 issue—(Amkino)

CONTINENTAL WAY, THE (L'Arie del Continente)—CD—Angelo Musco, Leda Gloria—Excellent Italian comedy—82m.—see Nov. 29 issue—(Esperia).

CORSARO NERO, IL (The Black Pirate)—MD—Ciro Verrati, Silvana Jachino—For foreign-language, particularly Italian, houses—96m.—see Dec. 27 issue—(Esperia).

CRISIS—Documentary—Produced, directed by Herbert Kline, narrated by Leif Erickson—For liberal, intelligent; an exploitation challenge to average exhibitor—86m.—see Mar. 22 issue—(Mayer-Burstyn).

CURTAIN RISES, THE (Entree des Artistes)—MD—Louis Jouvet, Janine Darcey—Pleasing French import—85m.—see May 3 issue—(Kassler).

DEAD MEN TELL NO TALES—MD—Emlyn Williams, High Williams, Marius Goring—Tops for murder—70m.—see May 31 issue—(Alliance).

DEMON BARBER OF FLEET STREET, THE—MD—Tod Slaughter, Eve Lister—British entrant, strictly for the "horror" trade—67m.—see Sept. 6 issue—(Select Attractions)—(A).

DENARO E D'AMORE (Money and Love)—CD—Elsa Merlini, Tino Lattanzi—Pleasing Italian comedy-drama—86m.—see July 12 issue—(Amerital).

DEVIL IS AN EMPRESS, THE (Le Jouer d'Echees)—D—Conrad Veidt, Francoise Rosay, Micheline Francey—Among the better French films—75m.—see Dec. 13 issue—(Columbia).

DOCTOR ANTONIO (Il Dottor Antonio)—D—Ennio Cerlesi, Maria Gambarelli, Lamberto Picasso—Box-office success for Italian nabes—103m.—see Dec. 27 issue—(Itala Films).

DONNA TRA DUO MONDI, UNA—see Between Two Worlds.

DOTTER ANTONIO, IL—see Doctor Antonio.

DOUBLE CRIME ON THE MAGINOT LINE—D—Victor Francen, Vera Korene—Excellent for art, French houses; exploitation—83m.—see May 3 issue—(Tower Pictures).

ELCSERELT EMBER (The Changed Man)—MD—Ferenc Kiss, Margit Dakya, Gero Malv—Just for Hungarians—84m.—see Mar. 8 issue—(Hungaria).

END OF THE DAY, THE (Fin du Jour)—D—Victor Francen, Louis Jouvet—Superb Gallic production—95m.—see Sept. 20 issue—(Juno Films)

ENTENTE CORDIALE—D—Victor Francen, Gaby Morlay, Arlette Marchal—Timely Gallic import—93m.—see Jan. 10 issue—(Concord).

ENTREE DES ARTISTES—see The Curtain Rises.

ERAVAMO SETTE SORELLO—see We Were Seven Sisters.

ESCAPE FROM YESTERDAY—D—Jean Gabin, Annabella—Infinitely superior French product—90m.—see May 17 issue—(Hoffberg)—(A).

FAMILLE LEFRANCOIS, LE—see Heroes of the Marne.

FEMME DU BOULANGER, LA—see The Baker's Wife.

FIN DU JOUR—see The End of the Day.

FIRST FILM CONCERT, THE—MD—No production credits available—Extremely attractive fare for the arty—62m.—see Nov. 15 issue—(World).

FOR MEN ONLY (Per Uomini Soli)—CD—Carlo Buti, Paola Barbara—Great show for Italian nabes—78m.—see May 17 issue—(Esperia).

GANG'S ALL HERE, THE—CD—Jack Buchanan, Google Winters—Just fair comedy; nabe lower-half dualler—70m.—see Apr. 19 issue—(Associated British).

GHOST CAMERA, THE—MD—Ida Lupino, Henry Kendall, John Mills—British import for the nabes and duals—52m.—see Feb. 21 issue—(Olympia).

GIOVANNI DE MEDICI, THE LEADER (Condottieri [The Leaders])—D—Lula Trenker, Loris Gizzi, Laura Nucci—Okay for Italian audiences—88m.—see Jan. 24 issue—(Esperia).

GOLDEN KEY, THE—Fantasy—Puppets and voices operated by A. Shagin, et al.—Corking foreign fantasy—70m.—see Jan. 10 issue—(Amkino).

HARVEST (Regain)—MD—Gabriel Gabrio, Edouard Delmont—For the art customers—80m.—see Aug. 9 issue—(French Cinema Center)—(A).

HE MARRIED A SPY (Spy of Napoleon)—MD—Richard Bartheimess, Dolly Haas—For class spots, nabe with limitation—77m.—see May 17 issue—(Standard).

HEARTBEAT—MD—Grade Domazia, Fernandel—Fair Gallic product—88m.—see Sept. 20 issue—(French Motion Picture Corporation)—(A).

HEROES OF THE MARNE (Le Famille Lefrancois)—Raimu, Germaine Dermoz—Chiefly for foreign, art houses—88m.—see May 3 issue—(Spectrum)—(A).

HO PERDUTO MIO MARITO—see My Husband Is Lost.

HOMME ET SA FEMME, UN—see A Man and His Wife.

HOUSEMASTER—CD—Otto Kruger, Diana Churchill—Fair support for duals; plug American names—85m. see Apr. 19 issue—(Associated British).

HUMAN BEAST (La Bete Humaine)—D—Jean Gabin, Simone Simon, Ledoux—For art houses; for others, sell sex, Simon, and Gabin—79m.—see March 6 issue—(Juno Films)—(A).

I MET A MURDERER—D—James Mason, Sylvia Coleridge—Artistic success; can be exploited—78m.—see Oct. 18 issue—(York).

IDEAL MARRIAGE (Un Matrimonio Ideale)—CD—Assia Noris, Umberto Melnati, Gino Cervi—Very good Italian product—84m.—see Dec. 27 issue—(Esperia).

IN SOVIET RUSSIA TODAY—Documentary—No credits—Propaganda for radical audiences—100m.—see Oct. 4 issue—(Amkino).

INDISCRETIONS—CD—Sascha Guitry, Betty Daussmond—For art, French houses, exclusively—80m.—see May 17 issue, under Foreign—(Tri-National)—(A).

IRELAND'S BORDER LINE—CD—Jimmy O'Dea, Myrette Morven—Top Irish product—64½m.—see Nov. 1 issue—(William Alexander).

JAAKARIN MORSIAN—see Soldier's Bride.

JOUER D'ECHEES, LE—see The Devil Is an Empress.

JUST LIKE A WOMAN—CD—Gertrude Michael, John Lodge—Fair English production—73m.—see Nov. 1 issue—(Alliance).

KATIA—D—Danielle Darrieux, John Loder—Superb Gallic production; exploitable—80m.—see Dec. 13 issue—(Mayer-Burstyn)—(A).

KING OF DIAMONDS (Re de Denari)—CD—Angelo Musco, Rosina Anselmi, Mario Pisu—Great Italian comedy—84m.—see Jan. 10 issue—(Esperia).

KLIATSHE, DI—see Light Ahead.

KOL NIDRE—MD—Lili Liliana, Leon Leibgold—Well-titled show for Yiddish audiences—90m.—see Sept. 20 issue—(Joseph Seiden).

LAST DESIRE—D—Raimu, Jacqueline Delubac, Pierre Brasseur—Sell sex—77m.—see Jan. 24 issue—(Transatlantic)—(A).

LEADERS, THE—see Condottieri (same as Giovanni de Medici, the Leader, q. v.).

LETTER TO YOUR MOTHER, A—see A Brivele der Mamen.

LENIN IN 1918—D—B. V. Shchukin, M. G. Gelovani—Outstanding Soviet motion picture—130m.—see July 12 issue—(Amkino).

LIFE ON THE HORTOBAGY—Documentary—Janos Cinega, Mrs. Janos Cinega, Istvan Kanyasi—Exploitable Hungarian bit—79m.—see Feb. 7 issue—(Cummins).

LIGHT AHEAD (DI Kilatshe)—D—Izidore Casher, Helen Beverly—Superb Yiddish photoplay—103m.—see Oct. 4 issue—(Carmel).

LOST ATLANTIS, THE—MD—No cast credits—Just film—70m.—see June 14 issue—(Road Show Attractions).

LOTTA NELL' OMBRA—see Battles in the Shadow

LOVE IN OLD NAPLES (Napoli d'Altri Tempi)—MDMU—Emma Grammatica, Vittorio de Sica, Elisa Cegani—Excellent Roman fare—93m.—see Feb. 7 issue—(Esperia).

LOUISE—Opera—Grace Moore, Georges Thill, Andre Pernet—Worthy of playing time anywhere—72m.—see Feb. 21 issue—(Mayer-Burstyn).

MACUSHLA (My Darlin')—MD—Pamela Wood, Jimmy Magooan, Max Adrian—Can be sold nicely to sons and daughters of Erin—80m.—see Jan. 24 issue—(Transatlantic).

MADEMOISELLE MA MERE—F—Danielle Darrieux, Marcel Simon—Breezy Gallic affair; Dorrieux tops exploitation possibilities—80m.—see Oct. 4 issue—(Hoffberg)—(A).

The Shorts Check-Up

Of All Pictures Released Nationally Since August 25, 1939

COLUMBIA

Two Reel COMEDIES '39-'40 (26)

All American Blondes (G)
A. Clyde .....Oct. 20 17m.
Andy Clyde Gets Spring Chicken (F)
A. Clyde .....Dec. 15 19m.
A-Plumbing We Will Go
3 Stooges .....Apr. 19 —m.
Awful Goof, The (G)
C. Chase .....Dec. 22 17m.
Glove Slingers (G)
N. Beery, Jr.....Nov. 24 18m.
Heckler, The (G)
C. Chase .....Feb. 16 17m.
Mr. Clyde Goes to Broadway (G)
A. Clyde .....Feb. 2 18m.
Nothing But Pleasure (G)
B. Keaton .....Jan. 5 17½m.
Olly to Bed, Olly to Rise (G)
3 Stooges .....Oct. 6 18½m.
Pardon My Berth Marks
B. Keaton .....Mar. 22 —m.
Rockin' Thru the Rockies (G)
3 Stooges .....Mar. 8 18m.
Skinny the Moocher (F)
C. Chase .....Sept. 8 16½m.
Stetio in the Attic (F)
W. Catlett .....Sept. 22 19m.
Teacher's Pest (G)
C. Chase .....Nov. 3 16½m.
Three Sappy People (E)
3 Stooges .....Dec. 1 18½m.
Untitled
A. Clyde .....Apr. 5 —m.
You Nazi Spy (E)
3 Stooges .....Jan. 19 18m.

SERIALS '39-'40 (4)

Deadwood Dick ..... — ep.
Green Archer, The ..... — ep.
Terry and the Pirates...Apr. 12 15 ep.
Shadow, The (E)
V. Jory, V. Borg.....Jan. 5 15 ep.

One Reel CINESCOPES '39-'40 (6)

Threads of a Nation, The (F) .....Feb. 9 11m.
(Cinecolor)
World of 1960 (E)....Dec. 22 9m.

COLOR RHAPSODIES '39-'40 (16)

Blackboard Revue .....Mar. 15 —m.
Boy, a Gun and Birds, A (F) .....Jan. 12 7½m.
Crop Chasers (G) .....Sept. 22 8m.
Dreams on Ice (F).....Oct. 20 6½m.
Greyhound and the Rabbit, The .....Apr. 19 —m.
Happytots' Expedition, The (G) .....Feb. 9 6½m.
Mother Goose in Swingtime (G) .....Dec. 8 7m.
Mountain Ears (G) ....Nov. 3 7m.

COMMUNITY SINGS '39-'40 (10)

No. 2 — Old-Time Songs (F) .....Sept. 8 9½m.
No. 3—College Songs (G).Oct. 13 10m.
No. 4—Stephan Foster Songs (E) .....Nov. 17 11m.
No. 5—Gypsy Songs (F).Dec. 29 10m.
No. 6 .....Mar. 8 —m.
No. 7 .....Apr. 19 —m.

FABLES '39-'40 (6)

Little Lost Sheep (F)...Oct. 6 7m.
Park Your Baby (F)....Dec. 22 6m.
Practice Makes Perfect..Apr. 5 6m.

FOOLS WHO MADE HISTORY '39-'40 (6)

Goodyear, Charles, The Story of (G).....Oct. 6 10½m.
Howe, Elias, The Story of (G) .....Sept. 1 11m.

HAPPY HOUR SPECIALS '39-'40

Building of Boys (E)...Oct. 12 11m.
Book of Books, The (E).Oct. 6 10m.

NEWS WORLD OF SPORTS '39-'40 (12)

Bows and Arrows (E)..Oct. 6 9m.
Flying Targets .....Feb. 16 —m.
Jai Alai (G) .....Nov. 30 8½m.
Rough-House Fiesta ....Mar. 8 —m.
Skiing Technique (G)..Jan. 19 10m.

PHANTASIES '39-'40 (10)

Charm Bracelet, The (F).Sept. 1 6½m.
Man of Tin (F).....Feb. 23 6m.
Millionaire Hobo (B)...Nov. 24 7m.
Mouse Exterminator, The.Jan. 26 6½m.

LET'S PRETEND WE'RE SWEETHEARTS — see They Went to War.

MAKE-BELIEVE PIRATES, THE — see Allergi Masnadieri.

MAN AND HIS WIFE, A (Un Homme et Sa Femme)—MD—Harry Baur, Suzy Vernon—Fair for French, arty; lower-half dualler for nabes—77m.—see Apr. 5 issue—(French Film Exchange)—(A).

MARSEILLAISE — D — Pierre Renoir, Lise Delamare—Fair French cinema—80m.—see Nov. 15 issue—(World Pictures).

MATRIMONIO IDEALE, UN—see Ideal Marriage.

MILL ON THE FLOSS, THE—D—Geraldine Fitzgerald, Frank Lawton — Outstanding British attraction—78m.—see Nov. 15 issue—(Standard).

MIO DESTINO, IL (My Destiny)—D—Emma Gramatica, Luigi Cimara — For Italian and foreign-language houses—76m.—see July 15 issue—(Roma Film).

MIRELE EFROS—MD—Berta Gersten, Michael Rosenberg—Should pull tears and cash—87m.—see Nov. 1 issue—(Credo Pictures).

MR. MAX (Il Signor Max)—C—Vittoria DeSico, Assia Noris—Outstanding Italian comedy—86m.—see Oct. 18 issue—(Esperia).

MONEY AND LOVE—see Denaro e d'Amore.

MOTEL, THE OPERATOR—DMU—Chaim Tauber, Malvina Rappel, Seymour Rechzeit—Mediocre Yiddish celluloid—50m.—see Jan. 24 issue—(Cinema Service Corporation).

MUSICA IN PIAZZA—CD—Milly, Enrico Viarisio—For Italian audiences only—60m.—see July 15 issue—(Amerital).

MY DARLIN'—see Macushla.

MY DESTINY—see Il Mio Destino.

MY HUSBAND IS LOST (Ho Perduto Mio Merito)—CD—Nino Besozzi, Paola Borboni—Okay Italian comedy—87m.—see Nov. 1 issue—(Esperia)—(A).

MY SON—DMU—Gustav Berger, Fanina Rubina—Highrater for Yiddish consumption—91m.—see May 31 issue—(Jewish Talking Picture).

NAPOLI D'ALTRI TEMPI—see Love in Old Naples.

NEW HORIZONS—D—Boris Chirkov, Vera Alexandrova—For radical houses only—92m.—see May 31 issue—(Amkino).

NORTH SEA PATROL—MD—Geoffrey Toone, Judy Kelly—Pleasing, timely programmer that can be sold—69m.—see Nov. 15 issue—(Alliance Films).

ON HIS OWN—D—V. O. Massalitinova, M. Troyanovsky—Okay for left-wingers—100m.—see Sept. 20 issue—(Amkino).

OPPENHEIM FAMILY, THE—D—V. F. Balashov, I. M. Tolchanov, A. I. Voitsik—Exploitable U. S. S. R. product; deserves playing time—97m.—see June 14 issue—(Amkino).

OUR FIGHTING NAVY—see Torpedoed.

OVERTURE TO GLORY—D—Moishe Oysher, Florence Weiss, Bahy Winkler—Fair tear-jerker; sell Moishe Oysher—85m.—see Feb. 21 issue—(Elite).

PEOPLE, ETERNAL, A—D—Conrad Veidt, Marie Ney—Weak Yiddish offering—65m.—see Nov. 15 issue—(Henry Lynn).

PER UOMINI SOLI—see For Men Only.

PORT OF SHADOWS (Le Quai des Brumes)—MD—Jean Gabin, Michel Simon—Beautiful, well worth seeing; a 7-award film—90m.—see Oct. 18 issue—(Film Alliance of U. S.).

PRISONER OF CORBAL, THE—COD—Nils Asther, Noah Beery—Nabe dual filler—73m.—see Sept. 6 issue—(English-made)—(Syndicate).

PURITAN, THE—D—Jean-Louis Barrault, Alla Donell—Can be exploited for fair money—65m.—see Mar. 25 issue—(Lenguer)—(A).

QUAI DES BRUMES, LE—see Port of Shadows.

RANGLE RIVER—"W"—Victor Jory, Margaret Dare—Pleasing Australian import with a "western" flavor—72m.—see May 17 issue—(Hoffberg).

RASPUTIN—D—Harry Baur, Marcelle Chantal—Superb Gallic production—93m.—see Nov. 1 issue—(Concord Films)—(A).

RE DI DENARI—see King of Diamonds.

REGAIN—see Harvest.

RETURN OF THE FROG, THE—MY—Gordon Harker, Una O'Connor—Okay British mystery programmer—71m.—see Sept. 6 issue—(Select Attractions).

ROYAL DIVORCE — D — Ruth Chatterton, Pierra Blanchar—Worthwhile dualler—82½m.—see Oct. 4 issue—(Select Attractions).

SCIPIO AFRICANUS MAJOR—see Scipione l'Africano.

SCIPIONE L'AFRICANO (Scipio Africanus Major)—D—Annibale Ninchi, Camillo Pilotti, Isa Miranda, Frances Francesca—Bonanza for Italian customers—115m.—see Oct. 4 issue—(Esperia).

SECOND BUREAU—D—Marta LaBair, Charles Oliver—Okay spy drama—60m.—see Nov. 1 issue—(Film Alliance of U. S.).

SHORS—D—E. Samoilov, I. Skuratov — For left-wing audiences—92m.—see Nov. 29 issue—(Amkino).

SIGNOR MAX, IL—see Mr. Max.

SKELETON ON HORSEBACK—D—Hugh Haas, Zdanek Stepanek, Bedrich Karen—Exploitable Czecho-Slovak attraction—78m.—see Feb. 21 issue—(Carl Laemmle, Jr.).

SOLDIER'S BRIDE (Jeakarin Morsien)—MD—Tuulikki Paananen, Ritva Aro, Tuli Arjo — Should make dough for Finnish houses—83m.—see Dec. 27 issue—(Werner F. Savela).

SONG OF THE STREET—D—Vladimir Sokoloff, Madeleine Ozeray—Weak foreign offering — 77m. — see Sept. 6 issue—(Mayer-Burstyn).

SONG OF YOUTH—Documentary—Produced in U. S. S. R. by Soyus Film Chronica—Superior Russian documentary—63m.—see June 28 issue — (Amkino).

SORPRESE DE UN MATRIMONION, LE—see The Surprises of Matrimony.

SOS MEDITERRANEAN — MD — Pierre Fresnay, Rolf Wanka, Kim Peacock, Nadine Vogel—Should make money for foreign and art theatres—78m.—see Jan. 24 issue—(Vedis Films).

SOTTO LA CROCE DEL SUD—see Under the Southern Cross.

SOVIET BORDER—MD—E. Piapkina, E. Fedorova, N. Kriuchkov, S. Arlov, N. Vinogradov—Propeganda film for the radical—94m.—see Mar. 8 issue—(Amkino).

SPY BUREAU—Same as Second Bureau, q. v.

SPY OF NAPOLEON—see He Married a Spy.

SURPRISES OF MATRIMONY, THE (Le Sorprese de un Matrimonion)—CD—Vittorio DeSica, Elisa Gegani—For Italians only—118m.—see Nov. 1 issue—(Columba)—(A).

SQUADRONE BIANCO, LO (The White Squadron)—D—Fosco Giachetti, Antonio Centa, Fulvia Lanzi—Good drama for the art-foreign, Italian houses—98m.—see Nov. 29 issue—(Esperia).

TEVYA—MD—Maurice Schwartz, Miriam Riselle, Rebecca Weintraub—Box office for Yiddish houses—93m.—see Jan. 24 issue—(Mayman).

THAT THEY MAY LIVE—D—Victor Francen, Line Noro, Marie Lou, Jean-Max—Spectacular French anti-war piece—73m.—see Nov. 1 issue—(Mayer-Burstyn)—(A).

THEY WANTED PEACE — D—F. Bagashvili, Tamara Markarova, S. Smirnova—Left-wing fare—73m.—see Jan. 24 issue—(Amkino).

THREE WALTZES—Operetta—Yvonne Printemps, Pierre Fresnay—Natural for art, foreign-policy theatres—92m.—see May 3 issue—(Vedis Films).

THUNDER OVER PARIS—D—Erich von Stroheim, Marcelle Balin—Plug timeliness and Von Stroheim—82m.—see Nov. 29 issue—(Transatlantic)—(A).

TIMBERLAND TERROR (Paid to Kill) — AD — Frank Leighton, Shirley Ann Richards, Campbell Coplin—Good action dual support—66m.—see Feb. 21 issue—(Hoffberg).

TORPEDOED (Our Fighting Navy)—AD—H. B. Warner, Richard Cromwell, Noah Beery—Must ride on its timeliness; plug Americans—66m.—see Sept. 20 issue—(Film Alliance).

TREACHERY ON THE HIGH SEAS—MY—Bebe Daniels, Ben Lyon, Charles Farrell—Okay Britisher for nabe dual support—68m.—see Oct. 4 issue—(Film Alliance).

TWO'S COMPANY—C—Ned Sparks, Mary Brian, Patric Knowles—Bottom dualler for houses which can play British product—64m.—see Dec. 27 issue — (B. & D.).

TYPHOON TREASURE—MD—Campbell Copelin, Gwen Munro—Adventure yarn for lower half on duals—60m.—see July 15 issue — (Australian-made)—(Commonwealth).

ULTIMATUM—D—Erich von Stroheim, Dita Parla, Bernard Laucret—Excellent Gallic cinema—73m.—see Feb. 21 issue—(Hoffberg).

UNDER THE SOUTHERN CROSS (Sotto la Croce del Sud)—D—Doris Duranti, Antonio Centa—Tops for Italian houses — 81m.—see June 28 issue—(Esperia).

U. S. S. R. ON THE SCREEN, 1939—Documentary—No credits given—Left wing attraction—94m.—see Aug. 23 issue—(Amkino).

VENGEANCE OF THE DEEP—MD—Lloyd Hughes, Shirley Richards, Sidney Wheeler—Poor English-made offering—62m.—see Feb. 21 issue — (Time Pictures).

VOLGA BOATMAN, THE (Le Batelier de la Volga)—D—Pierre Blanchar, Vera Korene—Best for foreign, art houses—78m.—see Apr. 5 issue—(Hoffberg).

WALLY, LA—DMU—Germana Paolieri, Carlo Minchi—For Italian audiences only—88m.—see July 29 issue—(Amerital).

WE WERE SEVEN SISTERS (Eravamo Sette Sorelle)—CD—Nino Besozzi, Antonio Gandusio, Sergio Tofano—Excellent for Italian audiences—87m.—see June 28 issue—(Esperia)—(A).

WE WERE SEVEN WIDOWS—CD—Antonio Gandusio, Nino Taranto, Vincenzo Scarpetta—Greet for Italian audiences—122m.—see March 6 issue—(Esperia).

WINGS OVER AFRICA—MD—Joan Gardner, Ian Colin—Weak dualler; may be exploited—62m.—see Aug. 9 issue—(Merit).

WHITE SQUADRON, THE—see Lo Squadrone Bianco.

WHITE SAVAGE (Uncivilized)—D—Dennis Hoey, Margot Rhys, Ashton Jarry—Dualler, but can be exploited to advantage—72m.—see Dec. 27 issue—(Box-Office Attractions)—(A).

WITHOUT A HOME—D—Alexander Marten, Vera Gean—For strictly Yiddish-policy houses — 99m.—see Apr. 19 issue—(Foreign Cinema Arts).

WORLD IS OURS, THE—CD—Voskovec, Werich—Excellent foreign product—96m.—see Aug. 23 issue—(Kassler).

YOUTH IN REVOLT—MD—Jean-Louis Barrault, Fabien Loris, Charles Dauret—Fair art entry—91m.—see May 31 issue, under Columbia—(Columbia).

SCREEN SNAPSHOTS

'39-'40 (12)

No. 1—Art of Make-Up (E) ..... Sept. 22 9½m.
No. 2 — Animal Actors and Trainers (E) .... Nov. 10 10m.
No. 3—Outdoor Parties (G) ..... Dec. 1 10m.
No. 4—Behind the Scenes in Hollywood (G) .. Jan. 5 10m.
No. 5 (E) ..... Feb. 23 11m.
No. 6 ..... Mar. 29 —m.
No. 7 ..... May 3 —m.

TOURS

'39-'40 (8)

Beautiful Switzerland (G) . Nov. 17 10m.
Historic Cities of India (G) ..... Oct. 27 10m.
Holland and the Zuyder Zee (B) ..... Sept. 15 10m.
Life in Paris (E) ..... Dec. 22 11m.
New Hampshire ..... Feb. 9 —m.
(Natural Color)
Unveiling Algeria ..... Mar. 1 —m.

WASHINGTON PARADE

'39-'40 (6)

No. 1—Smithsonian Institution (G) ..... Nov. 10 11m.
No. 2—U. S. Treasury, Bureau of Printing and Engraving (G) ..... Dec. 29 11m.
No. 3—Inside the Federal Bureau of Investigation (E) ..... Feb. 9 11m.

METRO

Two Reel

CRIME DOESN'T PAY (6)

Drunk Driving (E) ..... Oct. 28 21m.
Think First! (E) ..... Sept. 9 21m.

'39-'40 (6)

Know Your Money (E) . Jan. 27 21m.
Pound Foolish (E) ..... Dec. 23 20m.

One Reel

CARTOONS (11)

(Technicolor)

Blue Danube, The (E) .. Dec. 16 7m.
Bookworm, The (E) .... Aug. 26 9m.
One Mother's Family (E) Sept. 30 9m.

'39-'40 (18)

Fishing Bear, The (G) . Jan. 10 8m.
Med Maestro, The (G) .. Dec. 30 8m.
Peace on Earth (E) .... Dec. 9 8m.
Puss Gets the Boot ..... Feb. 10 —m.

FITZPATRICK TRAVELTALKS

(Technicolor)

'39-'40 (12)

Day on Treasure Island, A (G) ..... Sept. 2 11m.
Land of Alaska Nellie (F) ..... Dec. 23 9m.
Natural Wonders of Washington State (E) ..... Oct. 7 9m.
Night Descends on Treasure Island (E) ..... Jan. 26 9m.
Old Natchez on the Mississippi (G) ..... Dec. 30 9m.
Seattle, Gateway to the Pacific Northwest (G) . Feb. 17 9m.
Quaint Saint Augustine (E) ..... Nov. 4 9m.
Vallent Venezuela (G) . Nov. 25 9m.

MINIATURES

'39-'40 (9)

Ash Can Fleet, The (E) Sept. 9 11m.
Door Will Open, A (E) . 11m.
Failure At Fifty, A (E) . Oct. 7 10m.
Mendelssohn's Wedding March (G) ..... Nov. 4 8m.
(Technicolor)
Miracle at Lourdes (E) . Dec. 30 11m.
Old South, The (E) .... Jan. 20 10m.
Rhumba Rhythm (G) G. Murphy ..... Sept. 2 10m.
When Turf Meets Surf (G) ..... Jan. 6 11m.

OUR GANG COMEDIES

'39-'40 (8)

Alfalfa's Double (F) .. Jan. 20 11m.
Captain Spanky's Showboat (F) ..... Sept. 9 11m.
Ded for a Day (G) .... Oct. 21 11m.
Time Out for Lessons (G) ..... Dec. 2 11m.

PASSING PARADE (10)

Unseen Guardians (G) . Aug. 26 11m.

'39-'40 (8)

Forgotten Victory (E) .. Dec. 9 11m.

PETE SMITH SPECIALTIES (15)

Football Thrills of 1938 Sept. 16 10m.
Set 'Em Up (E) ..... Oct. 7 10m.

'39-'40 (13)

Let's Talk Turkey (G) .. Oct. 28 10m.
Maintain the Right (G) . Jan. 13 10m.
Romance of the Potato (G) ..... Dec. 9 9m.
Ski Birds (E) ..... Nov. 18 8m.
What's Your I. Q.? (G) . Feb. 10 8m.

ROBERT BENCHLEYS

'39-'40 (4)

Day of Rest, The (F) ... Sept. 16 9m.
Home Movies (G) .... Feb. 17 7m.
See Your Doctor (G) ... Dec. 16 8m.
That Inferior Feeling (G) . Jan. 20 9m.

PARAMOUNT

One Reel

COLOR CLASSICS

(Technicolor)

'39-'40 (6)

Ants in the Plants ..... Mar. 15 —m.
Fresh Vegetable Mystery, The (G) ..... Sept. 29 7m.
Kick In Time, A ..... May 3 —m.
Little Lambkin (G) .... Feb. 2 7m.

COLOR CRUISES

(Cinecolor)

'39-'40 (7)

Argentina ..... Apr. 5 —m.
Chile (B) ..... Nov. 10 10m.
Cuba (B) ..... Jan. 5 9m.
Ecuador (F) ..... Sept. 1 10m.
Isle of Columbus (F) ... Feb. 9 9m.
Peru (F) ..... Oct. 6 9m.

HEADLINERS

'39-'40 (10)

Artie Shaw's Class in Swing (E) A. Shaw & Orchestra . Sept. 8 10m.
Dorsey, Jimmy, & Orchestra (G) ..... Feb. 2 10m.
Flo Rito, Tad, and Orchestra (G) ..... Oct. 6 11m.
Hera's Hal (E) H. Kamp & Orchestra . Nov. 24 10m.
Moments of Charm of 1940 (E) P. Spitalny & All-Girl Orchestra ..... Oct. 27 10m.
(Technicolor)
Olsen, George, and His Music of Tomorrow ... Mar. 8 —m.
Paramount Presents Frankie Masters (F) F. Masters & Orchestra ..... Dec. 29 11m.

PARAGRAPHICS

'39-'40 (10)

Bits of Life (G) ..... Nov. 17 11m.
Busy Little Bears (F) Oct. 20 10m.
Paramount Pictorial (F) Feb. 16 11m.
Public Hobby Number One (G) Sept. 22 11m.
Touchdown Review (G) . Dec. 22 10m.
Sugar Wind (F) ..... Jan. 19 10m.

POPEYE CARTOONS

'39-'40 (12)

Females Is Fickle ..... Mar. 8 —m.
Me Feelin's Is Hurt .... Apr. 19 —m.
Never Sock a Baby (G) Nov. 3 6m.
Onion Pacific ..... May 10 —m.
Shakespearean Spinach (G) ..... Jan. 19 7m.
Stealin' Ain't Honest ... Mar. 29 —m.
Wimmin Is a Myskery .. May 13 —m.

POPULAR SCIENCE

(Cinecolor)

'39-'40 (6)

No. 1 (G) ..... Sept. 15 11m.
No. 2 (E) ..... Nov. 3 11m.
No. 3 (G) ..... Dec. 15 11m.
No. 4 (E) ..... Feb. 16 10m.
No. 5 ..... Apr. 19 —m.

SPORTLIGHTS

'39-'40 (13)

Aqua-Rhythm (G) .... Nov. 24 10m.
Blue Streak, The ..... Apr. 19 —m.
Bowling Skill (G) .... Jan. 26 10m.
Catching Whoppers (F) Oct. 13 10m.
Desert Adventure, A (G) . Sept. 22 10m.
Dog Is Born, A (G) .... Nov. 3 10m.
Human Fish (G) ..... Feb. 23 10m.
Hydro-Maniacs (G) .. Sept. 1 10m.
Judo Experts (G) ..... Dec. 15 10m.
Two of a Kind (G) .... Mar. 22 10m.

STONEAGE CARTOONS

'39-'40

Foul Ball Player, The ... May 10 —m.
Granite Hotel ..... Apr. 26 —m.
Ugly Dino, The ..... May 24 —m.
Way Back When a— Night Club Was a Stick ..... Mar. 15 —m.
Nag Was Only a Horse Apr. 5 —m.
Triangle Had Its Points (G) .... Feb. 9 7m.

SYMPHONIC SERIES

'39-'40 (3)

Blue Danube, The (E) .. Sept. 29 10m.
Merry Wives of Windsor (E) ..... Oct. 27 9m.
William Tell (E) ..... Nov. 24 11m.

UNUSUAL OCCUPATIONS

(Cinecolor)

'39-'40 (6)

No. 1 (G) ..... Oct. 13 11m.
No. 2 (E) ..... Nov. 17 11m.
No. 3 (G) ..... Jan. 19 10m.
No. 4 ..... Mar. 22 —m.
No. 5 ..... May 24 —m.

RKO-RADIO

Two Reel

EDGAR KENNEDY COMEDIES

'39-'40 (6)

Act Your Age (G) ... Oct. 6 18m.
Kennedy the Great (G) . Dec. 8 19m.
Slightly at Sea (F) .... Feb. 9 16m.

LEON ERROL COMEDIES

'39-'40 (6)

Scrapplly Married (F) .. Mar. 1 20m.
Truth Aches (G) ..... Nov. 3 19m.
Wrong Room (G) ..... Sept. 22 19m.

THE MARCH OF TIME

'39-'40 (13)

No. 1 — Soldiers With Wings (E) Sept. 1 19m.
No. 2—The Battle Fleets of England (E) .. Sept. 29 19m.
No. 3 — Uncle Sam, the Farmer (G) .... Oct. 27 18m.
No. 4 — Newsfronts of War, 1940 (E) ... Nov. 24 19m.
No. 5—Crisis in the Pacific (G) . Dec. 22 17m.
No. 6—The Republic of Finland, 1919-1940 (E) ..... Jan. 19 18m.
No. 7 — The Vatican; Pope Pius XII (G) ... Feb. 16 18m.
No. 8 ..... Mar. 15 —m.
No. 9 ..... Apr. 12 —m.
No. 10 ..... May 10 —m.

RADIO FLASH COMEDIES

'39-'40 (8)

Blamed for a Blonde (F) R. Atwill ..... Oct. 20 16m.
Chicken Feed (B) B. Gilbert ..... Jan. 19 18m.
Coat Tales (G) J. Prouty . Nov. 17 18m.
Goodness! A Ghost (F) H. Langdon ..... July 5 16m.
Twincuplets (G) Stroud Twins ..... Apr. 12 20m.

WESTERN MUSICALS

'39-'40 (4)

Bandits and Ballads (F) Dec. 29 17m.
Cupid Rides the Range (G) ..... Sept. 8 18m.

One Reel

INFORMATION PLEASE

'39-'40 (13)

No. 1—Rex Stout (E) Sept. 8 11m.
No. 2—Gene Tunney (E) . Oct. 6 11m.
No. 3—Clarence Budington Kelland (G) Nov. 3 10m.
No. 4 — Deems Taylor (E) Dec. 1 11m.
No. 5—Christopher Morley (G) ..... Dec. 29 10m.
No. 6 — Gene Tunney (G) ..... Jan. 26 11m.
No. 7 — Clarence Budington Kelland .... Feb. 23 —m.
No. 8 ..... Mar. 22 —m.
No. 9 ..... Apr. 19 —m.

REELISMS

'39-'40 (13)

Acres of Plenty (F) .... Oct. 13 9m.
American Royal (G) .... Nov. 10 9m.
Men of Muscle (G) .... Jan. 5 9m.
Navajo Land (F) ..... Mar. 1 10m.
Nevada Unlimited (G) .. Sept. 15 8m.
Siege (E) ..... Mar. 29 10m.
Vacation Diary (G) .... Feb. 2 10m.
West Wall, The (E) .... Dec. 8 10m.

SPORTSCOPES (13)

'39-'40 (13)

Aqua Poise (G) ..... Jan. 19 9m.
Court Favorites (G) .... 9m.
Gun Play (F) ..... Sept. 1 9m.
Hunting Hounds (G) ... Sept. 29 9m.
Ice Cutters (F) ..... Oct. 27 9m.
Pennant Chasers ..... Feb. 16 9m.
Quail ..... Mar. 15 —m.
Sky Game (E) ..... Dec. 22 9m.
Winter Playground (E) Nov. 24 9m.

WALT DISNEY CARTOONS (18)

(Technicolor)

'39-'40 (18)

Autograph Hound, The (E) ..... Sept. 1 8m.
Billposters, The ..... Apr. 19 —m.
Day in a Dog's Life .... July 12 —m.
Donald's Date ..... May 10 —m.
Donald's Dog Laundry .. Mar. 8 —m.
Donald's Outboard Motor . May 31 —m.
Donald's Vacation ..... June 21 —m.
Magician Mickey ..... Aug. 2 —m.
Officer Duck (E) ..... Sept. 22 8m.
Riveter, The ..... Feb. 16 —m.
Tugboat Mickey ..... Mar. 29 —m.

REPUBLIC

SERIALS (4)

Dick Tracy's G-Men (G) R. Byrd, P. Isley .... Sept. 2 15 ep.
Zorro's Fighting Legion R. Hedley, S. Darcy .. Dec. 16 12 ep.

'39-'40 (4)

Adventures of Red Ryder 12 ep.
Drums of Fu Manchu (E) H. Brandon ..... Mar. 15 15 ep.
King of the Royal Mounted ..... 12 ep.
Lone Texas Ranger, The. 15 ep.

20th CENTURY-FOX

One Reel

ADVENTURES OF A NEWSREEL CAMERAMAN

'39-'40 (4)

Filming the Fleet (E) . Oct. 27 11m.
Flying Stewardess ..... Mar. 15 —m.
Sky Fighters (E) ..... Dec. 8 10m.

DRIBBLEPUSS PARADE

'39-'40 (6)

Goofy Contraptions .... Apr. 12 —m.
"Monkies Is the Cweziest People" (G) . Sept. 29 10m.
Silly Season, The (F) Jan. 5 10m.

FASHION FORECAST

(Technicolor)

'39-'40 (4)

No. 5—Fall Fashions (G) ..... Sept. 15 10m.
No. 6—Winter Fashions (E) Dec. 22 10m.
No. 7—Spring Fashions Mar. 29 —m.

MAGIC CARPET OF MOVIETONE

'39-'40 (6)

Aghileen Pinnacles, The (G) Nov. 10 11m.
Evergreen Empire, The (G) Oct. 13 11m.
Valley of Ten Thousand Smokes (E) Feb. 16 10m.
Kangaroo Country (G) . Feb. 2 9m.

SPORTS REVIEWS

'39-'40 (6)

Big Game Fishing (F) Sept. 1 10m.
Clocking the Jockies (G) Nov. 24 11m.
Following the Hounds (E) ..... Mar. 1 10m.
Over the Seven Seas .... Apr. 26 —m.
Topnotch Tennis (F) .. Jan. 19 10m.

TERRYTOONS

'39-'40 (26)

Black and White

All's Well That Ends Well ..... Mar. 8 —m.
Edgar Runs Again (F) . Jan. 26 6m.

Dog In a Mansion (B) . . Jan. 12 7m.
Hare and Hounds (F) . . Feb. 23 7m.
Hitch-Hiker, The . . Dec. 1 7m.
Ice Pond, The (F) . . . . Dec. 15 7m.
It Must Be Love . . . . . Apr. 5 —m.
One Mouse In a Million (F) . . . . . Nov. 3 7m.
Sheep in the Meadow (G) . . . . . Sept. 22 7m.
Watchdog, The (F) . . . Oct. 20 7m.

Technicolor

First Robin, The (F) Dec. 29 7m.
Harvest Time (F) . . . . . Feb. 6 7m.
Hook, Line and Sinker (F) Sept. 8 7m.
Much Ado About Nothing Mar. 22 —m.
Orphan Duck, The (G) Oct. 6 7m.
Wicky-Wacky Romance (F) . . . . . Nov. 17 8m.

UNIVERSAL

Two Reel

COMEDY RE-ISSUES

Ooh, La, La (F)
S. Summerville . . . . . Jan. 1 19m.
We, We, Marie (F)
S. Summerville . . . . . Jan. 1 20m.

MUSICALS (13)

'39-'40 (13)

Boy Meets Joy (F)
P. Tomlin, J. Hodges. Sept. 6 17m.
Bullets and Ballads (F)
Fanchonettes, Armida Feb. 14 17½m.
International Revels
W. Sabbot, J. Collins Mar. 13 —m.
Rhumba Land (G)
W. Shaw Nov. 15 18m.
Rhythm Jamboree (E)
J. Starr . . . . . Jan. 17 18m.
Snow Follies (F)
L. Roth, King Sisters Dec. 13 18m.
Swing Hotel (G)
D. Daly and Orchestra Oct. 18 18m.

SERIALS

'39-'40 (4)

Flash Gordon Conquers the Universe (E)
L. Crabbe Apr. 9 12 ep.
Green Hornet, The (G)
G. Jones, A. Nagel Jan. 9 13 ep.
Phantom Creeps, The (G)
B. Lugosi, D. Arnold Oct. 17 12 ep.

SPECIAL

'39-'40 (1)

March of Freedom, The (E) . Sept. 6 20m.
(Pre-released June 7)

One Reel

GOING PLACES

'39-'40 (15)

No. 66 (G) . . . . . Sept. 25 9m.
No. 67 (F) . . . . . Oct. 16 9m.
No. 68 (G) . . . . . Nov. 13 9m.
No. 69 (G) . . . . . Dec. 11 8m.
No. 70 (G) . . . . . Dec. 25 8m.
No. 71 (G) . . . . . Jan. 15 9m.
No. 72 . . . . . Feb. 5 —m.
No. 73 . . . . . Feb. 26 —m.
No. 74 . . . . . Mar. 18 —m.
No. 75 . . . . . Apr. 8 —m.
No. 76 . . . . . Apr. 29 —m.

STRANGER THAN FICTION

'39-40 (15)

No. 66 (G) . . . . . Sept. 18 8½m.
No. 67 (G) . . . . . Oct. 9 9m.
No. 68 (F) . . . . . Nov. 6 9m.
No. 69 (G) . . . . . Dec. 4 9m.
No. 70 (G) . . . . . Dec. 18 9m.
No. 71 (G) . . . . . Jan. 8 9m.
No. 72 . . . . . Jan. 29 —m.
No. 73 . . . . . Feb. 19 —m.
No. 74 . . . . . Mar. 11 —m.
No. 75 . . . . . Apr. 1 —m.
No. 76 . . . . . Apr. 15 —m.

WALTER LANTZ CARTOONS (26)

Silly Superstition (F) Aug. 28 7m.

'39-'40 (13)

(Technicolor)

A-Haunting We Will Go (G) Sept. 4 7m.
Andy Panda Goes Fishing (F) . . . . Jan. 22 8m.
Kittens Mittens (G) Feb. 12 8m.
Life Begins for Andy Panda (G) Oct. 9 8½m.
Scrambled Eggs (G) Nov. 20 9m.
Sleeping Princess, The (G) . . . . . Dec. 4 9m.
Tom Thumb, Jr. . . . . Mar. 4 —m.

VITAPHONE

Two Reel

BROADWAY BREVITIES (22)

Seeing Red (G)
R. Skelton . . . . . Aug. 26 20m.

'39-'40 (10)

Alex In Wonderland
W. Catlett, C. Foy . . . Mar. 9 —m.
Double or Nothing (E)
L. Dixon, Doubles . . . Apr. 20 19m.
Ice Frolics (G)
E. Gardner, Merry Macs Oct. 28 17m.
One for the Book (F) . . Feb. 3 20m.
Remember When? (E)
Eton Boys, R. Ragland. Jan. 20 20m.
Slapsie Maxie's (E)
M. Rosenbloom Sept. 16 17m.
World's Fair, Jr. (F)
Kiddie Revue . . . . . Dec. 9 20m.

TECHNICOLOR PRODUCTIONS (8)

Monroe Doctrine, The (E)
J. Stephenson, S. Blackmer . . . . . Oct. 14 22m.
Ride, Cowboy, Ride (E)
D. Morgan Sept. 9 22m.
Singin' Dude, The
D. Morgan, L. Fairbanks . . . . . Apr. 6 —m.

'39-'40 (8)

Old Hickory (E)
H. Sothern, V. Killian Dec. 23 17m.
Royal Rodeo (E)
J. Payne Nov. 25 15m.
Teddy the Roughrider (E)
S. Blackmer . . . . . Feb. 24 19m.

One Reel

COLOR PARADE (13)

'39-'40 (10)

American Saddle Horses (E) Nov. 11 10m.
Mechanix Illustrated
No. 1—(G) Sept. 30 10m.
No. 2 (G) . . . . . Dec. 2 10m.
No. 3 (G) . . . . . Feb. 17 10m.
Men Wanted Mar. 23 —m.
New Horizons (F) Jan. 6 10m.

FLOYD GIBBONS (13)

Verge of Disaster (G) Aug. 26 9m.

LOONEY TUNES (16)

'39-'40 (16)

Africa Squeaks (E) . Jan. 27 7m.
Ali Baba Bound (G) Feb. 10 7m.
Film Fan, The (F) Dec. 16 7m.
Jeepers Creepers (G) Sept. 23 7m.
Naughty Neighbors (F) Oct. 7 7m.
Pied Piper Porky (G) Nov. 4 7m.
Pilgrim Porky Mar. 16 —m.
Porky's Hotel (G) Sept. 2 7m.
Porky's Last Stand (F) Jan. 6 7m.
Porky the Giant Killer (F) Nov. 18 7m.
Slap Happy Pappy Mar. 30 —m.
You Ought to Be In Pictures . . . . . Apr. 27 —m.

MELODY MASTERS

'39-'40 (10)

Apollon, Dave, & Orchestra (F) . . . . . Mar. 2 10m.
Conuettes, The (F)
F. Carroll Feb. 17 10m.
Hoff, Carl, & Orchestra Mar. 23 —m.
Lopez, Vincent, and Orchestra (G) Sept. 30 10m.
Rubinoff and His Orchestra (G) Nov. 11 8m.
Shaw, Artie, and Orchestra in "Symphony of Swing" (E) . . . Dec. 30 10m.
Swing Styles (G) Sept. 2 10m.

MERRIE MELODIES (26)

(Technicolor)

Detouring America (G) Aug. 26 7m.
Little Brother Rat (F) Sept. 2 7m.

'39-'40 (26)

Bears' Tale, The . . . . . Apr. 13 —m.
Busy Bakers (F) . . . . Feb. 10 7m.
Confederate Money Mar. 30 —m.
Cross Country Detours Mar. 16 —m.
Curious Puppy, The (F) Dec. 30 7m.
Early Worm "Gets the Bird," The (G) . . . . . Jan. 13 7m.
Elmer's Candid Camera . Mar. 2 —m.
Fagin's Freshman (G) . . Nov. 18 7m.
Fresh Fish (E) . . . . . Nov. 4 7m.
Good Egg (F) Oct. 21 7m.
Hardships of Miles Standish . . . . . Apr. 27 —m.
Land of the Midnight Fun (E) . . . . . Sept. 23 7m.
Little Lion Hunter (G) Oct. 7 7m.
Mighty Hunters (G) . . . Jan. 27 7m.
Screwball Football (F) Dec. 16 7m.
Sioux Me (G) Sept. 9 7m.
Sniffles and the Bookworm (G) . . . . . Dec. 2 7m.

VARIETIES (12)

'39-'40 (6)

No Parking
Grouch Club . . . . . Apr. 13 —m.
Organ Novelty, An (G)
The Crawfords . . . . . Jan. 13 9m.
Sword Fishing (E)
H. Hill . . . . . Oct. 21 10m.
Vote Trouble (G)
Grouch Club . . . . . Sept. 9 10m.

COMMERCIAL

Addresses of the producers or distributors will be furnished on request.

All In One (G)—Handy 10m.
Behind the Mike (E)—Handy . 9m.
Circus Daze (G)—Handy 9m.
Current Flashes (G) — Handy 10m.
Five Grand and a Girl (E) — Wilding Picture Productions . 15m.
Free and Easy (G) — Jam Handy . . . . . 9m.
Hitting the Roof (G)—Handy . 10m.
Life Is What You Make It (F) . . 10m.
Miami Miracle (F) — Paramount 10m.
Miracle of Milk, The (E) —Principal Productions . . . . . 10m.
Modeled for Distinction (G)—Handy . 10m.
More Power to You (E) —Handy . 10m.
New England, Yesterday and Today (E) — Handy . 20m.
(Also: 1-reel version)
Radio Blockade (E) — Handy . . . 9m.
Sea Food (G)—Pathe . . 12m.
Vacuum Control (E) — Handy . . . . . 11m.

MISCELLANEOUS

Addresses of the producers or distributors will be furnished on request.

Adventures in the Jungle (G)—Continental 26m.
Afternoon at a Bull Fight (F)—Emanuel 10m.
Anti-Mutuel Talk — Soc. Prev. of Crime 3m.
Aquabatics (G)—Cerrick
Ave Maria, Our Lady of Chartres (G)—Malchin 10m.
(Also: 2-reel version)
Birth of a Champion (G)—Fistic Films 14m.
Birth of the Movies (E) —Alliance 18m.
Broken Earth (G)—Sack Amusement . . 8m.
California Today (F)—Modern . . 10m.
Calling on Cairo (G)—Central . 8m.
Champions of the Gridiron (—)—Industrial Pictures . . 10m.
China Fights On (F)—Amkino 18m.
Chinook's Children (E) —Central . 10m.
Country Fair (E)—Central Films . . 10m.
Dagestan (F)—Amkino. 10m.
Diamond Minds (F) — National Cinema . . 10m.
Disinherited, The (G)—Children's Aid Society of N. Y. . . 15½m.
Finland Fights (E) — Emerson Yorke—Finnish Relief Fund 5½m.
Flying Frogs, The (G) —Amkino . . . . . 10m.
Footsteps of Saint Patrick (F)—Guaranteed 25m.
Fountain of Bakhchisarai, The (G)—Amkino . . 10m.
Four Seasons (E) — Walch . . . . . 3m.
Future Admirals (G)— Philip Provenza . . . . 11m.
Gems of the Orient (E) —Modern . . . . . 10m.
Great Train Robbery, The (—)—Klein . . . 10m.
Happy Landing, A (F) —Imperial . . . . . 8m.
Highlights of London (G)—Central . . . . . 10m.
Homes of Today (E)— Fed. Housing Administration . . . . . 11m.
Honoring a People's Port (B)—Amkino . . . . 5m.
In Old Morocco (G) — Central . . . . . 9m.
Irish Isle, The (F — Central . . . . . 10m.
Island of Love (F) — Principal . . . . . 10m.
Journey to Normandy, A (G)—Central . . . 10m.
Kilmainham Jail (G)— Alexander . . . . . 28m.
Let My People Live (G) —N. Y. Tuberculosis Association . . . . . 19m.
Louis-Godoy Fight Pictures (G)—Banner . . 29m.
Makassar (G) — Devlin 10m.
Mat Maulers (E)—Sonnenschein . 10m.
Memory Lingers On, The, No. 2 (G)—Ennis . 11m.
Miracles of Modernization (F) — Federal Housing Adm. . . . 9m.
Monsters of the Deep (F)—Talking Picture Epics . . . 26m.
Montmartre (F) — French Cinema Center 15m.
Mother, The (G)—Astor 10m.
Musical Moments (F)— Alliance . . . . . 20m.
1939 — Year of Dark Contrasts (E)—Paramount News . . 16m.
North Sea (G)—Lenauer 24m.
One Night Before Christmas (G)—Syndicate 13m.
Peasant's Wedding, The (F) — Polish Pictures 35m.
Pope Plus XI, Pope of Peace (G)—Beacon . 10m.
Pyramids of Mexico, The (E)—Atlas . . . 11m.
Raiders Over England (F)—Monogram . . 18m.
Recovery Road (G) — Children's Aid Society 9m.
Rembrandt (E) — Malchin . . . . . 10m.
(Also: 2-reel version)
School of Talent (G)— Amkino . . . . . 10m.
Seabiscuit (G) — Howard . . . . . 19m.
Service In Submarines— U. S. N. . . . . 10m.
Serum to Windham (G) —N. Y. State Department of Health . . 9m.
She Shall Have Music (F) — Imperial . . 35m.
Southern Beauties (F)— Imperial . . . . . 10m.
Spy Menace, The (F)— Screen Classics . . 11m.
Story of Our Flag, The (F) — Screen Classics 11m.
Swing's the Thing (G) —Imperial . 18m.
Technicolor Test Reel (E) — Audio Productions . . . . 9m.
Terzo Annuale dell' Impero col Discorso del Duce (G)—Esneria 10m.
Warning, The (G)—Alliance . . 36m.
What Goes Up (G)— Sepia Art Pictures . . 20m.
Wild Innocence (—)— Garfield . . . 34m.
Winners of the International Violin Contest (G) — Amkino 10m.
With These Weapons (E) —Amer. Social Hygiene Assn. . . 11m.
Xochmilco (G) — Atlas 11m.
Your Town (G)—Modern Talking Picture Service . . . . 10m.
Zoo in Manhattan (G)— Central . . . . . 10m.

THE EXHIBITOR'S ORIGINAL NATIONAL RELEASE DATE GUIDE

ANOTHER SERVICE OF THE JAY EMANUEL PUBLICATIONS CREATED IN THE INTERESTS OF BETTER MANAGEMENT

Pictures listed are in the order of their release by the several companies, placed as closely as possible to the correct date. This Guide is subject to changes in dates, titles, and casts, as made by the companies' home office. For convenience, series westerns are designated by a W following the title, not to be confused with (W) in the Warner-First National column, where the letter designates a Warner picture.

	COLUMBIA	METRO	MONOGRAM	PARAMOUNT	RADIO	REPUBLIC	20th-FOX	UNITED ARTISTS	UNIVERSAL	WARNERS FIRST NAT.
FEB 2	**Convicted Women** R. Hudson, F. Inescort	**I Take This Woman** S. Tracy, H. Lamarr, V. Teasdale	**Chasing Trouble** F. Darro, M. Stone, L. Elliott	**Parole Fixer** W. Henry, R. Paige, V. Dale	**The Marines Fly High** R. Dix, C. Morris, L. Ball	**Village Barn Dance** R. Cromwell, D. Day, Lulu Belle & Scotty	**The Man Who Wouldn't Talk** L. Nolan, J. Rogers, R. Clark		**Danger on Wheels** R. Arlen, A. Devine, P. Moran	**Calling Philo Vance (W)** J. Stephenson, M. Stevenson, H. O'Neill
9	**Pioneers of the Frontier, W** B. Elliott, L. Winters	**Broadway Melody of 1940** F. Astaire, E. Powell, G. Murphy	**East Side Kids** V. Barnett, D. Moore	**The Light That Failed** R. Colman, W. Huston, I. Lupino	**Vigil in the Night** C. Lombard, B. Ahearn, A. Shirley		**Little Old New York** A. Faye, F. MacMurray, R. Greene		**My Little Chickadee** W. Fields, M. West, J. Calleia, D. Foran	**Granny Get Your Gun (W)** M. Robson, M. Stevenson, H. Davenport
16	**Five Little Peppers at Home** E. Fellows, D. Peterson, C. Kolb	**The Man From Dakota** W. Beery, J. Howard, D. Del Rio	**Danger Ahead** J. Newill, D. Kent, D. O'Brien	**The Sidewalks of London** C. Laughton, V. Leigh (English-made)	**Swiss Family Robinson** T. Mitchell, E. Best, F. Bartholomew		**Young As You Feel** The Jones Family	**A Chump at Oxford** S. Laurel, O. Hardy (Roach)	**Honeymoon Deferred** E. Lowe, M. Lindsay, E. Risdon	**The Castle on the Hudson (FN)** J. Garfield, A. Sheridan, P. O'Brien
23	**Blondie on a Budget** P. Singleton, A. Lake, L. Simms	**Northwest Passage** S. Tracy, R. Young, W. Brennan, R. Hussey (Technicolor)	**The Cheyenne Kid, W** J. Randall, L. Stanley	**Knights of the Range, W** R. Hayden, J. Parker, J. MacDonald	**Pinocchio** W. Disney Feature-Length Cartoon (Technicolor)		**They Came by Night** W. Fyffe, A. Hulme, P. Calvert (English-made)		**Framed** J. Cowan, C. Moore, R. Armstrong	
MAR 1	**Bullets for Rustlers, W** C. Starrett, L. Grey	**Strange Cargo** C. Gable, J. Crawford, I. Hunter	**Rhythm of the Rio Grande, W** T. Ritter, S. Dale **Torpedo Raider** B. Balfour, B. Mackay (English-made)	**Seventeen** J. Cooper, B. Field, O. Kruger	**Little Orvie** J. Sheffield, E. Truex, A. Todd		**Charlie Chan in Panama** S. Toler, J. Rogers, L. Atwill	**The House Across the Bay** G. Raft, J. Bennett (Wanger)	**Double Alibi** W. Morris, M. Lindsay, W. Gargan	**Dr. Ehrlich's Magic Bullet (FN)** E. Robinson, R. Gordon, O. Kruger
8	**Outside the Three-Mile Limit** J. Holt, I. Ware, E. Cianello	**The Ghost Comes Home** F. Morgan, B. Burke, A. Rutherford	**The Human Monster** B. Lugosi (English-made)	**Showdown, W** W. Boyd, R. Hayden, J. Clayton	**Isle of Destiny** W. Gargan, W. Ford, J. Lang (Cosmocolor)				**Zanzibar** L. Lane, J. Craig, E. Cianelli	
15	**Men Without Souls** J. Litel, R. Hudson	**Young Tom Edison** M. Rooney, F. Bainter, G. Bancroft		**Women Without Names** E. Drew, J. Barrett, R. Paige	**Millionaire Playboy** J. Penner, L. Hayes	**Pioneers of the West, W** 3 Mesquiteers, B. Roberts	**The Grapes of Wrath** H. Fonda, J. Darwell, J. Carradine		**Ma! He's Making Eyes at Me** T. Brown, C. Moore, A. Nagel	**Three Cheers for the Irish (FN)** P. Lane, D. Morgan, T. Mitchell
22	**Too Many Husbands** J. Arthur, F. MacMurray, M. Douglas	**Florian** R. Young, H. Gilbert, C. Coburn	**The Midnight Limited** M. Reynolds, J. King, P. Flaherty	**Road to Singapore** B. Crosby, D. Lamour, B. Hope	**The Primrose Path** G. Rogers, J. McCrea		**The Blue Bird** S. Temple, S. Byington, N. Bruce (Technicolor)	**My Son, My Son!** B. Aherne, M. Carroll (Small)	**It's a Date** D. Durbin, K. Francis, L. Howard	**Virginia City (W)** E. Flynn, M. Hopkins, R. Scott
29	**I Married Adventure** O. Johnson Jungle Picture (Special)	**Dr. Kildare's Girl** L. Barrymore, L. Ayres, L. Day	**Son of the Navy** J. Dunn, J. Parker, M. Spellman	**The Farmer's Daughter** M. Raye, C. Ruggles, W. Frawley			**Free, Blonde and 21** L. Bari, J. Davis, H. Wilcoxon	**Over the Moon** M. Oberon, R. Harrison, U. Jeans (Technicolor) (Korda)		
APR 5			**Tom Boy** J. Moran, M. Jones	**Adventure in Diamonds** G. Brent, I. Miranda, J. Loder	**The Courageous Dr. Christian** J. Hersholt, D. Lovett, R. Baldwin **Bullet Code, W** G. O'Brien, V. Vale, R. Stanton		**Star Dust** L. Darnell, J. Payne, R. Young	**1,000,000 B. C.** L. Chaney, Jr., C. Landis, V. Mature (Roach)	**Riders of Pasco Basin, W** J. Brown, B. Baker **House of Seven Gables** M. Lindsay, G. Sanders, V. Price	
12			**Phantom Pilot** J. Newill	**Dr. Cyclops** A. Dekker, J. Logan, V. Killian (Technicolor)	**My Favorite Wife** I. Dunne, C. Grant, R. Scott		**Viva Cisco Kid** C. Romero, J. Rogers, C-P. Martin		**Black Friday** B. Karloff, B. Lugosi A. Nagel	

JUST A FEW OF HUNDREDS OF SHOWMEN WHO ARE "CLEANING-UP" WITH OUR ONE & ONLY LIBRARY NIGHT:

Rapf & Ruden Circuit
Walter Reade Circuit
Leon Rosenblatt Circuit
Murray Scahl Circuit
Netco Circuit
Harry Doniger Circuit

BROADMORE, Bloomfield, N. J.
TRAYMORE, Brooklyn, N. Y.
PARK, Caldwell, N. J.
COURT, Somerville, N. J.
PARAMOUNT, Plainfield, N. J.
FRANKLIN, Nutley, N. J.
PLAZA, Bayonne, N. J.
COLONY, Union City, N. J.
IRIS, Philadelphia, Pa.
FERN ROCK, Philadelphia, Pa.
TYSON, Philadelphia, Pa.
RITZ, Philadelphia, Pa.
MAJESTIC, Gloucester, Mass.

A MILLION ALREADY DISTRIBUTED . . . PATRONS ARE GLAD TO PAY

10c

COPYRIGHT AND SHIPPING CHARGE FOR VOLUMES YOU BUY FOR THEM

ABBY BOOKS

353 West 44th Street
New York, N. Y.

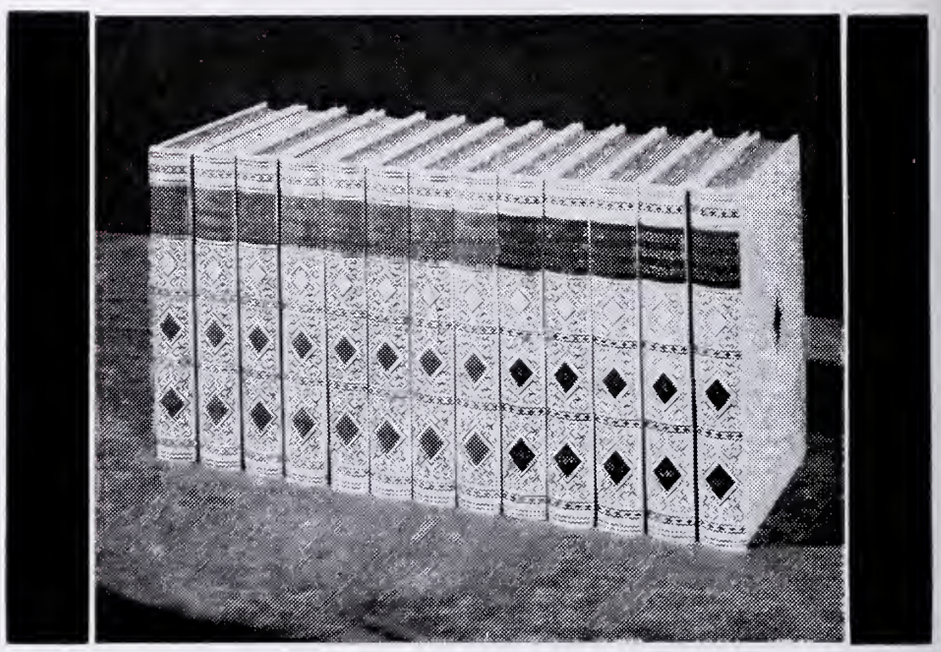
OSCAR KANTOR • BERT HALBERSTADT

WHERE YOU GET THE BEST FOR THE LEAST!

IF . . . you're running your theatre for profit . . . here's the deal for you

LIBRARY NIGHT

• *13 Big Weeks* •



• A Modern and Complete, DeLuxe Bound Reference Library consisting of

THE NEW AMERICAN ENCYCLOPEDIA

(8 Handsomely Bound Volumes)

and

WEBSTER'S NEW AMERICAN DICTIONARY

(5 Handsomely Bound Volumes)

EVERYTHING YOUR PATRON WANTS TO KNOW . . . HEALTH . . . POLITICS . . . SCIENCE . . . INVENTIONS . . . ART . . . SPORTS . . . HISTORY . . . LATE WAR NEWS . . . WORLD'S FAIRS . . . ILLUSTRATIONS, etc.

Loads of tie-ups with Schools and Parent-Teacher Organizations!

Get in on it . . . while it's HOT

THE EXHIBITOR

JERSEY EXHIBITORS ACT ON RIGHTS LAW MOVE

EDITORIAL: "THE PRE-VUE ISN'T EXCITING"

SERVISECTION: 52 FEATURES, SHORTS REVIEWED

SHORTS PARADE INDEX FOR THE SECOND QUARTER

ALPHABETICAL GUIDE TO 370 FEATURE REVIEWS

A COMPLETE LIST OF ACADEMY AWARD WINNERS

NEW YORK STATE EDITION

ENTERED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST OFFICE AT PHILADELPHIA, PA., UNDER THE ACT OF MARCH 3, 1879

MARCH 6, 1940
VOL. 23 No. 17 PRICE 10 CENTS

"What does BOX-OFFICE mean, papa?"
"That's easy son. It's when you've got Metro-Goldwyn-Mayer Pictures!"
CLARK GABLE
JOAN CRAWFORD
"STRANGE CARGO"
with
IAN HUNTER • PETER LORRE • PAUL LUKAS
Albert Dekker • J. Edward Bromberg • Eduardo Ciannelli
A FRANK BORZAGE PRODUCTION
Screen Play by Lawrence Hazard • Based on the Book "Not Too Narrow, Not Too Deep" by Richard Sale • Directed by Frank Borzage • A Metro-Goldwyn-Mayer Picture
Produced by Joseph L. Mankiewicz

E D I T O R I A L

THE

EXHIBITOR

Vol. 23, No. 17 March 6, 1940

MEMBER AUDIT BUREAU OF CIRCULATIONS

A Jay Emanuel Publication. Covering the film territories in the Metropolitan East. Published weekly by Jay Emanuel Publications, Incorporated. Publishing office: 1225 Vine Street, Philadelphia, Pennsylvania. New York City office, 1600 Broadway. West Coast office, 1119 Poinsettia Drive, Hollywood, California. Representatives in Washington, D. C.; Albany, Buffalo, Boston, New Haven. Jay Emanuel, publisher; Paul J. Greenhalgh, business manager; Herbert M. Miller, managing editor. Subscription rates: $2 for one year; $5 for three years. Address all communications to 1225 Vine Street, Philadelphia, Pennsylvania.

Just In Passing

MAN BITES DOG

On March 8 some sort of journalistic history is being written in Washington, D. C., where Andrew R. Kelley, for 30 years a staunch, honest progressive member of the press, finds himself being honored by a testimonial sponsored by the Variety Club of Washington, in association with Kelley's friends. This is news for two reasons. The first is that rarely is a newspaper critic given a testimonial, while the second is that Kelley is no longer a member of the newspaper staff. On the list of committeemen one finds localites as well as national industry figures.

It is our purpose here to point out that if one lives long enough almost everything can happen, and that in this particular case it does prove a fellow who goes about doing his work in a fair, sincere manner eventually does reap the reward of honest effort.

BOW TO THE "B" BOYS

We think a bow should be directed toward the boys who manage the "B" houses, theatres destined, except for an occasional jam of product, to get the "ones the other houses don't want." This is usually a circuit proposition.

The "B" boys have to get out and plug, because they are usually handicapped by the picture, but these hard-working showmen with ideas get the business in spite of critics, tough competition and everything else.

THE PRE-VUE ISN'T EXCITING

If the current goings-on in the questioning before trial of leading film executives in connection with the government suit are intended to serve as trailers for the forthcoming attraction, the equity trial, we think that a hurry call should be sent out to National Screen Service, which can probably do a better job.

So far, there has been no excitement. According to the executives who have testified, there is nothing going on to which anyone might take offense, there are no obnoxious practices, no evidences of monopoly, or anything, in the opinion of the executives, which might be criticized.

In short, the executives have taken the stand with a great deal of confidence, and are giving answers which can hardly be expected to help the government's case. This does not appear unusual to those who have witnessed testimony in similar anti-trust trials. The excitement never comes from the defendants but from the plaintiffs.

We do not expect, therefore, that the oral examination will have any effect except, perhaps, to shorten the length of the actual trial, which is to open May 1.

When the witnesses for the government get on the stand, we may expect to see some fireworks, although, here, too, we would not be surprised if some of the bombshells turn out to be duds. We do not doubt that the government has lined up some important testimony but what will be said on the witness stand is often different than what is heard before.

Externally, the defense seems to be very sure of itself, as has been attested by the legal developments over a period of two years. By this time it must be assumed that the defense is quite confident of its ability to convince the court that the government's charges are without foundation. The almost jocular attitude on the part of one of the industry executives would appear to be evidence of a slight "field day" atmosphere.

On May 1, then, the big event begins. Until that time we expect nothing of a sensational nature. The pre-vue won't dull the value of the main attraction, but we had hoped it might be more interesting.

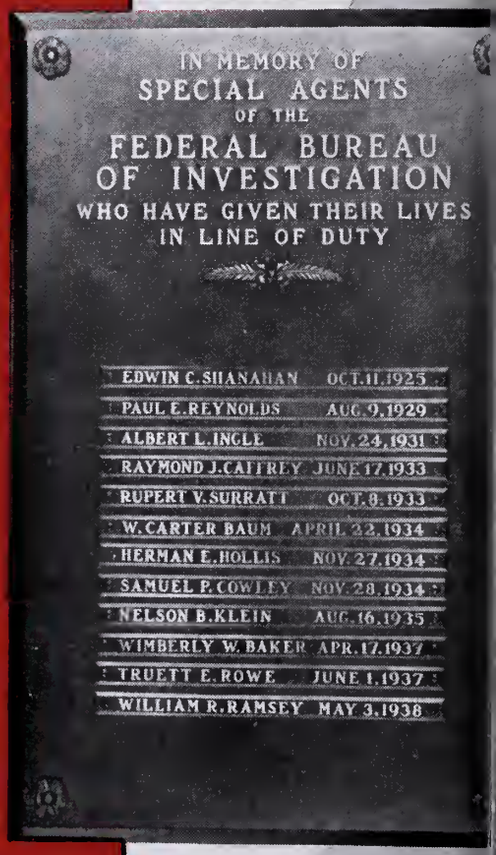
Jay Emanuel

QUAD.

PRE-SOLD BY *EVERY* DAY'S HEADLINES

TIMELIEST SHORT EVER MADE !

Inside The FEDERAL BUREAU OF INVESTIGATION



A COLUMBIA SHORT-SUBJECT PRESENTATION

"Washington Parade" No. 3, Series 2

J. Edgar Hoover's headquarters in action! G-Men training to fight spies and racketeers!...Reconstructing crimes! ...Performing great laboratory feats!

COLUMBIA PICTURES

TERRITORIAL HIGHLIGHTS

Metropolitan Dates Announced for "GWTW"

Loew Neighborhood De Luxers Get Show

NEW YORK CITY—Tickets go on sale tomorrow, March 7, for the nabe showings of "Gone With the Wind" in about 50 metropolitan Loew houses. With the exception of the Valencia and Triboro, Queens, the Kings and Pitkin, Brooklyn, all of whom will hold the film for two weeks, "GWTW" will play one-week engagements. Paradise and Valencia start the ball rolling with March 21 openings.

March 28 the following will play the Selznick show: New Rochelle, Yonkers, Mount Vernon, 175th Street, Lexington, 72nd Street, 83rd Street, Pitkin, Kings, and Triboro.

Seven more openings are scheduled for April 4 and 16. Other nabe houses get the picture starting April 11.

George King Mourned

BINGHAMTON — Passing of George W. King, 66, owner, Lyric, former secretary of the Civil Service Commission and former alderman from the fifth ward, who died last fortnight, was mourned by the trade.

King died after two months of illness, that began with a cerebral hemorrhage early in January.

Racing Hearing Held

ALBANY—Wide differences of opinion as to proper legislation to be enacted to provide pari-mutuel betting in New York State, developed at the hearing held February 26 before fiscal committees of the Legislature.

Sales Talk

NEW YORK CITY — When ex-Mayor James J. Walker introduced Harry Brandt as one of the judges of Walker's "Opportunity Hour," which bowed over WHN last week, the independent circuit head was tabbed "the man who is doing more to revive vaudeville than any other theatre owner."

Brandt, perhaps out of gratitude for the kind words or because of business acumen, hired one of the amateur winners immediately following the broadcast which emanated from the Loew's State stage.

New Jersey Allied Will Protest Rights' Bill Move

Statewide Session Due In Passaic March 21

NEW YORK CITY—Legislative committee of New Jersey Allied was last week told to protest against the change in the state's civil rights law.

Under the proposed change, any fine against a theatre which barred a person from entering would be given the one complaining instead of the state.

It was also announced that a state meeting will be held in Passaic, with a beefsteak dinner following, March 21. About 20 exhibitors attended the session last week.

Standard Suit Filed

NEW YORK CITY — Boston independent exchangeman Harry Segal filed suit in New York Supreme Court last week against Standard Pictures Distributing Corporation and George Leganas for $32,400 damages. He claimed breach of contract on an alleged three-year deal as general sales manager, and that because the defendants failed to get 12 pictures yearly for distribution he lost out on a percentage-of-the-gross compensation arrangement.

Brandt Adds Two

NEW YORK CITY—Brandt Theatres last week added the Lexington Avenue Trans-Lux and the Brooklyn Elton to houses under its supervision. Trans-Lux retains its former corporate name, but will be supervised by the Brandt circuit. Elton, which has been closed, re-opens shortly with Julius Sanders as its treasurer.

New York Opens Soon

NEW YORK CITY—City's latest first run in Times Square, the 600-seat New York, on the site of the George M. Cohan, is expected to be completed by Easter, it was announced last week. House has been leased for 21 years by Consolidated Amusement Enterprises, Inc., from the owners, the New York Life Insurance Company.

ITOA Sets Ball

NEW YORK CITY—Annual movie ball, seventh of the series, of the ITOA will be held March 23, it was announced last week, with Dave Weinstock as chairman.

Long Island Lease Deal Upheld in Brooklyn Court

Operation of Savoy, Jamaica, Involved

JAMAICA, LONG ISLAND—Where a transaction is in good faith, the courts should not interfere with a deal in which directors of a corporation lease property to a 100 percent-owned subsidiary for a fair consideration was the point made by Brooklyn Supreme Court Justice Lockwood in denying relief to William Isensee in his suit against Lewis B. and Jack Alterman, operators of the Savoy, Jamaica. Isensee instituted suit against the Altermans to have a receiver appointed for latter's corporations, for $250,000 damages, and for an accounting of the profits.

The Altermans are connected with the Long Island Motion Picture Company, owners of the Savoy Building, and are also the principals of the Coy Operating Company, which runs the theatre. Basis for Isensee's claim was that the Altermans, as minority stockholders in the realty corporation, executed a 10-year lease to themselves at an unreasonably low rental in the name of the Coy Operating Company, of which they owned 100 percent, and then renewed the lease to themselves for 20 years. Isensee, a stockholder in the realty company, claimed he didn't know the defendants were making leases to themselves annd asserted that approximately a quarter of a million dollars had been syphoned out of the company.

Louis Nizer, of the firm of Phillips and Nizer, argued for the defendants that although the contracts between corporations and their own subsidiaries are ordinarily suspicious, the facts showed the good faith of his clients. He told the court that after a half-million dollars had been invested in the building and theatre, it turned out to be a white elephant.

Between 1919 and 1929, a series of tenants had vainly attempted to operate the theatre. A. H. Schwartz's Century circuit was one of the tenants. In 1929 after the house had been dark for about six months, the Altermans opened it themselves to salvage their investment. Nizer pointed out that his clients invited Isensee to join Coy at the time, but that he refused because he did not want to invest part of the $70,000 necessary to install sound, air conditioning, and other equipment.

Justice Lockwood upheld all of Nizer's contentions and denied relief to the plaintiff.

Rochester Tariff Peeve

ROCHESTER — When Howard G. Carroll, Strand, tried a policy at free admissions to women accompanied by men two days, other exhibitors were peeved, holding new low of seven and a half cents as night rate (regular night rates are 15-20 cents at Strand) hits theatre business throughout the city.

IN THE SPOTLIGHT

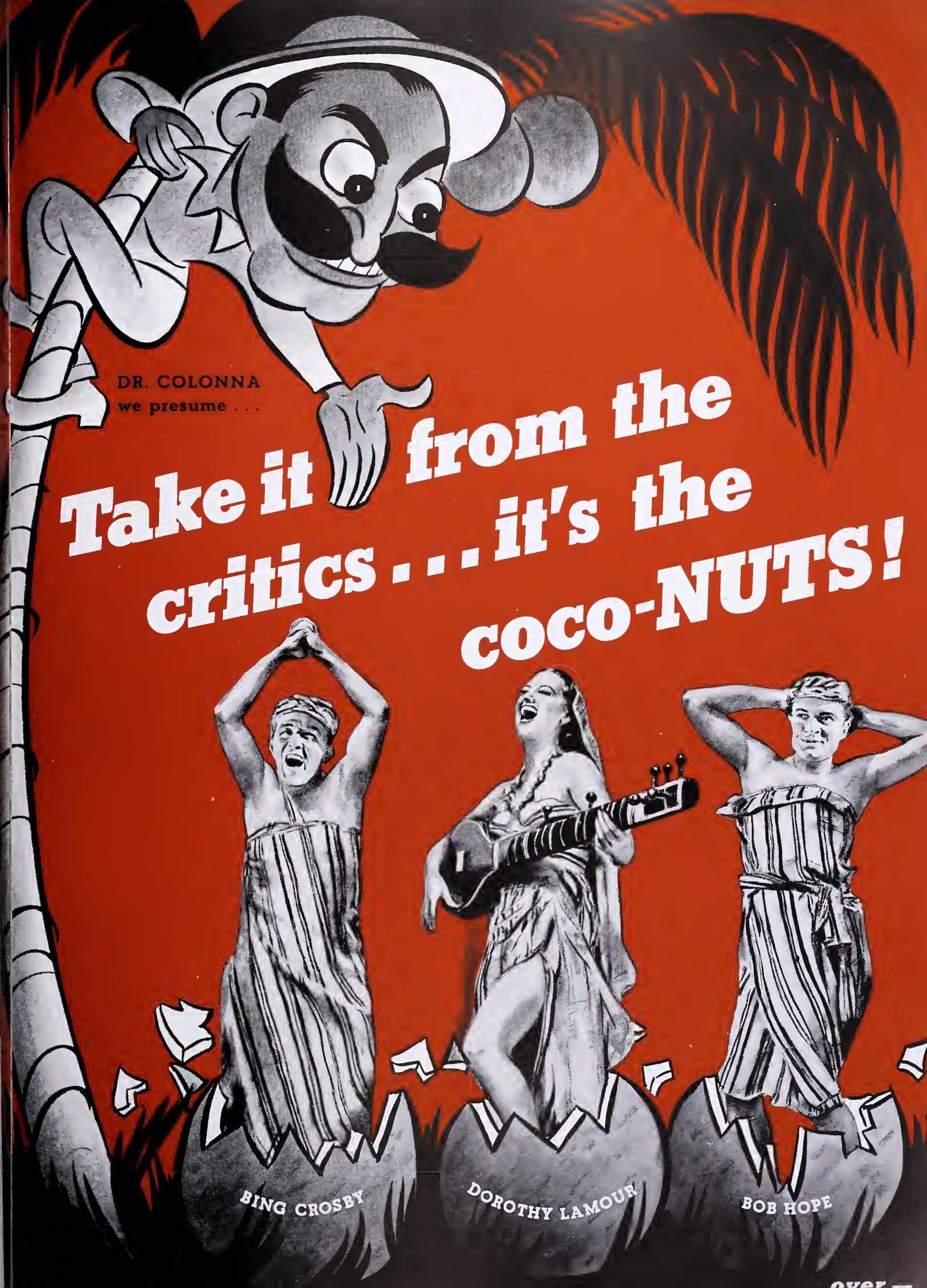
S. H. FABIAN. Fabian theatres, extends Abe Montague Campaign congratulations to Joe Miller, manager, Columbia's branch office, Albany.

MARY PICKFORD is snapped at the opening of "Abe Lincoln in Illinois" at New York's Radio City Music Hall.

SYLVIA SYDNEY, Luther Adler (her husband), and Mrs. I. E. Lopert are seen at the gala New York City-American premiere of the French film version of Emil Zola's "Human Beast," released by I. E. Lopert through Juno Films, Inc.

GEORGE MacKENNA, Lafayette, Buffalo, and Phil Fox are seen going over the coming attractions which Columbia will release in the near future. MacKenna pledges that he will do everything in his power to help the Buffalo office win the drive.

AT THE RADIO CITY MUSIC HALL, NEW YORK CITY, OPENING of "Abe Lincoln in Illinois," are (left) Gus Eyssell; Robert S. Heilferty, grand marshal, Grand Army of the Republic, Borough of Brooklyn; William H. Jackson, 97-year-old voter for Lincoln; Julius Isaacs, secretary, Grand Army of the Republic; and Ruth Gordon; (upper center) Miss Gordon presenting Postmaster Albert Goldman with photograph of Lincoln as postmaster; (bottom center) the cake; (right) Eyssell, Harry Goetz, Alfred E. Smith, Miss Gordon, and Max Gordon, all of whom had a part in the proceedings.


DR. COLONNA
we presume . . .
Take it from the critics . . . it's the coco-NUTS!
BING CROSBY
DOROTHY LAMOUR
BOB HOPE

CRITICS GO NATIVE OVER

Paramount's

"ROAD TO SINGAPORE"

"One of the funniest pictures Hollywood has turned out in many a moon. The teaming of Crosby and Hope is a master stroke of showmanship. Dorothy Lamour is swell, too — so make a note in your little black book to see 'Road to Singapore'!" — *Jimmie Fidler, famous newspaper and radio columnist*

"A sock. One of the most hilariously and colorfully entertaining pictures to come up in many a moon. Crosby and Hope one of the greatest comedy teams in film history. A cinch to be one of the big grossers of the year!"

—*Hollywood Reporter*

"The most successful pairing of comedy talents brought forth upon the screen since Hollywood memory runneth not to the contrary. All the other extreme variants of the adjective 'good' apply directly and redoubled to the slap bang entertainment delivered by Bing Crosby and Bob Hope!"

—*M. P. Herald*

"Rich in entertainment, especially in comedy. Everything that a studio could ask for!"

—*Edwin Schallert, Los Angeles Times*

"Crosby and Hope don't make the rafters ring — they tear them down. This is one grand motion picture!"

—*Hedda Hopper, syndicated Hollywood columnist*

"Paved with enough laughs to cause an actual ache in the ribs. Crosby-Hope comedy team tops any yet seen!"

—*Ralph Jordan, I. N. S.*

"As hilariously funny a romantic comedy as has been turned out by any studio in a long time. Will certainly be a heavy money-maker!"

— *Daily Variety*

"The comedy team the screen has needed for a long time. One of the best comedies Hollywood has turned out in many a day!"

—*George Fisher, famous radio columnist*

"Top-flight fun should do heavy business at the box office. Bing and Bob make up a swell team!"

—*Film Daily*

"ROAD TO SINGAPORE" **Bing Crosby • Dorothy Lamour • Bob Hope**

Charles Coburn • Judith Barrett • Anthony Quinn • Jerry Colonna • Directed by VICTOR SCHERTZINGER

LATE NEWS HIGHLIGHTS

"Grapes" Breaks Records In Pre-Release Bookings

Tops "Rains," "James," Reports Show

NEW YORK CITY—"The Grapes of Wrath," Darryl Zanuck's picturization of John Steinbeck's novel which starts its seventh capacity week today (March 6) at the Rivoli, lived up to its box-office reputation in pre-release engagements throughout the country over the week end, a survey by THE EXHIBITOR showed.

According to reports received at the 20th Century-Fox home office March 4, picture topped the record of "The Rains Came," company's top-grossing picture for this year, in 22 cities and equalled it in four spots. In several cities, "The Grapes of Wrath" surpassed both "Alexander's Ragtime Band" and "Jesse James."

At the Lincoln, Miami, where "Grapes" had its first opening following the New York premiere, the picture played nine days at the Lincoln and a week at the Surf. In the first house, it surpassed "Rains" by more than $1,000. There could be no comparison for the Surf. In Los Angeles, the first five days of the picture's simultaneous run in the Chinese, State and Four Star the picture grossed $28,835 and at the State it topped "Rains" by $1,017. At the Des Moines and Roosevelt, Des Moines, picture played simultaneously and grossed more than "Rains" in both houses.

Picture proved especially strong in both California and Oklahoma. At the Paramount, Oakland, it grossed $11,727 in four days, topping "Rains" by $1,400. At the Fox, San Diego, the four days gross was $6,783, topping "Rains" by $1,200. The $875 opening day in Pomona was $25 better than "Rains." Santa Barbara opening of $833 topped "Rains" by $50 and in Fresno the opening day's gross of $1,587 topped "Alexander" by $437, "Jesse James" by $550 and "Rains" by $220.

At the Orpheum, Tulsa, Oklahoma, the only opening in that state, the picture grossed $4,107 in three days, topping "Rains" by $224.

Following additional figures from widely scattered theatres throughout the country give a good picture of the box-office strength of "Grapes." Denver, Denver, six days, $9,214, better than "Rains" by $600; Fox, Detroit, three days, $17,609, better than "Rains" by $1,900; Hippodrome, Cleveland, two days, $9,608, better than "Rains" by $1,000; Majestic, Providence, Rhode Island, three days, $5,403, better than "Rains" by $950; Buffalo, Buffalo, three days, $8,537, better than "Rains" by $400; Chicago, Chicago, three days, $22,251, topping "Rains" by $2,000; Indiana, Indianapolis, opening day, $1,479, topping "Rains" by $75; Lincoln, Springfield, Illinois, three days, $3,180, topping "Rains" by $450; Poli, Hartford, Connecticut, four days, $6,692, better than "Rains" by $980; Poli, Springfield, Massachusetts, four days, $5,322, better than "Rains" by $100; Palace, Waterbury, Connecticut, two days, $3,224, better than "Rains" by $100; Santa Barbara, opening day, $833, topping "Rains" by $50; Pomona, California, opening $875, topping "Rains" by $25; Paramount, Oakland, California, four days, $11,727, topping "Rains" by $1,400; Fox, San Diego, California, four days, $6,783, topping "Rains" by $1,400; New, Baltimore, two days, $3,972, topping "Rains" by $100.

"Rains" grosses were equalled at the Capitol, Cincinnati; Ohio, Columbus, Ohio; Paramount, Portland, Oregon; State, Richmond, Virginia. In five cities, Baltimore, Cleveland, Providence, Santa Barbara, and San Diego, "Jesse James" grosses were surpassed.

20th-Fox District Men Hold Pre-Convention Meet

New York City Scene of Product Confab

NEW YORK CITY—Conference of district sales managers of 20th Century-Fox took place at the Park Central Hotel here last week end under the direction of Herman Wobber, general manager of distribution.

The company's sales policies for the 1940-1941 season were discussed, along with other matters concerning distribution, and preliminary plans were made for the annual sales convention, which will be held in Chicago early in April.

Among those attending from THE EXHIBITOR'S territories were district managers Tom H. Bailey, Boston; Edgar Moss, Philadelphia; branch manager Harry H. Buxbaum, New York; branch sales manager Joseph J. Lee, New York.

The home office delegation included overseas sales manager Walter J. Hutchinson; division sales managers W. J. Kupper, W. C. Gehring, William Sussman; Charles E. McCarthy, director of advertising and publicity; William J. Clark, short subject sales manager; Jack Bloom, contract department manager; Martin J. Moskowitz; Jack Sichelman; Roger Ferri, editor, The Dynamo; C. A. Hill; E. H. Collins; Ted Shaw; Irving Mass; Leslie Whelan; Harvey Day; and others.

Goodman in S. A.

NEW YORK CITY—Morris Goodman, Republic's vice-president in charge of foreign sales, is now in Mexico City on the first hop of a four-months' trip covering the company's Latin-American market. Goodman, who arrived in Mexico City February 27 by plane from New York, will leave there for Panama, after which he will visit in turn the Republic sales offices in Ecuador, Peru, Chile, Argentina, Brazil, Trinidad, Venezuela, Puerto Rico and Cuba.

Richmond Leaves L-G

BOSTON—Sam Richmond, onetime general manager of the Lieberman circuit, lately general manager of Lockwood and Gordon circuit, last week returned to Lieberman.

Replacing Richmond is Arthur Frank, who has directed four Levenson circuit houses in Martha's Vineyard.

Alfred Hall, in turn, takes over directorship of the Martha's Vineyard houses, in which he holds an interest.

Broadway Gross Mart Includes Some Holdovers

"Blue Bird," "Lincoln," Off Along Main Stem

NEW YORK CITY—With most of the pictures of the holdover variety, "Dr. Ehrlich," "Grapes of Wrath," "Pinocchio," "GWTW" continued to attract most attention in gross division, reports to EXHIBITOR indicated this week. Compiled from usually authoritative sources they follow:

"THE STORY OF DR. EHRLICH'S MAGIC BULLET" (Warners)—At the Strand, with stage show, did $24,000 on Friday, Saturday, and Sunday of the second week, good. First week: $49,000, good.

"ABE LINCOLN IN ILLINOIS" (RKO-Radio)—At Radio City Music Hall, with stage show, did $48,000 on Thursday, Friday, Saturday, Sunday of the second week, fair. First week: $78,000, fair.

"THE GRAPES OF WRATH" (20th Century-Fox)—At the Rivoli, did $28,500 on the week, good.

"THE BLUE BIRD" (20th Century-Fox)—At the Roxy, with stage show, did $15,000 on Friday, Saturday, Sunday, below average.

"CASTLE ON THE HUDSON" (Warners)—At the Globe, did $7,000 on Saturday, Sunday, good.

"THE DAYS OF JESSE JAMES" (Republic) and "THE FACE BEHIND THE SCAR" (Film Alliance of United States)—At the Central, did $1,560 on Saturday, Sunday, fair.

"GONE WITH THE WIND" (Metro)—At the Astor, did $21,000, eleventh week, good.

"GONE WITH THE WIND" (Metro)—At the Capitol, did $70,000, eleventh week, good.

"THE BAKER'S WIFE" (The Baker's Wife, Inc.)—At the World, did $5,000 on the week, very good.

"SEVENTEEN" (Paramount)—At the Paramount, with stage show, did $28,000 on Saturday, Sunday, good.

"PINOCCHIO" (RKO-Radio)—At the Center, did $30,000 on the week, good.

Catholic Drive Begins

NEW YORK CITY—With the 1940 Catholic Charities Drive having begun, contributions from industry affiliates will be received by the following members of the Motion Picture and Amusement Committee headed by John J. O'Connor, RKO theatres:

Jack Alicoate, Nate J. Blumberg, Major Edward Bowes, Harry Brandt, Harry Buckley, Patrick Casey, Max Cohen, H. M. Doherty, Colonel William J. Donovan, Si Fabian, John C. Flinn, J. R. Grainger, Al Hovel, W. Ray Johnston, John Kane, Maurice Kann, Austin C. Keough, Joseph McConville, Charles B. McDonald, Willard S. McKay, Joseph P. McLaughlin, Joseph E. McMahon, William C. Michel, William Morris, John Murphy, Senator William J. Murray, Leon Netter, Dennis F. O'Brien, John O'Connell, Charles L. O'Reilly, Jack Pegler, P. A. Powers, William T. Powers, Martin Quigley, Charles Reagan, Phil Reisman, Samuel Rinzler, Herman Robbins, W. F. Rodgers, George J. Schaefer, William A. Scully, Gradwell Sears, George Skouras, Spyros Skouras, W. G. Van Schmus, Frank C. Walker, George Walsh.

Schmidt Building Two

BERWICK, PENNSYLVANIA—R. L. Schmidt, Strand, Temple, announced last week end that he would build new theatres in Shickshinny and Mocanaqua. In the former spot, the former Agnew Opera House will be rebuilt, while in the latter the former Cort has been taken over.

Addison's Successor Due

BOSTON—Appointment of a successor to H. M. Addison, Loew's district chief, who recently resigned, is expected soon, it was announced last week end.

National Legion of Decency List Week of March 7

UNOBJECTIONABLE FOR GENERAL PATRONAGE—"Blondie on a Budget," "Bullets for Rustlers," (Columbia); "Bullet Code," (RKO); "Charlie Chan in Panama," (20th Century-Fox); "Sagebrush Family Trails West," "Texas Renegades" (PDC); "The Showdown" (Paramount); "Zanzibar" (Universal).

UNOBJECTIONABLE FOR ADULTS — "Louise," (Mayer-Burstyn); "Outside the Three Mile Limit," (Columbia).

OBJECTIONABLE IN PART—"The Road to Singapore," (Paramount).

CONDEMNED—"The Human Beast," (Hakim).

Educational Claim Squawk

NEW YORK CITY—Attorneys for a group of creditors of Educational Pictures last week asked Referee John E. Joyce to strike out a proof of claim filed against Educational for $964,000 by the trustee of Grand National Pictures. Application was made at a first meeting of creditors when a contest over the election of a trustee of Educational developed.

A group consisting of Erpi, Lloyd Wright and Snider, Duke and Landis, with claims totaling $450,000, nominated James A. Davidson, present receiver, for trustee, opposed to Sidney Abrams, named by Joseph Dannenberg, attorney for the GN trustee.

GN claim is based on a contention that Educational breached a contract with GN under which it purchased 1,100,000 shares of GN stock in return for the transfer of Educational's assets. The trustee for GN charged that Educational's assets were only worth $46,000. Attorneys for the Erpi group asserted that the GN claim was not for a fixed sum and could not be used to elect a trustee. Referee Joyce adjourned hearings to March 5.

Pre-Trial Move Up

NEW YORK CITY—Federal Judge Henry W. Goddard was to have been asked by the Department of Justice March 5 to direct attorneys for major defendants in the equity suit to appear at a pre-trial conference on a date set by the court.

Notice stated that a conference would prove effective in simplifying the issues of the trial and would substantially reduce the time necessary to try the case.

Dial Stays Inde

WASHINGTON — Roy Dial, D. C. Poster, announced last week that "his organization would remain independent," and would not be affiliated with Advertising Accessories, Inc., as believed.

"We will continue to operate with the same service that we have always given the exhibitors," he declared, after returning from New York City when he conferred with AA officials.

Philly Local Meets

PHILADELPHIA—The regular meeting of the Film Exchange Employees Union, IATSE, Local B-7, will be held at the Broadwood Hotel March 8 at 6.15 P. M. Guest speaker for the evening will be Herbert Borchardt, field representative of the Social Security's Labor Information Division, who will address the Local on "Old Age and Survivors' Insurance." President William Z. Porter also announced the following committee chairmen: Clark Films' James McWilliams, auditing; Masterpiece's Ben Harris, entertainment; National-Kline's Marie Hause, finance; Columbia's James A. Flynn, membership investigation; Clark Films' May Smith, Neely Bill; Clark Films' Charles Smith, stewards; and RKO's Victoria Van-Story, welfare. Committee members will be announced shortly.

Tele Rules Approved

WASHINGTON—Limited commercial television operations under which advertising will be permitted were approved last week by the FCC in promulgating the rules for television service recommended by its Television Committee. Commercial operations may begin September 1, the Commission stated, with program cost being borne by the sponsors.

Mrs. Carroll Hostess

PHILADELPHIA — Mrs. Edna R. Carroll, chairman of the Pennsylvania State Board of Censors, will be hostess today (March 6) to local exchangemen, at a luncheon at the Bellevue-Stratford. This is her way of thanking the exchangemen who were responsible for her recent two-week trip to the Coast.

New Film Project

NEW YORK CITY—A new building will be added to the cluster of structures used for film storage and exchanges in the vicinity of Ninth Avenue and 44th Street, it was learned last week, when plans were filed for a six-story building at 332 to 346 West 44th Street.

THE EXHIBITOR

VOLUME 23, NUMBER 17 MARCH 6, 1940

Advance Shots on Coming Reviews ... 16
Better Management ... 17, 18
Editorial Page ... 3
Hints on Newspaper Advertising ... 19
In the Spotlight ... 6
Late News Highlights ... 7, 8, 13
Letters to the Editor ... 14
National Mirror ... 9, 10, 12
National Mirror Picture Page ... 20
National Release Date Guide ... Inside Back Cover
News of the Territory ... 21, et seq.
Brief Glimpses at Production Happenings ... 15, 16
Servisection (Reviews) ... SS-1-SS-10
Territorial Highlights ... 5
Warren Stokes Hollywood Newsreel ... 14

Material contained in the Late News Highlights section often represents new developments in stories to be found on other pages of this issue. If the reader will bear this in mind it will avoid possible confusion. This section of THE EXHIBITOR goes to press last, with latest developments within the industry, where available.

In Brief

HOUSTON, TEXAS—General Andrew Jackson Houston last week lost his $1,000,000 damage suit against the Interstate theatres and others for showing "Man of Conquest," based on the life of his father, Sam Houston, first president of the Texas Republic. Judge Norman V. Atkinson ruled the rights of privacy are lost to any historical character whose life becomes a matter of public interest.

NEW YORK CITY—Universal has hit another box-office combination according to first returns last week from the Palace, Chicago, where "House of Seven Gables" and "Black Friday" were sold as "Mystery-Drama Week." Double bill broke every Universal picture opening record this year even outdrawing "Destry Rides Again." Company plans to sell the pictures in combination only, duplicating its sensational "Dracula-Frankenstein" runs.

HARRISBURG, PENNSYLVANIA—The first raid on a "Bingo" game in Dauphin County, conducted February 28 at the direction of District Attorney Carl B. Shelley, resulted in the arrest of the alleged operator and owner of the building in which the game was being played.

NEW YORK CITY—Four more key city situations where Warners "The Story of Dr. Ehrlich's Magic Bullet" opened for special pre-release engagements reported big business with the feature last week end. Situations are Roger Sherman, New Haven; Strand, Hartford, Connecticut; Warner, Worcester, Massachusetts; Aldine, Philadelphia.

NEW YORK CITY—At a meeting of the board of directors of Paramount, Inc., February 28 the regular quarterly dividend of $1.50 per share on first preferred stock and the regular quarterly dividend of 15 cents per share on the second preferred stock were declared.

NEW YORK CITY—Andre R. Heymann, president, French Cinema Center, announced last week that his firm had concluded a deal with Variety Film Distributors, giving French Cinema exclusive distribution rights in the United States to Andre Hugon's "Heroes of the Marne."

HAVERHILL, MASSACHUSETTS—Disregarding scores of pedestrians who passed just behind him, a thief held up the Colonial cashier February 29, threatening her by a note, and escaped with $150. The money was part of the night's receipts for "Gone With the Wind." Irene Gregiore, 25, was the victim of the robbery.

NEW YORK CITY—One hundred and sixty-five Easter Week openings have been set to date on Warners' "Virginia City," it was announced last week. Picture is set for national release March 23.

NEW YORK CITY—General manager Phil Reisman, RKO's foreign department, on a tour of inspection of Central American exchanges, will be away from New York City for three weeks.

NEW YORK CITY—Joseph Hummel, Warner foreign sales manager, arrived in New York last week end after a four-month trip to Central and South America.

THE NATIONAL MIRROR

"Work, Stop Panning," Richey Tells Exhibitors

RKO Exec Scores in Ohio Meeting

COLUMBUS, OHIO—"Quit panning hell out of the business we all depend on for our daily bread" and spend some extra time for showmanship rather than wash the industry's dirty linen in public was the message delivered by H. M. Richey, RKO-Radio exhibitors' relation chief, at the Independent Theatre Owners of Ohio convention here last week.

Although granting that much of the criticism against distributors is justified, Richey said: "Destructive criticism is costing the motion picture industry $15,000,000 a year minimum. I confidently believe that when that long sought for, but apparently elusive peace finally settles on the . . . industry, and must be soon if producers, distributors and exhibitors are to continue to make a profit out of the business, we are in for the most prosperous era in history."

He pointed out that old-timers sold their product by plastering their old-fashioned lithographs all over town. Today, Richey intimated, many exhibitors are wont to just wait for the patrons even though the current film crop is more outstanding and saleable than ever before. "I have just gone over the product delivered in the past five years," he stated, "and I believe if I had time to compare them picture by picture, you would agree that more great pictures, and a higher average of good product has been delivered since the 1939-40 season came on the market than at any time for many years."

Regarding exploitation, Richey claimed that "it will be a long time before the industry will see advertising campaigns turned out like those we have recently witnessed on 'Gone With the Wind,' 'Pinocchio,' 'The Grapes of Wrath,' 'Gulliver's Travels,' etc. But what is on the other side of the picture? Isn't it a fact that from an industry that used to be criticized because the public knew too little about it, it has come to the point that too many of our problems have become public property, with the result that we have encouraged the public to wonder just what it's all about and where we are going?"

On duals, Richey had this to say. "Double billing is bad salesmanship, prevents proper exploitation of worthwhile pictures and discourages the public from frequent attendance and encourages them to wait for the big combination to go once a week. God speed the time when, even if an exhibitor finds it necessary to double bill minors, he will give big pictures a chance to stand alone, but I mean a chance and not in competition with two other big pictures, for in those cases, the results will be obvious."

He closed his talk, saying, "Nothing will go further toward recementing the public's confidence in our ability to entertain them than a little confidence in ourselves that we have good product, good theatres, and are willing to go out and shout from the housetops, 'It's a great show tonight.'"

Newspaper Film Critics Choose Their "10" Bests

Donat, Davis, "Chips" High-Rating

MEMPHIS, TENNESSEE — Newspaper Film Critics of America last week voted "Goodbye, Mr. Chips" the outstanding motion picture of 1939, Robert Donat the best actor and Bette Davis the best actress.

Donat was chosen for his performance in "Goodbye, Mr. Chips," while Miss Davis' performance in "Dark Victory" was declared to be the year's woman's best.

The critics voted for first, second and third choices in each of seven award groups confined to pictures released during the calendar year 1939. This eliminated "Gone With the Wind." Each first place counted 75 points, each second 50 and each third 25.

On this basis, "Goodbye, Mr. Chips" received 22,775 votes. "Mr. Smith Goes to Washington" was second with 14,775. "Wuthering Heights" was third with 6,590.

Robert Donat received 23,200 votes in the poll to determine the best actor. James Stewart was second for "Mr. Smith Goes to Washington" with 14,150. Spencer Tracy was third with 7,825 for his performance in "Stanley and Livingstone."

Bette Davis' total vote for "Dark Victory" was 23,175. Second was Greta Garbo, with 9,750 for her work in "Ninotchka." Rosalind Russell was a close third in "The Women" with 9,725.

The NFCA poll chose the following as the 10 best pictures of 1939:

"Goodbye, Mr. Chips," "Mr. Smith Goes to Washington," "Wuthering Heights," "Dark Victory," "Love Affair," "Ninotchka," "Pygmalion," "Stagecoach," "The Women," and "The Wizard of Oz."

Paramount Will Have 30 Tops, Says Balaban

Thinks Industry Faces Uncertain Future

NEW YORK CITY—"Paramount will produce 30 top pictures, the same as last year, but we will spend more on those 30 films than previously, thus eliminating more 'B' productions from our schedule," asserted Paramount chief Barney Balaban at a press conference following his return from Florida last week. "That may necessitate," he said, "cutting down on our total output of films, but our total budget will remain approximately the same as in 1939-40." He added that overhead has been cut down one third.

Balaban claimed that being so far ahead in product as Paramount currently finds itself is a healthy sign because it gives the publicity and exploitation departments an opportunity to do better advance jobs. He would like to see the company get about seven months ahead on product to expedite selling, but "it wouldn't be practical to go further in advance than that."

Having recently returned from informal meetings with the circuit partners in Florida, Balaban reported that each of the men is to contact those in their respective locales who have come out in favor of the Neely Bill and attempt to convert them to opposition to it. A further meeting of all partners will be held later in the spring.

When mention was made of Abraham Myer's suggestion to have nabes play first run films or at least day and date with downtown houses, Balaban quickly retorted, "It's swell for Myers, but wouldn't be too practical for us or any producer although it might not be a bad plan for low budget pictures. Even though downtown revenues are not what they were 10 years ago, they still supply a great percentage of the gross."

While discussing the probable outcome of the government suit, a reporter questioned Balaban as to what Paramount would do if the government ruled complete divorcement of theatres. "We don't like to think about that," was the ready answer. "On the other hand, if the courts force divorcement, the theatres now connected with us or other distributing companies will retain their individual owners all of whom will still maintain more buying power than their competition. They would also be more aggressive when it comes to selling their attractions."

Putting the quietus to rumors that Paramount was making a bid for commercial shorts production, Balaban claimed that Lou Diamond was and is "trying to drum up business to reduce overhead in his department" and will produce shorts for non-theatrical ventures and not for anything in competition to their own product. He also stated that he was making a study of the competition of 16mm. films in the midwest.

Paramount holds 50 percent interest in Dumont Television so that it can keep an

(See column three, next page)

Distributors' Answers Revealed by Ohio Body

Group Sought Data On Selling Practices

COLUMBUS, OHIO—Better to understand the positions of the major companies on certain points, the Independent Theatre Owners of Ohio recently submitted four questions to the several distributors. Last week, the organization's secretary, Peter J. Wood, announced the answers to those four questions—(1) What are the exact cancellation privileges? (2) Can features be purchased without short subjects? (3) Can features be purchased without newsreels? (4) Have all score charges been eliminated?

Following is the Wood compilation of answers from the executives indicated.

RKO RADIO PICTURES, INC. (By Ned E. Depinet, vice-president):

1—Our exhibition contract carries a 10 percent cancellation privilege.
2—Our features can be leased without short subjects.
3—Our features can be leased without news reels.
4—Score charges have been abandoned.

PARAMOUNT PICTURES, INC. (By J. J. Unger, division manager):

1—On accounts that buy our entire feature output, our cancellation privileges are 20 percent for those accounts whose average price is less than $100; 15 percent for those whose average is $100 to $250; and 10 percent for those whose average is over $250.
2—Features may be purchased without short subjects.
3—Features may be purchased without news releases.
4—Score charges, as such, have been eliminated.

UNITED ARTISTS CORPORATION (By Harry L. Gold, vice-president):

1—We sell the product of each producer individually.
2—Because of our policy of selling each producer's product individually, our short subjects are sold individually.
3—We do not handle newsreels.
4—Score charges discontinued several years ago.

VITAGRAPH, INC. (By Carl Leserman, Assistant to the general sales manager). Mr. Leserman sent us a copy of their printed "Merchandising Policy" which states:

1—An exhibitor who licenses all feature motion pictures offered shall have the right, if he be not in default, to eliminate proportionately among the several brackets, 20 percent of the total number of features licensed, if the average of the license fees for all features shall not exceed $100, and 10 percent if such average is in excess of $100.
2—No exhibitor will be required to license short subjects, trailers or re-issues as a condition of licensing features.
3—No newsreels.
4—No recording charge will be made in connection with the licensing of any of our feature pictures.

COLUMBIA PICTURES CORPORATION (By Abe Montague, general sales manager):

1—As the large majority of our accounts do not buy 100 percent of our product, we have not found it necessary to make a general announcement regarding cancellation. Our sales force has been informed that they are to deal with each account, where we sell 100 percent of our product, so that the individual theatre will be thoroughly satisfied with the privileges granted him.
2—The answer is definitely yes. We, as you know, have never forced "shorts."
3—No newsreels.
4—We make no separate charge for score charges.

UNIVERSAL FILM EXCHANGES, INC. (By W. A. Scully, general sales manager):

1—To the exhibitors who purchase our product 100 percent we will be pleased to extend a 10, 15 or 20 percent cancellation privilege, scaled according to film rentals.
2—Our Feature Contract can be purchased without short subjects.
3—Our Features can also be purchased without newsreels.
4—We have no score charge.

METRO-GOLDWYN-MAYER PICTURES (By W. F. Rodgers, general sales manager):

1—To those customers who lease all product offered, and are not in material default, 20 percent elimination where the average rental is $100 or less; 15 percent where the average rental is in excess of $100 and not more than $250, and 10 percent where the average rental is in excess of $250.
2—Will not insist upon short subjects, newsreels or trailer representation as a condition of licensing its feature products.
3—
4—No score charges.

TWENTIETH CENTURY-FOX FILM CORPORATION (By Herman Wobber, general manager of distribution):

"Let me say that we have been selling our contracts in line with the general practice of the major companies. We are not insisting upon the sale of our short subjects and we know of no instances where they were forced upon any exhibitors—and that also applies to our newsreel. Naturally, we are anxious to sell them to all accounts. Score charges have been eliminated. If any exhibitor, when contracting with us, desires it, he may have the cancellation privileges as set forth in the proposed trade practice code of last Spring."

British Approve

NEW YORK CITY—That the British government recognizes the vital part the entertainment industry plays in war-time was indicated by reports from E. M. Hall, technical director of Western Electric Company, Ltd., of London, who returned here last week on leave. Despite severe rationing measures, the company's fleet of over 200 automobiles which is constantly in operation for theatre servicing and studio technical staffs has been granted full supply of gasoline. The government has also assisted the company in the performance of its functions by granting equipment importation permits.

Vera Haal with RKO

NEW YORK CITY—Vera Haal last week travelled to Hollywood and the RKO studio. She was recently awarded a contract by the studio.

Balaban

(*Continued from page 9*)

eye on its day-to-day development and can be ready to move in readily when and if it becomes a factor in exhibition. Dumont, said Balaban, is amply financed and has received no monetary support from Paramount for a long period.

When talk switched to the foreign market, Balaban revealed there is no practical means of recouping the 25 to 35 percent loss. In the event that the overseas market becomes almost totally negligible, Balaban stated: "We will have to produce pictures in a manner enabling us to get 90 percent of our revenue from North America."

"The industry," Balaban remarked, "faces a very uncertain future. The distributors feel it first—then ultimately, the exhibitors. And we have substantially more invested in exhibition than in production." In discussing theatre business, he asserted that profits currently are on a par with last year's, but total admissions are somewhat below the other figure.

Frank Nugent Feted

NEW YORK CITY—The New York Film Critics gave a farewell dinner last week for Frank S. Nugent, motion-picture critic of the The New York Times, who will leave for Hollywood soon under contract to 20th Century-Fox as a script writer.

Nugent also was honored by the Associated Motion Picture Advertisers at a luncheon held in Jack Dempsey's Eighth Avenue Restaurant. Paul Lazarus, president of AMPA, presided, and the luncheon was attended by film critics from the metropolitan newspapers.

World Acquires Lenauer Films

NEW YORK CITY—World Pictures Corporation last week concluded arrangements to distribute the entire program of Lenauer International Films.

Pictures include: "Pearls of the Crown," "The Puritan," "They Were Five," "Crime and Punishment," "Mystic Mountain," "Moscow Nights," "North Sea," "Cover to Cover," "Frosty Frolics" and "Datelines."

Buck Extradition Refused

HELENA, MONTANA — Governor Roy E. Ayers last week refused to ask extradition of Gene Buck, president of the American Society of Composers, Authors and Publishers, from Arizona on a charge of obtaining money under false pretenses. Buck was arrested at Phoenix February 22 on a telegraphic warrant from Missoula, Montana.

White With Terrytoons

NEW YORK CITY—Gordon White, former advertising and publicity director of Educational and Grand National, last week announced his association with Terrytoons on "roving assignments." Headquartered in New Rochelle, White will do exploitation, suggest stories and titles, etc.

Metro Seeks Starlet

NEW YORK CITY — Metro launched a search last week end for a boy to play the part of Jody in "The Yearling." Tests will be made on a national basis.

Just what the doctor ordered

- **Trailers . . . Lobby Displays . . . Accessories all under one banner . . . all serviced from the same exchanges . . . all created by men with a special interest in your pictures and a gift for understanding your selling problems.**

- **An advertising service that covers every angle . . . sells every prospect . . . catches every eye . . . holds every ear and adds that touch of glamour to your lobby and your screen that makes them SHOW WINDOWS for your theatre . . . newsy . . . dramatic . . . provocative SHOW WINDOWS which stop every window-shopper and make customers out of prospects.**

- **National Screen Trailers have been good box-office medicine for twenty-one years... National Screen Lobby Displays have been stepping right along and now ADVERTISING ACCESSORIES INC rounds out the trio of Best Box Office Babies in the Business.**

NATIONAL *Screen* SERVICE:
NATIONAL *Screen* ACCESSORIES
ADVERTISING ACCESSORIES, INC.

Government Asks For Witnesses' Protection

Seeks Order From Judge Goddard

NEW YORK CITY—A new development in the government's equity suit occurred last week when the Department of Justice announced that it would apply to Federal Judge Goddard March 5 for an order restraining the majors from any attempted intimidation of government witnesses.

The application is based upon affidavits of three exhibitors, who expressed fear of reprisals. It stated that the majority of the witnesses to be named were engaged in business dealings with one or more defendants and would continue to do business with them, and that it was necessary to protect these witnesses from any action by defendants which might "intimidate, annoy, embarrass or oppress such prospective witnesses."

Five rules of conduct were attached to the application which the government sought to impose on the defendants while witnesses were interviewed.

1. Neither the defendants nor their agents are to intimidate or coerce or attempt in any manner to affect testimony of these witnesses by express or implied threats by adversely affecting business dealings with them; nor to subject any witness to annoyance, embarrassment or oppression.

2. That no interview with any witness named shall be conducted in a business office of any of the defendants.

3. That no officer or agent of the defendants "who makes or influences any decisions with respect to the terms upon which such defendant licenses motion pictures" shall participate in, or be present at, any interview.

4. That any person interviewing a witness on behalf of the defendants must first state to the witness that no declaration of the witness made by him to the agent or to anyone else or from the witness stand at trial will be permitted to influence in any way the course of normal business dealings of the defendants with him.

5. That any person conducting an interview at the beginning of the interview read to the witness a copy of the order.

Affidavits of Joseph Conway, Bala-Cynwyd, Pennsylvania; Colonel H. A Cole, and Nathan Yamins supported the application. Conway pointed to an increase in film rentals for 10 years, and said that the situation for independents was growing desperate and that witnesses would be afraid to testify fully unless protected. William Farnsworth, Special Assistant Attorney General, in an accompanying affidavit, declared the government's belief of the necessity of protection was based on the exhibitor affidavits.

World Fair Plan Up

NEW YORK CITY—Members of the Hays organization heard a plan for participation in the New York World's Fair at a meeting last week. A building would be made available for exhibits showing industry phases. A report on the matter is expected soon.

New Newark Suit

NEWARK, NEW JERSEY—Another anti-trust suit was filed last week for $330,000 triple damages against the majors, 28 companies and 21 individuals in all, by the Netcong Amusement Company, Inc., operating the Palace, Netcong, New Jersey. Edward R. McGlynn filed the complaint, which alleges restraint of trade and monopoly. Loss of $110,000 since November, 1934, is claimed. The usual injunction, etc., is sought. This is the second suit within a fortnight in the local area.

Interrogatories Answered

NEW YORK CITY—RKO served notice on the government last fortnight that its answers to interrogatories 25-39, dealing with production activities, be treated as confidential. Similar answers were filed by Van Beuren Company and Pathe News.

It is expected that the same kind of replies would be filed by other defendants in the suit.

U Stockholders Meet

WILMINGTON, DELAWARE—Annual meeting of Universal stockholders will be held here March 15. Directors will be elected. Holders of the first preferred stock will be entitled to elect two directors and holders of the second preferred will be privileged to vote for one member of the board.

RKO Men Honored

NEW YORK CITY—Cresson E. Smith, Jr., western and southern and eastern and Canadian sales manager, respectively, for RKO Radio Pictures, will be honored by the sales force starting this week. As part of the Ned Depinet Drive, the five weeks beginning with the week ending March 1 have been designated as Smith Month and units under each "Sales Smith" will strive for top honor in number of film shipments for the period.

Building Crash Kills Two

CANANDAIGUA, NEW YORK—Collapse of a wall in the Schine theatre building here March 1 killed two men and injured two more. House is being remodeled for a May opening. All were contractor employees.

An investigation was announced by the police.

Cohen Adds Another

NEW YORK CITY—Max A. Cohen last week took over the local Savoy formerly a Reade operation.

13th for "King"

PHILADELPHIA—A new record is being set by the local Forepaugh's, John Monroe, owner, when it will play "King of Kings" for the 13th consecutive Good Friday very soon. Monroe engages the print a year in advance.

The theatre is in the heart of the tenderloin, and the patrons, practically all male, apparently use the house in much the same manner as if they were attending a church performance, crying, etc.

More "GWTW" Bookings

NEW YORK CITY—Forty-three additional "Gone With the Wind" engagements were announced last week by Metro. This brings the total bookings thus far scheduled for the Selznick International Technicolor production to 716 in 665 cities.

Bookings include:

March 6, Park, Reading, Pennsylvania; March 7, Capitol, Dunkirk, New York; Babcock, Wellsville, New York; Community, Morristown, New Jersey; March 8, Majestic, Perth Amboy, New Jersey; State, New Brunswick, New Jersey; Fine Arts, Westport, Connecticut; Rowland, Phillipsburg, Pennsylvania; Senate, Harrisburg, Pennsylvania; Stratford, Stratford, Connecticut; Wilkinson, Wallingford, Connecticut; Savoy, Catasauqua, Pennsylvania; Roxy, Lewisburg, Pennsylvania; Arcadia, Wellsboro, Pennsylvania; Roxy, Ashland, Pennsylvania.

March 10, Monroe, Rochester, New York; Arcade, Springfield, Massachusetts; Calvin, Northampton, Massachusetts; United, Westerly, Rhode Island; Empire, Salem, Massachusetts; Strand, Holyoke, Massachusetts; Capitol, Newark, New York; York, Athol, Massachusetts; Orpheum, Gardner, Massachusetts; State, Endicot, New York; State, Fulton, New York; Hollywood, Gowanda, New York; March 11, Palm, Palmerton, Pennsylvania; Victoria, Tamaqua, Pennsylvania; Victoria, Mt. Carmel, Pennsylvania; Palace, Lansford, Pennsylvania; March 9, Playhouse, Dover, New Jersey; Wilson, Tyrone, Pennsylvania; March 15, Franklin, Franklin, New Jersey; Strand, Hackettstown, New Jersey; Newton, Newton, New Jersey; March 17, Gralyn, Gouveneur, New York; Grand, Westfield, New York; Star, Dansville, New York; Liberty, Liberty, New York; Riviera, Geneseo, New York; March 23, Farman, Warsaw, New York; March 24, Paramount, North Adams, Massachusetts.

Metro Deadline Extended

NEW YORK CITY—Metro last week extended its $10,000 exploitation contest for independent exhibitors in the United States and Canada to embrace all of the company's 1939-40 releases. Original closing date of the contest was March 1 and included all productions released between September 1, 1939 and December 31, last.

Plans to continue the contest resulted from numerous requests for an extension of the closing date on the part of exhibitors whose bookings of contest films were moved beyond March 1 because of their first-run of "Gone With the Wind" playdates.

Lloyd Suit Up

NEW YORK CITY—William Rapp and Lowell Brentano's plagiarism suit against Harold Lloyd was scheduled to have been heard in Federal Court yesterday (March 5). Lloyd came east from the coast to be present at the trial which centers about alleged plagiarism of material for "Professor Beware." Louis Nizer, of Phillips and Nizer, is representing the defendant.

Walter Green Touring

NEW YORK CITY—Walter E. Green, president, National Theatre Supply Company, left last week for the coast and a three weeks' survey of some of the NTS branches. While on his swing around the country, Green will visit the Los Angeles, San Francisco, Seattle, Minneapolis, Milwaukee and Chicago offices of his company.

AGVA Negotiating

NEW YORK CITY—With the Apollo, a Leo Brecher house, having made a deal with the American Guild of Variety Artists following a strike called by the union, further negotiations were expected last week with Broadway presentation theatres.

"GWTW" the Winner in 1940 Academy Selections

David Selznick Show Cops Top Honors

HOLLYWOOD — The David O. Selznick production of "Gone With the Wind" was named the best picture of 1939 by the Academy of Motion Picture Arts and Sciences February 29. The picture also claimed "Oscars" in six other rubrics.

For his work in "Goodbye, Mr. Chips," Robert Donat was named the best actor, with distaff honors going to Vivien Leigh in the Selznick opera. Supporting-players honors went to Thomas Mitchell, for his part in "Stagecoach," and to Hattie MacDaniel, for her role in "Gone With the Wind."

Victor Fleming's direction of the Mitchell story won him the coveted honor in this class.

To David O. Selznick went a second, and perhaps more significant kudo; for, to him, "for the most consistent high quality of production during the preceding year," went the Irving Thalberg Memorial Award.

Breakdown of the awards—the result of some 12,000 ballots—shows that, of the 19 "Oscars" presented (exclusive of the special awards), Selznick International took seven (all for "Gone With the Wind"); Metro, three (two for "The Wizard of Oz" and one for "Goodbye, Mr. Chips"); Walter Wanger, two (both for "Stagecoach"); and Columbia, 20th Century-Fox, Universal, Samuel Goldwyn, Walt Disney, Paramount, and Warners, one each.

Presiding over the festivities was the new president, Walter F. Wanger, introduced by Frank Capra, retiring president.

Awards were presented by the following: Mervyn LeRoy, chairman of the program committee, for best director:; Sinclair Lewis, for best writing; Y. Frank Freeman, for the production; Edward Arnold, for the Motion Picture Relief Fund; Dr. Ernest Martin Hopkins, the Irving Thalberg Memorial Award; Fay Bainter, the supporting players; Spencer Tracy, the best actor; Mickey Rooney, Judy Garland's special.

The complete list of Academy awards follows:

PRODUCTION — David O. Selznick's "Gone With the Wind."

PERFORMANCES — As principals, Robert Donat, in Metro's "Goodbye, Mr. Chips," and Vivien Leigh, in Selznick's "Gone With the Wind"; as supporting players, Thomas Mitchell, in Walter Wanger's "Stagecoach," and Hattie MacDaniel, in Selznick's "Gone With the Wind."

DIRECTION—Victor Fleming, for "Gone With the Wind."

WRITING—For original work, Louis R. Foster, for Columbia's "Mr. Smith Goes to Washington"; for screen play, Sidney Howard, for Selznick's "Gone With the Wind."

MUSIC—For original score, Herbert Stothart, for Metro's "The Wizard of Oz"; for scoring, Richard Hageman, Frank Harling, John Leipold and Leo Shuken, for Wanger's "Stagecoach"; for song, E. Y. Harburg and Harold Arlen, for "Over the Rainbow," in Metro's "The Wizard of Oz."

ART DIRECTION—Lyle Wheeler, for Selznick's "Gone With the Wind."

FILM EDITING—Hal Kern and James Newcom, for Selznick's "Gone With the Wind."

SOUND RECORDING—Bernard B. Brown, for Universal's "When Tomorrow Comes."

CINEMATOGRAPHY—Black and white, Gregg Toland, for Samuel Goldwyn's "Wuthering Heights"; color, Ernest Haller and Ray Rennahan, for Selznick's "Gone With the Wind."

SPECIAL EFFECTS—E. H. Hansen, for 20th Century-Fox's "The Rains Came."

SHORT SUBJECTS — Cartoon, Walt Disney's "The Ugly Duckling"; 1,000 feet or less, Paramount's "Busy Little Bears"; 1,000 to 3,000 feet, Warner Brothers' "Sons of Liberty."

Among the special honors of the evening were the following:

Commemorative award (a statuette trophy) to Douglas Fairbanks, Sr., first president of the Academy, for his unique and outstanding contribution to the international development of motion pictures.

To Technicolor, a statuette trophy, for its contribution to successful filming in three-color feature production.

To the Motion Picture Relief Fund, to acknowledge its outstanding services to the industry: plaques to Jean Hersholt, president; Ralph Morgan, chairman of the executive committee; Ralph Block, first vice-president; and Conrad Nagel.

To Judy Garland, plaque for her outstanding performance of present-day juvenile roles.

To William Cameron Menzies, for his outstanding achievement in the use of color for the introduction of dramatic mood in Selznick's "Gone With the Wind."

Technical awards, presented by Darryl F. Zanuck, were made to the following:

Warner's George Anderson, for an improved positive head for sun arcs.

Metro's John Arnold, for Metro's mobile camera crane; Samuel Goldwyn's Thomas T. Moulton and Fred Albin, for origination and application delta D. B. tests to sound recording of motion pictures; Eastman Kodak's Emery Huse and Ralph B. Atkinson, for specifications for chemical analysis of photographic developers and fixing bath; Paramount's Farciot Edouart, Joseph E. Robbins, William Rudolph, and the company, for design and construction of a quiet, portable treadmill; Warners' Harold Nye, for a miniature incandescent spot lamp; Warners' A. A. Tondreau, for design and manufacture of an improved sound track printer; Bausch and Lomb's F. R. Abbott, Heller Belt, and Allen Cook, and the company, for faster projection lenses; Mitchell Camera Company, for a new type process projection head; Mole Richardson Company, for a new type, automatically controlled projection arc lamp; National Carbon's Charles Handley, David Joy, and the company, for improved and more stable high-intensity carbon; Technicolor's Milton Hoch and the company, for auxiliary optical system; Selznick International's Don Musgrave and the company, for pioneering in the use of co-ordinated equipment in "Gone With the Wind."

Sherman, Schorr Score

NEW YORK CITY — An unusual publicity stunt designed especially for Leap Year Day and which received wide metropolitan and national syndicate coverage was arranged in New York last week for Columbia's "Too Many Husbands," by Al Sherman and Jose Schorr, of the company's publicity department and members of the local literati.

H. Ehrenreich, a leading marriage broker, at a specially arranged press interview, declared that his problem was "that there were 'Too Many Husbands' available and not enough girls to go around." He backed his statement with the census figures which show that there are 3,500,000 more marriageable men than girls.

Shapiro Suit Answers Filed

PHILADELPHIA—Defendants in the Shapiro anti-trust suit filed their answers last week end in United States District Court. All allegations were denied.

Robert Lynch, Metro branch head, and one of the defendants, filed a separate answer denying charges.

QUAD.

Warren Stokes' HOLLYWOOD NEWSREEL

• COIN-OPERATED MOVIES, an innovation in the field of celluloid entertainment, are announced by Mills-Globe, Incorporated, of which partners are Globe Pictures, headed by James Roosevelt, and the Mills Novelty Company, world's largest manufacturers of coin-operated machines. Plans call for the production of short subjects, using the outlets already developed by the company in its handling of record distribution for phonograph users for the planting of machines and disetribution of the films. We are reliably informed that contracts will be closed on a 10-year basis, each customer signing for one location, agreeing to buy the product for that period with a weekly program change.

The Setup

• THE SINGLE REEL PRODUCT will have four subjects, each not longer than 350 feet. The mechanism is so devised that after all four subjects have been run, it automatically rewinds itself for repetition. The machine itself is slightly broader and taller than the larger phonograph now found in public places, and is planned for installation in any public meeting place where a coin-operated phonograph can be used. That covers a lot of territory.

Material Used

• FOOTAGE LIMITATION automatically insures an absence of drama or plot comedies, at least in the early stages of this invention, which is now designed to use such subjects as numbers by name bands, known and unknown vocalists and instrumental specialties, largely catering to the vaudeville type of entertainment on the screen, with preference to the ideas lending themselves to sight and sound values. The mechanical device carries sound on film and is projected on an exterior screen. Like the automatic phonograph, it will provide entertainment for the others present, as well as the customer digging down for the coin. Its effect on the theatre box office and the future of the picture business in general brings forth many divergent views as follows:

MR. OPTIMIST:

"The time used is so short that it can't hurt the picture business and it will give employment to vaudeville performers who have been down on their luck for the last few years."

MR. COMMON SENSE:

"It can be defined as co-operative competition if properly used and controlled. Just as phonograph records have increased the number of well-paid dance bands and their drawing power at hotels and ball rooms, 'the taste' of motion pictures, which these machines will give, can remind thousands of people to see a full-length picture."

MR. VIEW WITH ALARM:

"But these machines are going to interest picture patrons in personalities they can't see in pictures!"

MR. OPTIMIST:

"Clear-sighted motion-picture producers will see to it that their younger talent and new faces are used through this medium. They can be made to serve as mechanical talent scouts, and serve to create 'A Cash Record' of public likes and dislikes. In other words, properly presented, these machines can be made a junior box-office screen test of available talent and public reception. Picture producers have been quick to sign new favorites in every conceivable field. Here is a medium through which their own sound film can establish new favorities.

MR. VIEW WITH ALARM:

"But this machine might be extended to the screening of feature-length shows in direct competition with the theatre."

MR. OPTIMIST:

"That might be true in the smallest of hamlets. But, in any village large enough to have building laws and proper regulations for handling crowds, it would become necessary to build a theatre for the longer shows."

MR. COMMON SENSE:

"That sounds logical. The motor cycle with a side-car has a definite place for short distance quick time delivery of small packages, but no one would think of it replacing the truck. Neither will an added amusement feature such as this machine, no matter how well developed, replace the comfortable luxury of the modern picture house.

"Smart showmanship meets all problems. It is not an impossible conception to imagine 500 of these machines in one city. Since James Roosevelt is in the legitimate business of picture making, it is reasonable to assume that he is not going into competition with himself or his colleagues. He could have in mind, the idea of attaching a trailer service on current and forthcoming theatre attractions. The customer of the machine would still receive his quota of entertainment plus just enough action from some new picture to whet his appetite for more.

"It can be developed as a definitely progressive move on the part of the astute Mr. Roosevelt, to create still further interest in sound motion pictures; can be used as a medium to draw talent and attention from the radio, creating a greater public interest in celluloid attractions, and perhaps prove to Hollywood that Samuel Goldwyn had the right idea when he believed that Mr. Roosevelt could bring something of definite value to the motion picture industry."

WHAT DO YOU THINK?

IRWIN SEATING
famous for its
"NECK TO KNEE COMFORT"
AND SNAPPY APPEARANCE
Distributed by National Theatres Supply Co.

Decorative Lighting • Glass and Metal Work
Exit and Direction Signs • Ornamental Plaster
Drinking Fountains • Air Distribution Plaques
36 Years in Business Is Your Assurance of Our Reliability.
VISIT OUR SHOWROOMS OR WRITE US
VOIGT Designers-Engineers-Manufacturers 1745 N. 12th Street, Phila.

Letters to the Editor

On the Neely Bill

Philadelphia, February 20, 1940

Re: Neely Bill

Dear Sir:

By the time this issue gets into its final stages, it will be so mixed up that "no one" will know what the exhibitor or producer is striving for. It has come to note that the main purpose of this bill is to provide the exhibitor with a means of rejecting pictures unsuitable to his theatre. Isn't it true, that what's good for one is poison to another and vice versa? In the past, as is also noticeable at the present time, there was (and is) no one film product better than another. True, there may be a company with bigger name stars but it has also proved that when the story was not suitable to the "stars," the picture flopped.

The exhibitor who has made a "good deal" (most reasonable terms) with any company regardless of its status is the man who has found his business operating out of the red. What the exhibitor is striving for is better pictures and better terms. Who cares how many pictures are placed in a certain group when, in the long run, the exhib will have to buy a good many pictures from the same company which will probably amount to the same percentage of product bought as at present. With all this confusion, I'm afraid I do not know what the Neely Bill is supposed to correct or represent. I only know that when less "duds" will be made, there will be less double featuring; that when a picture falls short of its expectations, it will be adjusted to a lower allocation *without* interchanging another to its place; that when the exhib receives a better picture cancellation privilege, better ones will be "turned out" to lessen the rejection of pictures to the producers' benefit as well; that when this so-called national selling policy of the monkey see-monkey do distributors with their unjustified selling tactics will cease to be *forced* upon the exhib, there will be no need for further and expensive deliberation but I don't think the Neely Bill will correct this or will it? Maybe I'm wrong.

P. C.

Brief Glances At PRODUCTION HAPPENINGS

West Coast News Items

HOLLYWOOD—So that its readers may keep abreast of the times, be in the know on the major developments and interesting sidelights, THE EXHIBITOR offers the following items from the various lots.

Columbia

Ernie Morrison, who will be remembered as "Sunshine Sammy" in Our Gang Comedies, comes back to the screen after an absence of several years, to do comedy relief in "Offenders of the Law," starring Jack Holt.

First producer assignment for Sam Bischoff at this studio will be an Oriental melodrama titled "Singapore." This title—very close to Paramount's "Road to Singapore," just completed, with Bing Crosby, Bop Hope and Dorothy Lamour—will probably be changed. . . . Jo Ann Sayers has been signed for the line femme role in "The Man Who Would Not Die." . . . Virginia Sale is set for a role in "The Doctor Takes a Wife."

Globe

James Roosevelt announced the signing of Horace Heidt and His Musical Knights, one of radio's top-ranking attractions, to appear in a film based on the subject matter of Heidt's "Pot of Gold" program.

Loew-Lewin

Six of the most prominent European refugee names have come to the fore in the search for refugee talent to star in the forthcoming motion-picture version of Erich Maria Remarque's story, "Flotsam."

Metro-Goldwyn-Mayer

Title of Pete Smith's specialty, "Woman Proposes," has been changed to "The Domineering Male." . . . Judy Garland joints the cast of "Andy Hardy Meets a Debutante." . . . She will continue the character of Betsy Booth, introduced in "Love Finds Andy Hardy." . . . Irene Rich draws the role of Amelia Roth in "The Mortal Storm," a Sidney Franklin production, directed by Frank Borzage, with Frank Morgan, Margaret Sullavan, James Stewart, and Robert Young. . . . Norman Taurog has been assigned the direction of the untitled sequel to "Boys Town."

Featured role of Mrs. Cronin, Robert Taylor's mother, in "Waterloo Bridge," goes to Lucile Watson. Picture is a romantic drama of the last World War. . . . "Boom Town," which stars Clark Gable, Spencer Tracy, Claudette Colbert, and Hedy Lamarr, goes before the cameras March 10, with Jack Conway directing.

. . . Release date for Pete Smith's new short subject, "Adventures of Stuffie" has been set for March 2, with release of the new James FitzPatrick traveltalk, "Calling on Colombia," set for March 16. . . . Robert Young, currently working in "The Mortal Storm," has been signed to a new term contract.

Paramount

This studio has purchased C. Coates Webster's original stage play, "The Duchess Rides High," as a co-starring vehicle for Fred McMurray and Betty Field. Lynne Overman and Wiliam Frawley will be featured. . . Ruth Rogers, who clicked as the feminine lead in Harry Sherman's Hopalong Cassidy feature, according to advance views by Paramount studio executives, has had her option taken up by this studio. . . . Victor Schertzinger, still taking bows for his directorial chore on "The Road to Singapore," will direct "Ghost Music," which will co-star Bing Crosby and Mary Martin. . . . "Follow Through," produced by this studio in 1930, with Charles "Buddy" Rogers, Nancy Carroll, and Jack Haley, will be remade to follow through with the successful teaming of Bing Crosby and Bob Hope.

Harry Sherman has purchased "Pirates on Horseback," an original by Ethel LaBlanche, as a future Hopalong Cassidy picture for William Boyd. . . . Barbara Stanwyck gets the lead opposite Don Ameche, on loan from 20th Century-Fox, in "The Night of January 16." . . . Next picture for Bob Burns at Paramount will be a hill-billy yarn, "Comin' Round the Mountain."

Leila Ernst, ingenue of "Too Many Girls," has been signed and given a part in the next Henry Aldrich picture, starring J. Cooper. . . . Later, Ray Milland and Patricia Morison replace Don Ameche and Barbara Stanwyck in "The Night of January 16." . . . Eugene Zukor is revising his "Mystery Ship," which soon goes before the cameras, to provide for the inclusion of the recent Altmark incident. . . . Mark Sandrich has signed a two-year contract as a producer-director.

RKO-Radio

"You Can't Fool Your Wife," has been selected as the final title of the new co-starring vehicle for Lucille Ball and James Ellison, previously tagged "The Romantic Mr. Hinklin." . . . "The Unbreakable Mrs. Doll," a novel by Grace Perkins, will be brought to the screen by this company as the second in the new series, starring Carol Lombard. First of the new Lombard vehicles will be Mr. and Mrs. Carl Van Doren's biography, "Benjamin Franklin," will be dramatized as a starring vehicle for Charles Laughton.

George J. Schaefer, RKO president, has closed a deal for a second Kay Kyser picture. Picture will be made next summer with David Butler again directing. . . . New story purchased here is "Three Way Justice," an original by Arnold Belgard and Jack Roberts, which will serve as a George O'Brien picture to be directed by David Howard and produced by Bert Gilroy. . . . "Tom Brown's Schooldays," second in the series of features being made by Gene Towne and Graham Baker, is now in production. . . Ronald Colman has been signed to co-star with Ginger Rogers in "Good Luck."

"Half a Rogue," an original story by Garrett Fort, has been purchased as a vehicle for Charles Laughton.

Republic

Starting dates have been set for the two Weaver-Brothers-and-Elviry-starring pictures, with "In Old Missouri," getting under way on February 28, and "Grand Old Op'ry" scheduled for May shooting.

Roach

"Saps at Sea" is the final (sic) title for the Laurel and Hardy picture earlier referred to as "Crackpots" and, before that, as "Two's Company." . . . The picture, known up to last week as "1,000,000 B. C." became "One Million B. C."

20th Century-Fox

This company will bring the story of Sergeant Sam Dreben to the screen. . . . Darryl Zanuck has closed a deal with the widow of the World War hero for screen rights to "The Life of Sam Dreben." Tentative title of the screen version is "Fighting Sam."

This studio has purchased "I Married a Nazi," Liberty magazine serial, for early production. . . . Darryl F. Zanuck has signed John Payne to a long term contract.

Tyrone Power has been assigned the leading role in "The Great Commandment," replacing John Beal who appeared in the picture as it was made by Cathedral Films. . . . Mary Beth Hughes will have the leading feminine role opposite Cesar Romero in the new Cisco Kid production, tentatively known as "Rogue of the Rio Grande."

Universal

Tom Brown is set for the romantic lead in "Sandy Is a Lady," with Mischa Auer and Baby Sandy.

Wanger

The recently organized Argosy Corporation announced the purchase of Eugene O'Neill's "The Long Voyage Home" as its first film production. John Ford will direct and the screen play is now being written by Dudley Nichols.

(*Continued on page* 16)

Theatre Manager AVAILABLE

Has had 17 years experience in the motion picture business. Has done publicity, exploitation, tie-ups in home office. Also worked as production manager. 34 years of age, married, willing to go anywhere.

ADDRESS
BOX K
THE EXHIBITOR
1225 VINE STREET
PHILADELPHIA, PA.

"WHAT TO DO?"

Advance Shots On COMING REVIEWS

New Pictures Tersely Told

PHILADELPHIA—Received too late at THE EXHIBITOR's office here to be included in this week's Blue Section were reviews of the following pictures. These Advance Shots are given pending the publication of the next issue of the Six-Point Reviews (Blue) Section.

Features

HOUSE ACROSS THE BAY (United Artists)—George Raft, Joan Bennett, Lloyd Nolan, Gladys George, Walter Pidgeon. 88m. This one finds George Raft giving a good performance backed by the names of Joan Bennett and Walter Pidgeon. It winds up as interesting program, backed by the names.

THE SHOWDOWN (Paramount)—William Boyd, Russell Hayden, Britt Wood, Morris Ankrum, June Clayton, 65m. This one upholds the high standard of the Hopalong Cassidy series with a better grade story than the usual run of western yarns.

Production Happenings

(*Continued from page* 15)

Warners

Pat O'Brien will play the main role in "The Life of Knute Rockne" as his next starring assignment here. Film story will include George Gipp, the Four Horsemen, and other noted Notre Dame characters, with filming of major location scenes on the Notre Dame campus. . . . "The Male Animal," Broadway stage hit, has been purchased as a future starring vehicle for Eddie Albert. . . . James Stewart's one picture deal at this studio puts him in the top spot in "Honeymoon for Three," romantic comedy by George Haight and Alan Scott.

Harry Davenport and Sybil Harris have been added to cast of "All This, and Heaven, Too," Bette Davis-Charles Boyer co-starring picture, now before the cameras. . . . "Three Cheers for the Irish," with Priscilla Lane, Thomas Mitchell, Dennis Morgan, Virginia Grey, and Irene Hervey, will be given its national release Saint Patrick's Day.

"The Life of Freud" is being writen as a screen play for Edward G. Robinson. . . . The Frank Capra production, formerly known as "The Life and Death of John Doe," will come out as "The Life of John Doe." . . . Ann Sheridan gets the lead in "The College Widow."

Eddie Albert started work in "An Angel from Texas." . . . Ann Sheridan will appear as Calamity Jane. . . . George Brent, Humphrey Bogart, and Frances Farmer have been cast in "Money and the Woman," a story by James M. Cain, who is doing the screen adaptation.

Virginia Bruce and Ralph Bellamy have signed for the leading roles in "Flight 8." . . . Wayne Morris, Jane Wyman, and Dennis Morgan will appear in "Flight 8." . . . Ralph Bellamy has joined the cast of "Brother Orchid."

DRUMS OF FU MANCHU

Suggested by stories by
SAX ROHMER
with
HENRY BRANDON · WILLIAM ROYLE
ROBERT KELLARD · GLORIA FRANKLIN

"And this time we intend to keep you with us, Fu Manchu, until you are safely in the hands of the authorities."

A Republic SERIAL IN 15 CHAPTERS

BETTER MANAGEMENT

Pre-Selling Highlights Strong for "Dr. Cyclops"

PROVIDENCE, RHODE ISLAND—When Paramount picked the Strand as one of four houses in which to "test" this horror exhibit, manager Ed Reed and assistant John Hodge got behind the film with one of the most ambitious campaigns worked up by this house in many a month. Advertising lineage was doubled with teaser ads daily a week prior to opening. Stories were planted in Providence Sunday Journal.

Trick photography used in "Dr. Cyclops" made the film a natural for exploitation. In co-operation with local camera dealers, Strand ran a contest for best trick pictures by an amateur, with $10 as top prize. Letters to all members of the Rhode Island Camera Club announced contest mentioning photography in "Cyclops."

For the week ahead of playdate, there was a booth in the lobby with a reducing glass peephole, with girl posing inside. Lobby cards mentioned exhibit as instance of the tremendous power of "Dr. Cyclops." In a tie-up with a shoe store, house arranged window display featuring huge shoes and featuring the line "We Fit Anyone—Including Dr. Cyclops." Another tie-up with a haberdashery plugged picture through display of regular and miniature shirts. Variety store carried 12 display signs advertising "Dr. Cyclops" sandwiches and sundaes at the soda fountain.

On the air, radio budget was doubled. WEAN ran a "Did I Feel Small" contest, offering cash prizes $10 to $2 and sets of passes, for best letters on embarrassing personal experiences. As a gag, Ed Reed sent to several friends miniature pistols with the line "You'll need this when Dr. Cyclops gets to town!"

"The Fighting 69th"

LOWELL, MASSACHUSETTS—Heads of various Lowell veterans' organizations were invited by the management of the M. and P. Strand to attend the opening night showing of "The Fighting 69th". Invitation included commanders of Lowell American Legion, Post 87; Veterans of Foreign Wars, Rogers Post; Jewish American veterans; Disabled Veterans of America; Franco-American Legion; American Legion auxiliary; The Forty and Eight and other organizations. Commander of Middlesex County, Daniel Brennan headed the county legion delegation. American Legion Junior Drum Corps paraded to the Strand and attended a special morning showing. Nat Silver, manager, and Gerry Welch, assistant manager, were in charge of the details.

Needless to say, the campaign helped record one of the biggest grosses in recent months.

Radio Tieup Big Help For Providence "Mice"

PROVIDENCE, RHODE ISLAND—Through a tie-in with Zenith Radios, manager George French and press agent Bill Morton had a portable recording outfit placed in the lobby of the RKO-Albee.

As patrons left the theatre, they were given the opportunity of making a recording of their own voices, being asked to comment on "Of Mice and Men," the picture they had just seen, and were then asked whether they knew what pictures were coming to the Albee in the future. If they named the coming attractions, they got passes. All patrons who recorded their voices were given the discs to take home.

Providence Public Library and its seven branches were supplied with art.

The Zenith tie-in also resulted in a co-op ad and displays by 14 Zenith dealers, playing on the Betty Field endorsement of Zenith. Lee Kugel, UA, worked with the local men on the campaign.

"Balalaika"

TAUNTON, MASSACHUSETTS — For the showing, and the companion attraction, "Intermezzo," manager Art Pinkham, M. and P. Park, got out a very attractive engraved notice which he sent to a select list of patrons to whom he thought the picture would appeal.

"Northwest Passage" Natural for Campaigns

SYRACUSE, NEW YORK—Manager Frank Murphy, Loew's State, started his campaign with national advertising before opening, followed up with a two-color advertisement in the Post-Standard opening day.

Through a tie-up with a department store's photo department, he secured 50,000 heralds, tying the picture with an offer of making $2 photo for $1.

Five of the photos taken were displayed each day of the run in the lobby and those whose photos were shown received guest tickets. Store also devoted window to display of colored stills from the picture, plus six displays in different parts of the store. A maze contest to trace course through to Northwest Passage was run in the Shoppers Guide. "Confucius" gag was run three days in paper.

BOSTON—Publicity director Joe DiPesa, Loew's State and Orpheum, assisted by the brothers Longo, had an extensive campaign.

A contest, run in Boston Record, not only for this film, but succeeding "His Girl Friday," was "Confucius Say" gag, daily published for some three weeks. Contest had a two-column cartoon on editorial page, a story, and list of "Confucius Say" expressions.

DiPesa invited members of Sons of Revolution, particularly interested in this historical phase, for a performance.

Publicity staff awarded an autographed copy of Kenneth Roberts' book to ablest English student chosen from Boston Latin or Boston English schools.

ROCHESTER, NEW YORK—Manager Lester Pollock, Loew's, made the most of Rochester research expert's connection with the show. Arthur C. Parker, director of the Rochester Municipal Museum, provided authoritative data on costumes and appearance of various Indian tribes appearing in the film. Manager Pollock saw to it that this got plenty of newspaper and screen attention, and Dr. Parker co-operated by placing three museum cases of authentic Indian relics in Loew's lobby.

HARRISBURG, PENNSYLVANIA—In addition to decorating theatre front with real logs and bark, manager Sam Gilman, Loew's, secured book autographed by author Kenneth Roberts and presented it to fan writing the best review through column of Harrisburg Telegraph's Paul Walker.

Extra newspaper space was also obtained through news item that George Gray, Harrisburg artist, painted a mural of "Northwest Passage" in a New York hotel.

"Vigil in the Night"

HARTFORD, CONNECTICUT—Manager Jack Simon, Loew's Poli, used a girl dressed in a regulation nurse's outfit as a ballyhoo in his comprehensive campaign. Theatre made special telephone calls to a large number of local doctors as another factor in the promotion, which also included the mailing of 6,500 small shopping bags, the distribution of 10,000 heralds and tie-ins with music and drug stores and beauty shops and the mailing of postcards to all nurses in the community.

Number 67 of a Series:-

MEYER MARCUS

Exploiteer, M. & P. CIRCUIT
Boston, Massachusetts

"I like THE EXHIBITOR. It's newsy, breezy and, unlike many other trade papers, it's not wheezy.

"With the smart, up-to-date, Johnny-on-the-spot news coverage they're presenting, I can easily visualize the weekly EXHIBITOR becoming a daily EXHIBITOR.

"I was glad to interrupt my reading of the Bible to give this testimonial to the bible of show business—THE EXHIBITOR."

Nearly every Exhibitor reads THE EXHIBITOR!

AN INVITATION

Throughout 1940, expressions of praise, comment, criticism or suggestion from our many Exhibitor Friends will be carried in similar form in every issue. We welcome the expression of *every* reader and will use them in the order in which they are received.

Salt City Salesmanship Boosts "Geronimo!" Biz

SYRACUSE, NEW YORK—Manager Gene Curtis, RKO-Schine Paramount, secured a publicity break in the Post-Standard when the paper used a full-page in the Sunday magazine section, Sunday before opening, devoted to Frank Dalton's feature, "When G-Men Were Tough." This page included a large picture of Geronimo. This page was also used as a window display in the Post-Standard office.

For an advance bally, a case of Indian relics was used in the lobby and moved to the sidewalk during the run. An Onondaga Indian in tribal costume was also used in front of the case and box office.

City-wide coverage was secured through a tie-up with a baking company, using a set of Indian heads as business-getters. For the week the picture was playing, the bakers distributed to their patrons Geronimo pictures with a plug for the theatre.

Para Seeks College Queen

NEW YORK CITY—An all-American college queen, chosen from 462 colleges from the Atlantic to the Pacific, will be picked by Paramount in a national contest in connection with the world premiere of "Those Were the Days" to be held in Galesburg, Illinois, May 21.

Photographs of all entrants will be sent to New York where one girl will be chosen to represent each state. From the 48 girls chosen in the semi-finals, 12 will be picked by readers of the Movie and Radio Guide to go to the Galesburg premiere. There, from the 12 girls, one will be chosen as all-American college queen. She will go to Hollywood for talent tests at Paramount studios with a chance for a movie contract.

"Bombs Over London"

NEW YORK—Norman Elson, sales manager, Film Alliance of U. S., has organized a sales drive on "Bombs Over London," tying in with the expected bombing this Spring of the British capital by German air raiders. Sidney C. Davidson, director of publicity and advertising, has prepared a panorama strip, which he is sending to newspapers, and a special "It may happen in two months" hypo for exhibitor interest.

"Grapes of Wrath"

HARRISBURG, PENNSYLVANIA—Early campaign of manager Johnny Rogers, State, included a lobby board with reviews from metropolitan newspapers, distribution of 200 jumbo window cards and 5,000 tabloid heralds, posting of 20 three-sheets and a dozen 24-sheets, and tie-ups with book stores.

"I Take This Woman"

FALL RIVER, MASSACHUSETTS—Manager W. S. Canning, Interstate Empire, took advantage of a recent heavy snow storm and drifts to play up this picture and the Louis-Godoy fight by having special placards on sticks made up and planting them in advantageous spots in snow banks.

"A Child Is Born"

HARRISONBURG, VIRGINIA—Following are highlights of the campaign on Warners' "A Child Is Born" as presented by manager Jack W. Fretwell, State.

Special advertisements (not found in the press book) were used in the form of editorials to play up the educational value and explaining to the readers why each and everyone of them "must see 'A Child Is Born'." Adults-only angle was also made prominent in all advance advertisements, as were those taken in out-of-town papers.

Four weekly publications, covering a radius of 50 miles, were used to good advantage and had a tendency to bring in movie-goers who otherwise do not come in very often.

Two thousand special press-sheet heralds were ordered, and the town's leading milk company paid for the imprinting in return for an advertisement on the back of the herald. Through a special tie-up with the local distributor for the Washington (D. C.) Post and the Washington (D. C.) Times-Herald, these hand bills were stuffed in the newspapers, thereby assuring that they would go into the homes. Five special announcements over the local radio station assisted in the campaign.

A teaser trailer was used in advance and then used in the house across the street as a cross-plug.

BROCKTON, MASSACHUSETTS — Manager Ernie Hickey, Interstate Colonial, secured an advantageous tieup with a children's shop which awarded a complete baby's layette to the first child born during the engagement in Brockton.

"Swiss Family Robinson"

BOSTON—Jack Granara, RKO Keith publicity director, and assistant Joe Ehrlich busied themselves on a gargantuan exploitation campaign for Keith Memorial's showing.

Visit of Terry Kilburn netted publicity, with interviews and pictures in every paper; photos taken in acting mayor's office, with acting mayor's five daughters; radio interview over department store hour day after opening, talk on the film by Priscilla Fortesque, who was on the set during production. Photos and stories of Priscilla appeared in news sections. Afterwards, the Junior Aviation League boys were invited to Saturday morning screening, photos appeared in Boston Traveler.

Montague Banners Ready

NEW YORK CITY—Unusual banner displays have been prepared to add emphasis to the importance of the "Montague 15th Anniversary Campaign," Columbia's sales and billings campaign named in tribute to general sales manager Abe Montague's long association with the company, it developed last week.

A feature of the campaign is a stock of postcards showing a photograph of the individual salesmen which will be used to reach personal accounts while a series of specially prepared messages to exhibitors also are personalized by individual photographs of branch managers, salesmen and bookers.

CHICAGO

CHICAGO

CHICAGO

ROCHESTER, NEW YORK

SEATTLE

ROCHESTER, NEW YORK

ALBANY

SYRACUSE, NEW YORK

INDIANAPOLIS

HINTS ON NEWSPAPER ADVERTISING

No. 121—"My Little Chickadee" (Universal)

What will first be noticed here are the ads from Chicago, which make use of the current Confucius craze. This seems to be a good idea, if not overdone, and particularly timely for this type of show, long on gags.

We also think the West and Fields caricatures good, and likely to steal attention.

Do not ignore the supporting cast, as, although they have little to do, the names might help bring in the customers.

The Albany Strand ad is a bit different from the others, mostly from RKO houses, so we call it to your attention.

Copy in several of these entrants are good, too.

The type of a show that provides waves of laughter in a theatre, this offers a showmen's opportunity.

FROM HERE AND THERE, FROM NEAR AND FAR COME THE EXHIBITOR'S PICTURES

BARNEY BALABAN, president, Paramount, said recently the company would make 30 big pictures on the 1940-1941 program.

MAYOR FIORELLO H. LaGUARDIA greets Mayor Blalock, London, Arkansas, before the New York City premiere of Paramount's "Sidewalks of London," in a tie-up which saw many "London" mayors come to town as guests of the company.

MARTHA BERRY was chosen recently to receive the second annual humanitarian award of the Variety Clubs of America. She is the founder and director of the Berry school and college at Mount Berry, Georgia.

A CONTINGENT of Columbia's home office foreign department were down at the boat to bid bon voyage to foreign manager J. A. McConville who left for a two-month trip to the company's offices in South America. From left to right are Clarence J. Schneider, John Angell, McConville, Arnold Picker, Joseph Levy, and Herman Golden.

NAT WACHSBERGER, executive vice-president, Film Alliance of the U. S., was a passenger on a crossing of the Clipper to Paris and London to sign a group of French and English stars and directors as a nucleus for a new producing company on the coast which will release through Film Alliance. Harry Brandt is involved in the new studio unit.

HUMPHREY BOGART, Jack Warner, Ann Sheridan, Governor Carville of Nevada, and Errol Flynn met, when representatives of the state of Nevada came to Warner Brothers studio to invite the cast of "Virginia City" to twin premieres of the film in Reno and Virginia City.

NEW YORK CITY

Crosstown

A private preview of "My Son, My Son!" produced by Edward Small from Howard Spring's best-selling novel, was held in the Studio of the Radio City Music Hall March 5. Guests of honor at a reception following the preview were Madeleine Carroll, Brian Aherne and Henry Hull, three of the picture's stars. . . . Miss Carroll arrived aboard the Conte di Savoia from a brief visit in Europe. Brian Aherne returned after a holiday in the South, and Henry Hull has come East from Hollywood.

An epidemic of appendectomies descended on Altec inspectors this month, putting A. A. Ward, New Jersey; E. J. Townsend, New York, on operating tables. . . . The ushers and elevator operators at the Center are claiming that they hear more favorable comment on "Pinocchio" than any other screen production they know of.

March of Time's Phil Williams is back at work now that he's recovered from injuries brought about a few weeks ago when the blizzard rammed him against the RKO building. He was treated in Springfield, Massachusetts, and convalesced at his home nearby. . . . Another blizzard victim is Hollywood Advertising's Sam Schatz's father who is resting in Medical Arts Center after having a dislocated shoulder put back into joint. . . . Shep Henkin is the new praise agent for Consolidated Amusements. . . . Abe Feinberg, connected with his brother's Amalgamated Vaudeville Agency, tells us he booked Count Bernovici into the Capitol, Wilkes-Barre.

After serving what he calls a "sentence" in Hollywood as assistant to Hedda Hopper, Hy Gardner, Brooklyn Daily Eagle Broadway-film columnist, came to town last fortnight with some swell tales re the movie capital. His best gag is the one he pulled while driving to Palm Springs en route to Brooklyn. He spied a huge billboard which dominated the scene as one enters the famous resort. Gardner immediately rented the board for a three-month period and had printed in immense letters: Read Hy Gardner's Hollywood Gossip every Friday in the Brooklyn Daily Eagle."

J. S. Berkson and B. H. Mills, former Republic franchise holders in Albany, Buffalo and Detroit, who now are operating on their own as Screencraft Pictures, Inc., are on their way toward closing territorial deals. Pam-O Pictures has purchased the lineup for upper New York. Max Shulgold, former GN manager in Pittsburgh and now on his own as Fine Arts producing and Distributing Corporation, has closed for his territory.

Last week Ralph Odierno inaugurated the fifth series of Sunday concerts in Astoria. The next one will be March 17 when Rossini's "Stabat Mater" will be presented. . . . Billy Bitzer, former D. W. Griffith cameraman on "Birth of a Nation," and presently connected with the Museum of Modern Art Film Library, is critically ill in City Hospital. . . . Comet has closed. . . . Lionel Toll is back from Florida.

That Hollywood no longer caters to audiences with the proverbial "12-year-old mentality" is the contention of Dr. Frederick Thrasher, Professor of Education at New York University, who has made frequent use of films in the conduct of his classes. Professor Thrasher's latest use of motion pictures was February 28 when he screened Metro's Pete Smith Specialty, "What's Your I. Q.?" for a selected group of faculty and student members of the college. Screening took the form of a contest with the faculty vieing against the students.

Funeral of L. Lawrence Weber, pioneer mot on-picture and stage producer, was attended by leading figures in both fields last fortnight. . . . Reuben Samuels, head of the Samuels Agency, film insurance unit, died suddenly in Miami Beach last week.

"The Human Beast," Juno Films release, is breaking all house records at the 55th Street Playhouse, it is reported. First day was the biggest opening the house has ever had in spite of a continuous downpour of rain.

Something new in film stars was unveiled at the Essex House recently when an invited audience saw a brassiere play the leading role in a commercial short entitled "Beauty in Bali."

J. Hamilton is the new executive secretary of the National Board of Review, succeeding the late Wilton Agnew Barrett.

44th Street

20TH CENTURY - FOX: Back from Florida came Joe Lee. . . . That birthday party to Harry H. Buxbaum, Jr., was a honey.

Brooklyn

Si Fabian's Paramount certainly went to town for "The Fighting 69th," arranging special military nights every day of the "All-American Week." Result saw some big bands on the stage, and at no cost to the theatre. House has long been using the "get out and sell them" principle, which accounts for some of the grosses it has been turning in. It doesn't use stage shows, name bands, dishes, books, games or giveaways, but just good pictures sold and advertised properly. Which is of credit to the Fabian policy.

Long Island

Irving Dashkin, film buyer and manager, Savoy, Jamaica, has left on his annual vacation for Mexico and Havana.

Staten Island

Fabian Paramount manager John Firnkoess' interesting and novel lobby exhibits and displays are the talk of the Island. Recent colorful display of Indian headdresses in conjunction with the showing of "Geronimo" was a crowd-stopper. . . . George Evans, Fabian St. George manager, dressed usher staff in dough-boy uniforms as advance plug for the "Fighting 69th." Liberty tie-up with the Staten Island Advance Cooking School netted a six-column box on front page in addition to large co-op ads and stories.

Sizzling ad campaign on the Dempsey-Willard and Louis-Godoy fight pictures, Paramount, put on by district manager Harry Black and publicity manager Edgar Goth, drew them in. . . . Fabian managers were host to district manager Harry Black at a dinner prior to his leaving for Cuba and points south. Managers presented Black with traveling bag. . . . It's a boy for Liberty manager Elihu Glass, named: Robert Jonathan Glass.

CIRCUITS

Loew's

As a result of his new interest in music, Sam Pearlman, manager, Apollo, is becoming an accomplished pianist, taking lessons very dutifully. . . . "GWTW" is skedded to open at Valencia and Paradise March 21. March 28, the Selznick classic opens at other first-runs including the 83rd Street, 72nd Street, Lexington, Ziegfeld, Olympia, and 175th Street. . . . Oscar A. Doob continued his west coast business-vacation trip. . . . An outdoor bally on "Raffles" in and about New York City, the circuit will use four men dressed in after-dinner clothes. They will visit various nabe theatres and appear in locality department stores. . . . Giant eight-foot Gulliver continues his trip around New York, visiting nabe Loew houses in advance of the engagements of "Gulliver's Travels."

RKO

Shifts in the publicity division find Paddy Grosso taking over the Lou Goldberg houses; Bucky Harris taking the Richard Emde group; Eddie Sniderman getting the Solly Schwartz houses; Fred Herkowitz taking the Charles McDonald theatres.

HOME OFFICES

Columbia

Eddie Kirkland, foreign publicity, and Angela Elminger made it Mr. and Mrs. last fortnight.

Film Alliance

It's a boy at the Norman Elsons. Father is sales manager.

Korda

Emanuel Silverstone, American sales representative left for Hollywood to spend about two weeks on the Coast.

RKO-Radio

Mother-in-law of Leon Bamberger passed away recently.

Chief projectionist Sam Oppenheim took his family southwards for a touch of the Florida sun. . . . Producer-directors Gregory LaCava and George Stevens were in town. LaCava is remaining here for some vacation and some business. Stevens came from the coast for the week end, but will return again for the premiere of his "Vigil In the Night."

20th Century-Fox

Herman Wobber left for the Coast. . . . Back from Florida came Rodney Bush, Jack Sichelman and others.

United Artists

L. J. Schlaifer, vice-president and western general sales manager for United Artists, returned from an extended trip westward. . . . David L. Loew and Albert Lewin, who have already begun their association as producers for United Artists release, arrived by plane accompanied by Mrs. Loew and Mrs. Lewin. The Loew-Lewin combination recently announced their first picture for United Artists release.

Warners

Hal B. Wallis, executive producer, accompanied by Mrs. Wallis, left for the company's studios in Burbank, California.

Frank McHugh, who will be seen soon on the screen in "Virginia City," arrived for a vacation. While in the East, McHugh will visit relatives in New England.

NEW JERSEY

Bergen County

Manager George Djemos, Plaza, Englewood, will co-operate with Police Captain Jack Abrams March 23 when the annual safety drive will open at the theatre. . . . Surprise night was held at Queen Anne, Bogota. . . . A display of Revolutionary articles was held at the Plaza, Englewood, on Washington's Birthday.

—P. C.

Dover

Sam Roth, manager, Baker, is back from Miami Beach looking swell. . . . Playhouse, Elmer Casterline, manager, opens run of "GWTW" March 9. . . . Bill Guston, doorman, Baker, who has been taking tickets in Dover for 42 years, recently missed his first days work in all that time. Starting first at the theatre known as the "Old Opry House," Bill then worked in the Little Baker and finally with the Baker from the day it opened. He is expected back on the job shortly.

East Rutherford

Rex is open only Fridays, Saturdays and Sundays beginning March 1.

BINGO CARDS
MADE ON CARD — NOT PAPER!
WITH PUSHOUT TABS — LARGE
1,000 COMBINATIONS—SIZE 4½x5
$2.25 PER THOUSAND
JOSEPH FITZER
104 GORLAND AVE.
SYRACUSE, N. Y.

JOE JOEL SAYS:

Among Other Things . . .

Freida Laurie, booker, RKO, has been absent for the past three weeks. She is suffering with a severe cold. She has been with RKO for a number of years and all her friends wish her a speedy recovery. . . . Manager Fisher, Paramount, Brooklyn, is a very happy man. He smashed all records with the Warner feature, "The Fighting 69th." He had a week called "American Week" and the entire theatre was filled with members of the American Legion and Veterans of the Foreign War. Exhibitions were given by said organization during the entire week. . . . While passing Avenue U and Second Street, Brooklyn, I learned that someone is going to build a 500-seat theatre and seven stores. . . . I extend to Henry Sager, owner, Liberty, Bernardsville, New Jersey, my sincere sympathy on the loss of his beloved wife, who died February 20. She had been an invalid for the past eight years.

Schwartz and Danowitz, owners, Tompkins, Brooklyn, have taken over the Comet and have closed it temporarily for extensive alterations. Sam Schultz is to be manager. . . . While visiting Arthur Mayer's office at the Rialto, I was surprised to see a young lady who was employed many years ago in the First Division exchange. Her name is Fae Miske, but she is now known as Miss Fae. . . . A word to my friends who intend to go to Florida: take your check book, an overcoat, some blankets and an oil stove because the hotels run short of heat. . . . Joe Hornstein seems to be a very busy man these days. He has installed lighting fixtures and Karagheusian carpets in the Rivoli, Newark; also lighting fixtures, projection equipment, Brenkert Senarc lamp, Raytone screen and carpets in the Academy, Wappinger Falls. He has also furnished new lighting fixtures for the Kismet, Brooklyn. If one was to pay a visit to the Fabian Staten, New Dorp, Staten Island, he would hardly recognize the theatre. What was an old-time theatre of the past is now one of the most up-to-date show houses on Staten Island. The house was fully equipped by Joe Hornstein.

Ed Richter, booker, Metro, seems to know everyone in the motion picture industry for no one can pass his window without him shouting "Hello" and Christmas is so far away.... Tony Ricci, Republic, refuses to give me any more news because he says if he tells me any more family secrets, he is apt to be sued for libel. . . . Morris Epstein returned from Miami Beach, Florida, with a beautiful coat of tan. When I asked him at Republic how he got it, he said he bought a sun lamp. . . . Elias Barkey, formerly in charge of the shipping department, Grand National, is now employed by Monogram. . . . I was happy to hear that William Meinhardt, who is in Florida with the Mrs., notwithstanding the weather, is enjoying his stay and is in the best of health. . . . Visited Film Products' office and was surprised to see after about a year's absence, an old favorite. I refer to Miss Parks. I don't know if it is her good looks or her smile which brings business to the film products.

Notwithstanding all reports, the big U and Columbia poster rooms are still open and doing business. . . . Sam Stern, a former exhibitor, but now salesman for United Artists, is considered quite an expert in telling the number on any one dollar bill. I wonder how he does it. . . . If any time you run across George Faulkner, New Jersey, one of the old timers, ask him what he thinks of THE EXHIBITOR. All I can say is he certainly is one of my best boosters. . . . If any exhibitor wants me to call upon him to talk about old times or give him information that may help him in his business, just drop a line to Joe Joel, Jay Emanuel Publications, Inc., 1600 Broadway, New York City.

Hoboken

His friends will be glad to hear that Jack Roth, former manager, Fabian, is breaking records at the Fairmont, Fairmont, West Virginia.

Hudson County

Warner, Hudson County, bowling team defeated Essex County rivals in the first of a series of meets.

Irvington

Sam Engelman, manager, Sanford, invited the Junior Police Patrol to be his guests at a showing of the "Hunchback of Notre Dame."

Jersey City

Kiddie shows each Saturday night at the Cameo are popular. . . . Washington Birthday party was held at manager David Kane's New Orpheum, with performances by group of children who were taught to sing and dance. . . . Rialto, Apollo, Strand, Monticello, Fulton, Capitol and Tivoli theatres gave away Leap Year award February 29. Married men accompanied by wives, and single men accompanied by sweethearts were admitted for half-price that night and special Leap Year features were presented on stage including contests for married and single persons with awards for the winners. Each theatre also awarded one couple a prize which entitled the couple to dinner, musical comedy and night club in New York.

Spyro Johnakoplos has resigned as assistant manager, Capitol.... Herman Newman, student assistant manager, Loew's Jersey City, is engaged to Miss Theresa Nusbaum of Hillside. . . . Dr. Zinbad, astrologist, was presented on stage of the Embassy, Bayonne.

Copies of a western novel magazine was presented to first 600 children attending Sunday matinee at Plaza, Bayonne. . . . Loew's Jersey City held special preview showing of "Drunk Driving." . . . Screening was arranged by Daniel O'Connell, vice-president, Hudson County Safety Council, in co-operation with Walter Dear, newly appointed chairman of Governor Moore's committee on street and highway safety.

—P. C.

Montclair

Clairidge, Bobby Clark, manager, has the distinction of being one of the few remaining single feature houses in the section. Among the ideas Bobby employs to please his patrons, is the use of a cast card set up in the lobby so that patrons

may familiarize themselves with the names of the players whose performances they have just witnessed.

Newark

Fay Radler, Warner theatres shorts booker, is vacationing in Miami Beach. . . . Branford, George Steiner, manager, is doing extensive alterations on the marquee. . . . Art, South Orange Avenue, closed its doors.

Paterson

Jacob Fabian has been elected a director of the Barnert Hospital for another term. . . . Max Gold, whose father built the Majestic, has been visiting friends. . . . Theatre managers and assistants plan a dinner for Charles Dooley the latter part of September. . . . Cameron Dooley, Fabian, has been laid up with a severe case of flu. . . . John O'Neill, assistant, Garden, who suffered a nervous breakdown, is reported improving.

Ridgewood

Frank Costa, manager, Warner, tied up four of the local American Legion Posts for his campaign on "Fighting 69th." He obtained Post banners and battle flags from the Ridgewood, Allendale, Wyckoff and Glenrock American Legion groups and set them up in the lobby of the theatre around a stacked display of Springfield rifles and other equipment.

Union City

Lincoln is using a large billboard on Bergenline Avenue to advertise coming attractions. . . . Manager Jerome Baker, RKO Capitol, put on big campaign for "Hunchback of Notre Dame." . . . Party for leap year club of a Union City newspaper is being planned by RKO Capitol.

Victor Magnifico, chief of service, Lincoln, returned from his honeymoon recently.

—P. C.

NEW YORK STATE

Albany

Joe Miller, Columbia, paid a visit to Boston, calling on E. M. Loew offices.... Bernie Mills, B. and M. pictures, has been commuting between New York and Albany, with occasional trips to Buffalo.... Pete Vournakis, Liberty, Strand, Watertown, was driven from his home by a fire. . . . Dick Struwe, Vitagraph, was snowed in down in the Catskills, and had to spend a night in a farmhouse. . . . Frank Bonomo, theatre artist, is making plans for a southern trip. . . . C. A. Smakwitz, Warner theatres district manager, was a grippe victim.

Arthur Greenblatt, Alliance Films, was in town to confer with Warner zone manager M. A. Silver, also visiting Gloversville with Ben Smith of Pamo, for a get-together with George Lynch, Schine forces. . . . Jim Faughnan, Warners, took a bad fall on an icy sidewalk.

Exceptionally good gross was chalked up by "The Story of Dr. Ehrlich's Magic Bullet," at Warners Strand. . . . With zone manager Silver receiving congratulations on the fine campaign. . . . Studio production chief Hal Wallis with Mrs. Wallis (Louise Fazenda) stopping off in Albany enroute from New York to Hollywood to personally thank him (Silver) for the good results obtained.

Bernie Kranze had a fender dented in an accident with an exhibitor's car (who swears he didn't do it on purpose). . . . Lew Bucken, Amenia, was along the row, reporting an improvement in the condition of his mother-in-law. . . . Frederick J. Ullman, vice-president, Pathe News, was in town for a meeting with RKO branch manager Bernie Kranze. . . . Branch managers are now amply supplied with Florida oranges, having received a crate from circuit-owner Bill Smalley, in addition to one already sent by c.o. Mike Kallett. . . . Jules Curley, Warner theatres advertising manager, made a flying visit to Utica, and was delayed four hours on his return trip when the Empire was halted outside of Schenectady with a stripped engine.

"Virginia City," Warner special, is dated in the Strand for Easter week, with Fabian circuit's Palace scheduled to show RKO's Disney cartoon feature, "Pinocchio." . . . Max Herschmann, National Screen Service, was a visitor, coming up from New York. . . . Larry Cowan tied up the Grand with a department store dog show, awarding ducats to entrants. . . . Frank Weitung, Cobleskill, picked Florida as best place to recuperate from his recent operation. . . . Speaking of Florida, Fabian circuit executive Lou Golding brought back a swell tan from his southern stay. . . . Warners Jim Faughnan was in New York on business.

Alliance picture, "Black Limelight," was booked for a first run at the Ritz. Deal was set for the Warner house by Pam-O Film.

Binghamton

Mr. and Mrs. Ned Kornblite returned from a months stay from Florida. . . . Jerry Burke, manager, Star, took in the recent hockey game at Syracuse. . . . Dave Cohen is on his way down south. . . . Theatre managers and independent exhibitors, stage hands, operators and film representatives attended the funeral of George W. King, Lyric owner, who died February 24. . . . Doormen claim that the managers don't show up for their usual Monday night bowling games because they can't take it anymore. . . . Dittrich Brothers started a swell campaign for "GWTW," Endicott State. . . . Nick Romano makes a weekly trip on his day off at the Capitol to Perry to see his future Mrs. . . . Eddie Charlier, Capitol, doorman, is endeavoring to grow a mustache. . . . Tom Hanifan, manager, Strand, tied-in with local book stores for "Swiss Family Robinson."

—F. D. R.

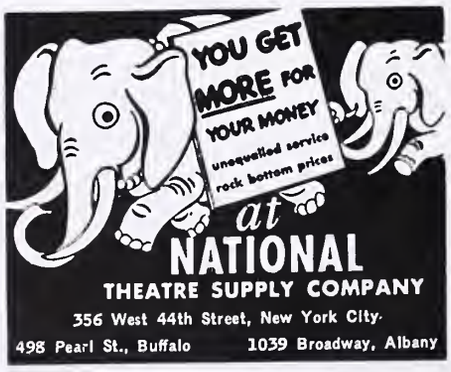
Buffalo

It was with sincere regret that film row learned of the death of George King, Sr., after a serious illness. King was owner and operator of the Lyric, Binghamton, for many years. . . . Charles Rich, branch manager, Warners, and Rochester zone chairman of the Will Rogers Memorial Drive, held a meeting in his office of the Rochester committee, consisting of Bill Rowell, Fox; Alex Weisman, Metro; Jim Fater, Universal; Howard Minsky, Warners; Jack Chinell, RKO; Jack Bellman, Republic; Nate Sodikman, Monogram; and Bert Freese, United Artists; Jack Bullwinkle, Columbia.

Harry Dixon reports capacity business at his "Bingo" nights at the Academy. . . . Policy at the New Stadium will be Italian foreign pictures. . . . A. J. Brandenburg, one-time traveling auditor for 20th Century-Fox and stationed in Buffalo, was in. . . . Ken Robinson, branch manager, Paramount, tells us "Gulliver's Travels" has been breaking records. . . . Bob Case, manager, has added "Ten-O-Win" to the features at the New Shea's Lackawanna. . . . Loretta Wood, stenographer, Republic, attended the hockey game in Toronto. . . . May 5-18 has been designated as the yearly Robinson Drive at the local Paramount exchange. Response from exhibitors has been exceptional. . . . Bill Brimmer, formerly with Paramount, and later representing Republic in the Rochester territory, has moved his family to Milwaukee. . . . Mildred Block, bookkeeper, 20th Century-Fox, has returned from her trip to Miami Beach. . . . Bill Brett, Shea's Buffalo, is a bachelor, now that Mrs. Brett is vacationing.

Manny, city salesman for Metro, and Muriel Woronov gave a cocktail party at their home before the Metro party at the Variety Club. Ralph and Alberta Maw, Teddy Ryan, George and Helen Hanny, Elmer and Nina Lux, Mr. and Mrs. Frank Falzer, Nick and Barbara Basil and Mary Ryan were among the guests.

Lafayette bowling team is slowly coming to top place in the league, beating Shea's Roosevelt three games and now with a high total to date of 756 for a four-man team. Mike Crato is proud of his high game score, 221. . . . Mr. and Mrs. Val Klaiber, Metro's booker, left for Miami Beach where they will visit Lee and Joe Schuchert. . . . Marcia Ann is the name that Mr. and Mrs. Tom McCleary, RCA sales representative, chose for their new daughter. . . . Jack Bullwinkle, Rochester salesman for Columbia, made a trip to Wayland to pick up Barney Hoffman, Legion, so that he would surely get to Buffalo. . . . Neil Agnew, general manager; J. Unger, division manager; M. Kusell, district manager, Paramount, were in Buffalo conferring with branch manager Kenneth Robinson. . . . Bill Allbach, former booker, Republic, resigned so that he may pursue his course of business administration at the University of Buffalo. . . . Nick Basil, Basil circuit, celebrated his birthday at home February 27. . . . . Francis Maxwell, office manager



and booker, RKO, is lying awake nights working out prints for the special Disney matinee shows Holy Saturday. . . . Bill Rowell, Rochester salesman, 20th Century-Fox, is also handling the Syracuse territory. . . . Florian Miller, assistant service manager, Lafayette, for the past three years has resigned. Vacancy has been filled by Walter Cooke.

Dipson-Basil circuit has announced plans for a new 1200-seat theatre on the site of the present Star, Tonowanda. . . . February 24 was Metro "Gone With the Wind" night at the Variety Club. Club was decorated in keeping with the picture, music excellent, food delicious and the guests congenial. Jimmy and Teddy O'Shea, young sons of Ted, Metro's easttern district manager, were among the guests, as was Lena Lavene, who gave us the good news that Jake (Academy) was rapidly improving.

Jack Bellman tells us that Republic's heaviest production schedule is being consummated at the studio and during next four months they will ship 16 features and 11 westerns to the exchanges, some of the titles being "Grandpa Goes to Town," "Women in War," "Doctors Don't Tell" and "Scatterbrain." . . . Vincent R. McFaul, general manager, Shea Theatres, visited New York. . . . John Carr is shouting praises of the new seats in his Shea's Hippodrome. . . . Mrs. Sydney Samson, wife of 20th Century-Fox exchange manager, is on the sick list. . . . George and Dorothy Gammel, Gammell circuit, gave a party February 27 for film folk. . . . Chuck McKernan, Shea's Buffalo, is getting in some secret golf workouts these days. . . . Freddie (Lafayette service manager) and Lorraine Koester expect to be a three some come June. . . . Republic tells us that WGR have lined up a local sponsor for their radio serialization of "Drums of Fu Manchu." . . . George (Shea's Roosevelt) Rosing and Bill (Shea Art Studio) Doerbecker are back on the job after a week's illness. Brother Max carried on for George, while Herb Love substituted for Bill.

Our-of-towners we noticed were Bob Ohman, Ohman, Lyons; Ray Pashley, Lakes, Interlakes; Bill Tishkoff, Murray, Rochester; Max Vogel, Webster, Rochester; Frank Aversa, Hippodrome, Niagara Falls; Jim Martina, Martina circuit; Carol Fennyvessey, Rexy, Hudson, Rochester. . . . Lou Leiser, Syracuse, and Jim Fater, Rochester salesmen, Universal, were in town for a meeting with branch manager John Scully. . . . Chris Heidt, III, former assistant booker, 20th Century-Fox, has returned to the home office print department. . . . Maurice Chasen, Republic office manager, is not elated over his bowling scores of late. After hitting a high of 267, he hasn't been able to reach that mark again. . . . Paul Schlageter is back at the night switchboard of Shea's Buffalo after five weeks on reserved seat sale of "Gone With the Wind" tickets, Great Lakes. . . . Paramount recently screened "Road to Singapore" at the Court Street for exhibitors. . . . Basil Brothers will start construction of their new 1000-seat theatre on the site of the present Liberty about the middle of March. . . . Bob Deming can be found at Shea Elmwood. . . . Eddie Stampe, 20th Century-Fox ad sales manager, has returned to his post. . . . Filmites are receiving postcards from the sunny south from George Beiler, Joe and Lee Schuchert, Charlie Hayman, Nick Dipson and Gus Basil. . . . Colonial, Niagara Falls, re-opened February 25, under the Schramka management. . . . Margaret Adrian, Shea office, has had a new fender put on her car. . . . George, Jr., and Helen Hanny, Capitol, were seen tobogganing at Chestnut Ridge. . . . Herman Lorence, Cattaraugus, Cattaraugus, was in New York on business.

Edith Mauer, Shea office, looks very neat behind her new metal desk. . . . We hear that Doreen Carmody, Lafayette cashier, and Bob Gregg will merge in June, but Doreen won't talk. . . . Harry Berman, city salesman, Republic, is sure enthused over "South of the Border." . . . Plans are being made for a gala St. Patrick's party at the Variety Club, March 16. . . . Engagement has been announced by Alberta Dougherty, 20th Century-Fox, to Jerry Sherman, Dayton, Ohio, and Alberta is sporting a lovely new engagement ring.

—M. G.

Gloversville

Schine Home Office News

Harold F. Sliter, represented the home office at a testimonial dinner given by city officials and associates to Harry Goldsmith, recently promoted to district manager for Western New York by the Schine circuit, at Buffalo last week. Harry is stationed at the Grenada, Buffalo. . . . George V. Lynch, Schine chief film buyer, made a trip to Malone last week, running into a blizzard that held up his train at Utica. Finally he arrived at his destination five and one-half hours late!

Jack Cohen, national screen service, was a visitor. Bernie Kranze, RKO, Albany; Artie Newman, Republic, and Moe Grassgreen, 20th Century-Fox, were also home office callers, attending conferences with Messrs. L. W. Schine and G. V. Lynch.... Louis W. Schine received congratulations on his birthday February 23, the circuit executive having missed being born on the same day as the Father of His Country by a scant few hours.

The Schine circuit has procured the gown worn by Vivien Leigh in "Gone With the Wind" which she supposedly made from the portieres at Tara after the war, in which to go to see Rhett in jail. It was placed on exhibition here in a local store window, and worn by the Elks' annual cabaret by Janet Stanyon, pretty member of a prominent family. At the cabaret Mayor Chauncey C. Thayer danced a solo waltz with Miss Stanyon thus giving "GWTW" excellent publicity. . . . Mrs. Lou S. Hart, wife, Hipp manager, and their two sons, returned to Brooklyn for a visit with Mrs. Sophia Hart, who has been a guest here.

Poughkeepsie

Joseph Goldberg, formerly at the Empire, New London, Connecticut, now manages the Rialto, succeeding Joseph Stowell, who was transferred to the Cameo, Pittsfield, Massachusetts.

Rochester

Manager Charlie Freeman, Century, spotted story "Swiss Family Robinson" in Democrat and Chronicle kids' page. . . . Sympathy is extended to Lucille Ives, cashier, Strand, whose mother, Mrs. Bernard Ives, is seriously ill. Miss Ives is dean of the local theatre cashiers, having worked seven years at the Capitol and six at the Grand. . . . Eastman publicity for personal appearance of Nelson Eddy also plugged "The New Moon," booked into Loew's two weeks later. . . . Schine city manager Bud Silverman visited WSAY to check personally heavy phone returns in the air contest. . . . Manager Lester Pollock, Loew's, mapped Easter stunts including a monster egg hunt in city park and bunny display. . . . Joe Deacon comes from Seneca Falls as manager of the West End, succeeding Lee Stern, who went to Glen Falls. Paul Ketchum takes the Seneca Falls post.

Syracuse

Notice to Gus Lampe: We will compromise on a box of grape fruit and not forget the cod next fall. . . . Mrs. Jack Karp and daughter Mrs. Manheim vacationed in Florida while Jack shoveled snow away from the Cameo. . . . Ray Pashley, Interlaken, does not let blizzards keep him from Allied meetings. . . . Rap Merrimen reports phones now working between the office and booth at the Franklin. . . . Frank Allen (Allen, Solvay), is quoted "Nothing for publication." . . . Louis Boyd evidently has purchased a new typewriter. . . . Ray Roe, Lionel Wilcox and Mel Denny celebrated a birthday and wedding anniversaries at the Syracuse. . . . Fay Woodford is reported thinking of putting in a larger easy chair at the Paramount. . . . H. M. Addison, northeastern divisional manager, Loew's, was in. . . . Rochester local advertisement will no doubt be used for the golden anniversary program.

William Patrick Meany should watch the red traffic light in the Lodi section. . . . First reservation received by manager Fred Donahue, Regent, for "GWTW" was from Seneca, South Carolina, for delivery to Syracuse friends. . . . We broke into the Dumas legacy for a subscription to THE EXHIBITOR. . . . James DeVenney has left the hospital for a convalescent home. . . . George Murphy is reported having snow removal trouble. . . . Contrary to reports, Ed Whitford and Cliff Jacquin are not twins.

Phil Rossomando, George Doss and Lynn Goff should not gang up on the same horse. . . Jack Manley and Ira McCarthy were recipients of walnuts from Bernard (Flash) McNulty. . . . Lloyd Tracy thinks the only way to beat the ponies is with a whip. . . . Millie Heintz, Regent cashier, is reported having trouble getting up early in morning. . . . It's rumored Helen Gallagher, Harvard cashier, will take much-needed vacation in June. William Bessey finally overcame the snow banks in Marcellus. . . . Adolph Den Hease has been wondering about continuing school after March 1. . . . Tip to Mrs. McNulty: Call Silver Oak if Flash is late; he may be waiting for Harry Burley. . . . Mrs. Frank Wehrle is reported an excellent coffee maker. . . . Onondaga Indians have nicknamed Phil Rossomando "Horsewegotchie" for his activities. . . . Melvin Denny missed the visit to the farm due to the snowfall. . . . Jack Seeley, SMPU, and Ken Wilcox want to sell balloon "Moreair." . . . Edward Labadie, 1619 South Avenue, would like to sell or trade stamps. . . . Robert Poulsen has perfected a new dial for running complete performances. . . . Novelty booth is now operating with OPB. . . . We hear the Altec office may move from the Rivoli building.

Lynn Goff will take bath tub instructions in case he goes to ABC in Detroit. . . . William C. (Premier) Meany sometimes uses table cloth for scarf (not Walter). . . . Frank (Electrolux) Wehrle and Martin (Coyne) Wazlowowski desire to take Local 376 examination, according to reports. . . . Projectionists and theatre operators in the vicinity sympathize with George (Altec) Brown in his battles with snow banks to keep service going.

—J. J. S.

SIX-POINT FEATURE REVIEWS

COLUMBIA

Blondie on a Budget (1014)

FAMILY COMEDY DRAMA 73M.

Penny Singleton, Arthur Lake, Larry Simms, Daisy, Rita Hayworth, Danny Mummert, Don Beddoe, John Qualen, Fay Helm, Irving Bacon, Thurston Hall, William Brisbane. Directed by Frank R. Strayer.

If your customers have been enjoying the previous "Blondie" stories, you can rest assured they're going to come back again to see this one and laugh harder than ever before. Penny (Blondie) Singleton has been saving her pennies to get enough for a fur coat. The price of the coat is the same sum Arthur (Dagwood) Lake needs to join a local Trout Club. Comes trouble as a result. Comes more trouble when Lake's ex-gal, Rita Hayworth, innocently walks into the picture. Singleton almost leaves her husband who had won $200 in a movie cash drawing; enough cash to buy his wife the coat. It all ends on a happy scale with Larry (Baby Dumpling) Simms as cute as ever and Daisy, the dog, drunker than a barfly. There are loads of laughs for the family trade.

ESTIMATE: *Tops for Blondie.*

METRO

The Ghost Comes Home (27)

FAMILY COMEDY 75M.

Frank Morgan, Billie Burke, Ann Rutherford, John Shelton, Reginald Owen, Donald Meek, Nat Pendleton, Frank Albertson, Harold Huber, Hobart Cavanaugh. Directed by William Thiele.

This is a domestic problem-play which is going to prove more than a problem when it comes to pulling in the customers. It is neither zany nor straight comedy, and failed to register with the preview audience. It clocked a few scattered laughs and did little to elevate the principals who, perhaps because of the poor material, gave their poorest performances to date. Frank Morgan is a hen-pecked husband, with his wife and in-laws keeping him in hot water and his neighbors pegging him as a failure until he suddenly becomes the top man. He goes to Australia to collect a cash endowment to the home town, is robbed, imprisoned for 60 days, and listed with the ship's dead when it is sunk in mid-ocean. He comes home, and the family, in order not to lose $10,000 on his accidental insurance policy, endeavors to keep him in hiding. The rest of the footage appears to be pretty well padded eventually leading to Morgan's vindication. The fluttering Billie Burke and the stuttering Frank Morgan try in vain to lift the offering out of the rut, but it winds up in the lower brackets. Audience reaction was poor.

ESTIMATE: *Just a filler.*

Strange Cargo (23)

FAMILY MELODRAMA 113M.

Clark Gable, Joan Crawford, Ian Hunter, Peter Lorre, Paul Lukas, Albert Dekker, J. Edward Bromberg, Eduardo Ciannelli, John Arledge, Frederick Worlock, Bernard Nedell, Victor Varroni. Directed by Frank Borzage.

Backed by a stellar cast, the usual Metro type of production, and angles that will please any showmen, "Strange Cargo" should be a good grosser in any man's theatre. It is another in a series of Metro pictures that have been responsible for happy days at the theatres' box offices, the story of eight members of a South American penal colony who escape in a sloop. They include all sorts of convicts, with one, Ian Hunter, a man with a Bible, who has an influence on all of them except Clark Gable, who has brought along by force Joan Crawford, a cafe entertainer. The picture is made up of the escape, with the dramatic incidents, and deaths of all but a few providing dramatic moments. Windup finds the regeneration of hero and heroine, with Gable going back to serve out his term, Crawford promising to wait for him. Studded with feature names, capable actors, the show has everything for showmen to sell, and it should be more than satisfactory at the box office.

ESTIMATE: *High-rating program.*

MONOGRAM

The Human Monster (3916)

(English-made)

FAMILY MELODRAMA 73M.

Bela Lugosi, Hugh Williams, Greta Gynt, Edmon Ryan, Wilfred Walter, Alexander Field, Arthur E. Owen, Julie Suede, Gerald Pring, Bryan Herbert, May Halliott, Charles Penrose. Directed by Walter Summers.

Based on Edgar Wallace's "The Dark Eyes of London," "The Human Monster" adds a truly excellent item to the cycle of imported (and other) "horror" shows now being reflected from U. S. screens, with this time Bela Lugosi at just about his horrendous best as the doctor who runs an insurance agency and subsequently collecting the insurance after erasing his clients by drowning them and dumping the bodies into the Thames. The maniacal pursuit is conducted in a home for the indigent blind, with an especially simian and sinister specimen (Wilfred Walter, who must have learned make-up from the late, great Lon Chaney!) doing the doctor's dirty work. But the doctor does his share, too, and in the doing more firmly is Lugosi ensconsed as the screen's most suave, heartless villain in plain clothes. The picture, while falling in the broad (very broad) "family" classification, is definitely not for the very young. Hugh Williams, as the CID agent who finally unravels the mystery, and Greta Gynt, a personable lass, furnish the romance. Director Walter Summers has generally done a nice job in maintaining the atmosphere and pace of the picture.

ESTIMATE: *Excellent horror show.*

PARAMOUNT

Knights of the Range (3923)

FAMILY WESTERN 70M

Russell Hayden, Victor Jory, Jean Parker, Morris Ankrum, Britt Wood, J. Farrell MacDonald, Ethel Wales, Rad Robinson, Raphael Bennett, The King's Men. Directed by Lesley Selander.

This is a top-notch western, with the usual outstanding scenic backgrounds now legend in the Harry Sherman productions. It contains more class production than the average western and considerably more adult appeal. Another factor in favor of the Sherman westerns is the choice of leading ladies. This producer evidently realizes that today's audience expects a leading lady to have looks and a goodly amount of histrionic ability in order to convince them that the heroic cowboy really risks his life for something worthwhile. A leading lady has become something of greater importance to the western fans and Sherman evidently recognizes that fact. Leading lady in this case is Jean Parker, whose father is killed by a rustler, making her range open prey for outlaws, until Russell Hayden, reformed by the captivating cowgirl, gets on the right side of the fence, to rid the range of the outlaws and win the girl. This is Hayden's first opportunity to establish himself as a leading man and he scores 100 percent. Victor Jory clicks as the two-timing heavy, and J. Farrell MacDonald lends dignity to the production as the understanding ranch foreman. Lesley Selander's direction is up to par and the entire picture bears a stamp of quality entertainment.

ESTIMATE: *Western fans will thoroughly enjoy this one.*

The Road to Singapore (3926)

FAMILY COMEDY WITH MUSIC 85M.

Bing Crosby, Dorothy Lamour, Bob Hope, Charles Coburn, Judith Barrett, Anthony Quinn, Jerry Colonna, Johnny Arthur. Directed by Victor Schertzinger.

Despite the handicap of a script which looks like it was being made up as the picture progressed, "The Road to Singapore" will have a triple name appeal, Bing Crosby, Dorothy Lamour and Bob Hope. The yarn isn't worthy of the talents of the three, and much of the dialogue looks like Crosby and Hope are adlibbing. Crosby, the son of a steamship magnate, would rather sail the seas with his pal, Hope, than sit down behind the desk and become an exec. He walks out on his fiancee, Judith Barrett, and lands in a South Sea island where they save Lamour from dancing partner Anthony

Quinn. The three have an idyllic existence with both falling for the girl. Windup has Crosby's dad, Charles Coburn, coming with the fiancee to take him back, and Lamour apparently choosing Hope, but it is all straightened out with Crosby getting Lamour, staying on the island and Hope just as happy about the whole thing. Crosby, Hope and Lamour sing several songs, one in Esperanto; a native tribal feast offers some torrid dancing; Jerry Colonna comes in for a laugh bit, but the yarn handicaps everyone. Songs include "Too Romantic," "Sweet Potato Piper," "Moon and the Willow Tree," and "Captain Custard."

ESTIMATE: *Sell the names.*

Women without Names (3925)

FAMILY MELODRAMA 63M.

Ellen Drew, Robert Paige, Judith Barrett, John Miljan, Fay Helm, John McGuire, Louise Beavers, James Seay, Esther Dale, Marjorie Main. Directed by Robert Florey.

Another low-budget offering, this rates high in entertainment values. A simple story, it is well told, capably directed and produced with an eye to graphic detail without any semblance of the usual padding so obvious in the majority of small budget films. Story deals with Ellen Drew and Robert Paige, victims of circumstantial evidence, railroaded for a murder they did not commit, by an assistant district attorney anxious to make a showing to secure promotion to the D.A.'s berth. Boy and girl are framed on their wedding night, the girl draws a life sentence and the boy faces execution. The real murderer's girl friend, jealous of the innocent Ellen Drew, finally breaks out with the truth, leading to temporary release, which creates the impression of a jail break because Drew is forced to use a gun on the assistant district attorney, unwilling to follow instructions from his his chief which will give the girls a chance to tell the truth to the outside world. The real murderer is eventually taken into custody and romance blossoms anew for the newlyweds when all seems lost. There is plenty of action and suspense with a thrill chase climax.

ESTIMATE: *Above average supporting fare.*

RKO-RADIO

Bullet Code (083)

FAMILY WESTERN 58M.

George O'Brien, Virginia Vale, Robert Stanton, Slim Whitaker, Harry Woods. William Haade, Walter Miller. Directed by David Howard.

Although not quite up to snuff as far as George O'Brien oaties are concerned, "Bullet Code" still packs more punch than the average horse opera O'Brien goes to work for Virginia Vale's father who was being sweated by a mess of hot water boiled by some ornery folk who were trying to force him off his ranch. Our hero and his bewhiskered buddy rout the crooks after proving that a certain trusted citizen was the key man. Greatest excitement comes when O'Brien unleashes a few haymakers to the chin of one of the villuns.

ESTIMATE: *Fair O'Brien.*

Little Orvie (020)

FAMILY MELODRAMA 66M.

John Sheffield, Ernest Truex, Dorothy Tree, Ann Todd, Fay Helm, Daisy Mothershed, Ray Turner, Dell Henderson, Paul Burns, Ed Dearing, Fred Walburn, Drew Roddy, Payne Johnson, Virginia Brissac, Sonny Bupp, Fern Emmett, Lasses White, Emma Dunn. Directed by Ray McCarey.

From Booth Tarkington's popular pen came the story source for this nice bit of nabe family entertainment. Too unpretentious for top-billing in most spots, "Little Orvie" will make a host of friends as a feature in the smaller situations or from a position on the bottom half of duallers. John Sheffield, Tarzan's son in "Tarzan Finds a Son," carries off the lead with a great deal of aplomb. He wants a dog for a pal, but his mother (Dorothy Tree) won't hear of it. Sheffield adopts a huge great Dane which almost wrecks the house. He gets rid of the hound by blackmailing his maid into caring for it. Little Ann Todd asks him to hold one of her cocker spaniel pups, and again the youngster runs into family opposition. When the dog becomes ill, Sheffield decides to run away, but Tree and father Ernest Truex bring him and the pup home.

ESTIMATE: *Pleasant for the family dual trade.*

Millionaire Playboy (022)

FAMILY COMEDY 66M.

Joe Penner, Linda Hayes, Russ Brown, Fritz Feld, Tom Kennedy, Granville Bates, Arthur G. Bryan, Adele Pearce, Diane Hunter, Mary Milford, Martin Moreland. Directed by Leslie Goodwin.

Typical Joe Penner foolishness, this should wheedle some good laughs out of the nabe audiences and Penner fans. The story and supporting cast are not up to previous offerings, and Russ Brown is not a particularly good straight man for the giggling comedian, but, nevertheless, Penner succeeds in taking the picture over the rough spots largely by himself. Brown is hired by Penner's father to help Joe overcome his congenital shyness of young girls. Brown takes Joe to a summer resort populated by hundreds of fun-seeking maidens, tells him that all the girls are over fifty and only look young because their faces have been lifted. Joe falls for Linda Hayes, owner of the resort, and bashfully woos her. At the same time, Joe's father is trying to buy the girl's property and force her out at a low price. Bates and Tom Kennedy are sent to the resort to make trouble and scare the patrons away, but Joe spoils it for the spoilers, and the girl sells her property at a fair sum. Father is too overjoyed at finding Joe's girl-shyness cured to complain. and everything ends happily ever after.

ESTIMATE: *Satisfactory Penner offering.*

20th CENTURY-FOX

They Came By Night (033)

(English-made)

FAMILY MELODRAMA 73M.

Will Fyffe, Phyllis Calvert, Anthony Hulme, George Merritt, Kathleen Harrison, John Glyn Jones, Tathole Stewart, Cees Laseur, Wally Patch, Hal Walters, Kuda Brux, Leo Britt, Sylvia St. Claire, Directed by Harry Lachman.

This should not be dismissed as "another British picture." It is a decidedly interesting melodrama with Will Fyffe, an advantage for any picture. Fyffe stole the show in "Rulers of the Sea" and he does here, too, as a jeweler turned detective. Naturally, it is filled with things found in English pictures, but also has comedy, melodrama and some good cops-and-robbers action that more than compares with the Hollywood variety. Class spots can play it, of course, but the other houses which might dismiss it are asked not to drop a likely double feature entrant that will please. Fyffe, better known here because of his performance in "Rulers of the Sea," is a London jeweler, the only man who can identify a substitute jewel put in place of the famed Taj Ruby. After his brother is found a suicide, Fyffe investigates, gets the ruby in some tobacco sent to his brother, becomes involved with the criminals and himself is suspected of complicity in the case. Eventually, he clears his dead brother's name and rounds up the gang.

ESTIMATE: *High-rating English meller.*

UNIVERSAL

Black Friday

FAMILY HORROR DRAMA 70M.

Boris Karloff, Stanley Ridges, Bela Lugosi, Ann Gwynne, Anne Nagel, Virginia Brissac, Edmund MacDonald. Directed by Arthur Lubin.

One of the most unusual and exploitable horror films to emanate from the coast celluloid factories, "Black Friday" tells a tale which keeps the shivers creeping up and down one's spine. Perhaps the larger situations will find the cast lacking in marquee fodder, but the quality of the film overcomes that handicap and makes it worthy of top-billing almost everywhere. Doctor Boris Karloff, in order to save friend Stanley Ridge's life, transplants the active brain of a criminal into his friend's head. Ridges, as a result, is alternately a meek professor and a vicious criminal killer. When in the latter state, he almost kills Karloff's daughter and Boris finds it necessary to murder his friend. The film opens with Karloff going to the chair and the story unfolds as a series of backflashes. Karloff was never better and Ridges gives an excellent account of himself. Arthur Lubin's corking direction is greatly responsible for the film's value.

ESTIMATE: *Top-ranking horror program.*

Double Alibi (4034)

FAMILY MELODRAMA 60M.

Wayne Morris, Margaret Lindsay, William Gargan, Roscoe Karns, Robert Emmett Keane, James Burke, Wade Boteler, Frank Mitchell. Directed by Phil Rosen.

Another in the girl-reporter, murder-mystery school, this does not ring true, even though it attempts to get off the beaten track. For the duals and nabe trade, it may suffice. Wayne Morris is suspected of killing his estranged wife, masquerades as a reporter, but his real identity is discovered by a frustrated newspaper woman who wants to make good on big stories. The picture becomes a series of chases, with the suspected man running after clues, the girl and a photographer running after him, and a police captain running after all of them. Windup finds the suspect cleared of three murders, and the police captain, of all people, guilty. It does not sound convincing and is not. Morris tries to make the best of the role as the suspect, Margaret Lindsay is handicapped as the newspaperman, and William Gargan merely walks on and off.

ESTIMATE: *Just a dualler.*

Zanzibar

FAMILY MELODRAMA 69M.

Lola Lane, James Craig, Eduardo Ciannelli, Tom Fadden, Robert C. Fischer, Henry Victor, Clarence Muse, Samuel S.

Hinds, Oscar O'Shea, Abner Biberman, Lionel Pape, Everett Brown, Harry Stubbs, Ray Mala. Directed by Harold Schuster.

Included in this melodrama of East African jungle are several animal fights, savages, an earthquake, a shipwreck, a typhon, flaming lava, an erupting volcano, crocodiles, etc., which help make this suitable meller material for the nabes and duallers. The story structure deals with the search for the sacred skull of an African Sultan which means so much to foreign powers in directing the hordes of natives. Lola Lane is the huntress who seeks wild game, but also wants the skull. James Craig goes along for the thrill of it; Eduardo Ciannelli is the hireling of another country who also desires the skull. Windup finds Lola getting it but not before a lot of jungle shots, fights, etc. This is the combination of a familiar yarn and a lot of shots which look like they have been around before, but the net result should be adequate for the family, dual trade.

ESTIMATE: *Okay meller for the nabes, duallers.*

WARNERS-FN

Gambling on the High Seas

FAMILY MELODRAMA 58M.

Wayne Morris, Jane Wyman, Gilbert Roland, William Pawley, John Litel, George Meader, Roger Pryor, Creighton Hale. Directed by George Amy.

Here is a brisk moving melodrama, heavy on action and light on romance, dealing with the gambling ship situation and the legal battle between federal and state authorities which made the headlines several months ago. On the high seas, Gilbert Roland carries on his gambling activities, seasoned with gangsterism and bribery. His assistant, Roger Pryor, when forced to sign a confession, makes Roland a party to the killing of Creighton Hale, absconding gambler. Complications arise when Pryor buys the signed confession from the D.A.'s secretary, and Wayne Morris, newspaper reporter, with the aid of Jane Wyman, Roland's secretary, enlists the aid of the U. S. district attorney. Comes photographic evidence of crooked gambling devices, Roland's kidnaping the girl because her evidence is needed to bring a conviction, with newspaper reporter Wayne's falling into the trap. Federal operators come to the rescue, wreck the gambling ship, and Roland is convicted. Audience reaction was fair.

ESTIMATE: *Okay for the dual action fans.*

King of the Lumberjacks

FAMILY MELODRAMA 61M

John Payne, Gloria Dickson, Stanley Fields, Joe Sawyer, Victor Kilian, Earl Dwire, Herbert Haywood, G. Pat Collins, John Sheehan, Pat West, Nat Carr, Jack Mower, John "Skins" Miller. Directed by William Clemens.

This is a two-fisted melodrama of the great open spaces, embracing some eye-filling scenery and eye-blacking tendencies of the raw-boned lumberjacks. John Payne, who checks in at the lumber camp, looking for a job while out on parole, tells Stanley Fields, brawny boss of the crew, that he is just out of college. Fields takes him literally and he becomes the victim of jibes and fisticuffs to prove his worth as a lumberjack. This he does to the satisfaction of Fields and they become close friends. To the adjoining small town, where the men spend their paychecks, comes Gloria Dickson, looking for a singer's job in the tough saloon. Meanwhile, Payne takes advantage of the layoff at the camp to visit San Francisco in search of Gloria who had promised to wait for him. Gloria fails to make the grade as a singer, is befriended by Fields, whom she in turn takes care of when he loses his arm and, out of sympathy for each other, marriage results. Payne returns to work, is confronted with the situation and, while he and Gloria are still in love, there seems to be little they can do about it. Fields discovers Gloria in John's arms as he is about to leave the camp, knocks him cold and places him aboard a runaway train where he is joined by Gloria and both go speeding to certain death. Discovering that Gloria is aboard the runaway train, Fields risks his own life to save them, finally checking out for Reno to clear the way for their future happiness. There is plenty of fast action and a real thrill climax.

ESTIMATE: *Okay program meller.*

Murder in the Air

FAMILY MELODRAMA 58M.

Ronald Reagan, Lya Lys, Eddie Foy, Jr., John Litel, James Stephenson, Frank Wilcox, Dick Rich, Robert Warwick, Charles Brokaw, Victor Zimmerman, William Gould, Kenneth Harlan, Owen King, Helen Lynd. Directed by Lew Seiler.

This one follows the formula for these Secret Service offerings. A trite story packed with plenty of action to save it in the final reels, the yarn depicts various groups seeking to destroy American principles under the guise of patriotic organizations. In order to break up these gangs and their leaders, Reagan becomes a member of one of the groups, makes contact with the leader, gets into a tight spot when his identity is discovered aboard a dirigible, and an accident makes it possible for him to escape death both ways. Following his rescue he is assisted by his Secret Service colleagues in running down the gang and killing off the chief offenders. A strong plea for Americanism with plenty of flag waving, this is strictly lower bracket fare. Audience reaction was mild.

ESTIMATE: *Duals and nabes.*

MISCELLANEOUS

Hell's Angel

FAMILY ACTION DRAMA 100M.

(Astor)

Ben Lyon, James Hall, Jean Harlow, John Darrow, Lucien Prival, Frank Clarke, Roy Wilson. Directed and produced by Howard Hughes.

Aided by a newly-added prologue and a cast of once-familiar players, this fairly salable re-issue must enter its age among the liabilities. Although the flying scenes are still thrilling and the late Jean Harlow sensuously illuminates the screen whenever she appears, showmen will have to plug their exploitation along timeliness lines. Harlow and sentimentality can be other selling angles. This review is for the record only.

ESTIMATE: *Okay re-issue.*

Lightning Strikes West

FAMILY WESTERN 56M.

(Colony)

Ken Maynard, Claire Rochelle, Charles King, George Cheseborough, Reed Howes, Robert Terry. Directed by Harry Frazer.

Again the deputy U. S. Marshal out to get Butch Taggert, Our Ken poses as a waiter, but is forced to reveal himself when the heroine finds out his identity. From then on it becomes a race to find the gold hidden a year before by Taggert before he was sent to prison. Taggert's escape, however, leads to his murder, and the rest of the gang almost recovers the loot. But they reckon without our Ken, who, in the usual 56 minutes, regains the booty, frees the heroine from the clutches of her evil guardian, closes the saloon and paves the way for the usual fadeout. Maynard has dropped a few pounds, which helps, and is generally up to his usual standard.

ESTIMATE: *Standard Maynard.*

Mercy Plane

FAMILY ACTION DRAMA 71M.

(Producers Distributing Corp.)

James Dunn, Frances Gifford, Matty Fain, William Pawley, Harry Harvey, Forbes Murray, Edwin Miller, Duke Yorke Directed by Richard Harlan.

Headed for attention in the dual, neighborhood category, this takes as its theme a band of crooks who steal planes and resell them. When the practice gets too hot, they buy a bankrupt air factory and use it as a front for a new plan, to rebuild the stolen craft and then resell them. Heroine Frances Gifford, an air marvel, is the sister of the gang's head but does not know of her brother's evil deeds. Hero James Dunn, air rival of Gifford, is always being beaten by her. He gets a job to test a mercy plane, a craft which can rise off the ground like a helicopter. The plane is stolen by the ring, Dunn is suspected, but no proof is available. He gets a job with the heroine's brother, and unearths the band of crooks. In a rather wild ending, the heroine's brother is killed, the mercy plane recovered, and all ends well. The story gets a bit incredulous, but for the houses for which this is intended it won't matter. Heroine Gifford is a pleasant adornment while Dunn is his usual self.

ESTIMATE: *For the dual, action houses.*

The Pal from Texas

FAMILY WESTERN 52M.

(Metropolitan)

Bob Steele, Claire Rochelle, Josef Swickard, Betty Mack, Ted Adams, Carleton Young, Jack Perrin. Directed by Harry S. Webb.

When his partner is murdered, Bob Steele is nabbed for the job, but escapes and proceeds to find the real criminal, even though he is almost thwarted at every move by the deceased's niece (Claire Rochelle). It all works out all right. As westerns go, "The Pal from Texas" is not so hot, but it garnered excellent audience reaction and, from that angle, is just about the tops in the current Metropolitan series.

ESTIMATE: *Our Bob is done better by.*

The Sagebrush Family Trails West

FAMILY WESTERN 58M.

(Producers Distributing Corporation)

Bobby Clark, Earl Hodgins, Joyce Bryant, Nina Guilbert, Minerva Urecal, Archie Hall, Kenneth Duncan. Directed by Peter Stewart.

First of the Producers Distributing Corporation's Sagebrush Family series of eight, "Trails West" built largely to show off the questionable prowess of 12-year-old Bobby Clark in rope manipulations. The picture is slow beyond the requirements of a salutatory opera. The Sagebrush Family is composed of Father Earl Hodgins, the mother, the daughter, and son Bobby, all members of a traveling medicine show, of which, of course, Hodgins is the spieler. A flock of robberies occur after the family arrives, and Hodgins is accused, but Bobby, with the aid of a friendly deputy sheriff finally runs

down the town's newspaper publisher as the master mind. High points in the show are, first, Hodgins' spieling and, second, young Clark's riding.

ESTIMATE: *Just another western, with a kid star.*

Texas Renegades

FAMILY WESTERN 56M.

(Producers Distributing Corp.)

Tim McCoy, Nora Lane, Harry Harvey, Earl Gunn, Hal Pine, Kenneth Duncan, Joe McGuinn. Directed by Peter Stewart.

First of the new Tim McCoy series, this will rest principally on the draw of the western star, who appears up to his usual standard as the lawman who poses as himself to scout a gang of bad 'ums. He comes to Rawhide, a tough town, to clean things up, is mistaken for a bad man sent to join the gang. When the gang thinks that the marshal has been killed off, McCoy poses as himself to find out the plans, ultimately foiling theft of the payroll and a large number of cattle. McCoy's popularity is still in the higher bracket, and this should help retain his followers. Followers of the outdoor pictures should be satisfied, although there could have been more of the riding, shooting, and fighting variety.

ESTIMATE: *Tim McCoy returns.*

FOREIGN

Human Beast

ADULT DRAMA 79M.

(La Bete Humaine)

(Juno Films)

Jean Gabin, Simone Simon, Ledoux, Carette Blanchette Brunoy, Gerard Landry, Jenny Helia, Colette Regis, Germaine Clasis, Berlioz, Perez, Jean Renoir. Directed by Jean Renoir.

Emile Zola's adventures into the realm of psychological studies comes to the screen in this sordid tale that expounds the author's theories of heredity and environment. As film fare for general audiences, "Human Beast" is too much on the gloomy and slow side, but for those discriminating folk, who patronize the art houses, the film should be a successful attraction. Showmen can grasp the sex angles and name values of Jean Gabin and Simone Simon to exploit the picture in other spots. Railway engineer Gabin, offspring of paralytics, drunks, and neurotics, is the possessor of a homicidal mania. He is involved in an affair with Simon, who despises her murderous husband (Ledoux). Circumstances prevent him from eloping with Simon and he kills her when overcome by his mania. Gabin is a suicide himself at the fadeout.

ESTIMATE: *For art houses; for other, sell sex, Simon, and Gabin.*

We Were Seven Widows

FAMILY COMEDY DRAMA 122M.

(Esperia)

Antonio Gandusio, Nino Taranto, Vincenzo Scarpetta, Amelia Chellini, Silvana Jachino, Laura Nucci, Nico Pepe, Laura Solari. Directed by Mario Mattoli.

Perhaps a bit too long for most moviegoers to digest, this, nevertheless, met with the whole-hearted approval of an Italian audience. Laughter was forthcoming continuously from the onlookers. The sequel to the successful "We Were Seven Sisters" of last year, "We Were Seven Widows" carries on with the same leading man (Antonio Gandusio) and director (Mario Mattoli). Upon doctor's orders, eligible bachelor Gandusio takes a vacation cruise. On board are countless women, all of whom are out to catch the "great lover." It is a lot of fun.

ESTIMATE: *Great for Italian audiences.*

Feature Production Number Listing, with National Release Dates

COLUMBIA

1003	His Girl Friday	Jan. 18
1007	The Amazing Mr. Williams	Nov. 23
1010	U-Boat 29	Oct. 7
1011	Beware Spooks!	Oct. 24
1013	Blondie Brings Up Baby	Nov. 9
1014	Blondie on a Budget	Feb. 29
1015	Those High Grey Walls	Sept. 21
1018	Music in My Heart	Jan. 10
1019	The Lone Wolf Strikes	Jan. 26
1020	Five Little Peppers at Home	Feb. 8
1025	Hidden Power	Sept. 7
1026	Fugitive at Large	Dec. 7
1027	Outside the Three-Mile Limit	Mar. 7
1030	Cafe Hostess	Nov. 30
1031	Scandal Sheet	Oct. 16
1032	Miracle on Main Street	Oct. 29
1033	My Son Is Guilty	Dec. 28
1034	Convicted Woman	Jan. 31
1071	Lost Horizon (re-issue)	June 2
1072	The Awful Truth (re-issue)	June 16
1101	Mr. Smith Goes to Washington	Oct. 19
1110	I Married Adventure	Mar. 28
1201	Outpost of the Mounties	Sept. 14
1202	The Stranger From Texas	Nov. 2
1203	Two-Fisted Rangers	Jan. 4
1204	Bullets for Rustlers	Mar. 5
1205	Blazing Six Shooters	Apr. 4
1206	Texas Stagecoach	
1211	Taming of the West	Dec. 7
1212	Pioneers of the Frontier	Feb. 1
1213	Block "K" Rides Tonight	May 2
	Escape From the Big House	Mar. 14
	Too Many Husbands	Mar. 21

METRO-GOLDWYN-MAYER

1	The Women	Sept. 1
2	Henry Goes Arizona	Dec. 8
3	Dancing Co-Ed	Sept. 29
4	Thunder Afloat	Sept. 15
5	Blackmail	Sept. 8
6	Fast and Furious	Oct. 6
7	Ninotchka	Nov. 3
8	Marx Bros. "At the Circus"	Oct. 20
9	Babes in Arms	Oct. 13
10	Bad Little Angel	Oct. 27
11	Remember?	Nov. 10
12	The Secret of Dr. Kildare	Nov. 24
13	Another Thin Man	Nov. 17
14	Joe and Ethel Turp Call on the President	Dec. 1
15	Nick Carter, Master Detective	Dec. 15
16	Judge Hardy and Son	Dec. 22
17	Balalaika	Dec. 29
18	The Earl of Chicago	Jan. 5
19	Congo Maisie	Jan. 19
20	The Shop Around the Corner	Jan. 12
21	Broadway Melody of 1940	Feb. 9
22	Lambeth Walk	Jan. 26
23	Strange Cargo	Mar. 1
24	The Man From Dakota	Feb. 16
25	Northwest Passage	Feb. 23
26	I Take This Woman	Feb. 2
27	The Ghost Comes Home	Mar. 8
28	Young Tom Edison	Mar. 15
29	Florian	Mar. 22
30	Dr. Kildare's Girl	Mar. 29
31	New Moon	Apr. 5

MONOGRAM

1938-1939

3803	Mutiny in the Big House	Oct. 25
3815	Sky Patrol	Sept. 9
3816	Danger Flight	Nov. 1
3830	Raiders Over England (two reels)	Nov. 15
3831	Fight for Peace	Sept. 30
3856	Oklahoma Terror	Oct. 25
3857	Overland Mail	Oct. 31

1939-1940

3901	Rip Van Winkle	
3907	The Fatal Hour	Jan. 15
3911	Son of the Navy	Mar. 23
3912	The Gentleman From Arizona	Dec. 25
3916	The Human Monster	Mar. 9
3917	Chasing Trouble	Jan. 30
3918	The Secret Four (Four Just Men)	Jan. 15
3919	Heroes in Blue	Nov. 7
3922	Hidden Enemy	Jan. 20
3923	The Phantom Strikes	Nov. 15
3924	East Side Kids	Feb. 10
3936	Crashing Through	Oct. 1
3937	Fighting Mad	Nov. 5
3938	Yukon Flight	Dec. 5
3939	Danger Ahead	Jan. 10
3940	Murder on the Yukon	Feb. 17
3941	Phantom Pilot	Apr. 14
3951	Roll, Wagons, Roll	Nov. 25
3952	Westbound Stage	Dec. 15
3953	Rhythm of the Rio Grande	Mar. 2
3961	Pioneer Days	Jan. 25
3962	The Cheyenne Kid	Feb. 24
3963	Covered Wagon Trails	Apr. 7

PARAMOUNT

3901	Death of a Champion	Sept. 1
3902	Beau Geste	Sept. 15
3903	$1,000 a Touchdown	Sept. 22
3904	Honeymoon in Bali	Sept. 29
3905	What a Life!	Oct. 6
3906	Jamaica Inn	Oct. 13
3907	Television Spy	Oct. 20
3908	Disputed Passage	Oct. 27
3909	The Cat and the Canary	Nov. 10
3910	Rulers of the Sea	Nov. 17
3911	Our Neighbors, the Carters	Nov. 24
3912	The Night of Nights	Dec. 1
3913	The Llano Kid	Dec. 8
3914	All Women Have Secrets	Dec. 15
3915	Gulliver's Travels	Dec. 22
3916	The Great Victor Herbert	Dec. 29
3917	Emergency Squad	Jan. 5
3918	Geronimo!	Jan. 12
3919	Remember the Night	Jan. 19
3920	Parole Fixer	Feb. 2
3921	The Light That Failed	Feb. 9
3922	The Sidewalks of London	Feb. 16
3923	Knights of the Range	Feb. 23
3924	Seventeen	Mar. 1
3925	Women Without Names	Mar. 15
3926	The Road to Singapore	Mar. 22
3927	The Farmer's Daughter	Mar. 29
3928	Adventure in Diamonds	Apr. 5
3929	Dr. Cyclops	Apr. 12
3930	French Without Tears	Apr. 19
3954	Range War	Sept. 8
3955	Law of the Pampas	Nov. 3
3956	Santa Fe Marshal	Jan. 26
3957	Showdown	Mar. 8
3958	Hidden Gold	June 7
3959	Stage Coach War	July 12
	Typhoon	May 17
	Opened by Mistake	May 10
	The Biscuit Eater	Apr. 26

RKO-RADIO

1938-1939

934	Fifth Avenue Girl	Sept. 22
935	Conspiracy	Sept. 1
945	Escape to Paradise	Dec. 22
946	Everything's on Ice	Oct. 6
986	The Fighting Gringo	Sept. 8

1939-1940

001	Nurse Edith Cavell	Sept. 29
002	The Day the Bookies Wept	Sept. 15
003	Full Confession	Sept. 8
004	Three Sons	Oct. 13
005	Meet Dr. Christian	Nov. 17
006	Allegheny Uprising	Nov. 10
007	Vigil in the Night	Feb. 9
008	Reno	Dec. 1
009	Abe Lincoln in Illinois	
010	The Flying Deuces	Nov. 3
011	That's Right, You're Wrong	Nov. 24
012	Sued for Libel	Oct. 27
013	Two Thoroughbreds	Dec. 8
014	Married and In Love	Jan. 19
015	The Hunchback of Notre Dame	Dec. 29
016	Mexican Spitfire	Jan. 12
017	Isle of Destiny	Mar. 8
018	The Marines Fly High	Feb. 2
019	Swiss Family Robinson	Feb. 16
020	Little Orvie	Mar. 1
021	The Saint's Double Trouble	Jan. 26
022	Millionaire Playboy	Mar. 15
023	The Primrose Path	Mar. 22
024	Irene	Mar. 29
025	My Favorite Wife	Apr. 12
026	(Not set)	
027	Curtain Call	Apr. 26
028	A Bill of Divorcement	May 3
029	Tom Brown's Schooldays	May 10
030	The Courageous Dr. Christian	Apr. 5
031	And So, Goodbye	Apr. 19
061	Queen of Destiny	
081	Marshal of Mesa City	Nov. 3
082	Legion of the Lawless	Jan. 5
083	Bullet Code	Apr. 5
091	Pinocchio	Feb. 23

THE SHORTS PARADE

TWO-REEL

Comedy

ALEX IN WONDERLAND. Vitaphone—Broadway Brevity. 14m. Eddie Foy, Jr., and Walter Catlett make this comedy offering hilarious. Unlike most comic shorts this has pace, well-timed gags and situations and should go over with the average audience. Foy is the blatant young brother-in-law who comes to the big city and makes himself at home in Catlett's house . He gets a job as a champagne salesman, fanagles his way into a society party, sells a mess of champagne, marries the rich man's daughter. Catlett, at first apprehensive and disgusted, is placated by this whirlwind success. GOOD. (5106). D. O.

THE PAPER HANGER. King of Comedy. 19m. Made in about 1915, this Charlie Chaplin Essanay effort has been speeded up to 90 feet a minute for synchronization with present-day projection equipment and sound has been added to give it background. Although Chaplin is still the favorite of myriad fans, the younger set of movie-goers will find some of his antics pretty unfunny. However, the film has untold sentimental and exploitation values. As assistant to a paper hanger, Chaplin has a field day smearing goo over every face available. FAIR. L. S. M.

Commercial

BEAUTY IN BALI. The Bali Bra Company, New York. 19m. Although only available at present in 16mm. reels, "Beauty in Bali" is one of those commercial efforts which can raise a crescendo of comment in any theatre which might play it. A straight, unadulterated sales talk for Bali bras, the film is exploitable insofar as it shows as much of a woman's anatomy as is ethically and morally feasible. The film opens with a travelogue of Bali and then jumps to a color sequence showing how Balinese breasts have influenced the design of the Bali Bra. At times the color is bad, but most of the persons in the audience weren't watching the color. (This review appears for the record only.) GOOD. L. S. M.

SERIAL

FLASH GORDON CONQUERS THE UNIVERSE. Universal—Serial, in 12 episodes, with Larry (Buster) Crabbe, Carol Hughes, Roland Drew. Directed by Ford Beebe and Ray Taylor. First episode, 20m.; others, two reels each. The Purple Death threatens the nation, so Flash Gordon, Professor Zarkov, and Dale set out to see what Ming knows about it. They find out that Ming is the fellow responsible, so it becomes their job to defeat him in 12 episodes. Universal always clicks in this particular type of serial, and this looks like it won't be an exception. On the basis of the first two episodes, which adhere to the current comic strip to a degree, this rates tops. EXCELLENT. (4881-4892). H. M.

ONE-REEL

Color Cartoon

KITTENS MITTENS. Universal—Walter Lantz Cartune. 8m. The three little kittens lose their mittens, but direct suspicion on an innocent kitten. They confess, however, when they think the suspect is being beaten while being grilled, and are forgiven. The color is excellent, the whole thing pleasant. GOOD (4266). H. M.

PUSS GETS THE BOOT. Metro—Cartoon. 9m. Puss teases the mouse, but when the latter learns that more breakage in the house will lead to Puss being thrown out, the fun begins. Windup has the crockery crashing, the mouse victorious, Puss getting the boot. GOOD. (W-84). H. M.

REPUBLIC

1938-1939

848	Rovin' Tumbleweeds	Nov. 16
857	Wall Street Cowboy	Sept. 6

1939-1940

905	Main Street Lawyer	Nov. 3
911	Flight at Midnight	Aug. 28
912	Calling All Marines	Sept. 21
913	Sabotage	Oct. 13
914	Jeepers Creepers	Oct. 27
915	The Covered Trailer	Nov. 10
916	Thou Shalt Not Kill	Dec. 22
917	Money to Burn	Dec. 28
918	Wolf of New York	Jan. 25
919	Village Barn Dance	Jan. 30
941	South of the Border	Dec. 15
942	Rancho Grande	
951	The Arizona Kid	Sept. 29
952	Saga of Death Valley	Nov. 22
953	Days of Jesse James	Dec. 20
954	Man From Rio	
961	The Kansas Terrors	Oct. 6
962	Cowboys From Texas	Nov. 29
963	Heroes of the Saddle	Jan. 12
964	Pioneers of the West	Mar. 15

20th CENTURY-FOX

1939-1940

001	Elsa Maxwell's Hotel for Women	Aug. 4
002	Chicken Wagon Family	Aug. 11
003	Stanley and Livingstone	Aug. 18
004	Quick Millions	Aug. 25
005	The Adventures of Sherlock Holmes	Sept. 1
006	Charlie Chan at Treasure Island	Sept. 8
007	Hollywood Cavalcade	Oct. 13
008	Stop, Look and Love	Sept. 22
009	Here I Am, a Stranger	Sept. 29
010	The Escape	Oct. 6
011	The Rains Came	Sept. 15
012	The Cisco Kid and the Lady	Dec. 29
013	20,000 Men a Year	Oct. 27
014	Pack Up Your Troubles	Oct. 20
015	Drums Along the Mohawk	Nov. 10
016	Too Busy to Work	Nov. 17
017	Swanee River	Jan. 5
018	Shipyard Sally	Oct. 20
019	Heaven With a Barbed Wire Fence	Nov. 3
020	Day-Time Wife	Nov. 24
021	Charlie Chan in City in Darkness	Dec. 1
022	Inspector Hornleigh on Holiday	Dec. 1
023	He Married His Wife	Jan. 19
024	The Honeymoon's Over	Dec. 15
025	The Bluebird	Mar. 22
027	City of Chance	Jan. 12
028	High School	Jan. 26
029	Everything Happens at Night	Dec. 22
030	The Man Who Wouldn't Talk	Feb. 2
031	Little Old New York	Feb. 9
032	Young as You Feel	Feb. 16
033	They Came by Night	Feb. 23
034	Earthbound	
035	Charlie Chan in Panama	Mar. 1
037	Free, Blonde and 21	Mar. 29
036	Star Dust	Apr. 5
038	I Was an Adventuress	Apr. 5
039	Viva Cisco Kid	Apr. 12
040	The Grapes of Wrath	Mar. 15
041	Shooting High	Apr. 26
042	Dance With the Devil	Apr. 19
061	The Road to Glory (re-issue)	Oct. 13
062	The First World War (re-issue)	Oct. 27

UNITED ARTISTS

GOLDWYN

They Shall Have Music	Aug. 18
The Real Glory	Sept. 29
Raffles	Dec. 29

KORDA

The Four Feathers	Aug. 4
The Lion Has Wings	Jan. 19
Over the Moon	Mar. 29

ROACH

The Housekeeper's Daughter	Oct. 26
1,000,000 B. C.	Apr. 5
A Chump at Oxford	Feb. 16
Of Mice and Men	Jan. 12
Two's Company	

SELZNICK

Intermezzo, a Love Story	Sept. 22
Rebecca	

SMALL

The Man in the Iron Mask	Aug. 11
My Son, My Son!	Mar. 22

WANGER

Winter Carnival	July 28
Eternally Yours	Oct. 12
Slightly Honorable	Dec. 22
House Across the Bay	Mar. 1

UNIVERSAL

1939-1940

4002	Destry Rides Again	Dec. 29
4004	My Little Chickadee	Feb. 9
4009	The Invisible Man Returns	Jan. 12
4010	The Under-Pup	Sept. 1
4011	Charlie McCarthy, Detective	Dec. 22
4012	Tower of London	Nov. 17
4014	Rio	Sept. 29
4016	The Big Guy	Nov. 24
4017	Two Bright Boys	Sept. 15
4019	Little Accident	Oct. 27
4020	Call a Messenger	Nov. 3
4021	Oh, Johnny, How You Can Love	Jan. 5
4024	Hawaiian Nights	Sept. 8
4026	Laugh It Off	Dec. 1
4027	The Witness Vanishes	Sept. 22
4028	Missing Evidence	Dec. 15
4030	One Hour to Live	Nov. 10
4032	Framed	Feb. 23
4034	Double Alibi	Mar. 1
4035	Hero for a Day	Oct. 6
4038	Honeymoon Deferred	Feb. 16
4041	Green Hell	Jan. 26
4044	The Mikado	Sept. 8
4051	Mutiny on the Blackhawk	Sept. 1
4052	Tropic Fury	Oct. 13
4053	Legion of Lost Fliers	Nov. 3
4054	Man From Montreal	Dec. 8
4058	Desperate Trails	Sept. 8
4055	Danger on Wheels	Feb. 2
4059	Oklahoma Frontier	Oct. 20
4060	Chip of the Flying U	Nov. 24
4061	West of Carson City	Jan. 19
4062	Riders of Pasco Basin	Apr. 5
4071	My Man Godfrey (re-issue)	June 2
4072	The Old Dark House (re-issue)	June 2
4073	All Quiet on the Western Front (re-issue)	Sept. 29
4074	The Road Back (re-issue)	Nov. 3
	No release	Oct. 20
	No release	Jan. 19
	Zanzibar	Mar. 8
	Ma! He's Making Eyes at Me	Mar. 15
	It's a Date	Mar. 22
	Sandy Is a Lady	Apr. 12
	If I Had My Way	Apr. 26

WARNERS-FIRST NATIONAL

WARNERS

402	The Private Lives of Elizabeth and Essex	Nov. 11
403	The Roaring Twenties	Oct. 28
406	Brother Rat and a Baby	Jan. 13
408	Invisible Stripes	Dec. 30
411	Kid Nightingale	Nov. 4
413	"Dead End" Kids on Dress Parade	Nov. 18
415	A Child Is Born	Jan. 6
416	British Intelligence	Jan. 20
418	Pride of the Blue Grass	Oct. 7
419	Nancy Drew and the Hidden Stairoase	Sept. 9
420	Calling Philo Vance	Feb. 3
421	Granny Get Your Gun	Feb. 10
	Virginia City	Mar. 23

FIRST NATIONAL

451	The Fighting 69th	Jan. 27
452	The Old Maid	Sept. 2
453	Four Wives	Dec. 25
458	We Are Not Alone	Nov. 25
459	Castle on the Hudson	Feb. 17
461	Dust Be My Destiny	Sept. 16
462	Espionage Agent	Sept. 30
463	On Your Toes	Oct. 14
464	The Return of Dr. X	Dec. 2
469	No Place to Go	Sept. 23
470	Smashing the Money Ring	Oct. 21
471	Private Detective	Dec. 9
481	The Mad Empress	Dec. 16
	Three Cheers for the Irish	Mar. 16
	The Story of Dr. Ehrlich's Magic Bullet	Mar. 2

THE RIVETER. RKO-Radio—Walt Disney Cartoon. 8m. Donald Duck applies for a job as a riveter on a skyscraper construction job. He runs into trouble when he gets the goat of the super-tough gang foreman, tangles with girders, elevators, riveting machines at dizzy heights, is finally chased off the job by the raging foreman. EXCELLENT. (04102). D. O.

Cartoon

MAN OF TIN. Columbia—Phantasy. 6m. The professor works his heart out constructing a tin man which does not work until Scrappy places himself in its bowels. The resultant effect finds the tin man winning a wrestling match and getting smashed into scrap iron. There is fun in a few spots. FAIR. (1704). L. S. M.

Comedy

NEWS COMICS. Ideal. 9m. Gagging humorous squibs, culled from the daily press, in "re-enactments," "News Comics" has a good idea, however unsatisfactory and generally humorless the inaugural effort is. Shown here are extensions of stories about flooded golf greens, the missing constitution of a magician's society, and cotton roads. FAIR. W.

Commercial

FREE AND EASY. Jam Handy. 9m. Somewhat disjointed but entertaining short to explain how living things in the sea and on the earth resist tremendous pressure, "Free and Easy" begins with strange denizens of the deep. Narrator then comes upon "man in the street," leaning on a car, and, with play on words back and forth, describes air-pressure and vacuum action. While both narrator and subject lose themselves, the short survives. The subject is not to be confused with Vitaphone's Edgar Bergen-Charlie McCarthy re-issue of the same name. GOOD. H. M. N.

WASHINGTON. Baltimore and Ohio Railroad. 10m. Subtitled "The Shrine of American Patriotism," "Washington" offers as good a travelogue of the National Capital as has been presented by anybody's camera, and the B&O monogram on the locomotive's snout or the "Capitol Limited" on the rear end does not detract for its manifest merit. Alois Havrilla does the narration for a comprehensive trip through the city. Had the photography been as good all the way as it is in some spots, the subject would deserve a higher rating. However, it is a picture which any theatre might show. GOOD. W. W.

YOUR TOWN. Modern Talking Picture Service. 10m. Produced for the National Association of Manufacturers and sponsored by the National Industrial Council, "Your Town" shows the growth of a "typical" small city. It makes a special effort to emphasize the dependency of the community upon the large factory which supports it. As propaganda for the retention of the American way, it is okay stuff. Narration is handled by an elderly gent who explains to his grandson why we must not have truck with the corner "soap-boxers." It is well-done for its type. The subject is offered free to exhibitors by Modern Talking Picture Service. GOOD. L. S. M.

Dramatic

FINLAND SPEAKS. Hoffberg Productions. 10¾m. Because the people of the United States are overwhelmingly sympathetic to the valiant struggle Finland is putting up against the onslaughts of the Russians, this excellently-made combination travelogue and documentary should be of interest to moviegoers throughout the nation. The subject, produced with the co-operation of the Finnish government, deals with the habits and industries of the Finns and closes with shots of Helsinki afire. An excellent commentary is delivered by Maurice Hart. It's a short worth playing time anywhere. EXCELLENT. L. S. M.

Novelty

COUNTRY FAIR. Central Films. 10m. An outstanding and exploitable short subject attraction for the provinces, this well-made peek into the workings of the country fair should also prove interesting fare for the city folk. Filmed remarkably well at the Danbury (Connecticut) Fair, the reel touches upon the various agricultural exhibits and competitive events. It closes with an exciting visit to the midway. John S. Martin capably handles the narrative and the musical background provides added zest. EXCELLENT. L. S. M.

FLYING STEWARDESS. 20th Century-Fox—Magic Carpet of Movietone. 10m. Almost a commercial in the sense that it is 100 percent a plug for a prominent air line company, showing how the stewardesses are trained, this is still interesting and ideal for tie-ups. How the stewardess is put through the routine, trained, is shown with some beautiful air photography, and shots of principal landing field. No doubt, the air company will be glad to co-operate. GOOD. (0106). H. M.

INFORMATION PLEASE, No. 7. RKO-Radio. 10½m. The regular triumvirate of miscellaneous knowledge teams up this time with famous short story writer Clarence Buddington Kelland, and a general good time is had by all. The experts are asked to identify prominent men, pictures of whom are shown with all their hair masked out, actors dressed as characters from well-known stories, song titles, etc. Levant makes most of the funny cracks this time. GOOD. (04207). D. O.

INSIDE THE FEDERAL BUREAU OF INVESTIGATION. Columbia—Washington Parade. 11m. Just about the most outstanding entry in this corking series, here is 11 minutes with the FBI which provides loads of entertainment and education. There are glimpse of G-Man J. Edgar Hoover at work plus numerous angles concerning the operation of the bureau. Basil Ruysdael is grand as the commentator. EXCELLENT. (1903). L. S. M.

NORTHWARD, HO! Metro. 10m. This is a trailer on "Northwest Passage," to be sure, but it is also an excellent short, telling how it does of the effort, the expense, the work, etc., going into the making of a big picture, in this case "NW." It is not often that a short of this interest is seen around, but the institutional value of this kind of subject to individual house and to the industry generally, can't be minimized. This must be played before "NW," although it would be interesting anytime. EXCELLENT. (80-x). H. M.

SCREEN SNAPSHOTS, No. 5. Columbia. 11m. Harriet Parson's latest issue of her popular Screen Snapshots is, by far, the best she has offered within the past few years. Because art has played such an important part in the lives of movie stars, the camera turns on many visiting galleries or doing their own sculpting, sketching or painting. Among those seen are Fritz Leiber, Gale Sondergaard, Basil Rathbone, Claire Trevor, Michael Whalen, Bill Bakewell, Rochelle Hudson, Noah Beery, Francis Lederer, Dorothy Peterson, Tony Martin, Joan Woodbury, Judith Allen, Evelyn Knapp, Adrienne Ames, Robert Wilcox, Florence Rice, The Three Stooges (who add a touch of slapstick), Skeets Gallagher, Perc Westmore, Gloria Dickson, Jean Parker, Jim Ellison, Mary Boland, and Fred MacMurray. EXCELLENT. (1855). L. S. M.

STRANGER THAN FICTION, No. 72. Universal. 10m. The usual collection of shots; a trick house in North Carolina; the oldest horse, in Kentucky; a dentist who collects horse shoes; a once-a-week railroad in Utah; a walk of tombstones in Louisiana; a trick duck and a boy who owns it. FAIR. (4377). H. M.

STUFFIE. Metro—Pete Smith Specialty. 9m. Stuffie is a small dog who has to share his home with a big brute of a dog. The two don't get on well together, but when a fire occurs, Stuffie is saved by the other dog, who loses his life. Told in the usual Pete Smith fashion, this will please the dog lovers especially. GOOD. (S-106). H. M.

Sport

PENNANT CHASERS. RKO-Radio—Sportscope. 9m. Shots of the ball teams, showing most of the principal major leaguers in action, and demonstrating some smart and close plays, this is in the upper category of such attractions. With such players as Medwick, Dean, May, Hubbell, Hartnett, and plenty of others, this is timely. GOOD. (04307). H. M.

TWO OF A KIND. Paramount-Sportlight. 10m. Doubles in sports are shown, with the usual Ted Husing narration. Seen are the Rideout twins, tracksters; and brothers and sisters in such sports as swimming, diving, ice hockey, baseball (DiMaggio) boxing, etc. It makes an interesting sports novelty. GOOD. (R9-9). H. M.

Color Travel

CALLING ON COLOMBIA. Metro—FitzPatrick Traveltalk. 10m. The South American country of Colombia, Cartagena, the commerce, churches, public buildings, etc., done in the usual FitzPatrick manner and in such fashion as to make the patron rush for his nearest steamship office. GOOD. (T-59). H. M.

Travel

GOING PLACES, No. 72. Universal. 9m. The Land of Rhodes, Rhodesia, with the natural advantages, coal, ore, shown, as well as the scenic beauty, cities, etc. It makes for an interesting subject, up to the usual standard. GOOD. (4357). H. M.

SHORTS PARADE INDEX

A guide to all shorts reviews carried in THE SHORTS PARADE from December 13, 1939, to date, showing title, company and page on which review was carried in the Blue Section.

Title Distributor Page

A

AFRICA SQUEAKS—Vita. 467
ALEX IN WONDERLAND—Vita. 485
ALFALFA'S DOUBLE—MGM 467
ALI BABA BOUND—Vita. 475
ANDY CLYDE GETS SPRING CHICKEN—Col. 451
ANDY PANDA GOES FISHING—Univ. 467
APOLLON, DAVE, AND HIS ORCHESTRA—Vita. 476
AQUA POISE—RKO 458
AWFUL GOOF, THE—Col. 451

B

BEAUTIFUL SWITZERLAND—Col. 451
BEAUTY IN BALI—Ball Bra Co. 485
BIRTH OF A CHAMPION — Fistic Films 445
BLUE DANUBE, THE—MGM 444
BOWLING SKILL—Para. 468
BOY, A GUN AND BIRDS, A—Col. 451
BROKEN EARTH — Sack Amusement Enterprises 434
BULLETS AND BALLADS—Univ. 467
BUSY BAKERS—Vita. 475

C

CALLING ON COLOMBIA—MGM 486
CARROLL, FRANCES, AND THE COQUETTES—Vita. 451
CHILE—Para. 445
COMMUNITY SING (1939-1940) — Col.
No. 4 437
No. 5 467
COUNTRY FAIR—Central 486
COURT FAVORITES—RKO 458
CRISIS IN THE PACIFIC—see The March of Time, No. 5
CUBA—Para. 468
CURIOUS PUPPY, THE—Vita. 451

D

DISINHERITED, THE — Children's Aid Society of N. Y. 476
DOG IN A MANSION, A—20-F 451
DOOR WILL OPEN, A—MGM 476
DORSEY, JIMMY, AND HIS ORCHESTRA—Para. 476
DRUMS OF FU MANCHU—Rep. 475

E

EARLY GIRD "GETS THE WORM," THE—Vita. 458
EDGAR RUNS AGAIN—20-F 467

F

FASHION FORECAST (1939-1940)—20-F
No. 6 451
FILM FAN, THE—Vita. 444
FINLAND FIGHTS—Emerson Yorke—Finnish Relief Fund 475
FINLAND SPEAKS—Hoffberg 486
FIRST ROBIN, THE—20-F 444
FIVE GRAND AND A GIRL—Wilding Picture Productions 475
FISHING BEAR, THE—MGM 467
FLASH GORDON CONQUERS THE UNIVERSE—Univ. 485
FLYING STEWARDESS—20-F 486
FOLLOWING THE HOUNDS—20-F 476
FORGOTTEN VICTORY—MGM 444

Title Distributor Page

FOSTER, STEPHEN, SONGS — see Community Sing, No. 4
FREE AND EASY—Handy 486
FROST FROLICS—Viking-Tennyson 437
FUTURE ADMIRALS — Philip Provenza 437

G

GLOVE SLINGERS—Col. 451
GOING PLACES (1939-1940)—Univ.
No. 69 445
No. 70 445
No. 71 445
No. 72 486
GOODNESS! A GHOST—RKO 467
GYPSY SONGS—see Community Sing, No. 5

H

HAPPYTOTS' EXPEDITION, THE—Col. 468
HARE AND HOUNDS—20-F 475
HARVEST TIME—20-F 467
HECKLER, THE—Col. 475
HERE'S HAL, HAL KEMP AND HIS ORCHESTRA IN—Para. 444
HOME MOVIES—MGM 475
HUMAN FISH, THE—Para. 476

I

ICE POND, THE—20-F 444
INFORMATION PLEASE (1939-1940)—RKO
No. 4 437
No. 5 467
No. 6 467
No. 7 486
INSIDE THE FEDERAL BUREAU OF INVESTIGATION—Col. 486
ISLE OF COLUMBUS—Para. 476

J

JAI ALAI—Col. 437
JUDO EXPERTS—Para. 445

K

KANGAROO COUNTRY, THE—20-F 437
KITTENS MITTENS—Univ. 485
KNOW YOUR MONEY—MGM 467

L

LAND OF ALASKA NELLIE—MGM 437
LIFE IN PARIS—Col. 468
LIFE IS WHAT YOU MAKE IT—Stark Films 437
LITTLE LAMBKIN—Para. 475
LOUIS-GODOY FIGHT PICTURES—Banner 475

M

MAD MAESTRO, THE—MGM 451
MAINTAIN THE RIGHT—MGM 458
MAN OF TIN—Col. 486
MARCH OF TIME, THE (1939-1940)—RKO
No. 5 444
No. 6 458
No. 7 475
MECHANIX ILLUSTRATED (1939-1940)—Vita.
No. 2 444
No. 3 476
MEN OF MUSCLE—RKO 458
MILLIONAIRE HOBO—Col. 444
MIRACLE OF MILK, THE—Principal 476
MIRACLES AT LOURDES—MGM 451
MR. CLYDE GOES TO BROADWAY—Col. 475
MOMENTS OF CHARM OF 1940—Para. 434

Title Distributor Page

MONTMARTRE—French Cinema Center 434
MOTHER GOOSE IN SWINGTIME—Col. 434

N

NAVAJO LAND—RKO 468
NEWS COMICS—Ideal 486
NEW HORIZONS—Vita. 451
NIGHT DESCENDS ON TREASURE ISLAND—MGM 468
1939—YEAR OF DARK CONTRASTS—Para. News 451
NORTHWARD, HO!—MGM 486
NOTHING BUT PLEASURE—Col. 467

O

OH, YOU NATZY SPY — see You Natzy Spy
OLD HICKORY—Vita. 444
OLD NATCHEZ ON THE MISSISSIPPI—MGM 451
OLD SOUTH, THE—MGM 467
ONE FOR THE BOOK—Vita. 451
OOH, LA LA—Univ. 444
OUTDOOR PARTIES — see Screen Snapshots, No. 3

P

PAPER HANGER, THE — King of Comedy 485
PARAMOUNT PICTORIAL—Para. 476
PARAMOUNT PRESENTS FRANKIE MASTERS—Para. 451
PARK YOUR BABY—Col. 451
PEACE ON EARTH—MGM 434
PENNANT CHASERS—RKO 486
POPULAR SCIENCE (1939-1940)—Para.
No. 3 451
No. 4 476
PORKY THE GIANT KILLER—Vita. 434
PORKY'S LAST STAND—Vita. 451
POUND FOOLISH—MGM 451
PUSS GETS THE BOOT—MGM 485
PYRAMIDS OF MEXICO, THE—Atlas 458

R

RECOVERY ROAD — Children's Aid Society of N. Y. 476
REPUBLIC OF FINLAND, THE—see The March of Time, No. 6
RHYTHM JAMBOREE—Univ. 467
RIVETER, THE—RKO 486
ROCKIN' THRU THE ROCKIES—Col. 475
ROMANCE OF THE POTATO—MGM 437

S

SCREEN SNAPSHOTS (1939-1940)—Col.
No. 3 445
No. 4 451
No. 5 486
SCREWBALL FOOTBALL—Vita. 444
SEATTLE, GATEWAY TO THE PACIFIC NORTHWEST—MGM 476
SEE YOUR DOCTOR—MGM 434
SERUM TO WINDHAM—Public Health Education Division, N. Y. State Department of Health 444
SHADOW, THE—Col. 451
SHAKESPEAREAN SPINACH—Para. 467
SIEGE—RKO 468
SKIING TECHNIQUE—Col. 476
SKY FIGHTERS—20-F 437
SKY GAME—RKO 445
SLEEPING PRINCESS, THE—Univ. 434
SNIFFLES AND THE BOOKWORM—Vita. 434
SNOW FOLLIES—Univ. 444

Title Distributor Page

STRANGER THAN FICTION (1939-1940)—Univ.
No. 69 445
No. 70 445
No. 71 445
No. 72 486
STUFFIE—MGM 486
SUGAR WIND—Para. 467

T

TEACHER'S PEST—Col. 434
TEDDY THE ROUGHRIDER—Vita. 467
THAT INFERIOR FEELING—MGM 458
THREADS OF A NATION, THE—Col. 476
THREE SAPPY PEOPLE—Col. 444
TIME OUT FOR LESSONS—MGM 434
TOPNOTCH TENNIS—20-F 458
TOUCHDOWN REVIEW—Para. 451
'TWAS THE NIGHT BEFORE CHRISTMAS—MGM 445
TWO OF A KIND—Para. 486

U

U. S. TREASURY—Col. 476
UNUSUAL OCCUPATIONS (1939-1940)—Para.
No. 2 445
No. 3 467

V

VACATION DIARY—RKO 468
VALIANT VENEZUELA—MGM 437
VATICAN OF PIUS XII, THE — see The March of Time, No. 7

W

WASHINGTON — Baltimore & Ohio Railroad 486
'WAY BACK WHEN A TRIANGLE HAD ITS POINTS—Para. 475
WE WE MARIE—Univ. 444
WEST WALL, THE—RKO 437
WHAT GOES UP—Sepia Art 475
WHAT'S YOUR I. Q.?—MGM 476
WHERE TURF MEETS THE SURF—MGM 467
WITH THESE WEAPONS—Amer. Social Hygiene Association 437
WORLD OF 1960—Col. 451

X

XOCHMILCO—Atlas 458

Y

YOU NATZY SPY—Col. 458
YOUR TOWN — Modern Talking Picture Service 486

EXPLANATORY NOTE

This index to short subjects, reviewed in this Blue Section from December 13, 1939, through March 6, 1940, will not be issued again. The next index to short subjects, tentatively set for the May 22, 1940, issue, will include only those subjects whose reviews appear in the Blue Section from March 20 to that date.

This Shorts Parade index, in association with the Alphabetical Guide, found only in THE EXHIBITOR, is the industry's only reference compilation to all feature and short product delivered.

INDEX TO INDICES

From September 1, 1937, to May 1, 1938 128, 129
From May 15, 1938, to August 15, 1938 179
From September 1, 1938, to December 14, 1938 229
From December 28, 1938, to May 31, 1939 325, 326
From June 14, 1939, to August 23, 1939 374
From September 6, 1939, to November 29, 1939 427

MISCELLANEOUS DISTRIBUTORS

All addresses are of New York City, unless otherwise indicated.

ATLAS Film Exchange, 723 Seventh Ave.
AMERICAN Social Hygiene Association, 50 West 50th Street.
BALI Bra Company, 8 West 30th Street.
BALTIMORE and Ohio Railroad, R. E. Coleman, Division Passenger Agent, Fidelity-Philadelphia Trust Building, Philadelphia.
BANNER Films (David Dietz), 630 Ninth Avenue.
CHILDREN'S Aid Society of New York, 105 East 22nd Street.
FISTIC Films (David Dietz), 630 Ninth Avenue.
FRENCH Cinema Center, 35 West 45th Street.
HANDY, Jam, Service, 2900 East Grand Boulevard, Detroit, Michigan. (In some territories, these subjects are handled by Monogram.)
HOFFBERG, J. H., Company, Inc., 729 Seventh Avenue.
IDEAL Pictures Corporation, 1600 Broadway.
KING of Comedy, unknown.
MODERN Talking Picture Service, 9 Rockefeller Plaza.
NEW YORK State Department of Health, Public Health Education Division, Albany, New York.
PRINCIPAL Productions, 1501 Broadway.
PROVENZA, Philip, through J. H. Hoffberg Company, Inc., 729 Seventh Ave.
SACK Amusement Enterprises, 723 Seventh Avenue.
SEPIA Art Pictures, 2352 Seventh Ave.
STARK Films, through Interstate Dairy Council, 20th and Race Streets, Philadelphia.
VIKING-TENNYSON, through Lenauer International Films, 202 West 58th St.
WILDING Picture Productions, 385 Madison Avenue.

Shorts Release Number Listing, with National Release Dates

COLUMBIA

Two Reel

COMEDIES

Three Stooges

1401 Calling All Curs ... Aug. 25
1402 Oily to Bed, Oily to Rise ... Oct. 6
1403 Three Sappy People ... Dec. 1
1404 You Natzy Spy ... Jan. 19
1405 Rockin' Thru the Rockies ... Mar. 8
1406 A Plumbing We Will Go ... Apr. 19

All-Star

1421 Skinny the Moocher (Chase) ... Sept. 8
1422 Static In the Attic (Catlett) ... Sept. 22
1423 All American Blondes (Clyde) ... Oct. 20
1424 Teacher's Pest (Chase) ... Nov. 3
1425 Glove Slingers (N. Beery, Jr.) ... Nov. 24
1426 Andy Clyde Gets Spring Chicken (Clyde) ... Dec. 15
1427 The Awful Goof (Chase) ... Dec. 22
1428 Nothing But Pleasure (Keaton) ... Jan. 5
1429 Mr. Clyde Goes to Broadway (Clyde) Feb. 2
1430 The Heckler (Chase) ... Feb. 16
1431 Pardon My Berth Marks (Keaton) ... Mar. 22
1432 Untitled (Clyde) ... Apr. 9

SERIALS

1140—
1154 The Shadow ... Jan. 5
1160—
1174 Terry and the Pirates ... Apr. 12

One Reel

CINESCOPES

1971 World of 1960 ... Dec. 22
1972 The Threads of a Nation ... Jan. 19

COLOR RHAPSODIES

1501 Jitterbug Knights ... Aug. 11
1502 Crop Chasers ... Sept. 22
1503 Mountain Ears ... Oct. 20
1504 Dreams on Ice ... Nov. 3
1505 Mother Goose In Swingtime ... Dec. 8
1506 A Boy, a Gun and Birds ... Jan. 12
1507 The Happy Tot's Expedition ... Feb. 9
1508 Blackboard Revue ... Mar. 15
1509 The Greyhound and the Rabbit ... Apr. 19

COMMUNITY SINGS

1651 Bing Crosby Hit Songs ... Aug. 4
1652 Old Time Songs ... Sept. 8
1653 College Songs ... Oct. 13
1654 Stephen Foster Songs ... Nov. 17
1655 Gypsy Songs ... Dec. 29
1656 No. 6 ... Mar. 8
1657 No. 7 ... Apr. 19

FABLES

1751 Little Lost Sheep ... Oct. 6
1752 Park Your Baby ... Dec. 22
1753 Practice Makes Perfect ... Apr. 5

FOOLS WHO MADE HISTORY

1601 The Story of Elias Howe ... Sept. 1
1602 The Story of Charles Goodyear ... Oct. 6

HAPPY HOUR (Specials)

1520 The Book of Books ... Oct. 6
1521 Building of Boys ... Oct. 12

NEWS WORLD OF SPORTS

1801 Bows and Arrows ... Oct. 6
1802 Jai Alai ... Nov. 17
1803 Skiing Technique ... Jan. 19
1804 Flying Targets ... Feb. 22
1805 Rough-House Fiesta ... Mar. 8

PHANTASIES

1701 The Charm Bracelet ... Sept. 1
1702 Millionaire Hobo ... Nov. 24
1703 The Mouse Exterminator ... Jan. 26
1704 Man of Tin ... Feb. 23

SCREEN SNAPSHOTS

1851 Art of Make-Up ... Sept. 22
1852 Animal Actors and Trainers ... Nov. 10
1853 Outdoor Parties ... Dec. 1
1854 Behind the Scenes in Hollywood ... Jan. 5
1855 No. 5 ... Feb. 23
1856 No. 6 ... Mar. 29
1857 No. 7 ... May 3

TOURS

1551 Holland and the Zuyder Zee ... Sept. 15
1552 Modern Cities of India ... Oct. 27
1553 Beautiful Switzerland ... Nov. 11
1554 Life in Paris ... Dec. 22
1555 New Hampshire ... Jan. 26
1556 Unveiling Algeria ... Mar. 1

WASHINGTON PARADE

1991 Smithsonian Institution ... Nov. 10
1902 U. S. Treasury ... Dec. 29
1903 Inside the Federal Bureau of Investigation ... Feb. 9

METRO-GOLDWYN-MAYER

Two Reel

CRIME DOESN'T PAY

P-1 Pount Foolish ... Dec. 23
P-2 Know Your Money ... Jan. 27

One Reel

CARTOONS

W-81 Peace on Earth ... Dec. 9
W-82 The Mad Maestro ... Dec. 30
W-83 The Fishing Bear ... Jan. 20
W-84 Puss Gets the Boot ... Feb. 10

FITZPATRICK TRAVELTALKS

T-51 A Day on Treasure Island ... Sept. 2
T-52 Natural Wonders of Washington State
T-53 Quaint Saint Augustine ... Nov. 4
T-54 Vallent Venezuela ... Nov. 25
T-55 Land of Alaska Nellie ... Dec. 23
T-56 Old Natchez ... Dec. 30
T-57 Night Descends on Treasure Island ... Jan. 20
T-58 Seattle, Gateway to the Pacific Northwest ... Feb. 17
T-59 Calling on Colombia ... Mar. 16

MINIATURES

M-71 Rhumba Rhythm ... Sept. 2
M-72 The Ash Can Fleet ... Sept. 9
M-73 A Failure at Fifty ... Oct. 7
M-74 Mendelssohn's Wedding March
M-75 Miracle at Lourdes ... Dec. 30
M-76 Where Turf Meets Surf ... Jan. 6
M-77 The Old South ... Jan. 20
M-78 A Door Will Open

OUR GANG COMEDIES

C-131 Captain Spanky's Showboat ... Sept. 9
C-132 Dad for a Day ... Oct. 21
C-133 Time Out for Lessons ... Dec. 2
C-134 Alfalfa's Double ... Jan. 20

PASSING PARADE

K-121 Forgotten Victory ... Dec. 9

PETE SMITH SPECIALTIES

S-101 Let's Talk Turkey ... Oct. 28
S-102 Ski Birds ... Nov. 18
S-103 Romance of the Potato ... Dec. 9
S-104 Maintain the Right ... Jan. 13
S-105 What's Your I. Q.? ... Feb. 10

ROBERT BENCHLEY COMEDIES

F-141 The Day of Rest ... Sept. 16
F-142 See Your Doctor ... Dec. 16
F-143 That Inferior Feeling ... Jan. 20
F-144 Home Movies ... Feb. 17

PARAMOUNT

One Reel

COLOR CLASSICS

C9-1 The Fresh Vegetable Mystery ... Sept. 29
C9-2 Little Lambkin ... Feb. 2
C9-3 Ants in the Plants ... Mar. 15
C9-4 A Kick in Time ... May 3

COLOR CRUISES

K9-1 Ecuador ... Sept. 1
K9-2 Peru ... Oct. 6
K9-3 Chile ... Nov. 10
K9-4 Cuba ... Jan. 5
K9-5 Isle of Columbus ... Feb. 9
K9-6 Argentina ... Apr. 5
K9-7 Untitled ... May 31

HEADLINERS

A9-1 Artie Shaw's Class in Swing ... Sept. 8
A9-2 Ted Flo Rito and His Orchestra ... Oct. 6
A9-3 Moments of Charm of 1940 ... Oct. 27
A9-4 Here's Hal [Kemp] ... Nov. 24
A9-5 Paramount Presents Frankie Masters Dec. 29
A9-6 Jimmy Dorsey and His Orchestra ... Feb. 2
A9-7 George Olsen and His Music of Tomorrow ... Mar. 8
A9-8 Untitled ... Apr. 12
A9-9 Untitled ... May 17

PARAGRAPHICS

V9-1 Public Hobby Number One ... Sept. 22
V9-2 Busy Little Bears ... Oct. 20
V9-3 Bits of Life ... Nov. 17
V9-4 Touchdown Review ... Dec. 22
V9-5 Sugar Wind ... Jan. 19
V9-6 Paramount Pictorial ... Feb. 16
V9-7 Untitled ... Mar. 15
V9-8 Untitled ... Apr. 12
V9-9 Untitled ... May 10

POPEYE

E9-1 Never Sock a Baby ... Nov. 3
E9-2 Shakespearean Spinach ... Jan. 19
E9-3 Females Is Fickle ... Mar. 8
E9-4 Stealin' Ain't Honest ... Mar. 29
E9-5 Me Feelin's Is Hurt ... Apr. 19
E9-6 Onion Pacific ... May 10
E9-7 Wimmin Is a Myskery ... May 31

POPULAR SCIENCE

J9-1 No. 1 ... Sept. 15
J9-2 No. 2 ... Nov. 3
J9-3 No. 3 ... Dec. 15
J9-4 No. 4 ... Feb. 16
J9-5 No. 5 ... Apr. 19

SPORTLIGHTS

R9-1 Hydro-Maniacs ... Sept. 1
R9-2 A Desert Adventure ... Sept. 22
R9-3 Catching Whoppers ... Oct. 13
R9-4 A Dog Is Born ... Nov. 3
R9-5 Aqua-Rhythm ... Nov. 24
R9-6 Judo Experts ... Dec. 15
R9-7 Bowling Skill ... Jan. 26
R9-8 Human Fish ... Feb. 23
R9-9 Two of a Kind ... Mar. 22
R9-10 The Blue Streak ... Apr. 19
R9-11 Untitled ... May 17

STONEAGE CARTOONS

B9-1 Way Back When a Triangle Had Its Points ... Feb. 9
B9-2 Way Back When a Night Club Was a Stick ... Mar. 15
B9-3 Way Back When a Nag Was Only a Horse ... Apr. 5
B9-4 Granite Hotel ... Apr. 26
B9-5 The Foul Ball Player ... May 10
B9-6 The Ugly Dino ... May 24

SYMPHONIC SERIES

D9-1 The Blue Danube ... Sept. 29
D9-2 Merry Wives of Windsor ... Oct. 27
D9-3 William Tell ... Nov. 24

UNUSUAL OCCUPATIONS

L9-1 No. 1 ... Oct. 13
L9-2 No. 2 ... Nov. 17
L9-3 No. 3 ... Jan. 19
L9-4 No. 4 ... Mar. 22
L9-5 No. 5 ... May 24

RKO-RADIO

Two Reel

EDGAR KENNEDY COMEDIES

03401 Act Your Age ... Oct. 6
03402 Kennedy the Great ... Dec. 8
03403 Slightly at Sea ... Feb. 9
03404 Mutiny in the Country ... May 3

LEON ERROL COMEDIES

03701 Wrong Room ... Sept. 22
03702 Truth Aches ... Nov. 3
03703 Scrappily Married ... Mar. 1

THE MARCH OF TIME

03101 Soldiers With Wings ... Sept. 1
03102 The Battle Fleets of England ... Sept. 29
03103 Uncle Sam—The Farmer ... Oct. 27
03104 Newsfronts of War, 1940 ... Nov. 24
03105 Crisis in the Pacific ... Dec. 22
03106 The Republic of Finland, 1919-1940 Jan. 19
03107 The Vatican of Pius XII ... Feb. 16
03108 No. 8 ... Mar. 15
03109 No. 9 ... Apr. 12
03110 No. 10 ... May 10

RADIO FLASH COMEDIES

03201 Blamed for a Blonde (R. Atwill) ... Oct. 20
03202 Coat Tales (J. Prouty) ... Nov. 17
03203 Chicken Feed (B. Gilbert) ... Jan. 19
03204 Twincuplets (Stroud Twins) ... Apr. 12
03205 Goodness! A Ghost ... Mar. 8

RAY WHITLEY MUSICAL WESTERNS

03501 Cupid Rides the Range ... Sept. 8
03502 Bandits and Ballads ... Dec. 29
03503 Molly Cures a Cowboy ... Mar. 22
03504 Corralling a School Marm

One Reel

INFORMATION, PLEASE

04201 No. 1—Rex Stout ... Sept. 8
04202 No. 2—Gene Tunney ... Oct. 6
04203 No. 3—Clarence Budington Kelland ... Nov. 3
04204 No. 4—Deems Taylor ... Dec. 1
04205 No. 5—Christopher Morley ... Dec. 29
04206 No. 6—Gene Tunney ... Jan. 26
04207 No. 7—Clarence Buddington Kelland Feb. 23
04208 No. 8—Ruth Gordon ... Mar. 22
04209 No. 9—(Not set) ... Apr. 19
04210 No. 10—Deems Taylor ... May 17
04211 No. 11—Christopher Morley ... June 14
04212 No. 12—Ruth Gordon ... July 12
04213 No. 13—(Not set) ... Aug. 9

REELISMS

04601 Nevada Unlimited ... Sept. 15
04602 Acres of Plenty ... Oct. 13
04603 American Royal ... Nov. 10
04604 The West Wall ... Dec. 8
04605 Men of Muscle ... Jan. 5
04606 Vacation Diary ... Feb. 2
04607 Navajo Land ... Mar. 1
04608 Siege ... Mar. 29
04609 Streamlined ... Apr. 26
04610 Stray Lamb ... May 24
04611 Pursuit Planes ... June 21
04612 Hollywood ... July 19
04613 Unarmed ... Aug. 16

SPORTSCOPES

04301 Gun Play ... Sept. 1
04302 Hunting Hounds ... Sept. 29
04303 Ice Cutters ... Oct. 27
04304 Winter Playground ... Nov. 24
04305 Sky Game ... Dec. 22
04306 Aqua Poise ... Jan. 19
04307 Pennant Chaser ... Feb. 16
04308 Flycasting ... Mar. 15
04309 Court Favorites ... Apr. 12
04310 Hurdle Hoppers ... May 10
04311 Wind Blown ... June 7
04312 Sky Sailors ... July 6
04313 Untitled ... Aug. 2

One Reel

WALT DISNEY CARTOONS

04101 Officer Duck ... Sept. 22
04102 The Riveter ... Mar. 15
04103 Donald's Dog Laundry ... Apr. 5
04104 Tugboat Mickey ... Apr. 26
04105 The Billposters ... May 17
04106 Mr. Bush Steps Out ... June 7
04107 Donald's Outboard Motor ... June 28
04108 Donald's Vacation ... June 21
04109 Day in a Dog's Life ... July 12
04110 Magician Mickey ... Aug. 2
04111 No. 11 ... Aug. 23
04112 No. 12 ... Sept. 13
04113 No. 13 ... Oct. 4
04114 No. 14 ... Oct. 25
04115 No. 15 ... Nov. 15
04116 No. 16 ... Dec. 6
04117 No. 17 ... Dec. 27
04118 No. 18 ... Jan. 17

(Continued on page 489)

Shorts Release Number Listing

(Continued from page 488)

20th CENTURY-FOX

One Reel

ADVENTURES OF A NEWSREEL CAMERMAN

0201 Conquering the Colorado ..... Aug. 18
0202 Filming the Fleet ..... Oct. 27
0203 Sky Fighters ..... Dec. 8
0204 Untitled ..... May 24

DRIBBLEPUSS PARADE

0401 "Monkies Is the Cwaziest People" ... Sept. 29
0402 The Silly Season ..... Dec. 8
0403 Labor Savers ..... Apr. 12

FASHION FORECASTS

0601 No. 5 (Fall Fashions) ..... Sept. 15
0602 No. 6 (Winter Fashions) ..... Dec. 22
0603 No. 7 (Spring Fashions) ..... Mar. 29

MAGIC CARPET OF MOVIETONE

0101 Birthplace of Icebergs ..... Aug. 4
0102 The Evergreen Empire ..... Oct. 13
0103 The Aghileen Pinnacles ..... Nov. 10
0104 The Kangaroo Country ..... Feb. 2
0105 The Valley of Ten Thousand Smokes .. Feb. 16
0106 Flying Stewardess ..... Mar. 15

SPORTS REVIEWS

0301 Big Game Fishing ..... Sept. 1
0302 Clocking the Jockeys ..... Nov. 24
0303 Topnotch Tennis ..... Jan. 19
0304 Following the Hounds ..... Mar. 1
0305 Over the Seven Seas ..... Apr. 26

TERRYTOONS

Black and White

0505 The Hitch-Hiker ..... Dec. 1
0506 The Ice Pond ..... Dec. 15
0507 A Dog In a Mansion ..... Jan. 12
0508 Edgar Runs Again ..... Jan. 26
0509 Hare and Hounds ..... Febb. 23
0510 All's Well That Ends Well ..... Mar. 8
0511 It Must Be Love ..... Apr. 5

Technicolor

0551 Two-Headed Giant ..... Aug. 11
0552 Hook, Line and Sinker ..... Sept. 8
0553 The Orphan Duck ..... Oct. 6
0554 Wicky-Wacky Romance ..... Nov. 17
0555 The First Robin ..... Dec. 29
0556 Harvest Time ..... Feb. 9
0557 Much Ado About Nothing ..... Mar. 22
0558 Untitled ..... Apr. 19

UNIVERSAL

Two Reel

COMEDY RE-ISSUES

6567 Ooh, La, La ..... Jan. 1
6887 We, We, Marie ..... Jan. 1

MUSICALS

4221 Boy Meets Joy ..... Sept. 6
4222 Swing Hotel ..... Oct. 18
4223 Rhumba Land ..... Nov. 18
4224 Snow Follies ..... Dec. 13
4225 Rhythm Jamboree ..... Jan. 17
4226 Bullets and Ballads ..... Feb. 14
4227 International Revels ..... Mar. 13

SPECIALS

4110 March of Freedom ..... Sept. 6
(Pre-released June 7)

One Reel

GOING PLACES

4351 No. 66 ..... Sept. 25
4352 No. 67 ..... Oct. 16
4353 No. 68 ..... Nov. 13
4354 No. 69 ..... Dec. 11
4355 No. 70 ..... Dec. 25
4356 No. 71 ..... Jan. 15
4357 No. 72 ..... Feb. 5
4358 No. 73 ..... Feb. 26
4359 No. 74 ..... Mar. 18
4360 No. 75 ..... Apr. 8
4361 No. 76 ..... Apr. 29

STRANGER THAN FICTION

4371 No. 66 ..... Sept. 18
4372 No. 67 ..... Oct. 9
4373 No. 68 ..... Nov. 6
4374 No. 69 ..... Dec. 4
4375 No. 70 ..... Dec. 18
4376 No. 71 ..... Jan. 8
4377 No. 72 ..... Jan. 29
4378 No. 73 ..... Feb. 19
4379 No. 74 ..... Mar. 11
4380 No. 75 ..... Apr. 1
4381 No. 76 ..... Apr. 15

WALTER LANTZ CARTUNES

4261 A-Haunting We Will Go ..... Sept. 4
4262 Life Begins for Andy Panda ..... Oct. 9
4263 Scrambled Eggs ..... Nov. 20
4264 The Sleeping Princess ..... Dec. 4
4265 Andy Panda Goes Fishing ..... Jan. 22
4266 Kittens Mittens ..... Feb. 12
4267 Adventures of Tom Thumb, Jr. ..... Mar. 4
4268 Untitled ..... Apr. 1

VITAPHONE

Two Reel

BROADWAY BREVITIES

5101 Remember When ..... Jan. 20
5102 Ice Follies ..... Oct. 28
5103 Slapsie Maxie's ..... Sept. 16
5104 World's Fair Junior ..... Dec. 9
5105 One for the Book ..... Feb. 3
5106 Alex in Wonderland ..... Mar. 9
5207 Double or Nothing ..... Apr. 20

TECHNICOLOR PRODUCTIONS

5001 Monroe Doctrine ..... Oct. 14
5002 Royal Rodeo ..... Nov. 25
5003 Old Hickory ..... Dec. 23
5004 Teddy the Roughrider ..... Feb. 24
5005 The Singin' Dude ..... Apr. 6

One Reel

COLOR PARADE

5401 Mechanix Illustrated, No. 1 ..... Sept. 30
5402 American Saddle Horses ..... Nov. 11
5403 Mechanix Illustrated, No. 2 ..... Dec. 2
5404 New Horizons ..... Jan. 6
5405 Mechanix Illustrated, No. 3 ..... Feb. 17
5406 Men Wanted ..... Mar, 23

LOONEY TUNES

5606 The Film Fan ..... Dec. 16
5607 Porky's Last Stand ..... Jan. 6
5608 Africa Squeaks ..... Jan. 27
5609 Ali Baba Bound ..... Feb. 10
5610 Pilgrim Porky ..... Mar. 16
5611 Slap Happy Pappy ..... Mar. 30
5612 You Ought to Be in Pictures ..... Apr. 27

MELODY MASTERS

5506 Dave Apollon and Orchestra ..... Mar. 2
5507 Carl Hoff and Orchestra ..... Mar. 23

MERRIE MELODIES

5311 Mighty Hunters ..... Jan. 27
5312 Busy Bakers ..... Feb. 10
5313 Elmer's Candid Camera ..... Mar. 2
5314 Cross Country Detours ..... Mar. 16
5315 Confederate Money ..... Mar. 30
5316 The Bears' Tale ..... Apr. 13
5317 Hardships of Miles Standish ..... Apr. 27

VARIETIES

5701 Vote Trouble ..... Sept. 9
5702 Sword Fishing ..... Oct. 21
5703 An Organ Novelty ..... Jan. 13
5704 No Parking ..... Apr. 13

Alphabetical Guide

(Continued from page 490)

NICK CARTER, DETECTIVE—60m.—Metro 440
NIGHT OF NIGHTS, THE—86m.—Paramount 432
NINOTCHKA—110m.—Metro 399
NO PLACE TO GO—66m.—Warners 381
NORTH SEA PATROL—69m.—Alliance Films 418
NORTHWEST PASSAGE (Book One: Rogers' Rangers)—126m.—Metro 471
NOTORIOUS ELINOR LEE, THE—104m.—Micheaux 461
NURSE EDITH CAVELL—98m.—RKO-Radio 380

O

OF MICE AND MEN—106m.—United Artists 448
OH, JOHNNY, HOW YOU CAN LOVE—63m.—Univ. 457
OKLAHOMA FRONTIER—58m.—Universal 401
OKLAHOMA TERROR—50m.—Monogram 379
OLD DARK HOUSE—74m.—Universal (re-issue) ... 321
OLD MAID, THE—95m.—Warners 363
ONE DARK NIGHT—81m.—Million Dollar Prod. .. 434
ONE HOUR TO LIVE—59½m.—Universal 387
ON HIS OWN—100m.—Amkino 388
ON YOUR TOES—94m.—Warners 402
$1,000 A TOUCHDOWN—73m.—Paramount 392
OUR NEIGHBORS, THE CARTERS—84m.—Para. .. 408
OUTPOST OF THE MOUNTIES—63m.—Columbbia 407
OUTSIDE THE THREE-MILE LIMIT—63m.—Col. .. 471
OVER THE MOON—78m.—United Artists 465
OVERLAND MAIL, THE—51m.—Monogram 416
OVERTURE TO GLORY—85m.—Elite 474

P

PACK UP YOUR TROUBLES—75m.—20th C.-Fox . 386
PAL FROM TEXAS, THE—52m.—Metropolitan 483
PAROLE FIXER—59m.—Paramount 463
PEOPLE ETERNAL, A—65m.—Henry Lynn 418
PHANTOM RANCHER—60m.—Colony 457
PHANTOM STRIKES, THE—58m.—Monogram 423
PINOCCHIO—86m.—RKO-Radio 472
PIONEER DAYS—59m.—Monogram 472
PIONEERS OF THE FRONTIER—58m.—Columbia . 471
POCOMANIA—65m.—Lenwal 434
PORT OF SHADOWS (Le Quai des Brumes)—90m.—Film Alliance of U. S. 403
PRIDE OF THE BLUE GRASS—65m.—Warners 393
PRIVATE DETECTIVE—55m.—Warners 425
PRIVATE LIVES OF ELIZABETH AND ESSEX, THE—106m.—Warners 396
PRISONER OF CORBAL, THE—73m.—Syndicate 381

Q

QUEEN OF DESTINY (Sixty Glorious Years)—95m.—RKO-Radio 220

R

RAFFLES—71m.—United Artists 445
RAINS CAME, THE—103m.—20th Century-Fox 386
RANGE WAR—66m.—Paramount 369
RASPUTIN—93m.—Concord Films 410
REAL GLORY, THE—96m.—United Artists 386
REMEMBER?—83m.—Metro 415
REMEMBER THE NIGHT—94m.—Paramount 447
RENO—73m.—RKO-Radio 416
RETURN OF DOCTOR X, THE—62m.—Warners 425
RETURN OF THE FROG—71m.—Select Attractions 381
RIDERS OF BLACK RIVER—54m.—Columbia 385
RIDERS OF PASCO BASIN—56½m.—Universal 442
RIDERS OF THE SAGE—56m.—Metropolitan 402
RIDIN' FOOL, THE—58m.—Metropolitan 402
RIO—77m.—Universal 393
ROAD BACK, THE—79m.—Universal ("The Outspoken Version") 417
ROAD TO GLORY—101m.—20th C.-F. (re-issue) .. 401
ROAD TO SINGAPORE, THE—85m.—Paramount 481
ROARING TWENTIES, THE—106m.—Warners 409
ROLL WAGON ROLL—54m.—Monogram 431
ROVIN' TUMBLEWEEDS—64m.—Republic 424
ROYAL DIVORCE—82½m.—Imperial 394
RULERS OF THE SEA—97m.—Paramount 385

S

SABOTAGE—69m.—Republic 400
SAINT'S DOUBLE TROUBLE, THE—68m.—RKO ... 456
SAGA OF DEATH VALLEY—58m.—Republic 424
SAGEBRUSH FAMILY TRAILS WEST, THE—58m.—Producers Distributing Corporation 483
SANTA FE MARSHAL—68m.—Paramount 448
SCANDAL SHEET—67m.—Columbia 407
SCIPIONE L'AFRICANO (Scipio Afrioanus Major)—115m.—Esperia 394
SECOND BUREAU—66m.—Film Alliance of U. S. . 410
SECRET FOUR (Four Just Men)—79m.—Mono. ... 431
SECRETS OF A MODEL—58m.—Time Pictures 474
SECRET OF DR. KILDARE, THE—82m.—Metro ... 423
SEVENTEEN—78m.—Paramount 408
SHE GOES TO WAR—55m.—Mitchell Leichter 417
SHIPYARD SALLY—79m.—20th Century-Fox 401
SHOP AROUND THE CORNER, THE—100m.—Metro 453
SHORS—92m.—Amkino 425
SIDEWALKS OF LONDON—86m.—Paramount 463
SKELETON ON HORSEBACK—78m.—Carl Laemmle, Jr. 474
SKY PATROL—61m.—Monogram 385
SLIGHTLY HONORABLE—85m.—United Artists ... 456
SMASHING THE MONEY RING—57m.—Warners ... 409
SMUGGLED CARGO—62m.—Republic 380
SOLDIER'S BRIDE (Jaakarin Morsian)—83m.—Werner F. Savela 442
SON OF INGAGI—66m.—Sack 457
SONG OF THE STREET—77m.—Mayer-Burstyn ... 381
SONGS AND SADDLES—65m.—Road Show Attr. .. 235
SOS MEDITERRANEAN—78m.—Vedis Films 458
SOUTH OF THE BORDER—71m.—Republic 432
SQUADRON BIANCO, LO (The White Squadron)—98m.—Esperia 425
STANLEY AND LIVINGSTONE—101m.—20th C.-F. 354
STOP, LOOK AND LOVE—57m.—20th Century-Fox 380
STRAIGHT SHOOTER—60m.—Victory 418
STRANGE CARGO—113m.—Metro 481
STRANGER FROM TEXAS, THE—54m.—Columbia 431
SUED FOR LIBEL—66m.—RKO-Radio 406
SURPRISES OF MATRIMONY, THE (Le Sorprese di un Matrimonion)—118m.—Columba 410
SWANEE RIVER—86m.—20th Century-Fox 448
SWISS FAMILY ROBINSON—93m.—RKO-Radio ... 463

T

TAMING OF THE WEST—55m.—Columbia 399
TELEVISION SPY—59m.—Paramount 400
TEN NIGHTS IN A BARROOM—61m.—B. & M. ... 418
TEVYA—93m.—Mayman 458
Radio 424
TEXAS RENEGADES—56m.—Producers Distributing Corporation 484
THAT'S RIGHT, YOU'RE WRONG—95m. — RKO-
THAT THEY MAY LIVE—73m.—Mayer-Burstyn ... 410
THESE GLAMOUR GIRLS—78m.—Metro 379
tures 418
THEY CAME BY NIGHT—73m.—20th Cent.-F. .. 482
THEY SHALL HAVE MUSIC—101m.—United Artists 354
THEY WANTED PEACE—73m.—Amkino 458
THEY WENT TO WAR (Let's Pretend We're Sweethearts; Flirting With Death)—68m.—Imperial .. 321
THOSE HIGH GREY WALLS—82m.—Columbia ... 391
THOU SHALT NOT KILL—68m.—Republic 441
THREE SONS—72m.—RKO-Radio 392
THUNDER AFLOAT—94m.—Metro 391
THUNDER OVER PARIS—82m.—Transatlantic ... 425
TIMBERLAND TERROR (Paid to Kill) — 66m.—Hoffberg 474
TORPEDOED (Our Fighting Navy)—75m. — Film Alliance of U. S. 387
TORPEDO RAIDER—60m.—Monogram 472
TORTURE SHIP—62m.—Producers Pictures 409
TOWER OF LONDON—92m.—Universal 424
TREACHERY ON THE HIGH SEAS—68m.—Times 394
TRIGGER FINGERS—53m.—Victory 381
TROPIC FURY—62⅓m.—Universal 370
20,000 MEN A YEAR—84m.—20th Century-Fox .. 409
TWO BRIGHT BOYS—70¼m.—Universal 387
TWO THOROUGHBREDS—62m.—RKO-Radio 432
TWO'S COMPANY—64m.—B. & D. 442
TWO-FISTED RANGERS—62m.—Columbia 447

U

U-BOAT 29—79m.—Columbia 391
ULTIMATUM—73m.—Hoffberg 474
UNDER-PUP, THE—88m.—Universal 380

V

VENGEANCE OF THE DEEP—62m.—Time Pictures 474
VIGIL IN THE NIGHT—96m.—RKO-Radio 472
VILLAGE BARN DANCE—74m.—Republic 464

W

WALL STREET COWBOY—66m.—Republic 386
WE ARE NOT ALONE—112m.—Warners 417
WE WERE SEVEN WIDOWS—122m.—Esperia ... 484
WESTBOUND STAGE—58m.—Monogram 447
WEST OF CARSON CITY—55m.—Universal 424
WHAT A LIFE!—79m.—Paramount 385
WHITE SAVAGE (Uncivilized)—72m. — Box-Office Attractions 445
WHY THIS WAR?—81m.—Samuel Cumings 409
WINTER CARNIVAL—91m.—United Artists 354
WITNESS VANISHES, THE—66m.—Universal 393
WOLF OF NEW YORK—68m.—Republic 464
WOMEN, THE—134m.—Metro 379
WOMEN WITHOUT NAMES—63m.—Paramount ... 482

Y

YOUNG TOM EDISON—86m.—Metro 471
YUKON FLIGHT—57m.—Monogram 431

Z

ZANZIBAR—69m.—Universal 482

ALPHABETICAL GUIDE TO 368 FEATURES

Reviewed since September, 1939

A

ABE LINCOLN IN ILLINOIS—110m.—RKO-Radio . . 455
ADVENTURES OF THE MASKED PHANTOM, THE—55m.—Equity 442
ADVENTURES OF SHERLOCK HOLMES, THE—82m.—20th Century-Fox 380
ADVENTURE IN DIAMONDS—76m.—Paramount . . . 455
AFFAIR LAFONT, THE (Conflict)—84m.—Trans-Atlantic Films 402
ALL QUIET ON THE WESTERN FRONT—93m.—Universal ("Uncensored Version") 392
ALL WOMEN HAVE SECRETS—70m.—Paramount . . 437
ALLEGHENY UPRISING—78m.—RKO-Radio 408
ALLERGI MASNADIERI (The Make-Believe Pirates)—72m.—Americo Pullini 402
ALPINE PASSION (Amore sulle Alpi) — 74m. — Esperia 418
AMAZING MR. WILLIAMS, THE—86m.—Columbia 423
AMORE SULLE ALPI—see Alpine Passion.
ANOTHER THIN MAN—102m.—Metro 423
ARIA DEL CONTINENTE—see Continental Way
ARIZONA KID, THE—61m.—Republic 400
AWFUL TRUTH, THE—92m.—Columbia (re-issue) 29

B

BABES IN ARMS—94m.—Metro 391
BAD BOY—65m.—Atlas 442
BAD LITTLE ANGEL—72m.—Metro 407
BALALAIKA—102m.—Metro 439
BAKER'S WIFE, THE (La Femme du Boulanger)—99m.—The Baker's Wife, Inc. 465
BARRICADE—71m.—20th Century-Fox 429
BEASTS OF BERLIN—see Goose Step
BEAU GESTE—114m.—Paramount 353
BETE HUMAINE, LA—see Human Beast
BETRAYAL—80m.—World . . . 393
BETWEEN TWO WORLDS (Una Donna tra Duo Mondi)—80m.—Esperia 474
BEWARE SPOOKS—68m.—Columbia 407
BIG GUY, THE—78m.—Universal 433
BLACK FRIDAY—70m.—Universal 482
BLACK PIRATE, THE—see Il Corsaro Nero
BLACKMAIL—81m.—Metro 385
BLONDIE BRINGS UP BABY—69m.—Columbia . . 415
BLONDIE ON A BUDGET—73m.—Columbia 481
BLUE BIRD, THE—83m.—20th Century-Fox . . . 464
BOMBS OVER LONDON—78m.—Film Alliance 387
BRITISH INTELLIGENCE—62m.—Warners 449
BRIVELE DER MAMEN, A (A Letter to Your Mother)—104m.—Sphinx 393
BROADWAY MELODY OF 1940—102m.—Metro . . . 471
BROTHER RAT AND A BABY—87m.—Warners . . 449
BULLET CODE—58m.—RKO-Radio 482
BULLETS FOR RUSTLERS—58m.—Columbia 471
BURIED ALIVE—71m.—Producers 432
BURNING QUESTION, THE (Tell Your Children)—62m.—G. & H. Productions 433

C

CAFE HOSTESS—63m.—Columbia 431
CALL A MESSENGER—65m.—Universal 392
CALLING ALL MARINES—66m.—Republic 386
CALLING PHILO VANCE—63m.—Warners 449
CASTLE ON THE HUDSON—77m.—Warners 465
CAT AND THE CANARY, THE—74m.—Paramount 399
CHARLIE CHAN (IN)—
CITY IN DARKNESS—74m.—20th Cent.-Fox . . 408
PANAMA—67m.—20th Century-Fox 456
TREASURE ISLAND—74m.—20th Cent.-Fox . 370
CHARLIE McCARTHY, DETECTIVE—78m.—Univ. . 441
CHASING TROUBLE—63m.—Monogram 455
CHICKEN WAGON FAMILY—64m.—20th Cent.-F. . 362
CHILD IS BORN, A—79m.—Warners 363
CHILDREN OF THE WILD—57m.—Grand National 266
CHIP OF THE FLYING U—55m.—Universal 416
CHUMP AT OXFORD, A—69m.—United Artists . 473
CISCO KID AND THE LADY—73m.—20th C.-Fox. 432
CITADEL DE SILENCE, LA—see The Citadel of Silence)
CITADEL OF SILENCE, THE (La Citadel de Silence)—90m.—Film Alliance of U. S. 449
CITY OF CHANCE, THE—57m.—20th Cent.-F. . . . 448
CONDOTTIERI (The Leaders)—same as Giovanni de Medici, the Leader, q. v.
CONFLICT—see The Affair Lafont.
CONGO MAISIE—70m.—Metro 455
CONQUESTS OF PETER THE GREAT—96m.—Amk. 387
CONTINENTAL WAY, THE (L'Aria del Continente)—82m.—Esperia 425
CONVICTED WOMAN—66m.—Columbia 463
CORSARO NERO (Black Pirate)—96m.—Esperia . 442
COWBOYS FROM TEXAS—57m.—Republic 432
CRASHING THROUGH—55m.—Monogram 391

D

DANCING CO-ED—84m.—Metro 391
DANGER AHEAD—57m.—Monogram 472
DANGER FLIGHT—61m.—Monogram 415
DANGER ON WHEELS—61m.—Universal 457
DAYS OF JESSE JAMES—63m.—Republic 441
DAY THE BOOKIES WEPT, THE—64m.—RKO . . . 381
DAY-TIME WIFE—72m.—20th Century-Fox . . . 424
"DEAD END" KIDS ON DRESS PARADE—62m.—WB 417
DEATH OF A CHAMPION—67m.—Paramount 379
DEATH RIDES THE RANGE—56m.—Colony 465
DEMON BARBER OF FLEET STREET, THE—67m.—Select Attractions 381
DESPERATE TRAILS—58m.—Universal 380
DESTRY RIDES AGAIN—94m.—Universal 433
DEVIL IS AN EMPRESS, THE (Le Jouer d'Echees)—75m.—Columbia 434
DISPUTED PASSAGE—91m.—Paramount 391
DR. ANTONIO (Dotter Antonio)—103m.—Itala . . 442
DR. EHRLICH'S MAGIC BULLET, THE STORY OF—103½m.—Warners 465
DONNA TRA DUO MONDI, UNA—see Between Two Worlds
DOTTER ANTONIO, IL—see Doctor Antonio
DOUBLE ALIBI—60m.—Universal 482
DOUBLE DEAL—60m.—Internat. Road Shows . . . 475
DRUMS ALONG THE MOHAWK—103m.—20th C.-F. 408
DUST BE MY DESTINY—88m.—Warners 370

E

EARL OF CHICAGO, THE—87m.—Metro 447
EAST SIDE KIDS—62m.—Monogram 472
ELSA MAXWELL'S HOTEL FOR WOMEN—83m.—20th Century-Fox 362
EMERGENCY SQUAD—57½m.—Paramount 440
END OF THE DAY (Fin du Jour)—95m.—Juno . . 387
ENTENTE CORDIALE—93m.—Concord 449
ESCAPE, THE—58m.—20th Century-Fox 380
ESCAPE TO PARADISE—62m.—RKO-Radio 432
ESPIONAGE AGENT—83m.—Warners 393
ETERNALLY YOURS—91m.—United Artists 401
EVERYBODY'S HOBBY—54m.—Warners 387
EVERYTHING HAPPENS AT NIGHT—77m.—Fox . . 441
EVERYTHING'S ON ICE—66m.—RKO-Radio 386

F

FARMER'S DAUGHTER, THE—62m.—Paramount . . 472
FAST AND FURIOUS—73m.—Metro 399
FATAL HOUR, THE—68m.—Monogram 455
FEMME DU BOULANGER, LA—see The Baker's Wife
FIFTH AVENUE GIRL (My Fifth Avenue Girl)—88m.—RKO-Radio 370
FIGHT FOR PEACE—63m.—Monogram 125
FIGHTING GRINGO, THE—59m.—RKO-Radio . . . 380
FIGHTING MAD—55m.—Monogram 415
FIGHTING RENEGADE—54m.—Victory 387
FIGHTING 69th, THE—90m.—Warners 457
FIN DU JOUR—see The End of the Day.
FIRST FILM CONCERT, THE—52m.—World 418
FIRST LOVE—84m.—Universal 417
FIRST WORLD WAR—78m.—20th C.-F. (re-issue) 400
FIVE LITTLE PEPPERS AND HOW THEY GREW—60m.—Columbia 381
FIVE LITTLE PEPPERS AT HOME — 65m. — Columbia 468
FLAMING LEAD—57m.—Monogram 347
FLIGHT AT MIDNIGHT—66m.—Republic 380
FLIRTING WITH DEATH—see They Went to War
FLYING DEUCES, THE—68m.—RKO-Radio 400
FOUR FEATHERS, THE—115m.—United Artists . 337
FOUR JUST MEN, THE—see The Secret Four
FOUR WIVES—99m.—Warners 433
FRAMED—60m.—Universal 448
FREE, BLONDE AND TWENTY-ONE—75m.—20th Century-Fox 473
FUGITIVE AT LARGE—66m.—Columbia 361
FULL CONFESSION—73m.—RKO-Radio 370

G

GAMBLING ON THE HIGH SEAS—58m.—Warners . 483
GENTLEMAN FROM ARIZONA—71m.—Monogram . . 440
GERONIMO!—90m.—Paramount 423
GHOST CAMERA, THE—52m.—Olympic 474
GHOST COMES HOME, THE—79m.—Metro 481
GIOVANNI DE MEDICI, THE LEADER — 88m. — Esperia 457
GOLDEN BOY—101m.—Columbia 379
GOLDEN KEY, THE—70m.—Amkino 453
GONE WITH THE WIND—228m.—Metro 439
GOOSE STEP (Hitler—Beast of Berlin; Beasts of Berlin)—85m.—Producers 409
GRANNY GET YOUR GUN—55m.—Warners 449
GRAPES OF WRATH, THE—128m.—20th Cent.-F 464
GREAT COMMANDMENT—85m.—Cathedral Films . 402
GREAT VICTOR HERBERT, THE—91m.—Para. . . . 432
GREEN HELL—87m.—Universal 448
GULLIVER'S TRAVELS—77m.—Paramount 440

H

HAWAIIAN NIGHTS—65m.—Universal 370
HE MARRIED HIS WIFE—83m.—20th Cent.-F. . . . 448
HEARTBEAT—88m.—French M. P. Corp. 388
HELL'S ANGEL—100m.—Astor 483
HEAVEN WITH A BARBED-WIRE FENCE—62m.—20th Century-Fox 400
HENRY GOES ARIZONA—67m.—Metro 431
HERE I AM A STRANGER—83m.—20th Cent.-F. . . 392
HERO FOR A DAY—65m.—Universal 387
HEROES OF THE SADDLE—56m.—Republic 456
HEROES IN BLUE—58m.—Monogram 415
HIDDEN ENEMY—63m.—Monogram 472
HIDDEN POWER—60m.—Columbia 319
HIGGINS FAMILY (IN)—
COVERED TRAILER, THE—66m.—Republic . . 424
MONEY TO BURN—69m.—Republic 448
HIGH SCHOOL—74m.—20th Century-Fox 433
HIS GIRL FRIDAY—92m.—Columbia 447
HITLER—BEAST OF BERLIN—see Goose Step
HITLER'S REIGN OF TERROR—56m.—Cummins 425
HO PERDUTO MARITO!—see My Husband Is Lost
HONEYMOON IN BALI—96m.—Paramount 385
HONEYMOON DEFERRED—59m.—Universal 473
HONEYMOON'S OVER, THE—70m.—20th Cent.-F. 416
HOLLYWOOD CAVALCADE—96m.—20th Cent.-F. . 400
HORRORS OF WAR—51m.—Merit 474
HOUSEKEEPER'S DAUGHTER, THE—80m.—UA 386
HUMAN BEAST (Le Bete Humaine)—79m.—Juno Films 484
HUMAN MONSTER, THE—73m.—Monogram . . . 481
HUNCHBACK OF NOTRE DAME—117m.—RKO . . 440

I

I MET A MURDERER—78m.—York Pictures . . . 402
I TAKE THIS WOMAN—98m.—Metro 463
IDEAL MARRIAGE (Un Matrimonio Ideale)—84m.—Esperia 442
IN SOVIET RUSSIA TODAY—100m.—Amkino . . . 393
INSPECTOR HORNLEIGH ON HOLIDAY — 74m.—20th Century-Fox 433
INTERMEZZO, A LOVE STORY—70m.—UA . . . 396
INVISIBLE KILLER, THE—60m.—Producers 455
INVISIBLE MAN RETURNS, THE—81m.—Universal 449
INVISIBLE STRIPES—82m.—Warners 442
IRELAND'S BORDER LINE—65m.—Wm. Alexander 409
IRISH LUCK—58m.—Monogram 379
ISLE OF DESTINY—83m.—RKO-Radio 456

J

JAAKARIN MORSIAN—see Soldier's Bride
JAMAICA INN—99m.—Paramount 392
JEEPERS CREEPERS—69m.—Republic 416
JOE AND ETHEL TURP CALL ON THE PRESIDENT—70m.—Metro 431
JONES FAMILY (IN)—
QUICK MILLIONS—61m.—20th Century-Fox . . 363
TOO BUSY TO WORK—65m.—20th Cent.-Fox 401
YOUNG AS YOU FEEL—59m.—20th Cent.-F. 456
JOUER D'ECHEES, LE—see The Devil Is an Empress
JUAREZ AND MAXIMILIAN—see The Mad Empress
JUDGE HARDY AND SON—90m.—Metro 439
JUST LIKE A WOMAN—73m.—Alliance 410

K

KANSAS TERRORS, THE—57m.—Republic 408
KATIA—80m.—Mayer-Burstyn 425
KEEP PUNCHING—81m.—M-C Pictures 433
KID NIGHTINGALE—57m.—Warners 393
KING OF DIAMONDS (Re di Danari) — 84m. — Esperia 453
KING OF THE LUMBERJACKS—61m.—Warners . 483
KLIATSHE, DI—see Light Ahead
KNIGHTS OF THE RANGE—70m.—Paramount . . 481
KOL NIDRE—90m.—Josepb Seiden 388
KONGA, THE WILD STALLION—61m.—Columbia 385

L

LAMBETH WALK—80m.—Metro 371
LAND OF LIBERTY—138m.—MPPDA 347
LAST DESIRE—77m.—Transatlantic 457
LAW OF THE PAMPAS—74m.—Paramount 407
LAUGH IT OFF—63m.—Universal 417
LEADERS, THE—see Condottieri (same as Giovanni de Medici, the Leader, q. v.)
LEGION OF LOST FLIERS—63m.—Universal 392
LEGION OF THE LAWLESS—59m.—RKO-Radio . . 423
LET'S PRETEND WE'RE SWEETHEARTS—see They Went to War
LETTER TO YOUR MOTHER, A—see A Brivele der Mamen
LIFE ON THE HORTOBAGY—79m.—Jewel 465
LIGHT AHEAD (DI Kliatshe)—102m.—Carmel . . . 393
LIGHTNING STRIKES WEST—56m.—Colony 483
LIGHT THAT FAILED, THE—99m.—Paramount . 440
LION HAS WINGS, THE—73m.—United Artists 456
LITTLE ACCIDENT—65m.—Universal 409
LITTLE OLD NEW YORK—100m.—20th Cent.-Fox 464
LITTLE ORVIE—66m.—RKO-Radio 482
LLANO KID, THE—70m.—Paramount 416
LONE WOLF STRIKES, THE—67m.—Columbia 461
LOST HORIZON—118m.—Columbia (re-issue) 1
LOST ON THE WESTERN FRONT—63m.—Standard 410
LOUISE—72m.—Mayer-Burstyn 474
LOVE IN OLD NAPLES (Napoli d'Altri Tempi)—93m.—Esperia 465

M

MACUSHLA (My Darlin')—80m.—Transatlantic . . 457
MAD YOUTH—73m.—Willis Kent 402
MADEMOISELLE MA MERE—80m.—Hoffberg . . . 394
MAD EMPRESS, THE (Juarez and Maximilian)—72m.—Warners 305, 425
MAIN STREET LAWYER—72m.—Republic 416
MAKE-BELIEVE PIRATES, THE—see Allergi Masnadieri
MAN FROM DAKOTA, THE—74m.—Metro 476
MAN FROM MONTREAL—60m.—Universal 417
MAN IN THE IRON MASK, THE—111m.—UA . . . 347
MAN WHO WOULDN'T TALK—72m.—20th C.-F. . 441
MARINES FLY HIGH, THE—68m.—RKO-Radio . . 463
MARRIED AND IN LOVE—59m.—RKO-Radio 441
MARSEILLAISE—80m.—World Pictures 418
MARSHAL OF MESA CITY, THE—62m.—RKO . . . 400
MARX BROS. "AT THE CIRCUS"—87m.—Metro 407
MATRIMONIO IDEALE, UN—see Ideal Marriage
MEET DR. CHRISTIAN—70m.—RKO-Radio 408
MERCY PLANE—71m.—Producers Dist. Corp. . . 483
MEXICAN SPITFIRE—67m.—RKO-Radio 441
MIDDLETON FAMILY AT THE WORLD'S FAIR, THE—50m.—Modern Talking Picture Service . . 396
MIKADO, THE—91m.—Universal 281
MILLIONAIRE PLAYBOY—66m.—RKO-Radio . . . 482
MILL ON THE FLOSS, THE—78m.—Standard . . . 418
MIRACLE ON MAIN STREET—78m.—Columbia . . 415
MIRELE EFROS—87m.—Credo Pictures 410
MISSING EVIDENCE—64m.—Universal 401
MR. SMITH GOES TO WASHINGTON—130m.—Col. 399
MR. MAX (Il Signor Max)—86m.—Esperia 402
MOTEL, THE OPERATOR—80m.—Cinema Service 457
MURDER IN THE AIR—58m.—Warners 483
MUSIC IN MY HEART—70m.—Columbia 439
MUTINY IN THE BIG HOUSE—83m.—Monogram 399
MUTINY ON THE BLACKHAWK—66m.—Universal 337
MY DARLIN'—see Macushla
MY FIFTH AVENUE GIRL—see Fifth Avenue Girl
MY HUSBAND IS LOST (Ho Perduto Mio Marito!)—87m.—Esperia 410
MY LITTLE CHICKADEE—84m.—Universal 473
MY MAN GODFREY—93m.—Universal (re-issue) 321
MY SON IS GUILTY—63m.—Columbia 447
MYSTIC CIRCLE MURDER—69m.—Fanchon Royer 402

N

NANCY DREW AND HIDDEN STAIRCASE—60m.—WB 371
NAPOLI D'ALTRI TEMPI—see Love in Old Naples

(Continued on page 489)

THE EXHIBITOR'S ORIGINAL NATIONAL RELEASE DATE GUIDE

ANOTHER SERVICE OF THE JAY EMANUEL PUBLICATIONS CREATED IN THE INTERESTS OF BETTER MANAGEMENT

Pictures listed are in the order of their release by the several companies, placed as closely as possible to the correct date. This Guide is subject to changes in dates, titles, and casts, as made by the companies' home office. For convenience, series westerns are designated by a W following the title, not to be confused with (W) in the Warner-First National column, where the letter designates a Warner picture.

	COLUMBIA	METRO	MONOGRAM	PARAMOUNT	RADIO	REPUBLIC	20th-FOX	UNITED ARTISTS	UNIVERSAL	WARNERS FIRST NAT.
FEB 9	**Pioneers of the Frontier, W** B. Elliott, L. Winters	**Broadway Melody of 1940** F. Astaire, E. Powell, G. Murphy	**East Side Kids** V. Barnett, D. Moore	**The Light That Failed** R. Colman, W. Huston, I. Lupino	**Vigil in the Night** C. Lombard, B. Ahearn, A. Shirley		**Little Old New York** A. Faye, F. MacMurray, R. Greene		**My Little Chickadee** W. Fields, M. West, J. Calleia, D. Foran	**Granny Get Your Gun (W)** M. Robson, M. Stevenson, H. Davenport
16	**Five Little Peppers at Home** E. Fellows, D. Peterson, C. Kolb	**The Man From Dakota** W. Beery, J. Howard, D. Del Rio	**Danger Ahead** J. Newill, D. Kent, D. O'Brien	**The Sidewalks of London** C. Laughton, V. Leigh (English-made)	**Swiss Family Robinson** T. Mitchell, E. Best, F. Bartholomew		**Young As You Feel** The Jones Family	**A Chump at Oxford** S. Laurel, O. Hardy (Roach)	**Honeymoon Deferred** E. Lowe, M. Lindsay, E. Risdon	**The Castle on the Hudson (FN)** J. Garfield, A. Sheridan, P. O'Brien
23	**Blondie on a Budget** P. Singleton, A. Lake, L. Simms	**Northwest Passage** S. Tracy, R. Young, W. Brennan, R. Hussey (Technicolor)	**The Cheyenne Kid, W** J. Randall, L. Stanley **Murder on the Yukon** J. Newill	**Knights of the Range, W** R. Hayden, J. Parker, J. MacDonald	**Pinocchio** W. Disney Feature-Length Cartoon (Technicolor)		**They Came by Night** W. Fyffe, A. Hulme, P. Calvert (English-made)		**Framed** J. Cowan, C. Moore, R. Armstrong	
MAR 1	**Bullets for Rustlers, W** C. Starrett, L. Grey	**Strange Cargo** C. Gable, J. Crawford, I. Hunter	**Rhythm of the Rio Grande, W** T. Ritter, S. Dale **Torpedo Raider** B. Balfour, B. Mackay (English-made)	**Seventeen** J. Cooper, B. Field, O. Kruger	**Little Orvie** J. Sheffield, E. Truex, A. Todd		**Charlie Chan in Panama** S. Toler, J. Rogers, L. Atwill	**The House Across the Bay** G. Raft, J. Bennett (Wanger)	**Double Alibi** W. Morris, M. Lindsay, W. Gargan	**Dr. Ehrlich's Magic Bullet (FN)** E. Robinson, R. Gordon, O. Kruger
8	**Outside the Three-Mile Limit** J. Holt, I. Ware, E. Cianello	**The Ghost Comes Home** F. Morgan, B. Burke, A. Rutherford	**The Human Monster** B. Lugosi (English-made)	**Showdown, W** W. Boyd, R. Hayden, J. Clayton	**Isle of Destiny** W. Gargan, W. Ford, J. Lang (Cosmocolor)	**Pioneers of the West, W** 3 Mesquiteers, B. Roberts			**Zanzibar** L. Lane, J. Craig, E. Cianelli	
15	**Men Without Souls** J. Litel, R. Hudson	**Young Tom Edison** M. Rooney, F. Bainter, G. Bancroft		**Women Without Names** E. Drew, J. Barrett, R. Paige	**Millionaire Playboy** J. Penner, L. Hayes	**Forgotten Girls** L. Platt, D. Woods, R. Armstrong	**The Grapes of Wrath** H. Fonda, J. Darwell, J. Carradine		**Ma! He's Making Eyes at Me** T. Brown, C. Moore, A. Nagel	**Three Cheers for the Irish (FN)** P. Lane, D. Morgan, T. Mitchell
22	**Too Many Husbands** J. Arthur, F. MacMurray, M. Douglas	**Florian** R. Young, H. Gilbert, C. Coburn	**The Midnight Limited** M. Reynolds, J. King, P. Flaherty	**Road to Singapore** B. Crosby, D. Lamour, B. Hope	**Primrose Path** G. Rogers, J. McCrea	**Rancho Grande, W** G. Autry, S. Burnette, J. Storey	**The Blue Bird** S. Temple, S. Byington, N. Bruce (Technicolor)	**My Son, My Son!** B. Aherne, M. Carroll (Small)	**It's a Date** D. Durbin, K. Francis, L. Howard	**Virginia City (W)** E. Flynn, M. Hopkins, R. Scott
29	**I Married Adventure** O. Johnson Jungle Picture (Special)	**Dr. Kildare's Girl** L. Barrymore, L. Ayres, L. Day	**Son of the Navy** J. Dunn, J. Parker, M. Spellman	**The Farmer's Daughter** M. Raye, C. Ruggles, W. Frawley	**Irene** A. Neagle, R. Milland, R. Young	**Ghost Valley Raiders** D. Barry, L. Andre, L. Mason	**Free, Blonde and 21** L. Bari, J. Davis, H. Wilcoxon	**Over the Moon** M. Oberon, R. Harrison, U. Jeans (Technicolor) (Korda)	**Black Friday** B. Karloff, B. Lugosi, A. Nagel	
APR 5	**Blazing Six Shooters, W** C. Starrett, I. Meredith		**Tom Boy** J. Moran, M. Jones	**Adventure in Diamonds** G. Brent, I. Miranda, J. Loder	**The Courageous Dr. Christian** J. Hersholt, D. Lovett, R. Baldwin **Bullet Code, W** G. O'Brien, V. Vale, R. Stanton	**The Dark Command** J. Wayne, C. Trevor, W. Pidgeon	**Star Dust** L. Darnell, J. Payne, R. Young	**One Million B. C.** L. Chaney, Jr., C. Landis, V. Mature (Roach)	**Riders of Pasco Basin, W** J. Brown, B. Baker **Half a Sinner** H. Angel, J. King, C. Collier	**It All Came True, W** A. Sheridan, J. Lynn, H. Bogart
12			**Covered Wagon Trails, W** J. Randall, S. Cairns, D. Sharp	**Dr. Cyclops** A. Dekker, J. Logan, V. Killian (Technicolor)	**My Favorite Wife** I. Dunne, C. Grant, R. Scott		**Viva Cisco Kid** C. Romero, J. Rogers, C-P. Martin		**House of Seven Gables** M. Lindsay, V. Price	**Gambling on the High Seas, W** W. Morris, J. Wyman, G. Roland
19			**Phantom Pilot** J. Newill	**French Without Tears** R. Milland, E. Drew (English-made)	**Beyond Tomorrow** C. Winninger, H. Carey, J. Parker		**Johnny Apollo** T. Power, D. Lamour, E. Arnold		**Enemy Agent** R. Cromwell, H. Vinson	**'Til We Meet Again. FN** M. Oberon, G. Brent, P. O'Brien

RE IS A PARTIAL LIST
THEATRES OPERATING
R PLAN IN THE EAST

	Bronx, N. Y.
AZAR	Naugatuck, Conn.
EN	N. Y. C.
EN	Phila., Pa.
LIO	Phila., Pa.
OR	E. Hartford, Conn.
OR	Newark, N. J.
NEM	Bridgeport, Conn.
CH	Bronx, N. Y.
FORD	Bronx, N. Y.
EVEDERE	B'klyn, N. Y.
TWICK	Bridgeport, Conn.
INTREE	Braintree, Mass.
AD ST.	Nazareth, Pa.
AD	Newark, N. J.
KE	Bronx, N. Y.
IRRIA	St. Albans, L. I.
ARSIE	B'klyn, N. Y.
LTON	Jamaica, N. Y.
TLEHILL	Bronx, N. Y.
AR	Phila., Pa.
TRAI	Yonkers, N. Y.
ITEN	Phila., Pa.
ONIAL	S. Phila., Pa.
ONY	Queens, N. Y.
ONY	B'klyn, N. Y.
ONY	White Plains, N. Y.
MO	N. Y. C.
E	N. Y. C.
LUXE	Bronx, N. Y.
MARS	Astoria, L. I.
IS	Phila., Pa.
IE	N. Y. C.
LE	Jackson Heights, L. I.
TON	Easton, Pa.
ORA	Elizabeth, N. J.
ASSY	Dobbs Ferry, N. Y.
ASSY	Mt. Vernon, N. Y.
IRE	B'klyn, N. Y.
WAY	Bronx, N. Y.
YLER	Keansburg, N. J.
EMAN	Bronx, N. Y.
LES	Merrick, L. I.
BE	B'klyn, N. Y.
ENWICH	E. Greenwich, R. I.
HITON	Phila., Pa.
BOR	B'klyn, N. Y.
ART	Woodside, L. I.
LIS	Framingham, Mass.
ERBORO	Bronx, N. Y.
ND	Hollis, L. I.
LL	B'klyn, N. Y.
BALL	Yonkers, N. Y.
SDOWNE	Lansdowne, Pa.
COM	Beverly, Mass.
RELTON	Laurelton, L. I.
RIER	Woonsocket, R. I.
YNDALE	Phila., Pa.
RTY	Poughkeepsie, N. Y.
O	Bronx, N. Y.
COLN	B'klyn, N. Y.
DEN	St. Albans, L. I.
TLE NECK	Little Neck, L. I.
IC	B'klyn, N. Y.
IC	Minersville, Pa.
IC	Tuckahoe, N. Y.
FAIR	West N. Y., N. J.
RO	B'klyn, N. Y.
WAY	B'klyn, N. Y.
DEL	B'klyn, N. Y.
DERN	Marlboro, Mass.
NROE	N. Y. C.
IC HALL	Lansdale, Pa.
GARDEN	B'klyn, N. Y.
LYRIC	Phila., Pa.
YTOWN	Elmhurst, L. I.
DEN	Bronx, N. Y.
ORD	Little Falls, N. J.
M	Phila., Pa.
K	Newark, N. J.
K LANE	N. Y. C.
K	Roselle Park, N. J.
HAM	Bronx, N. Y.
CLIPS	Springfield, Mass.
GRIM	Bronx, N. Y.
YHOUSE	Scituate, Mass.
ZA	Fall River, Mass.
K	Jackson Hgts., L. I.
SIDENT	Phila., Pa.
IWAY	Rahway, N. J.
DOLPH	Randolph, Mass.
LTO	West N. Y., N. J.
LTO	Newark, N. J.
LTO	New Britain, Conn.
OLI	B'klyn, N. Y.
OLI	West Haven, Conn.
OLI	West N. Y., N. J.
ERS	B'klyn, N. Y.
EDALE	Bronx, N. Y.
OY	Cliffside, N. J.
UYLER	N. Y. C.
ARE	Bronx, N. Y.
R	Bronx, N. Y.
TE	Farmington, Maine
TE	Jewett City, Conn.
TE	Paterson, N. J.
AND	New Haven, Conn.
AND	Newark, N. J.
AND	Mystic, Conn.
AND	Farmingdale, N. Y.
AND	Great Kills, S. I.
AND	Holyoke, Mass.
AND	Winsted, Conn.
ALBANS	St. Albans, L. I.
RACE	N. Y. C.
GA	Phila., Pa.
VER	Bronx, N. Y.
VNE	N. Y. C.
MONT	Bronx, N. Y.
NT	New Rochelle, N. Y.
OOR	N. Y. C.
TED	Westerly, R. I.
US	B'klyn, N. Y.
IA	Phila., Pa.
KEFIELD	Bronx, N. Y.
RD	Bronx, N. Y.
KOFF	B'klyn, N. Y.
KE	Bronx, N. Y.

BREAKING BOX-OFFIC
RECORDS EVERYWHERE

PREMIUM PROMOTION SYNDICATE'S

New **1940** *Edition*

of the Modern Concise

ENCYCLOPEDIA

NEWEST, FINEST CONCISE ENCYCLOPED
IN AMERICA . . . 15 SUPERB, OVERSIZE VOLUM

Lowest in Cost! Biggest in Results!

☞ **WE WERE FIRST** in the field .
• • • originating the Encyclopedia pl

☞ **WE ARE STILL FIRST** in sales .
• • • read the partial list shown at l

☞ **WE ARE TOPS** in profits for you .
• • • our copyrighted plan never fa

Exhibitors! We are the only PUBLISHERS in the premiu
book field. Save middleman profits by dealing with u

Write PREMIUM PROMOTION SYNDICATE-16 Court Street, Brooklyn, N

THE EXHIBITOR

ANOTHER ANTI-TRUST SUIT FILED IN NEW JERSEY

GOVERNMENT LISTS WITNESSES IN EQUITY CASE

MORE GOOD HINTS ON NEWSPAPER ADVERTISING

"THE TIP-OFF" REPORTS ON CURRENT BUSINESS

EDITORIAL: "THE PHILADELPHIA STORY"

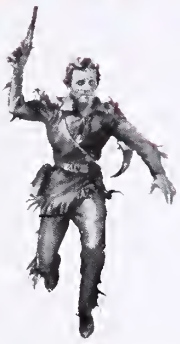
THE COMPLETE FEATURE AND SHORTS CHECK-UP

NEW YORK STATE EDITION

ENTERED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST OFFICE AT PHILADELPHIA PA. UNDER THE ACT OF MARCH 3, 1879

MARCH 13, 1940
VOL. 23 No. 18 PRICE 10 CENTS

NORTHWEST



Beats "Boys Town" in Philadelphia

Beats "Boys Town" in Harrisburg, Akron

Beats "Boys Town" in Hartford

Beats "Boys Town" in Springfield

PASSAGE

"NORTHWEST PASSAGE" (Book 1—Rogers' Rangers) in Technicolor . Starring SPENCER TRACY with Robert Young, Walter Brennan, Ruth Hussey, Nat Pendleton Screen Play by Laurence Stallings and Talbot Jennings . Based on the Novel by Kenneth Roberts . Directed by King Vidor . Produced by Hunt Stromberg . An M-G-M Picture

Beats "Boys Town" in Portland

Beats "Boys Town" in New Haven

Beats "Boys Town" in Waterbury, Atlanta

Equals "Boys Town" in Spokane, Seattle

Beats "The Women" in Louisville, Salt Lake, St. Paul, Syracuse, Albany

Beats "The Women" in Boston, Bridgeport, Providence, Frisco.

Beats "The Women" in Reading, Canton, Worcester, Rochester

Great in Cleveland, Columbus, Minneapolis, Chicago, Pittsburgh, etc.

TERRIFIC!

HELD OVER! Chicago, Minneapolis, Portland, St. Paul, Spokane, Boston (*State & Orpheum day and date!*) Harrisburg, New Haven, Frisco, Seattle, Worcester, Bridgeport, Philadelphia. More coming!

E D I T O R I A L

THE

EXHIBITOR

Vol. 23, No. 18 March 13, 1940

MEMBER AUDIT BUREAU OF CIRCULATIONS

A Jay Emanuel Publication. Covering the film territories in the Metropolitan East. Published weekly by Jay Emanuel Publications, Incorporated. Publishing office: 1225 Vine Street, Philadelphia, Pennsylvania. New York City office, 1600 Broadway. West Coast office, 1119 Poinsettia Drive, Hollywood, California. Representatives in Washington, D. C.; Albany, Buffalo, Boston, New Haven. Jay Emanuel, publisher; Paul J. Greenhalgh, business manager; Herbert M. Miller, managing editor. Subscription rates: $2 for one year; $5 for three years. Address all communications to 1225 Vine Street, Philadelphia, Pennsylvania.

Just In Passing

FIDLER TROUBLE AGAIN

At a recent exhibitor conference, James Roosevelt, son of the President and a UA producer, heard a lot of complaints, one of which concerned the airings of radioman Jimmy Fidler. The exhibitors blamed the producers for the situation, declaring that even though Fidler kept rapping a company's pictures for months, one good review would make the producers forget the nasty things he ever said. The exhibitors also mentioned that Fidler had even gotten some acting jobs.

The exhibitors said that if the producers felt Fidler wasn't doing the industry any good, they shouldn't encourage him.

Fidler, the theatremen stated, wasn't the only one. There were others, too, who weren't especially friendly to the industry and who seemed to go on without anything being done about it.

Roosevelt couldn't supply the answer, having only been a producer such a short while, and neither can we.

THE RETURNS ARE IN

In a recent editorial, this department expressed the opinion that the final and most important word regarding the "Grapes of Wrath" dispute would be the results at the box office.

Well, practically all the precincts have been heard from, and it looks as if the people have expressed their approval of the show via the best barometer of all, the box office. "Grapes of Wrath" isn't any "Alexander's Ragtime Band," to be sure, but when a picture does "Rains Came" business and even "Jesse James" grosses in spots, it can be recorded as one of the better dough shows of the season.

With this observation, the issue is closed.

THE PHILADELPHIA STORY

CURRENTLY exhibitors in Philadelphia are experiencing a new headache, probably old stuff to theatremen in areas where double-billing has been prevalent for a long time.

PHILADELPHIA, it must be remembered, didn't see duals get into full stride until the middle of this season when the local major circuit adopted the policy for many subsequent runs. Film buying by the independents had already been completed. (Philadelphia is known as a territory where percentage deals are frequent—and high.)

THE PHILADELPHIA STORY sees independent subsequent runs following the circuit houses in practically all cases. The circuit houses, which up to this season had not dualled, now combine picture "A" with a lesser feature. Picture "A" may be in the high percentage bracket on the independent deal. It must be an outright buy for the circuit if our understanding of circuit booking practices is correct. This has not happened in one case but in many, and the independents want to know how they can play high percentage pictures when the circuit is using them as part of a double bill on the choice week-end playing time.

THE ANSWER, of course, is that they can't, but because the deals for 1939-1940 are signed, sealed and delivered, there's nothing to be done except (1) protest (2) hope to get an adjustment (3) change the allocation (4) tell Uncle Sam.

OF COURSE, there may be some who say that the indes were "asking for it" when they started to double feature first, but this is hardly the solution to the problem.

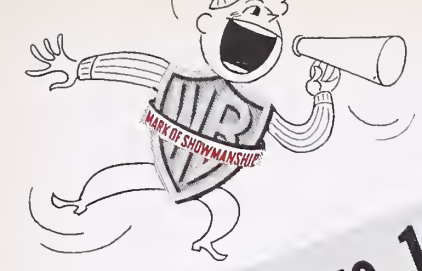
PHILADELPHIA wasn't much of a double feature area until it became apparent that pictures made for such programs in other territories couldn't be played in any other fashion.

AS WE ALL KNOW, use of duals can't be restricted, but exchange managers have a habit of convincing exhibitors how they should play certain type of pictures and in Philadelphia, as well as in other spots, circuits get booking privileges that the indes can't get, which makes it tougher.

THESE ARE BUT a few examples. They are especially important at the present time since the government suit is rapidly approaching and exhibitors naturally are more interested than ever in what they term unfair advantages given the circuits over the independent accounts.

PERSONALLY, we think that the problems referred to above are not so tough that they can not be ironed out, but we do not expect them to be. That's why we have court cases and the government suit.

QUAD



WARNERS have 1940's LAUGH HIT!

"3 CHEERS FOR THE IRISH"

The kind of down-to-earth comedy you've been screaming for! . . . And the most McNificent hit of all for America's favorite 'DAUGHTER'!

Starring
PRISCILLA
LANE
THOMAS
MITCHELL
DENNIS
MORGAN
ALAN
HALE

VIRGINIA GREY · IRENE HERVEY
WILLIAM LUNDIGAN
Directed by LLOYD BACON

WARNERS have 19

HO

in

For East
last East
City'

with
RANDOLPH SCO
HUMPHREY BOGA
FRANK McHUGH · AL
HALE · 'BIG BOY' WILLIA
Directed by MICHAEL CUR

ACTION SMASH!
ERROL
FLYNN
MIRIAM
PKINS
NIA
TY
top
odge
WB
MARK OF SHOWMANSHIP
WARNERS have 1940's STAR SENSATION!
From Louis Bromfield's
Record best-seller
"IT ALL CAME TRUE"
It comes true! The sensational special that wins No. 1 star honors for . . .
ANN
Sheridan
THE VIRGINIA CITY SPECIAL arrives March 16! . . . The stunt of stunts! Timed to be read in every corner of the land one week ahead of release!
JACK L. WARNER In Charge of Production
HAL B. WALLIS Executive Producer
Also
JEFFREY LYNN • HUMPHREY BOGART
ZASU PITTS • UNA O'CONNOR • JESSIE BUSLEY • JOHN LITEL
Directed by LEWIS SEILER

COLUMBIA'S SERIALS LEAD ALL THE FIELD!

FAME *says:*

America's exhibitors overwhelmingly pick Columbia's 'THE SPIDER'S WEB' and 'GREAT ADVENTURES OF WILD BILL HICKOK' as year's greatest serials!

...and 'THE SHADOW' currently in release—is adding new box-office records to an ever-growing list!

Get ready now for Columbia's next money serial ➡

TERRY AND THE PIRATES

Based on the Milton Caniff-Famous Artists Syndicate strip read by millions!

with

WILLIAM TRACY
"Brother Rat" of stage and screen!

GRANVILLE OWENS
Pacific Coast Golden Gloves Heavyweight Champ!

A "natural" cast to portray the exciting, youthf... characters of a great stri...

COLUMB... PICTURE...

TERRITORIAL HIGHLIGHTS

Third Anti-Trust Suit Filed in New Jersey

East Orange House Seeks Damages

NEWARK—Still another anti-trust action popped up in Federal District Court last week when Courter Amusement Corporation, operating the Ormont, East Orange, filed a $574,200 suit against the majors and distributors.

Complaint was filed by E. R. McGlynn, who also was attorney for two similar actions before.

Schines Appeal Levy

GLOVERSVILLE—Schinebro, Inc., holding company for J. Myer and Louis W. Schine, last week petitioned the United States Board of Tax Appeals at Washington for review of a Federal income tax assessment of $2,348.85, levied by the commissioner of internal revenue.

The Federal officer claims the company's 1936 return reflects a deficiency in that amount. Petition was filed by Louis W. Schine, secretary of the corporation.

William Yoost Mourned

NEW YORK CITY—Passing of William Yoost, 60, in Miami last week was mourned by the local industry. He operated the Superior and 24th Street in Manhattan at the time of his death, although his circuit had been larger several years ago. A daughter, brother and sister survive.

Al Rosen Back

NEW YORK CITY—Al Rosen, popular managing director of Loew's State, returned to his Broadway post last week after being confined to the hospital and home sickbed for several months.

Metro Please Note

TRENTON—The House of Assembly, New Jersey Legislature last week on motion of Edgar Williamson, Newark, adopted a resolution requesting Metro to provide for the premiere of "Edison, the Man" in either West Orange or Maplewood, Essex County, a section of New Jersey where the Edison family resides.

Free NY Fair Exhibit Opposed by ITOA Members

Protest Sent to MPPDA's Will Hays

NEW YORK CITY—The local ITOA, Harry Brandt-headed body, is opposed to an industry exhibit at the New York World's Fair if it is free, according to a statement last week through executive secretary John Manheimer.

A wire was sent to Will H. Hays by Manheimer revealing that the body thinks the lower admission to the Fair this year will hurt the box office enough and that any co-operation by the industry along n.c. lines would be very harmful.

Consideration of the threatre owner's status was asked if Fair plans are developed.

Newburgh Suit Dismissed

NEWBURGH—Lying on his stretcher-bed in Newburgh Court House, Chauncey H. Townsend heard a Supreme Court jury return a verdict of "No cause for action" last fortnight. Verdict reported to Justice Graham Witschief, meant that Townsend's suit for $100,000 against Eugene Levy and Netco Theatres Corporation had been in vain.

Townsend had sued as a result of injuries allegedly received when he fell in the Ritz last February.

Dr. Clarence W. Barth, physician for Townsend succeeded Dr. James C. Donovan, under whose care the man had been following the accident, was the last witness for the plaintiff. He declared that in his opinion the plaintiff suffered some organic disturbance as a result of a fractured vertebra. Dr. Donovan had sworn similarly previously.

Defense specialist, Dr. Charles C. McKendree, New York City neurologist and consultant at St. Luke's and other Orange County institutions, testified that Townsend was suffering from no structural damage to his nervous system.

Bookers Meet March 18

NEW YORK CITY—A membership drive meeting of the Motion Picture Bookers' Club will be held at the Hotel Lincoln March 18.

It will be an open forum to which all employees in the industry are invited.

At the last meeting, Moe Rose, Metro, and Max Fried, Warners, were appointed to handle press relations.

Jersey Industry Bills Remaining in Committee

Allied Watching Measures' Progress

TRENTON—With the state Allied organization watching, little progress was noted last week in legislation affecting the film industry in New Jersey.

The Wages and Hour Bill introduced by Samuel Ferster, Newark, Assembly 40, remains in committee despite efforts of labor organizations to have the measure brought on the House floor for a vote.

Assembly 41, introduced by Harold Pierson, Morristown, to limit and regulate the issuance of injunctions in labor disputes and strikes, was transferred from the Labor Committee to the Judiciary Committee, which practically disposes of the bill for the session.

Allied New Jersey exhibitors are opposed to these bills.

Assembly 122, Negro "civil rights" measure prohibiting segregation of negro patrons in theatres, remains in committee.

Watchman Assaulted

NEW YORK CITY—Nunzaito Antonewlis, 35, a watchman employed by Loew's Lincoln Square, was assaulted last week when he tried to chase away two men attempting to enter the manager's office. When he was on the second floor balcony, Antonewlis heard a hacking sound on the floor below him. He rushed down and found two intruders hacking at the door of the manager's office with a fire ax they had taken from the wall. When he tried to stop them one man kicked at Antonewlis, knocking him down. They escaped.

Storm Hits Grosses

NEW YORK CITY—The bad sleet storm last week proved a blow to box offices not only here but in suburban areas where power lines were affected in some cases for a couple of days.

Some houses were delayed in opening, while in other communities lack of the utilities to repair in time hurt theatre attendance.

Mobeel Suit Ends

BROOKLYN—Suit brought by Mobeel Enterprises, Inc., operators of the Flatbush Avenue, Glenwood, against Century circuit, and other defendants was dropped last week. It was announced that Century had taken over operation of the Glenwood.

Bargain Bill

NEW YORK CITY—Harry Mandel's RKO theatre's publicity department was working at full steam this week telling the world that its Easter week circuit dual, "Abe Lincoln in Illinois" and "The Bluebird" is the biggest double feature attraction in the city. "Lincoln" opened in the Albee immediately following its Music Hall closing.

IN THE SPOTLIGHT

AMONG THE EFFECTIVE exploitation items utilized for the Radio City Music Hall engagement of RKO Radio's "Abe Lincoln in Illinois" was the striking one-sheet of the many press accolades, namely, the picture of the month in Red Book. Supplementing the display was the popular-priced edition of the book.

THIS IS THE FIRE that swept the Strand Theatre building, Hornell, and caused interruption of show and emptying of auditorium by Jim Macris, manager, and Lynn Blackmer, projectionist. Except for water, theatre was not damaged.

THIS WINDOW DISPLAY on United Artists' "Of Mice and Men" was arranged by Grace Rosenfield, for the New York City Roxy engagement.

WHEN MABEL TODD, screen comedienne playing in Warner pictures, headed vaudeville bill at RKO Capitol, Union City, New Jersey, she gave free tickets for her show to members of newspaper Leap Year Club which was having a party at the theatre.

HAL WALLIS, executive in charge of production at Warner Brothers studios, and Mrs. Wallis (Louise Fazenda) are interviewed by Albany's Knickerbocker News critic, C. R. Roseberry, on "The Story of Dr. Ehrlich's Magic Bullet" at Warners' Strand. Wallis stopped off in Albany en route to Hollywood to congratulate Silver on Strand campaign.

QUEUE IN FRONT of 55th Street Playhouse waited to see the "Human Beast," a Juno Film release. Since picture opened it has been doing a capacity business. Note manager Bob Kohn watching line, and (to the left) theatre operators Harold Newberger and Martin Lewis, looking very pleased.

LATE NEWS HIGHLIGHTS

Changes in Stock Revealed in SEC Report

Industry Leaders Report Shifts

WASHINGTON — Included in the official summary of security of officers, directors and principal stockholders, as released last week by the Securities and Exchange Commission for the period ending February 10, were those of the following motion-picture and allied companies:

GENERAL THEATRES EQUIPMENT CORPORATION — Director Robert L. Clarkson, New York, acquired his first 100 shares of common stock.

KEITH-ALBEE-ORPHEUM — Beneficial stockholder Michael J. Meehan, New York, disposed by gift of 500 shares of seven percent cumulative convertible preferred stock, bringing his holdings to 26,004 shares.

LOEW'S, INC.—Officer-director J. Robert Rubin, New York, disposed by gift of 100 shares of common stock, bringing his holdings to 29,915 shares.

PATHE FILM CORPORATION—Officer Thomas P. Loach, New York, acquired three shares of common stock, bringing his holdings to 16 shares.

TRANS-LUX CORPORATION—Director Leslie E. Thompson, New York, acquired, as compensation, 500 shares of common stock, bringing his holdings to 4,500 shares.

20TH CENTURY-FOX FILM CORPORATION—Officer-director Sidney R. Kent, New York, disposed of 300 shares of common stock, bringing his holdings to 3,155 shares.

UNIVERSAL CORPORATION—Officer director Nathan J. Blumberg, New York, holds 4,000 voting trust certificates for common stock. Director William Freiday, New York, disposed of 2,000 voting trust certificates for common stock, retaining 100. Blumberg received, under his employment agreement, 10,000 warrants for voting trust certificates for common stock.

March 18 Hearing Date

NEW YORK CITY—Hearing will be held March 18 on cross applications of Columbia and the government in reference to answers to interrogatories in the equity action.

Additional time will allow Columbia to study government answers to consolidated defendant interrogatories which listed over 500 witnesses.

Coast Union Claims Win

NEW YORK CITY—Acting upon instructions from chairman William Bioff, vice-chairman J. W. Buzzell last week end notified producers that the conference of AF of L studio unions are taking the position that continuance of the 10 percent wage raise granted several weeks ago has been confirmed by default.

They claim that the producers have not set further meetings regarding the matter, and now ask that a date be fixed to consider working conditions at the studios.

"Northwest Passage" Big Broadway Noise

Metro Show Clicks as "GWTW" Leaves

NEW YORK CITY—Biggest noise of the week end came from the Capitol, where Metro's "Northwest Passage" had a sock opening that will send it to a $50,000 week, reports show. Other bright spots were "Too Many Husbands," at the Radio City Music Hall, and "Seventeen," at the Paramount.

First-run business, as gathered from usually authentic sources, is reported to THE EXHIBITOR as follows:

"GONE WITH THE WIND" (Metro)—At the Astor, did $20,000 on the week, excellent.

"GONE WITH THE WIND" (Metro)—At the Capitol, did $80,000 in its last week, excellent.

"NORTHWEST PASSAGE" (Metro)—At the Capitol, was expected to do $50,000 on the week, excellent.

"VIGIL IN THE NIGHT" (RKO-Radio)—At the Roxy, with stage show, did $22,500 Friday, Saturday, Sunday, fair.

"THREE CHEERS FOR THE IRISH" (Warners)—At the Strand, with stage show, did $15,965 Friday, Saturday, Sunday, fair.

"THE STORY OF DR. EHRLICH'S MAGIC BULLET" (Warners)—At the Strand, with stage show, did $30,000 in its last week, good.

"PINOCCHIO" (RKO-Radio)—At the Center, did $30,000 on the week, good.

"TOO MANY HUSBANDS" (Columbia)—At the Radio City Music Hall, with stage show, did $48,000 Thursday, Friday, Saturday, Sunday, fair.

"CASTLE ON THE HUDSON" (Warners)—At the Globe, did $4,060 Saturday, Sunday, good.

"BLAZING SIX SHOOTER" (Columbia) and "THEY CAME BY NIGHT" (20th Century-Fox)—At the Central, did $1,200 on Saturday, Sunday, fair.

"THE GRAPES OF WRATH" (20th Century-Fox)—At the Rivoli, did $24,000 on the week, good.

"SEVENTEEN" (Paramount) — At the Paramount, with stage show, did $19,000 Saturday, Sunday, good.

Harold Lloyd Scores In Plagiarism Action

Court Will View "Professor Beware"

NEW YORK CITY—Harold Lloyd won the first skirmish in the plagiarism suit brought against him and Harold Lloyd Pictures Corporation when Federal Court Judge Henry W. Goddard took the case away from the jury last week and decided to personally view the defendant's film, "Professor Beware" and compare it with the plaintiff's script, "Greek to You."

Plaintiff's William Rapp and Lowell Brentano, through attorney Philip Wittenberg, claimed that having a written contract to do a script for Lloyd, "Greek to You" was delivered and was eventually copied in "Professor Beware."

Louis Nizer, firm of Phillips and Nizer, represented Lloyd and argued that there was no testimony taken before jury but that the judge should read the plaintiff's script and compare it with the motion picture to decide if any similarity exists. He also pointed out that his client had paid $100,000 for the "Professor Beware" script and that its writers were brought from Alabama to testify. Nizer also claimed he was ready to present Harold Lloyd, who was in the courtroom, and other witnesses from California to prove the defendant's complete innocence.

Wittenberg contended that the matter must go before a jury because there was oral testimony to be presented of conversations between the litigants prior to the submission of script. Nizer argued that plaintiff could not and should not be permitted to enlarge script with oral conversation.

Judge Goddard upheld Nizer's contentions completely, dismissed the jury, and decided to compare script and film as soon as possible. He refused to consider oral conversations in making comparisons at the present time. In case of any issue of similarity, however, the Judge will submit nature of issue for jury determination.

Park-In Sues

CAMDEN, NEW JERSEY—Park-In Theatres, Inc., owners of Patent No. 1,909,537 covering drive-in theatres, last week announced it had instituted proceedings for patent infringement against M. A. Rogers and Thomas Burgess for allegedly operating without a license, a drive-in theatre at Colton, California.

In the complaint filed, an injunction prohibiting the operation of the theatre and an accounting for damages are asked.

Harry Gold Returns

NEW YORK CITY—Harry L. Gold, vice-president, Eastern general sales manager, United Artists, arrives from Hollywood this week. Gold spent several weeks at the film capital in conference with the producers whose films are distributed by United Artists and in viewing a number of productions which are shortly to be released.

Para Publicists Shift

HOLLYWOOD—Realignment of personnel in the Paramount publicity department was announced last week by Cliff Lewis, studio director of publicity, advertising and exploitation. Under the new plan of operation, Lewis assumed active charge of the department with Bert Holloway as general publicity assistant. George Thomas is transferred from advertising to publicity to handle the planting of wire services, syndicates and other outlets. Jean Bisquet, who formerly did this work, is assigned to unit publicity writing. John Del Valle is shifted from special writing to the unit room.

Robert Speers will continue to supervise local planting, Rufus Blair will remain in charge of national planting, and Don King will function as news editor in charge of the unit room.

Roosevelt Praises Trade

NEW YORK CITY—Divergence of interests between motion-picture producers and book publishers is definitely a thing of the past, and their paths to the public attention are now parallel, Colonel Theodore Roosevelt, vice-president, Doubleday Doran, said at a luncheon given for representatives of the leading publishing houses by the Associated Motion Picture Advertisers last week.

Announcement was made by Gilbert Seldes, author and critic, of an annual award by the publishers for the best film adapted from a book.

Warnerites Frolic

NEW YORK CITY—The 11th Annual Warner Club banquet and ball was held at the Waldorf-Astoria Hotel March 9 with nearly 1200 members and their guests gathered at this gala affair.

Details for the affair were arranged by a committee consisting of A. W. Schwalberg, chairman; Nat Fellman, president, Warner Club; Max Blackman, Harry Mayer, Samuel Schneider, Jules Levey, Harold Rodner, Irving Birnbaum.

Examination Order Denied

NEW YORK CITY—Appellate Division of the State Supreme Court last week end denied Benjamin Roman an order for examination before trial of Barney Balaban, president, Paramount Pictures, Inc. Action was in connection with the $250,000 suit for damages brought by Roman in connection with an alleged breach of contract for distribution of two re-issues.

Philly Union Parley

MIAMI—Executives of Warner Brothers' Theatres and the American Federation of Musicians met here last week end to discuss the Philadelphia union strike, which sees musicians out of S-W houses.

Frank Phelps, Warners' labor representative; Joseph Weber, musicians' head; Ted Schlanger, Stanley-Warner zone chief in Philadelphia, and others participated.

Charles Stern Ill

NEW YORK CITY—An emergency operation was performed last week end on Charles Stern, UA division sales manager in the eastern area.

Terry-Toon High

NEW YORK CITY — Theatre contracts for Terry-Toons have hit an all-time high. Since the first of the year, according to William J. Clark, short subjects sales manager, 20th Century-Fox, these contracts have passed the 10,000 mark in the domestic market.

This is the record for this cartoon series, now in its 11th year. It represents by far the largest percentage of increase in Terry-Toons history.

During this period Paul Terry, producer, has released his first color cartoons, making a third of the series in Technicolor last year, and increasing the number this season. He also has been adding consistently to the personnel and technical equipment at the Terry-Toons studio in New Rochelle.

Coming and Going

NEW YORK CITY—Executive travels from East to West and vice versa reported within the last few days follows:

Paramount ad and publicity chief Robert Gillham returned from the Coast; S. Barret McCormick, RKO advertising-publicity head, went to the Coast for conferences; Herbert Wilcox, RKO producer, arrived from the Coast; Michael Poller, RKO playdate department, left for a Miami vacation.

It's a "Gold" Boy

NASHUA, NEW HAMPSHIRE — The cigars were on Ben Gold, manager Colonial, last fortnight when a bouncing baby boy was born to manager and Mrs. Gold.

Kline Nuptials Soon

NEW YORK CITY—Harold Kline, Cocalis booker and president of the New York Bookers' Club, will be married in two weeks, it was learned last week end.

THE EXHIBITOR

VOLUME 23, NUMBER 18 MARCH 13, 1940

Advance Shots on Coming Reviews 16
Better Management 21, 22
The Check-Up (THE EXHIBITOR's Servi-section) Yellow Section
Editorial Page 3
Hints on Newspaper Advertising 23
In the Spotlight 6
Late News Highlights 7, 8
National Mirror 9, 10, 14, 15
National Mirror Picture Page 24
National Release Date Guide Inside Back Cover
News of Territory 25 et seq.
Our Mr. Mentlik attends the "My Son" Opening 20
Production Happenings 20
Territorial Highlights 5
The Tip-Off 19
Warren Stokes Hollywood Newsreel 18

Material contained in the Late News Highlights section often represents new developments in stories to be found on other pages of this issue. If the reader will bear this in mind it will avoid possible confusion. This section of THE EXHIBITOR goes to press last, with latest developments within the industry, where available.

"Dr. Cyclops" Strong

NEW YORK CITY — Paramount's latest Technicolor drama, "Dr. Cyclops," topped the receipts accorded previous Paramount boxoffice attractions in four tests reports to the home office indicated last week end.

In its first two days at the Denham, Denver, receipts beat the gross for a similar period scored by "Gulliver's Travels," "The Great Victor Herbert" and "Remember the Night." At the Newman, Kansas City, it opened to sensational business, topping such outstanding attractions as "Honeymoon in Bali," "Rulers of the Sea" and "The Light That Failed." Opening day at the Allyn, Hartford, Connecticut, saw it beat such hit productions as "Disputed Passage," "The Cat and the Canary," and "Gulliver's Travels." At the Strand, Providence, opening day's receipts were on par with the take accorded "Honeymoon in Bali."

Campaigns had the benefit of some super-exploitation campaigns with Paramount exploiteers sent into the field.

Consolidated Report Filed

NEW YORK CITY—Report of Consolidated Film Industries, Inc., for 1939, as filed last week follows:

For 1939: Consolidated net income, $628,297 equal to $1.57 each on 400,000 preferred shares, against $616,697, or $1.54 a share in 1938; net sales, $7,409,452, against $8,799,875. Decrease in sales is due to the fact that the 1938 sales total included sales of American Record Corporation, stock of which was sold by the company to Columbia Broadcasting System, Inc., in December, 1938.

New Italian House

NEW YORK CITY—The theatre called the Filmarte, has been leased by Di Carlo Brothers, operators of the Cinecitta, and will be re-opened by them shortly after Easter as an Italian-film house, it was announced last week. New name of the 800-seat theatre will be the Fine-Arts.

Fire Scare Averted

BROOKLYN—A fire in a store occupying space in the Century Circuit's Kingsway building provided a scare for the patrons one evening last week end. Although the store was completely swept by flames, there was no damage to the theatre and no injuries to anyone in the audience.

Comerford Co-Operates

SHENANDOAH, PENNSYLVANIA—Comerford organization has announced it would close the Lyric and turn it over for use as emergency shelter post as result of recent mine caves in city.

It might also be used as a school in an emergency. Comerford also operates the Strand here.

F. J. A. McCarthy Tours

NEW YORK CITY—Frank J. McCarthy, Universal's eastern sales manager left last week on a brief tour of a number of exchanges in his territories. His plans include visits to the Cincinnati, Buffalo, Cleveland and Pittsburgh offices during the trip.

THE NATIONAL MIRROR

MPTOA Offers Ideas For Distribs Contracts

Other Industry Problems Discussed in Bulletin

NEW YORK CITY—Offering its own proposals for inclusion into the distributor contract forms, the Motion Picture Theatre Owners of America, in a bulletin last week from Ed Kuykendall, president, urged immediate action on the part of the companies along these lines.

The proposals follow:

1 A minimum unconditional option to cancel at least 20 percent of the pictures licensed on reasonable notice as they are released. The code proposal should be simplified as much as possible for this purpose. Or as an alternate suggestion, an option to cancel upon reasonable notice one picture out of each group of five or more, in the order of release.

2 An option to cancel any picture on reasonable notice which it can be demonstrated is locally offensive on moral, religious or racial grounds. The question of fact, if disputed, can be left to simple arbitration.

3 An option to change percentage pictures designated for preferred play dates on reasonable notice that the picture is considered unsuitable in fact for the dates designated, subject to simple arbitration if there is any dispute.

4 A provision that no score charge shall be added to the film rental specified in the contract.

5 A provision that prices and terms for each picture licensed must be fixed by the distributor not later than the date of the notice of availability.

6 A provision that the option to reject pictures on selective contracts must be exercised within 21 days after notice of availability, otherwise the option is void and the picture released in due course to subsequent runs.

Other matters discussed in the bulletin included attacks on "dollar sign publicity," failure to understand how there can be legal solutions for industry economic problems, approval of the experiment in organized local conciliation, attacks on unfair 16mm. non-theatrical competition, further protest against the Neely Bill, calling it a "fake," opposition to government control of this or any other business, and a discussion of radio cash giveaways.

Cosmopolitan Deal Ends

NEW YORK CITY—Contract between Cosmopolitan Productions and 20th Century-Fox has expired, it was indicated last week.

Nevada Getting Set For "Virginia City" Bow

State Making Big Event Of Premiere

NEW YORK CITY—The greatest throng of visitors in Nevada's history is expected to descend on Virginia City and Reno March 16 for the joint world premiere of Warners' "Virginia City."

The attraction for the crowd is a 16-car Southern Pacific special train from Hollywood, carrying 50 or so film stars and 150 newspaper and magazine writers and photographers. Among the screen luminaries will be Errol Flynn and Miriam Hopkins, the stars of "Virginia City," Humphrey Bogart, Randolph Scott, Alan Hale, the Lane sisters—Priscilla, Rosemary and Lola—Jean Parker and Eddie Albert.

In addition to the film celebrities, Governor E. P. Carville, Nevada, has invited the governors of 10 other Western states to be his guests for the day.

Forty Mutual network stations in Western states will broadcast the world premiere of "Virginia City" March 16 under arrangements just concluded.

Gov't Suit Mystery

NEW YORK CITY—Possibility that the government's anti-trust suit against Paramount Pictures, Inc., and seven other major picture corporations might be settled out of court was indicated last week in an opinion written by Judge John C. Knox in United States District Court. Opinion referred to another case.

"If it be, as has been suggested," Judge Knox wrote, "that the case of United States versus Paramount Pictures, Inc., will be disposed of without trial of the issues, this suit can be tried May 15."

Opinion was written in a song plagiarism action brought by Joseph J. Davilla against the National Broadcasting Company, Columbia Broadcasting System and Harms, Inc., Schwartz and Frohlich, attorneys for the three defendant corporations, are counsel for Columbia Pictures, Inc., a defendant in the anti-trust action.

Judge Knox, questioned about the opinion, said that the reference to the Paramount suit had been made inadvertently.

Postpone GN Sales Until March 27 Date

Complaint Made Assets List Incomplete

NEW YORK CITY—Sale of Grand National assets was postponed to March 27 at a hearing last week.

Bert Mayer, representing a bidder, put in a $16,000 bid over and above present liens against the company, depositing a $3,000 certified check. Educational Film Studios protested against listing of 44 shorts made in 1932 as assets, claiming that Educational owned the properties. One bidder's representative said that certain contracts listed as assets hadn't been seen and that they should be made available.

Another bidder present said that the list of assets was incomplete, and that 140 negatives were missing.

Radio Gabbers Organize

NEW YORK CITY—Following a suggestion forwarded in 1938 by Sam Taylor, film commentator for WHN, a National Radio Film Commentators Circle has been organized for the benefit of air movie spielers throughout the country. David (WNEW) Lowe, first president of the group, last week outlined the following as the present threefold program:

1. Set up a code of ethics for screen commentators.
2. Inter-exchange of program ideas.
3. Gain recognition and raise standard of screen commentary programs from level maintained by a few isolated commentators.

All narrators on the air at least once weekly with any type of program pertaining to picture news or activities are eligible for membership. There will be no dues collected until a permanent organization is established within the next few months. A regular NRFCC Bulletin will be issued to all those sending notes to Lowe requesting membership.

Wagner Amendments Asked

WASHINGTON—Amendments to the Wagner Act to make it function "more fairly" were asked by counsel for 11 Coast studios at a hearing before the House Labor Committee last week.

The spokesman, Maurice Benjamin, said it was virtually impossible for companies to discharge employees for cause. Allegation by the employees that the dismissal was the result of union activity is invariably upheld by the NLRB in such cases, it was said.

Neely Bill Held Up

WASHINGTON — Hearings on the Neely Bill before the House Interstate and Foreign Commerce Committee is a matter of "many weeks," a spokesman here said last week.

Held up by the conference report on the Transportation Bill, the anti-booking bill may come up early next month, it was stated. Representative Clarence F. Lea, Democrat, of California, is chairman of the committee.

Government Witnesses Are Named in Answers

Complete List Made Available

NEW YORK CITY—Department of Justice late last week filed answers to the consolidated interrogatories of all major defendants in the equity action, with the exception of Columbia, in which it identified more than 500 prospective Government witnesses. The answers, covering 300 pages, also detailed the alleged instances of coercive acquisitions of theatres and distress methods of selling products to independents.

In addition, the answers covered the identities of 23 independent producers who, according to the Department of Justice, have been forced out of the production of quality pictures.

Over 1,000 license agreements covering the exhibition of films in both the metropolitan first-runs and theatres in smaller towns are itemized as part of the government's documentary proof of alleged monopoly.

The Department of Justice states that it is unable, however, to furnish specific information as to agreements for the division of theatre territories by the majors.

Instances of pooling agreements between defendants were detailed as to the cities and theatres affected, and the dates of the agreements are supplied.

Names of persons said to have knowledge that certain defendants allegedly attempted to monopolize exhibition in first-run theatres (charge 174 in the action) are listed by the government in answer to interrogatory 1-a. Names, arranged by cities where the monopolies are said to have occurred, are listed below. When the persons had alleged knowledge of more than one monopoly, names are listed under each city. (Only those cities served by THE EXHIBITOR are listed here.)

ALBANY—Abram Stone.

BOSTON—Irving Isaacs, Max L. Levinson, Frederick E. Lieberman, Walter H. Littlefield, E. M. Loew, David Stoneham, Max Sholman, all of Boston; Nathan Yamins, Fall River.

BROOKLYN—Julius Charnow, Samuel Strausberg, Samuel Rhonheimer, Rudolph Sanders, of Brooklyn; William H. Applegate, Jr., Samuel Goodman, Albert A. Hovell, Edward L. Hyman, S. W. Kaufman, Jack LaReaux, H. Clay Miner, Charles H. Moses, Martin Newman, William Price, Fred J. Schwartz, Joseph R. Springer, New York.

BUFFALO—Nicholas J. Basil, Nikitas Dipson, A. C. Hayman, Max Yellin, Buffalo.

NEWARK, NEW JERSEY—A. Bannon, George Gold, H. A. Kirdel, M. B. Schlesinger, B. Tendler, Newark; John Firnkoess, Myron Robinson, New York.

NEW YORK—Laurence Bolognino, John Bolte, Howard S. Cullman, Dave Rosenzweig, Joseph M. Sider, Monroe Stein, Israel Zatkin, Bernard Zimetbaum, New York.

PHILADELPHIA—David Barrist, Allen M. Benn, Herbert Elliott, Ben Fertel, William Goldman, George T. Graves, Thomas Lazarick, David Milgram, George Naudascher, Harry Perelman, Milton Rogasner, Henry Rosinsky, Sidney Samuelson, Charles Segall, David Shapiro, Sam Somerson, William Spiegal, Columhus Stamper, Samuel Waldman, I. Yaffe, George F. Weiland, Philadelphia.

WASHINGTON—Fred S. Kogod, Charles H. Olive, William E. S. Wilcox.

INTERROGATORY 1-B—Contracts and documents listed in answer to the defendants' question as to location of documents containing relevant facts tending to establish the charge of first-run metropolitan monopolies totaled 540. Seasons covered were 1934-35, 1935-36 and 1936-37, with the exception of some UA contracts for 1938-39. License agreements were voluntarily made available to the D. of J.

Certain long-term franchises are also listed as operative between 1927 and 1937.

INTERROGATORY 2-A — Government referred to the list under 1-a in answer to the query as to the identity and location of persons having knowledge of relevant facts tending to establish charge that the defendants combined and conspired to establish first-run monopolies.

INTERROGATORY 2-B—Reference is made to the 540 documents listed under 1-b.

INTERROGATORIES 3, 4, 5—Government's answer to interrogatories on charges that the defendants excluded from exhibition in first-run metropolitan theatres operated by the defendants, pictures of other producers or distributors, listed 23 names as follows:

I. E. Chadwick, Chadwick Productions; Louis Weiss, Weiss Production, Inc.; Harry S. Webb, Reliable Pictures Corporation; A. W. Hackel, Supreme Pictures Corporation; Arthur Alexander, Colony Pictures; Clifford Sanforth and Harry Spitz, Cameo Pictures and Imperial Corporation; John N. Hicks, Academy Pictures, Inc.; R. N. Like, International Film Studios; Leslie Simmons, Excelsior Pictures Corporation; Emanuel Cohen, Major Pictures Corporation; Fred Futter, Futter Productions, Inc.; Nat Levine, Cajo Company; Maury Cohen, Invincible Pictures Corporation; Carl Lesserman, Grand National Distributing Corporation; Samuel Katzmen, Victory Pictures Corporation; Boris Petroff, Boris Petroff Productions; Harold Lewis, B. F. Zeidman Productions; Leo J. McCarthy; Edward J. Peskay; Russell Mack; Phil Goldstone; E. S. Derr, Crescent Pictures Corporation.

INTERROGATORIES 6, 7—Persons listed in answer to 3, 4, 5 are said to have knowledge that defendants make their product available for exhibition in first-run theatres or exhibitor-defendants to the exclusion generally of pictures of independent producers. Documents listed in answer to 1-b and 8-b and the information set out in 17 are incorporated by reference.

INTERROGATORY 8-A—Following, in addition to those listed in 1-a, are said to have knowledge that in the area in which each is located the defendants have allegedly monopolized the first-runs.

CONNECTICUT—William Brown, Edward J. Peskay, Greenwich; E. M. Loew, Boston.

DELAWARE—A. J. Belair, Harry Brubaker, Wilmington.

MAINE—Newell B. Kurson, Bangor; Willard B. Hardwood, East Braintree, Massachusetts; Erland E. Hardy, John Alton Bragg, H. H. Paul, Farmington; Wilbur F. Goodwin, Kennebunkport; Abraham L. Goldsmith, Oroo; Abraham Goodside, Portland; E. M. Loew, Boston; Carroll T. Cooney, Sr., Carroll T. Cooney, Jr., Waldoboro.

MASSACHUSETTS—John S. Giles, Cambridge; F. M. Perry, Foxboro; Edward T. Bloomberg, Gloucester; William Siano, Lexington; George Ramsdall, Malden; Joseph G. Spit, Somerville; Adolph Bendsled, Wellesley Hills.

NEW HAMPSHIRE—E. Charbonneau, Concord; Newell B. Kurson, Bangor, Maine; Louis S. Rothenberg, Charles Morse, Boston.

NEW JERSEY—Frank P. Gravatt, Atlantic City; Samuel and Joseph Varbalow, Camden; Jerome and Moe Kridel, Adolph J. Rettig, East Orange; Louis S. Rothenberg and Charles Morse, Boston; Frank Gersten, New York; Max Snider, Freehold; Jacob Unger, Hillside; Benjamin Berkowitz, Charles Robinson, B. Spiegel, Jersey City; Julius Charnow, Brooklyn; Aaron Dollinger, Linden; Monroe Schram, Mattawan; James C. Forgione, Metuchen; Fred W. Falkner, Netcong; E. Thornton Kelly, George D. Roedels, New York; Howard Lesser, Patterson; Giaccomo Siccardi, Plainfield; Frank Warren, Princeton; James Rosensohn, Benjamin Cohen, Roselle; Roth Brothers, Summit; James Binkov, A. Nicoletti, Union City; Eugene Mori, Vineland; W. E. Smith, West Orange.

PENNSYLVANIA—Harry Fried, Ardmore; Joseph Conway, Bala-Cynwyd; Melvin Koff, Darby; Joseph Wodock, Doylestown; Chris Lampros, Farrell; Joseph Weiss, William Weiss, Al Weiss, McKeesport; H. A. Batastini, Punxsutawney; I. Ouslander, Scranton; Harry Stahl, Sharon.

RHODE ISLAND—M. A. Shea, New York; E. M. Loew, Louis S. Rothenberg, Charles Morse, Boston.

VERMONT—Newell B. Kurson, Bangor, Maine; P. S. Murray, Middlebury.

VIRGINIA—J. F. Falls, Emanuel J. Stutz, Danville; J. B. Trent, Lynchburg; Robert Levine, Portsmouth; Jeff Hoffheimer, Staunton.

WEST VIRGINIA—E. R. Custer, Charleston; Riehnold J. Hiehle, Parkersburg.

INTERROGATORY 8-B—In addition to the contracts listed under 1-b, the Government listed 500 agreements entered into between distributor defendants and exhibitor defendants.

INTERROGATORY 9-A—Government claimed that each person listed under 8-a has knowledge that in the area in which he is located the defendants listed in each case are alleged to have combined and conspired with each other to monopolize the first or preferred runs.

INTERROGATORY 9-B — Documents listeds under 8-b are incorporated by reference.

INTERROGATORY 10—Government was unable to furnish specific information requested respecting the division of territory among producer-exhibitor defendants, except as set forth in items 7-a and 7-b of the consolidated bill of particulars.

INTERROGATORY 11 — Defendants request for specific instances of coercion against independent exhibitors through threat to build a competing theatre, withholding of product, purchase of a site near an independent house, threat to purchase an equity in a theatre, threat to impose unreasonable clearance was a list of 103 alleged instances where one or more of the devices are charged to have been used.

INTERROGATORIES 12, 13, 14, 15, 16—Answering queries for specific instances of situation where a defendant refused to license its product to an inde in favor of another defendant; where one defendant distributor continued to unreasonably supply an affiliated when an independent sought the same run; where an independent exhibitor was prevented from securing first-runs through unfair competitive conditions; where an independent was relegated to an inferior position when a theatre affiliated with any defendant came into competition with it; and, where a defendant distributor which had been serving a theatre stopped product in favor of an affiliated competitor, the Government listed 478 alleged cases, with detailed information.

Theatre operators listed in New York and New Jersey include:

Harry Brandt, William Brandt, Max Goldbaum, Haring and Blumenthal, William M. Farley, Abraham Stone, George W. and George N. King. Elias Bernstein, John Manheimer, George J. Rudnick, Max Leventhal, Michael Meyerwitz, Samuel and Solomon Strausberg, George H. MacKenna, A. C. Haymen, George Rosing, Max Yellen, Nikitas Dipson, Nicholas Basil, William H. Mack, Joseph Quittner, Thomas Di Lorenzo, Max A. Cohen, Benjamin Knobel, Charles O'Reilly, Charles Steiner, William Yoost, Benjamin and Joseph Bordenaro, Philip Eisenberg, Sidney Dwore, Alex Feltman, Sam and Morris S. Silverman, John Gardner, C. V. Martina, Leonard Rosenthal, C. C. Gordon, Frank P. Gravatt, Samuel and Joseph Varanlow, Jerome and Moe Kridel, Adolph Rettig, Louis S. Rothenberg, Charles Morse, Frank Gersten, Max Snider, Monroe Schram, Jacob Unger, Benjamin Berkowitz, Charles Robinson, B. Spiegel, Julius Charnow, Aaron Dollinger, Monroe Schram, James C. Forgione, Fred W. Falkner, A. Bannon, H. A. Kridel, Myron Robinson, John Firkoess, M. B. Schlesinger, B. Tendler, E. Thornton Kelly, Howard Lesser, Giaccomo Siccardi, Frank Warren, James Rosensohn, Benjamin Cohen, Roth Brothers, James Binkov, A. Nicoletti, Eugene Mori, W. E. Smith, Julius Charnow, W. W. Farley, Julius Charnow, Samuel Rhonheimer, Rudolph Sanders, Franklin B. and B. Worth Dittrich, Gordon Auchineloss, Lawrence Bolognino, John Bolte, John Connolly, Monroe E. Stein, Benjamin S. Moss, Dave Rosenzweig, Julius Gulkis, Joseph M. Sider, Bernard Zimetbaum, Louis S. Rothenberg, Charles Morse.

INTERROGATORY 17—Defendants' request for each specific instance wherein a con-

(*See column three, page* 15)

WOMEN'S ADS WITH A MAN-SIZE WALLOP!

...for the year's greatest woman's picture!

ADVANCE

HOLD-OVER

CURRENT

STARTS TODAY

Walter Wanger's most important picture since his prize-winning "Stagecoach". A RAFT of romantic dynamite for the ladies. Plus BENNETT as a smoldering invitation to the men...

UNIVERSAL DOUBLES

BORIS **KARLOFF**

BELA **LUGOSI**

BLACK FRIDAY

with STANLEY RIDGES, Anne NAGEL, Anne GWYNNE, James CRAIG

Associate Producer: BURT KELLY
Directed by ARTHUR LUBIN

A WOW REPORT FROM CHICAGO! . . . Palace Theatre opens Universal's "Black Friday" and "The House of the Seven Gables" to greatest week-end gross of the season!

A BOX-O

AGAIN and EACH IS A HIT by ITSELF!

Nathaniel Hawthorne's

The

HOUSE OF *The* SEVEN GABLES

with

GEORGE SANDERS · MARGARET LINDSAY · VINCENT PRICE
NAN GREY · DICK FORAN

DIRECTED BY JOE MAY

Associate Producer: BURT KELLY

PRINTS NOW READY!

FICE NATURAL $$$

"Virginia City" Trains Leave

HOLLYWOOD — On the most elaborate train ever equipped for a world premiere, more than 50 Hollywood stars and 150 correspondents, columnists, and radio celebrities will leave Burbank March 15, to celebrate the world premiere of Warners' "Virginia City" in Reno and Virginia City, Nevada, March 16.

The train will comprise 16 cars to which three more from New York and Chicago, bearing Eastern and Midwestern correspondents, will be added at Truckee, California. Besides the drawing room, observation, club, and dining cars, there will be two cars authentically decorated to simulate the famous Virginia City Crystal Bar of Bonanza days.

Aboard the train, passengers will receive everything to amuse themselves from information blanks to expensive western belts, sombreros, pistols, scarves and cameras. Another special train carrying luggage and equipment only, will leave several days in advance of the premiere special. This train will carry giant lights and electrical equipment for the premiere celebration in addition to loudspeakers, platforms and a corps of studio technicians.

Russian Unit Formed

NEW YORK CITY—Distribution of Russian motion pictures in this country, which halted last month with the liquidation of the Amkino Corporation, will be resumed shortly by the newly formed Artkino Pictures Company, it was indicated last week.

New company was formed by N. Napoli, formerly general manager, Amkino, and Rosa Madell, who also was associated with Amkino as film booker. Artkino has taken over the office suite in 723 Seventh Avenue formerly occupied by Amkino.

The new company is not connected in any way with the Soviet Government, according to Miss Madell.

Meanwhile Artkino is offering for immediate distribution 20 feature films, plus shorts and newsreels, that already have had showings here.

John Meador Passes

NEW YORK CITY—John E. Dolan Meador died last week in Roosevelt Hospital of pneumonia after an illness of three weeks. He was 54.

Early in 1925, Meador, after seven years in the publicity department, left Metro to become a producer, forming the Meador-Robertson Film Corporation. He had been associated in the translation for the screen of some of the Ibanez novels.

Behrend Action Settled

NEW YORK CITY—Suit by Vitagraph, Inc., against Behrend Motion Picture Supply House for alleged infringement, asking $37,500 was settled, it was indicated last week in District Court.

Broadway Para Deficit

NEW YORK CITY—A deficit totaling $756,688.88 for the year ending December 21, 1939, was reported last week end by the Paramount Broadway Corporation, which operates the theatre and building here.

War Affects History

HOLLYWOOD—Hollywood felt the effects of the war in new direction last week when Walter Wanger announced production on "Personal History" would be delayed nearly a week because important atmospheric scenes made in Holland were now at the bottom of the North Sea.

Director Alfred Hitchcock required various background shots from Amsterdam in the first sequence for "Personal History" at the Wanger studios. To get them Osmond Borrodaile, British cameraman was directed by cable to go to Holland, photograph 45 atmospheric scenes and dispatch them to Hollywood. Barrodaile was able to get to Amsterdam in a hurry on a Dutch plane but because of new war restrictions was unable to fly back to the British capital once his pictures were made.

Booking passage on a small night boat Borrodaile's films were in a safe when the ship struck a mine in the North Sea. The wrecked ship sank with exposed film and $16,000 worth of camera equipment. Taken back to England Borrodaile obtained new equipment and went again.

Thomas Yates Passes

NEW YORK CITY—Thomas W. Yates, 67, supervisor, real estate and insurance department of Consolidated Film Industries. Inc., Fort Lee, New Jersey, died at his home, 89 Dwight Place, Englewood, New Jersey, March 7 after a week's illness. He was a brother of Herbert J. Yates, president of both Consolidated Films and Republic Pictures, Inc.

Maurice McKensie Resigns

NEW YORK CITY—Will H. Hays' executive assistant, Maurice McKensie, resigned last week severing his connection with the MPPDA as of April 1. Francis S. Harmon, active in various MPPDA matters, succeeds him.

Philip Weinberg Mourned

NEW YORK CITY — Philip Weinberg, father of Lou Weinberg, Columbia exec, died last week and was burried March 10. Besides his son, he leaves five daughters.

National League of Decency List March 14, 1940

UNOBJECTIONABLE FOR GENERAL PATRONAGE—"The Ghost Comes Home" (Metro), "House of the Seven Gables" (Universal), "Little Miss Molly" (Alliance), "Shooting High" (20th Century-Fox).

UNOBJECTIONABLE FOR ADULTS —"They Came by Night" (20th Century-Fox), "Virginia City" (Warners).

OBJECTIONABLE IN PART—"The Baker's Wife" (Pagnol-Hakin).

Raymond Moore Passes

NEW YORK CITY—Raymond Moore, a pioneer in the Summer theatre movement and a founder and owner of the Cape Playhouse, Dennis, Massachusetts, died here last week of a cerebral hemorrhage. He was 42.

In 1926 Moore went to Cape Cod with Harold Winston and formed the Winston-Moore Playhouse, one of the first Summer theatre ventures. Winston later dropped out, but Moore's interest continued. The first Playhouse was in a barn owned by Frank Shay, the writer, and was located at Dennis, near Provincetown, on the tip of the Cape.

Eventually the Playhouse, which was one of the most successful on the Summer circuit, became the nucleus of a large venture, which included a motion-picture house known as Cinema, a business office, beauty shop, restaurant, lodging house, cabins for actors, an electric plant and a scenic workshop, all situated on a 30-acre estate.

RCA Shows Profit

NEW YORK CITY—Annual report of RCA for the year ended December 31 disclosed a net profit of $8,082,811, equivalent after payment of all preferred dividends, to 35 cents per share on outstanding common, it was announced last week. In addition to RCA's past year operations, the report covers its wholly-owned subsidiaries, all of which were on a profitable basis.

Consolidated gross income was put at $110,494,398, an increase of $10,526,288 over the preceding year, while consolidated net was $8,082,811, an increase of $670,739 over 1938. At the end of 1939, the ratio of current assets to current liabilities was 2.4 to 1.

Leo Abrams Optimistic

NEW YORK CITY—Completing a seven weeks' tour through the middle and far West, Leo Abrams, Universal's short subjects sales manager, returned to New York last week convinced that the market for good shorts is definitely on the up-swing.

Abrams also spent a week at the Universal Studios, at which time final arrangements were made for the casting of Dick Foran in the stellar role of the first on the new season serials for Universal, "Winners of the West," and for the signing and casting of the Dead End Kids for another serial, "Junior G-Men."

Hoffberg Gets "Ecstasy"

NEW YORK CITY—J. H. Hoffberg announced last week that Hoffberg Productions, Inc., had acquired "Ecstasy" for national distribution, after the expiration of the present rights by Eureka Productions.

Terry De Lapp Resigns

HOLLYWOOD—Terry De Lapp has resigned from the Paramount publicity staff. He was studio publicity manager.

Buffalo Action Dismissed

BUFFALO, NEW YORK—Referee T. H. Noonan last week dismissed a stockholders suit for accounting and uncomputed returns against Midland Properties, Inc.

Government Continues Oral Examination Plan

Balaban, Depinet On the Stand

NEW YORK CITY—Examination before trial of defendants in the government equity suit continued last week.

Barney Balaban, president, Paramount, during a hearing in connection with the action explained the advantages which Paramount secured from its theatre ownership setup. Balaban stated the production company secured more sympathy and better handling of films by its own theatres.

When pictures are released, Paramount theatre companies are more careful of the manner in which pictures are booked and the way they are advertised.

Balaban contended that many independent circuits and individual theatre owners are able to obtain film at a cheaper rental than affiliated houses with the same run. Moreover, he said, lower wages and fixed charges for the small theatre owner have made his business more prosperous than the affiliates.

Paramount has no set policy in the acquisition of theatres, Balaban said later in his examination. The company will only build, acquire or change a theatre if the local theatreman advises it to do so. He contended that the home office had very little control over what pictures an affiliated house will show and asserted that the company had found this to be the best policy.

Special Assistant Attorney General Robert L. Wright was scheduled to examine Gradwell L. Sears, Warners general sales manager March 11.

Examination of Ned Depinet, RKO sales chief, covered general points, RKO principles of selling first runs, etc.

RKO vice-president Depinet declared early last week that the RKO production dealt on an equal footing with other companies in sales of film to RKO theatres. George J. Schaefer, RKO president, does not interfere with deals between the two divisions, he said.

Further questioning brought out details on first-run deals in 36 key cities.

NEW YORK CITY—Answers were filed last fortnight by Warner Brothers Pictures, RKO, 20th Century-Fox and Loew's, Inc., to government interrogatories in the equity suit. All companies marked the answers as confidential, and no information was released.

The government answers were filed the same day.

NEW YORK CITY—Request of government counsel that Federal Judge Henry W. Goddard issue an order restraining major defendants in the equity suit from alleged attempts to intimate Department of Justice witnesses was denied last week without prejudice to a government renewal of the application upon showing that actual attempts of that nature were being made.

The judge says he wished to protect witnesses' rights, and added that government agents would not be allowed to influence witnesses on their part.

Atlas Corporation Reports

NEW YORK CITY—Annual report of Atlas Corporation and its investment company subsidiaries for the year ended December 31, announced to stockholders last week, shows a net income of $1,222,451.55. Surplus at December 31, after deducting net unrealized depreciation of assets, was put at $23,579,483.44.

Schedules of securities in portfolio disclose RKO Corporation 6 percent 1941 debentures, represented by full-paid certificates, in principal amount of $2,169,850, and $1,101,199.06 based on December 30, market quotations; and RKO Corporation 6 per cent debentures, 1941, in principal amount of $270,776, and $137,118.87 based on December 30, 1939, market quotations.

Preferred stock listings included 4,300 shares of Paramount Pictures, Inc., 6 percent convertible cummulative 1st, whose total value December 30, 1939, was $367,650 based on market quotations; and 5,000 shares Paramount Pictures, Inc., 6 percent convertible cumulative 2nd, whose December 30 market quotation amount was $45,000.

Common stock holdings included 7,000 shares of General Theaters Equipment Corporation, market quotation value as of December 30, 1939, being $87,500; 17,400 shares of RKO Corporation common at $21,750 total value that day, and 310,412 shares of RKO Corporation common, represented by full-paid certificates, at $388,015.35.

Film Associates Bows

NEW YORK CITY—The formation of a new motion picture production company was announced last week.

The company's name is Film Associates, Incorporated, and it represents a partnership of Hollywood directors and writers; radio producers of wide British and American experience, and includes the well-known English novelist, Aldous Huxley.

Headquarters of the company are in the East at 620 Fifth Avenue. New company plans production of both full-length and shorter pictures.

A T and T Report Out

NEW YORK CITY—Magnitude of big business was in part revealed last week when the American Telephone and Telegraph Company and its principal telephone subsidiaries (including Western Electric Company)—the Bell System—issued its annual report, showing total assets of $5,227,361,850, a gross operating revenue of $1,107,187,698 (a net of $373,654,453), a total operating expense of $733,533,245, and a balance at the year's end of $325,390,671.

MOT "Canada" Banned

NEW YORK CITY—The March of Time has been advised that its latest release, "Canada at War," was banned last week by the motion picture censor for the Province of Ontario.

In a statement Louis de Rochemont, producer of the March of Time, charged that the banning of this film was due to political pressure forced on the Ontario censor board by Premier Mitchell Hepburn.

Refund Checks From MPGY

NEW YORK CITY—Final windup of Motion Pictures Greatest Year, Inc., occurred last week when checks were sent to theatre which contributed on a pro rata basis, cleaning up the final amount.

Warner Protest Filed

WASHINGTON—Harry M., Jack L., and Major Albert Warner filed protest with the Tax Appeals Board last week against claims that they owed the Treasurer 1936, 1937, 1938 income taxes totaling $125,606, $102,281 and $63,851 respectively.

Col. Offers More Prizes

NEW YORK CITY—Columbia has set aside special division managers awards as a further stimulus for the "Montague 15th Anniversary Campaign" which will end May 10, it was announced last week.

The district managers' awards will cover a period of eight weeks ending April 26 and will go to the two division managers whose districts show the greatest improvement in billings against quotas set on average weekly billings covering a period from July 15, 1937 to June 30, 1939.

Among the Columbia division managers eligible for these special awards are: Nat Cohn, division manager Metropolitan New York, Long Island, Upstate New York and Northern New Jersey; Sam Galanty, for Cincinnati, Cleveland, Pittsburgh and Washington territories.

Two Fly to Coast

NEW YORK CITY—Lynn Farnol, director of advertising and publicity, United Artists, flew to the Coast last week for a brief visit to the studios of the producers whose films are released by United Artists. Edwin C. Stein, Eastern publicity representative for Samuel Goldwyn, flew for conferences with the producer.

Goldsmith Arrives East

NEW YORK CITY—I. Goldsmith, producer of "The Stars Look Down," British-made picture which will be released in the United States by Metro, arrived from Hollywood.

Davidson Educ. Trustee

NEW YORK CITY—Referee J. E. Joyce selected receiver James A. Davidson as trustee for Educational Pictures last week.

Government Witnesses

(*Continued from page* 10)

venient division of film had been arranged, was answered with a list of alleged cases in 29 keys covering the seasons 1934-37.

INTERROGATORY 18—Request for a list of long term franchises granted unreasonably or improperly between defendants, was answered by a reference to the contracts listed in 1-b and 8-b.

INTERROGATORY 19—Alleged specific instances where defendants engaged in exhibition moved, or were aided in moving, into a new competitive are as a result of a provision in a franchise, agreement, or contract, or understanding between defendants were said to be included in contracts signed by Adolph Zukor of Paramount Famous Lasky Corporation, and Nicholas M. Schenck, Marcus Loew Booking Agency, covering August 1, 1927 to July 31, 1937 and Joseph M. Schenck of United Artists Corporation and Nicholas M. Schenck, Loew's, Inc., covering October 1, 1927 to July 31, 1937.

INTERROGATORY 20—Instances where exhibitors were unable successfully to operate their houses or was forced out of business were said to be included in the listed under 11, 12 and 16.

INTERROGATORIES 21 and 22—Persons listed in 1-a and 8-a and 3 to 5, inclusive were said by the government to have knowledge that defendants have monopolized and have combined and conspired to monopolize the production and distribution of motion pictures—particularly better grade features.

Advance Shots On COMING REVIEWS

New Pictures Tersely Cited

PHILADELPHIA — Received at the home office of THE EXHIBITOR since last week's edition of the Blue Section was printed have been reviews of the following pictures. Complete Six-Point Reviews will be printed in the next Blue Section.

Features

A BILL OF DIVORCEMENT (RKO-Radio)—Maureen O'Hara, Adolphe Menjou, Fay Bainter, Herbert Marshall. 93m. A remake of an always fascinating tragedy, this, it is assumed, will be compared with the previous version in which Katherine Hepburn first made her name a number of years ago. In many places the dramatic burden of the story becomes too much for the ability of the actors; and John Barrymore seems to handled the role of the half-sane, half-insane father much more capably and convincingly than does Adolphe Menjou. Nevertheless, the picture has a good deal to recommend it, and should gross well because of its previous reputation and the names in the cast.

THE CHEYENNE KID (Monogram)—Jack Randall, Louise Stanley, Kenneth Roberts, Kenneth Duncan, Frank Yaconelli. 49m. This new Jack Randall feature will disappoint even confirmed action fans. It is an inferior western which could have used much less conversation and much more action. The script ties itself up into verbal knots every time an excuse is needed to get the horses started.

DR. CYCLOPS (Paramount) — Albert Dekker, Janice Logan, Thomas Coley, Charles Halton, Victor Killian, Frank Yaconelli. 74m. Obviously made for the thrill audiences, with the subject matter the selling angles, this looks like a field day for the exploiters. It tells of the experiment of Dr. Thorkel in the Peruvian jungle, how, through the use of a vast deposit of radium, he makes little people and little animals out of big people and big animals. The cast contains no names, and few people, with the Technicolor adventure relying on the transition and the efforts of the prisoners to escape. Cut in an unusual thrill pattern, this is the first picture of its kind in many moons, and it should benefit, therefore, at the box office.

THE FACE BEHIND THE SCAR (Film Alliance of the U. S.)—Griffith Jones, Rosalyn Boulter, Ellis Jeffreys, Athole Stewart, Cecil Romage. 73m. An English meller which alternately sloughs around in its own sluggishness and builds up several moments of suspense, "The Face behind the Scar" is a well-titled filmplay which should prove satisfactory fare as the lower end of duals in the smaller situations. While eloping with Rosalyn Boulter, Griffith Jones becomes the suspect as the result of a murder frame-up. At times the Limey talk is a bit stiff.

FRIENDSHIP (Amicizia) (Esperia)—Elsa Merlini, Nino Besozzi, Enrico Viarisio, Lisl Ander, Aristide Baghetti. 75m. An Italian audience had one grand time viewing this sophisticated comedy, that gives the onlookers a glimpse of the night life of the Romans. Although this reviewer's enjoyment of the film did not quite approach the enthusiasm shown by the Italian paying customers, he must admit that the paying customers account for the profit. Elsa Merlini is the apex of a triangle which involves her husband and his best friend. Milton Douskkess' English titles help a lot.

THE HOUSE OF SEVEN GABLES (Universal) — George Sanders, Margaret Lindsay, Vincent Price, Dick Foran, Nan Grey. 88m. This is an entertaining screen version of Nathaniel Hawthorn's classic, following closely the story of the Pyncheon family, wherein Cousin Hepsibah (Margaret Lindsay), leads a lonely existence in the rambling house, waiting for her cousin and sweetheart (Vincent Price) to return from life imprisonment being falsely accused of murder by his scheming lawyer brother (George Sanders), who is eventually released to re-establish his standing in the community and marry the girl who has waited patiently through the years. It is a sombre picture which, because of its theme, moves slowly from beginning to end. Nevertheless, it is good drama, with a well-woven element of suspense and holds interest to the final fade-out.

JOHNNY APOLLO (20th Century-Fox)—Tyrone Power, Dorothy Lamour, Edward Arnold, Lloyd Nolan. 92m. With Tyrone Power adding some improved and mature acting talent to his good looks and box-office appeal; with a sarongless Dorothy Lamour finally getting a fairly meaty part; and with Director Henry Hathaway getting the most out of a pretty okay script, "Johnny Apollo" (formerly "Dance With the Devil") is a film that should draw better-than-average business in every situation.

LITTLE MISS MOLLY (Alliance Films)—Maureen O'Hara, Binkie Stuart, Tom Burke, Phillip Reed, Maire O'Neil. 64m. Pleasing entertainment is found in this bit of romance and comedy pictured in an Irish setting with an almost complete Irish cast. Outstanding is little Binkie Stuart, around whom the plot is carried. Some bad editing is noticeable in the reviewed print, but this will probably be corrected.

MY SON, MY SON! (United Artists)—Madeleine Carroll, Brian Aherne, Louis Hayward, Loraine Day, Henry Hull, Josephine Hutchinson. 117m. Destined to create cinema excitement in every playing situation, the film version of Howard Spring's novel, "My Son, My Son!" is undoubtedly the most outstanding of Edward Small's long list of high-rating productions. Seldom has a book been more vividly brought to screen and even Spring could not have cast his characters to better advantage. True, it is a tear-jerker and slanted towards the feminine fans, but where women go, the men are sure to be right with them. If that isn't box office in just about every spot, the fault lies with the exhibitor.

NAPLES THAT NEVER DIES (Napoli che Non Muore) (Itala Films)—Maria Glory, Fosco Giacchetti, Paola Barbara, Bella Starace Sainati. 90m. A simple, true-to-life tale of Italy's social set, this entertaining melodrama should find a wide audience among the Italo-American movie-goers. There is a happy ending which caused the audience to applaud its approval.

PIONEERS OF THE WEST (Republic)—Robert Livingston, Raymond Hatton, Duncan Renaldo, Beatrice Roberts. 57m. Combining all the essentials of top-notch horse-opera celluloid, the latest of the Three Mesquiteers is the most actionful offering of the series since the trio was formed. It's brimming over with shooting, slugging, and fast riding. The oatie fans will eat it up.

SHOOTING HIGH (20th Century-Fox)—Jane Withers, Gene Autry, Marjorie Weaver, Frank M. Thomas, Robert Lowery. 70m. Wandering off the Republic lot long enough to get in some extra shooting for 20th Century-Fox, Gene Autry comes up and at us as a running mate to Jane Withers in this okay family-trade entry. Autry seems a bit ill at ease during the unreeling of this half-satiric western.

THREE CHEERS FOR THE IRISH (Warners) — Priscilla Lane, Thomas Mitchell, Dennis Morgan, Alan Hale, Virginia Grey. 100m. For the family trade, especially for families wearing shamrocks, "Three Cheers for the Irish" should provide a carload of light entertainment. It will not set box offices afire, but it is a dead-sure cinch the cashier will not be twiddling her thumbs overly long while this is on the program. Thomas Mitchell, as usual, turns in a grand performance and Dennis Morgan is thoroughly ingratiating as the flatfoot with a Scotch accent. Priscilla Lane, Irene Hervey, and Virginia Grey—Mitchell's three daughters—make as lovely a trio as one could ask for. Director Lloyd Bacon did some swell megaphoning, but he could have pared down the running time some 15 or 20 minutes.

TOO MANY HUSBANDS (Columbia)—Jean Arthur, Fred MacMurray, Melvyn Douglas, Harry Davenport, Dorothy Peterson. 80m. Far from heady is this frothy concoction made from a play by W. Somerset Maugham. It sort of just starts, proceeds through 80 minutes of hilarious dialogue, and stops. That's about all, but it is sheer fun throughout, and the customers will not kick even if they wonder what really happened.

Shorts

ALL'S WELL THAT ENDS WELL (20th Century-Fox—Terrytoon). 6m. Fair.

BLACKBOARD REVUE (Columbia—Color Rhapsody). 7m. Fair.

CANADA AT WAR (RKO-Radio—March of Time, No. 8). 20m. Good.

COLORED AMERICA ON PARADE, No. 1 (Million Dollar-Sack Amusements). 10m. Good.

COLORED CHAMPIONS OF SPORTS, No. 3 (Million Dillar-Sack Amusements). 10m. Excellent.

FASHION TAKES A HOLIDAY (Columbia—Cinescope). 11m. Fair.

FLYING TAGETS (Columbia — News World of Sports). 10½m. Good.

JOE LOUIS—"BROWN BOMBER" (Million Dollar-Sack Amusements — Colored Champions of Sport, No. 2). 10m. Excellent.

LIFE IN HARLEM (Million Dollar-Sack Amusements—Colored America on Parade, No. 2). 10m. Excellent.

THE MOUSE EXTERMINATOR (Columbia—Phantasy). 6½m. Fair.

MUCH ADO ABOUT NOTHING (20th Century-Fox—Terrytoon). 6m. Good.

NEW HAMPSHIRE, THE NINTH STATE (Columbia—Tour). 11m. Fair.

NOT SO DUMB (Paramount—Paragraphic). 10m. Excellent.

PARDON MY BERTH MARKS (Columbia—Comedy). 18m. Fair.

ROUGHHOUSE FIESTA (Columbia—News World of Sports). 9m. Excellent.

WAY BACK WHEN A NAG WAS ONLY A HORSE (Paramount—Stoneage Cartoon). 7m. Fair.

DAVID O. SELZNICK

who made

"GONE WITH THE WIND"

now presents his newest production, another triumphant box-office attraction based on Daphne duMaurier's novel that has inspired similar world-acclaim...

Rebecca

directed by Alfred Hitchcock, master of suspense . . . co-starring Laurence Olivier, hero of "Wuthering Heights," and Joan Fontaine in her first starring role.

A Pre-Selling Campaign To Match Its Bigness...

...more than 400,000 copies of the original edition sold. Reprint now leading all others.

...read in 3,000,000 additional homes when published in Ladies' Home Journal.

...currently appearing in a score of big city papers to millions more as a 40-day serial, vigorously promoted.

...feature articles on book and picture in Life, Collier's and other national magazines.

...sold to radio millions on two coast-to-coast broadcasts including one presented by Orson Welles.

...woman-interest captured thru Kiviette tie-up in America's top-flight stores.

SELZNICK INTERNATIONAL *presents*

Rebecca

starring

LAURENCE OLIVIER · JOAN FONTAINE

with

GEORGE SANDERS · JUDITH ANDERSON · *Directed by* ALFRED HITCHCOCK

From the best-selling novel by DAPHNE DU MAURIER

Produced by DAVID O. SELZNICK

RELEASED THRU UNITED ARTISTS

UNRIVALED PERFORMANCE

NO wonder cameramen place full confidence in Eastman's three negative films. They know that each offers specialized ability to meet modern production demands. Even more important, they know that every foot will have the same high quality, the same unvarying dependability. Eastman Kodak Co., Rochester, N.Y. (J. E. Brulatour, Inc., Distributors, Fort Lee, Chicago, Hollywood.)

PLUS-X
for general studio use

SUPER-XX
for all difficult shots

BACKGROUND-X
for backgrounds and general exterior work

EASTMAN NEGATIVE FILMS

QUAD.

Warren Stokes' HOLLYWOOD NEWSREEL

• THE ANNUAL ACADEMY BANQUET provided Hollywood, especially the skeptics, who have always questioned the validity of the vote, with more upsets than the Santa Anita Handicap. "Gone With the Wind" was the highlight of the blow out, breezing home to win 10 out of 17 major awards, with David O. Selznick, Hollywood's youngest major producer, also capturing the Irving G. Thalberg memorial trophy, presented for the most consistent high quality of production achievement by an individual producer during the preceding year. Vivien Leigh, Selznick's "Scarlett" import, won the best actress Oscar for her work in "GWTW," while Hattie MacDaniel carried away the supporting actress award for her work in the same picture, marking the first time the Academy has paid tribute to the Negro race. Other honors going to "Wind" were best direction, Victor Fleming; screen play, Sidney Howard; art direction, Lyle Wheeler; color photography, Ernest Haller and Ray Rennahan; film editing, Hal C. Kern and James E. Newcom; with a special plaque going to William Cameron Menzies for his "outstanding achievement in the use of color for the enhancement of dramatic mood. An enviable record for one picture and any individual producer.

Two for English

• ROBERT (CHIPS) DONAT, winning the best actor award for his portrayal of the schoolmaster in "Goodbye, Mr. Chips," made it a twosome for the British Empire, sharing honors with Miss Leigh, making it another first time Acamedy event—that of the top actor and actress awards going to British players in any one year. The results of this year's ballot speak well for the Academy policy of recognizing outstanding talent based upon histrionic ability regardless of color, race or creed. It should do much to elevate the standing of the Academy in the eyes of the world, particularly the show world, and last, but not least, in the eyes of the self-appointed columnist-critics whose predictions and choices fail to jibe with the Academy results.

Fault Finders

• IT IS THE ANNUAL CUSTOM of the columnists and radio chatterers, to find fault with the Academy awards. Many have intimated that the results are always in the bag. All of them believe that the Academy should agree with their selections. You never find the Academy criticising, one way or the other, the selections of the various scribes, but the scribes are always ready to exert every influence on the Academy in an effort to sway the membership to their way of thinking. The record shows that the Academy is quite capable of doing its own thinking. In the final analysis, there are too many columnists trying to steal the Academy's thunder and set themselves up as important individuals, capable of selecting, without a voting body, the best in screen accomplishments which they believe should be accepted as the last word.

Influence

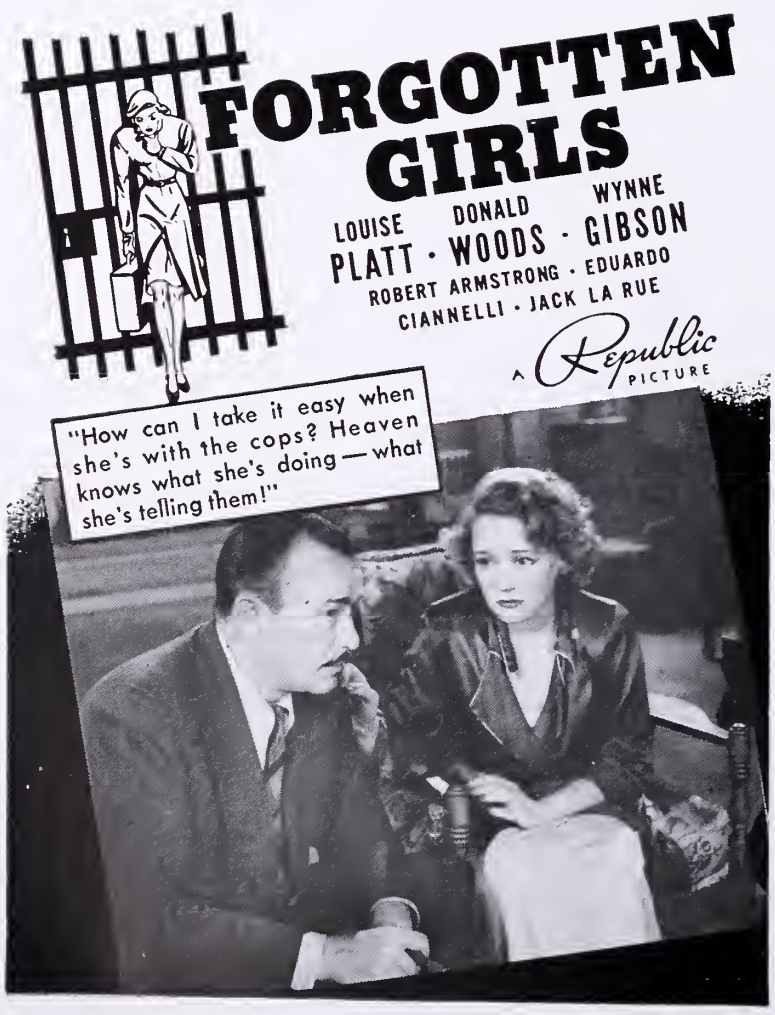
• THE ACADEMY INFLUENCE on the theatre-goers of the nation has become a vital factor in the continued success of this industry and its personalities. Times out of number, Academy winners have been brought back to public favor because of an outstanding performance long forgotten through a series of run of the mill product. This often results in better vehicles for such personalities, bringing renewed success in new and better offerings, as well as additional playdates and renewed public interest in the pre-released award winning picture. In making re-issues of old successes, this industry might do well to consider vehicles that have won Academy Awards in the past and profit accordingly through such exploitation.

"GWTW" Again

• "GONE WITH THE WIND" is an exceptional picture as it concerns the winning of the Academy Award. It enjoys the distinction, because of its long runs, of being one of the few award winning pictures screening during the actual presentation of the honors. It will have longer life in the first runs because of this renewed interest and an additional word of mouth campaign to carry it through the second and subsequent bookings. There is no denying the fact, that, apart from being a great picture destined to garner sensational grosses, its timely winning of the Academy honors will contribute to a still greater success and additional running time in all situations. Public interest has been fanned to a new heat and it is more than likely that "GWTW" will now chalk up the top box-office record in the annals of celluloid entertainment.

The Result

• TEN ACADEMY AWARDS is no small item for any one picture. Enterprising showmen, playing "GWTW," will do well to bear this in mind and shout it from the house tops. No other picture in the history of this business has enjoyed the selling campaign that can now be completely harnessed to this production. It merits everything bestowed upon it and David O. Selznick is to be congratulated on this outstanding achievement. As we have said before, it makes the Academy of Motion Picture Arts and Sciences, once regarded as an organization limited to interests of Hollywood, a household word and an institution of national interest commanding both the respect of the industry itself, increased interest on part of the public, and a vital factor in the progress of the motion picture business.



The TIP-OFF

Another Exclusive Service of Jay Emanuel Publications

A Consensus of box office results, kept as factually correct as possible, as culled by the field news staff of THE EXHIBITOR in this and neighboring territories.

PICTURE	START (First Runs)	TURN (Sub. Runs)	STRETCH (Neighborhoods)	PAYOFF (Consensus)	REMARKS
ABE LINCOLN IN ILLINOIS (RKO)	Good				Report indicates fair to good grosses, with critics raves.
BALALAIKA (Metro)	Spotty	Spotty	Fair		Class spots are pleased. Net results are fair.
BROADWAY MELODY OF 1940 (Metro)	Fair				Business ranges from fair to good.
BROTHER RAT AND A BABY (Warners)	Fair	Slow	Slow	Fair	Turned out to be a programmer.
A CHILD IS BORN (Warners)	Good	Good	Good	Good	Where this was sold, it did business.
DR. EHRLICH'S MAGIC BULLET (Warners)	Fair				Though the critics applauded, most box office reports are not terrific.
EARL OF CHICAGO (Metro)	Spotty	Spotty	Disappointing	Disappointing	Not what it should have been.
THE FIGHTING 69th (Warners)	Fast				The Warner topper for the year.
GRAPES OF WRATH (20th Century-Fox)	Good				Keys engagement doing good business, with few exceptions.
THE GREAT VICTOR HERBERT (Paramount)	Good	Good	Fair		For this type of show, satisfactory but not big.
GREEN HELL (Universal)	Slow	Fair	Good		All in all, no bargain, considering production cost.
GULLIVER'S TRAVELS (Paramount)	Good	Fair	Fair	Fair	Holiday starts were good, but lost ground along the way.
HE MARRIED HIS WIFE (20th Century-Fox)	Slow	Slow	Slow	Slow	Just run-of-the-mill.
HIS GIRL FRIDAY (Columbia)	Good	Good	Good		Good dough from all fronts.
HUNCHBACK OF NOTRE DAME (RKO)	Fast	Good	Good		Reports range from good to excellent.
I TAKE THIS WOMAN (Metro)	Fair	Fair			Name draw is getting whatever this is doing.
THE LIGHT THAT FAILED (Paramount)	Fair	Fair			No excitement but satisfactory.
LITTLE OLD NEW YORK (20th Century-Fox)	Fair	Fair			Considering the names, this isn't so much.
OF MICE AND MEN (UA)	Spotty	Spotty			With "GOW" competition, this hasn't been doing that kind of business.
MY LITTLE CHICKADEE (U)	Good				Name draw responsible for good business. West, apparently, is no help.
NORTHWEST PASSAGE (Metro)	Fast				Good and better openings recorded, with holdovers.
PINOCCHIO (RKO)	Good				Few engagements, with generally good returns.
RAFFLES (UA)	Slow	Slow			A miss; with circuit bookings delayed.
REMEMBER THE NIGHT (Paramount)	Good				No excitement, but pleasing.
SHOP AROUND THE CORNER (Metro)	Good	Fair	Fair	Fair	Ranging from fair to good, depending on the class draw.
SIDEWALKS OF LONDON (Paramount)	Fair				The names may help, but this isn't doing much.
SWISS FAMILY ROBINSON (RKO)	Fair	Fair			Spotty, with most of it on the down side.
VIGIL IN THE NIGHT (RKO)	Good				No sensation but good.

Our Mr. Mentlik ATTENDS THE 'MY SON' SHOWING

Dear Chief:

It was February 29, Leap Year Day, and your faithful New York correspondent was a-sitting at his desk wondering when and if some forlorn femme would, after all other attempts failed, come into the office and button-hole me with a "my man, my man." Ah, but such was not my fate. While other gents were being gobbled up, I sighed: "Wait until next year." My day was a dud until a Western Union boy burst into the room, tossed a telegram on the desk, and scrammed without so much as a "Happy Leap Year Day." Lucky for him, too, on accounta if he said anything like that he wouldn't have had time to write his obit.

Wearily, I opened the envelope. And instead of the looked for "my man, my man," I was the recipient of an invite from Music Hall top man W. G. Van Schmus to attend his private screening of "My Son, My Son" and reception in his studio apartment. Perking up, I realized that if one waits long enough, there is some cheer in the world. So, waited another week and then walked jauntily up to the Music Hall where Brian Aherne, Madeleine Carroll, and Henry Hull were also supposed to be. Anyway, Hull was there.

Mr. Van must be one prolific telegram sender because it was the biggest private screening these glimmers ever glimmed at. Both Music Hall projection rooms were packed tighter than the Times Square Station at 5.30. Wagging directions to the screening from stations at the Executive door were Lynn Farnol, Burt Champion, and Arthur Jeffries. Once the elevators reached the studio floor, Monroe Greenthal and Al Margolies were on hand to follow through. The darn projection room was so crowded that your New York Man had but to take one fairly large step to be behind the screen. As it was, I almost sat on Sam (WHN) Taylor's lap. All Sam could say was: "My God, My God." I almost uttered: "My Seat, My Seat," but didn't have the nerve.

Happily, I quickly became adjusted to the close proximity of the screen and proceeded to enjoy myself as much as I have at any good picture. The women in the audience were crying like babies during some parts of the film. The men didn't and couldn't think of doing anything as childish as that. On the other hand, chief, I heard plenty of masculine nose-blowing.

After seeing the picture, we adjourned to the studio apartment for hors d'oeuvres and giggle-water. Mr. Van and his assistant, Gus Eysell, were on hand as official greeters. The Hall's praise agent, Hazel Flynn, was gaily moving around making everyone feel at home. Pete Harrison ("Baby-Face Pete" to us gas house guys) introduced us to the gent who wrote some of the finest screen plays, his latest being "Florian." Sorry, boss, his name escapes me. Then came a bull session with Station WARD's Dick Weaver who was coupled with lovely named Edith; Sam Taylor and a young lady known as Alabama Pitts; and Picture Play's Claire Gaucher.

All duded up in dinner clothes was the Hall's Lief Jorgensburg one of the better guys in New York movie colony. Another Hall man about was publicist Fred Lynch who just couldn't figure out why one picture makes dough in one spot and dies in another. We couldn't help him so pulled in our oars and let him row the rest by himself. Looking about some more, I saw Monroe Greenthal and his very attractive lass who accompanies him on all first nights and cinema settos. Further snooping brought into view Jack Schlaifer, Newsreel's Tom Wenning, Liberty's Fred (Beverly Hills) Smith, Look's Katherine Best, UP's Joan Younger, Glamour's Teddy Hecht, Lionel Toll, press agent Hal Desfor, Henry Hull, and just about everyone in the trade press.

A lot of fun was had by all, chief, and those who wanted to leave early were detained by Al Margolies who would pop out of nowhere and urge them on to "just one more." It was one grand get-together. In keeping with the setting, all I can say to Mr. Van Schmus and his aides is: "My thanks, my thanks."

Love and kisses,
LEW MENTLIK,
Your New York Correspondent.

Brief Glances At PRODUCTION HAPPENINGS

West Coast News Items

HOLLYWOOD—So that its readers may keep abreast of the times, be in the know on the major developments and interesting sidelights, THE EXHIBITOR offers the following items from the various lots.

Columbia

This studio has postponed the start of 'Arizona" until around April 1. Wesley Ruggles will direct.

Jack Holt's latest, "Offenders of the Law," has started, with Marian Marsh as his leading lady.

Peter Lorre has been engaged for the lead in "Dead Man's Isle." Rochelle Hudson has been assigned the feminine lead. . . . Jo Ann Sayres gets the romantic lead in "The Man Who Would Not Die." . . . Joan Fontaine gets the role opposite Cary Grant in "Tree of Liberty."

Loew-Lewin

Irwin Shaw, author of "Bury the Dead" and "The Gentle People," arrived to begin work on "Mothers and Sons," the third of the company's productions. First two are "Flotsam" and "Night Music."

Metro-Goldwyn-Mayer

Three one-reelers are now in the making here. Latest Our Gang Comedy, "Early Birds," is under way, with Edward Cahn directing; Johnny Hines is piloting Pete Smith's "Spots Before Your Eyes"; and the third of the John Nesbitt Passing Parade series, "The Land of Plenty," is going under the direction of Fred Zinneman. . . . Latest additions to the cast of "Waterloo Bridge," co-starring Robert Taylor and Vivien Leigh, are Colin Campbell, Jean Prescott, Phyllis Barry, Gwendolen Logan, and Florine McKinney. . . . Final title for the latest in the Dr. Kildare series has been set as "Dr. Kildare's Strange Case."

"Sitka and Juneau," second of James A. FitzPatrick's Alaska Traveltalks, is being readied for release. . . . Leo Carrillo is planning his own production company.

Irene Rich goes into "The Mortal Storm." . . . Diana Lewis gets a role in "Andy Hardy Meets Debutante."

Paramount

Fred Niblo, who directed "Ben Hur" and other big pictures of silent days, is coming back to the movies as an actor. Paramount has signed the erstwhile director for an important role in the Henry Aldrich picture. He will play the father of the Aldrich boy which will be portrayed by Jackie Cooper. Mother role goes to Hedda Hopper.

An option has been taken on "Country Lawyer," by Bellamy Partridge. . . . Production was resumed on "Destiny," delayed on account of Ellen Drew's being bedded with the 'flu. . . . Frances Farmer has been loaned to Edward Small Productions for a part in "South of Pago Pago."

Plans are being laid for the spring production of "North West Mounted Police," "I Wanted Wings," "The Round-Up," "Eyes of Texas," and the second Henry Aldrich picture. . . . March 7 Dick Powell went back on the air; and, March 10, he starts in "I Want a Divorce."

RKO-Radio

Vina Delmar's recent novelette, "Wrapped in Cellophane," has been purchased by this company. It will be produced by Robert Sisk as a major feature on the 1940-41 program. . . . Patric Knowles has been assigned the lead in "Anne of Windy Poplars," opposite Anne Shirley. . . . "Beyond Tomorrow" is the new title for the previously tagged "And So Goodbye."

Republic

Noah Beery has been signed for a feature role in "Grandpa Goes to Town," new Higgins Family picture with the Gleasons. . . . Judy Canova's initial picture on her contract at this studio will be "Scatterbrain," an original story by Jack Townley who authored most of the Higgins Family pictures.

20th Century-Fox

Another story purchased here is "Song of the Islands." Production will be under the supervision of Associate Producer Gene Markey.

"Dance with the Devil" has been retitled "Johnny Apollo." . . . George Sanders gets a leading role in "I Married a Nazi Spy." . . . Allen Dwan will direct Shirley Temple in "Young People." . . . "Public Deb No. 1" will be directed by Sidney Lanfield. . . . "Rain or Shine" is set to go March 16, with Harold Buchman writing the screen play and David Burton directing. . . . March 11 is the starting date for "Million Dollar Diamond," the picture for which Florence Rice was borrowed from Metro-Goldwyn-Mayer. Ricardo Cortez will direct. . . . Arleen Whelan and George Montgomery get the romantic leads in "The Young People."

BETTER MANAGEMENT

Organization Tieups Aid "Dr. Ehrlich" Bally

New York City—Club Service of Good Housekeeping magazine, which reaches 4,000,000 women throughout the country through its motion picture study programs, last week launched a nationwide campaign among women's clubs to publicize Warners' "The Story of Dr. Ehrlich's Magic Bullet."

The publication's Club Service is contacting prominent women's clubs over the nation, supplying them with special bulletins containing illustrated scenes from the feature as well as letters of endorsement, critics' reviews and miscellaneous production information. In addition, the service includes a definite study program to be used for discussions at meetings and for follow-up activities.

Newark, New Jersey—In line with the far-reaching campaign on "The Story of Dr. Ehrlich's Magic Bullet," Robert W. Paskow, Warner theatres Jersey ad chief, staged a series of special screenings for religious, civic and medical groups. Paskow first invited the leading rabbis and heads of over 40 welfare organizations to attend. At the conclusion of the screening, Paskow spoke to the audience, numbering well over 50, outlining the aims of Warners. Later the second of this special series of screenings was held. Leading members of the medical profession among whom was Dr. Craster, head of the Newark Board of Health, and members of his staff attended.

"My Little Chickadee"

Providence, Rhode Island—RKO-Albee used the mail box gag successfully on this one. Window cards, properly stamped and addressed to prominent people around the State, to the fraternity houses of the local colleges, were hung on mail boxes downtown. Cards hung there, plugging the picture, until collected. Recipients of the window cards were informed that if they brought the cards to the theatre unfolded, they would be admitted free.

Manager George French and Bill Morton, house promotion man, also tied in with a downtown dress shop on the Mae West figure, and with a pet shop, bringing in the goat in the film. On the Brown Network, a radio hookup connecting all dormitories and fraternity houses at Brown University and Pembroke College, the film was reviewed.

Picture also was plugged on WJAR's "Where Are You Going" program, the conversation revolving around the identification of people by famous sayings such as "C'mon up and see me sometime" and "My little chickadee."

Contests, Heavy Billing "Swiss Family" Highlights

Rochester, New York—Manager Charlie Freeman, Century, Rochester, used heavy display advertising. He started with 28 24-sheets on billboards throughout the area two weeks in advance. Trailer truck also carried 24-sheets and manager Freeman had 200 window cards and 200 special cards for schools distributed. A hundred cards were placed in snowbanks after a big storm, 5,000 bookmarks were given libraries and 270 letters were sent to Scout leaders. Book and department stores carried displays and 5,000 heralds were sent to Youth groups. WSAY put on "greatest adventure" air contest with books as prizes.

Syracuse, New York — Manager Bill Burke, RKO-Schine-Eckel, used exchange window cards in 25 down-town spots tieing up with display of the popular edition of the book and a card reading "Read the book here and see the picture at the Eckel now." Announcements were made at camp fire meetings of Boy and Girl Scouts. Four thousand heralds were distributed at schools offering free candy (promoted) to first 500 children attending the showing, plus 100 free admissions through numbers taken from the heralds and posted in lobby.

White Plains, New York — Manager Charles Ulrich, RKO Keith, tied in with the local schools for a coloring contest on "Swiss Family Robinson." Five hundred youngsters of the community competed for the three cash prize awards.

"Vatican of Pope Pius"

Wilmington, Delaware—Manager Lewis S. Black, Warner, made a dent in the Lenten slump period by exploiting the March of Time's "Vatican of Pope Pius XII" throughout the city's Catholic circles. He had a private showing for 300 or 400 nuns. He got mentions from priests throughout the city during religious services and meetings. The Reverend Francis J. Tucker, one of the most influential priests in the city, was one of the first to attend the picture and he expected to advise his large congregation to see it. All of the parochial schools were contacted and posted.

"Gulliver's Travels"

Fall River, Massachusetts—Manager Bill Canning, Interstate Empire, boosted attendance with his advertisements urging every grandmother and grandfather and mother and father in Fall River and surrounding communities to bring the kiddies.

Boys Still Strong With "Gone with the Wind"

Washington—Here are some highlights of the campaign on "Gone With the Wind" as worked out by J. Ravmond Bell:

LIBRARY: Five thousand bookmarks distributed in all branches of public library. Also display in the Central branch.

BOOK STORES: Every book store in town covered. All had window displays, several distributed special pictorial herald, other pictorial bookmarks.

CO-OP ADS: Seventy co-op ads were used on a variety of items. This is in addition to series of full-page ads which a department store published week before opening.

TIE-UPS—Drug Stores, 56, had window cards and stills together with special quarter sheets on books. Each window called attention to the engagement.

SPECIAL WINDOWS: The Lansburgh's store had 10 windows and special front carrying "GWTW" motif. In each window was recreated an interior scene from the Rhett Butler home in Atlanta. In addition 15 interior settings carried out theme of "GWTW."

TARA TO BE BUILT: Local builder made actual replica of Tara in subdivision in nearby Virginia. All real estate editors co-operated.

FIRST LADY: Georgia delegation in Congress personally visited White House and petitioned First Lady to attend opening.

FINNISH RELIEF: Co-operated with Finnish Relief committee which bought out house for second night. Every hotel in Washington displayed 40x60 in addition to variety of other displays in which picture copy was dominant.

RADIO: All radio commentators, all local conductors of recorded programs provided with daily "communiques."

SPECIAL SECTIONS: Both the Daily News and the Times-Herald put out special souvenir sections published on opening day.

GREYHOUND BUS LINES: Distributed cards in every station in the Maryland-Virginia area.

WINDOW COMPETITION: Junior board of trade sponsored window competition offering prizes for outstanding displays.

Ray Bell brought to Washington from Bristol, Virginia, the 94-year-old commander-in-chief of the Confederate Army. Preceding the opening his presence garnered feature story and art.

Harrisburg, Pennsylvania — Campaign conducted by manager Bob Sidman, Senate, and Metro's Ed Gallner for the return engagement of the Selznick production was featured by Scarlett O'Hara contest and numerous window displays. Contest, sponsored by both the theatre and Harrisburg Telegraph, resulted in daily stories a week in advance of opening and a tie-in with a leading women's shop provided clothes and beauty work for the winner.

Governor Arthur H. James and his party were invited to attend the first night's performance. A hundred window

EVERY WEDNESDAY

THERE WILL BE A NEW ISSUE OF THIS PUBLICATION COMPLETE IN COVERAGE SERVICE AND A LAST MINUTE REPORT ON WHAT'S DOING IN THIS INDUSTRY OF OURS

cards too large for mail boxes were addressed to persons on mailing list and hung on the mail slots. Co-op ads and windows were secured from several women's apparel shops, a furniture store, the Packard automobile distributor who provided car for use of contest winner; men's shop tying in with Clark Gable bow ties, photographic supply store where General Sherman's cameraman is said to have purchased his supplies, and stores selling the novel and other "GWTW" items. Another stunt planned was the use of a Greyhound bus on the streets, pointing out that its line made regular trips to "the land of 'Gone With the Wind'."

Syracuse, New York—Manager Fred Donohue, Kallet's Regent, used 200 special half tone blow ups of the newspaper advertising used for the second run of the picture, in windows covering the downtown and better sections of the city.

Two hundred 22 x 28 window cards were also distributed. Fifteen thousand special four page heralds were used at the theatre and for home distribution. Six standees of Gable and Leigh were used in theatre lobby in advance of opening.

A 25-foot banner of cut-out letters was suspended over entrance to standee room for two weeks in advance.

"Raffles"

New York City—Loew's exploitation on "Raffles" has set this so-called sophisticated burg on its ear. Through a tie-up with the Journal-American, Loew's offered $300 daily for the persons who can identify a man posing as Raffles at specified times in specified areas of the city.

The J-A promotional efforts brought about front page stories and plenty of art on the jump pages, with the result that traffic jams and pedestrian confusion ensue whenever Raffles was scheduled to appear in a certain neighborhood. His appearance in front of the State brought police emergency squads to the scene in an effort to keep the huge crowds under control.

"Fighting 69th"

North Adams, Massachusetts—Manager Francis Faille, Paramount, used a cut-out of a horse with rider out of compo board eight by eight in lobby two weeks in advance and then it was mounted on casters and hauled about streets by man in uniform. The same uniformed man was also used to sit out in front of lobby peeling potatoes with a placard at the side reading, "Even this is fun in the Fighting 69th."

New Britain, Connecticut—Randy Maller, Strand manager, worked hard and got notable results. First he got the use of the two best, and toughest to get, windows in town. Connecticut National Guard loaned him machine guns, 75's; gas masks, grenades, small arms, rifles, and a welter of other military equipment for displays, all set up and identified.

"High School"

Taunton, Massachusetts—Manager Alec H. Hurwitz, M. and P. Strand, made a big play for high school students for this showing. Members of the Taunton High School Cadet Corps and the High School Band were guests of the theatre for the opening showing, assembling at the State Armory and parading through the streets to the theatre. Manager Hurwitz issued some 2,000 high school tickets to swell attendance.

Fall River, Massachusetts—Appeal to high school students over Jane Wither's name was made by manager William S. Canning, Interstate Empire, in special advertisements for this picture.

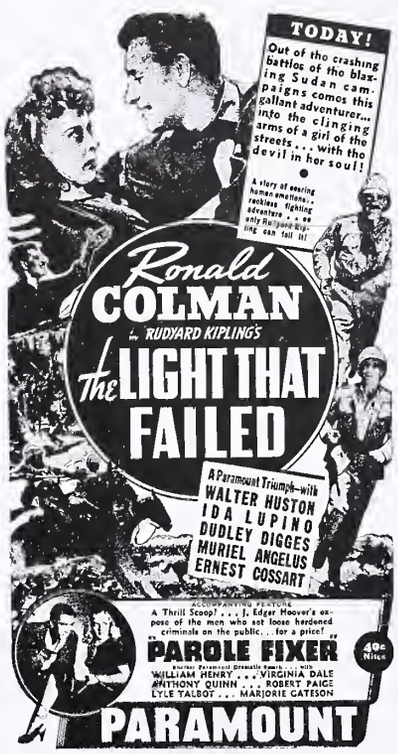
"Brother Rat and the Baby"

Olean, New York—Murray Lafayette, Haven, exploited the show by placing 1,000 door hangers on door knobs of all business houses for the first three nights of the playdate. Copy read: "Closed! We Have Gone to See the Year's Greatest Laff Picture, etc." He placed cards with still and following copy in drug, infants', shoe stores, etc., "Peter B. Good (brother mouse) says: "My mommy buys all the stuff for me here because, etc., etc."

RHYTHM OF THE RIO GRANDE. Tex Ritter is again the star of the Monogram western.

DETROIT

MIAMI



SAN FRANCISCO

NEW YORK CITY

SEATTLE

NEWARK, NEW JERSEY

PHILADELPHIA

HINTS ON NEWSPAPER ADVERTISING

No. 122—"The Light That Failed" (Paramount)

Particularly striking here is the contrast between the New York City (world premiere) engagement ad and those from Seattle, and San Francisco, and others.

The New York City ads and that from Philadelphia are on the conservative side, but some of the others shout their wares.

For the reason that we think shouting better than whispering, we suggest special attention be paid to the San Francisco and Seattle contributions.

Both of these give the impression of stirring melodrama lacking in some of the others.

The Colman draw, of course, is important, but do not forget Walter Huston or Ida Lupino.

Paramount's Technicolor "Dr. Cyclops" Is Shown in Black and White

Science has seen strange sights in the realm of motion pictures, but what bids fair to be some of the strangest are seen suggested here—in stills from Paramount's "Dr. Cyclops," the Technicolor picturization of an original screen play by Tom Kilpatrick, and directed by famed Ernest B. Schoedsack, whose production, "Grass," is numbered among the cinema's truly great pictures. "Dr. Cyclops" has Albert Dekker (insert) as the mad scientist of the title role, with Janice Logan and Thomas Coley furnishing the romantic interest and Charles Halton, Victor Killian, and Frank Yaconelli bring up the major support. Bill Wilkerson and Allen Fox are seen in bits.

NEWS OF THE TERRITORY

NEW YORK CITY

Crosstown

Associated Film Editors last week announced the appointment of Samuel A. Datlowe, formerly of Warners, as general manager. Datlowe, who prepared "Grand Illusion" and many other successful foreign pictures for American release will be in charge of production for the new company.

Preparations for the year's outstanding Night of Fun and Frolic are now under way. Social registerites, distinguished citizens, and celebrities of the screen, stage and radio, will meet at the Hotel Astor April 12, to make the Eleventh Annual Dance and Entertainment of the Press Photographers' Association of New York, Inc., the year's best party.

In recognition of the recent marked trend among motion picture producers to adapt their outstanding films from best-selling books, representatives of publishing houses, book critics and authors were the guests of honor at a luncheon given by the Associated Motion Picture Advertisers March 7. Establishment of an annual award by the publishers for the best film taken from a book was announced as a means of bringing the two fields of entertainment into a closer relationship.

Phil Laufer, publicity director of Loew's Criterion, says "Dr. Ehrlich's Magic Bullet" is not the first time that the talking screen has ever mentioned "syphilis." Paul claims that the Criterion played a picture a few years ago and that the word that startled was mentioned quite frequently. Picture was "Damaged Goods."

First regular weekly radio program reviewing current newsreels and aimed to promote attendance at newsreel theatres went on the air from 6.30 to 6.45 P. M. March 7 over WQXR, under the sponsorship of the Embassy Newsreel Theatres. Program, with commentary by James Clemenger and guest artists from the ranks of newsreel cameramen, editors and others, will feature each week the news and "shorts" beginning their run in Embassy houses. Entitled "History in the Making," an adaptation of the company's slogan, "See History in the Making," the broadcasts go on the air a half-hour after a new show starts in the newsreel theatres. The pattern of the program calls for a five-minute commentary on the latest news, a brief interview with a newsreel personality and a final discussion of the short subjects running in the theatres.

Emerson Yorke Studio, in collaboration with E. J. Barnes Associates, has completed production on a three-reel documentary film, "250 Metropolitan Years" for the Metropolitan Life Insurance Company. Picture, filmed at Metropolitan Headquarters in New York and at Ideal Sound Studios New Jersey, and which features an unusual cast of five Metropolitan service veterans whose aggregate age totals 391 years, was directed by Emerson Yorke from an original script by Max Schulman. Edward Hyland handled the camera, Solita Palmer the musical backgrounds, and Alois Havrilla the incidental commentary.

"The Outsider," Alliance Film's new screen version of the Dorothy Brandon play, has been booked for an extended run at the Little Carnegie Playhouse. Picture follows "Louise."

Mrs. Emma Spiegel Kahn, wife of Jonas Kahn, real estate dealer, and mother of Archie Mayo, Hollywood film director, died last week at her home. Mayo flew in from the coast while his mother was on her deathbed. She died six hours before he arrived.

March of Time's "Vatican of Pope Pius XII" was backed by the Embassy Newsreel in two-column ads in the daily press as well as by extensive lobby and front displays. . . . Jackie Fields is treasurer of Cantfield Amusement Corporation, new operators, Bronx Devon. House was formerly operated by Max A. Cohen. . . . Managing director Johnny Hyatt, Center, is using a score of boys outfitted in "Pinocchio" costumes to march around the low-hung marquee of the theatre where the Walt Disney full-length cartoon is the current attraction.

Latest publicity stunt arranged by Columbia for "Too Many Husbands," was to hook up the picture to the "Too Many Husbands" bill. Conceived by Frank McGrann's exploitation department, the idea had its inception when it was learned that Senator Edward J. Coughlin, Brooklyn Democrat, planned a bill to outlaw multiple alimony payments. The Senator thought it was a good idea to give the "Too Many Husbands" name to his bill and thus to use the motion picture title to popularize his measure. . . . Story broke in all New York papers and on the air on the eve of the picture's premiere at the Music Hall, March 7.

It's a girl, Barbara, at the Telepix's Al Margolies. . . . Joe Stern and exhibitor Seymour Jonas have combined in the formation of "Giv-A-Toy," a toy premium outfit. . . . National Theatre Supply's Bernie Kleid is sporting a Florida sun tan. He reports that Randforce's Louis Frisch seems to be feeling much better and plans returning to New York about April 1.

It's a boy at the Major Peter P. Devlins. Father is a short subject producer.

Premium Promotion Syndicate of Brooklyn, originators of Encyclopedia Night, announce that production on their new 1940 edition of the Modern Concise Encyclopedia has reached the point where they are now ready to contract for this item with theatres in eastern seaboard states in this area. . . . Within the past week about 50 theatres have contracted for the Encyclopedia Night promotion on the new 1940 set. Premium Promotion has set a limit of only 200 additional theatres to be contracted with by summer, and no more until autumn, so that exhibitors interested in contracting for his box-office builder are warned to act speedily or wait their turn until the Fall. . . . New Jersey representative is Irving Grossman, who may be reached in care of the company's office at 16 Court Street, Brooklyn.

The last-minute rush of moviegoers who wanted to catch "Gone With the Wind" during the last two days of its Capitol run showed further evidence of the showmanship which characterized the local showing throughout. Ushers were stationed at every subway exit in the vicinity of the Capitol. Their duty was to inform all and sundry that the quickest way to get into the theatre was to go directly to Eighth Avenue and 50th Street (or any other spot where the tail of the holdout line held sway) so as to avoid getting into the Broadway mob scene.

44th Street

20TH CENTURY-FOX: Harry H. Buxbaum, branch head, and Mrs. Buxbaum flew to Florida after the former attended the district managers meeting.

UNITED ARTISTS: Salesman Sam Rifkin and booker Herb Richek trekked southward for some Florida sunshine.

UA: Lew Ginsburg, UA salesman in New Haven, Connecticut, has become engaged to Miss Rita Baum, Bridgeport. The date of the wedding will be set in mid-April. Ginsburg, a local boy, is well known here.

UNIVERSAL: Booker Harold Weisenthal resigned, his spot being taken over by Bob Finkel. . . . Fred Mayer's son, Jon, is in the pink after being in the sickbed for about three weeks.

WARNERS: Bernice Poller became Mrs. Arthur Davis as of March 10. . . . Ann Pollina is to be married June 11. . . . Salesman Irving Rothenberg, a close friend and ex-classmate of director Archie Mayo, mourned the death last week of Mrs. Jonas Kahn, Mayo's mother. . . . Dora Fried, booker Maxie's missus, is no longer connected with Producer's Distributors.

Bronx

March 5 was the date of a triple celebration at the Art: the theatre was 30 years old, and so was manager Lewis Breyer, and the manager rounded out five years at this house. A series of special events, covering the entire month, was prepared. The event was also deemed picture- and news-worthy by the Bronx Home News.

Brooklyn

M. N. Steinkritz, Rogers, used the "Confucius Say" idea in his weekly program to good advantage. He says that "It merely means keeping alert to what the public is conscious of and taking advantage of it."

Seymour Kutinsky is offering some sort of an award for the person who can supply him with the best rib re Saint George Playhouse Herman Pett's current romance. George Robinson, former operator, Brighton Beach, passed away last week. . . . Lido has been reopened by Ben Sergei, its old operator. House had been partially wrecked by an explosion next door and underwent extensive repairs and alterations. . . . Simplex Sound and High Lamps and Hertner generators have been installed in Frank Schwartz's Comet which re-opened last week after having been closed for a short period. . . . Simplex High Lamps were installed in Gottlieb's Stanley. . . . Plaza's Irving Michaels is vacationing in Florida.

CIRCUITS

Brandt

New Circle, 169th Street and Fresh Meadow Lane, Flushing, is scheduled to open about May 1.

Loew's

Oscar Doob planed back from a Coast vacation.

"Gone With the Wind" soon will be given its first neighborhood engagements. Loew's Paradise, Bronx, and Loew's Valencia, Jamaica, start March 21. It will be the first time in New York City that a picture has played the neighborhoods at the same time it is still running on Broadway.

Following the openings at the Paradise and Valencia, "GWTW" will go into the following Loew houses March 28, in Westchester at Loew's White Plains, New Rochelle, Yonkers and Mount Vernon. In Manhattan at Loew's 175th Street, 72nd Street, 83rd Street, Olympia and Lexington. In Brooklyn at Loew's Pitkin and Kings. A special and elaborate premiere will be staged in Harlem when "Gone With the Wind" will have its initial local showing at Loew's Victoria, April 4.

Skouras

H. Hamilton is managing the 77th Street, Moe Baranco the Symphony, Ken Henry the Embassy, Port Chester. George Ritch succeeds Harold Janecky at the Academy of Music, the latter becoming a division manager in New York City, succeeding D. Krepps, who manages the Capitol, Port Chester. A. Childhouse handles the Nyack Rockland. Nick Skerry is handling the Scarsdale, Scarsdale. Bob Goodfriend is managing the Park Plaza, Bronx.

JOE JOEL SAYS:

Among Other Things . . .

Jerome Thomas, son of Harry, celebrated his 21st birthday, March 4. He is employed in the Merit exchange and if he follows in the footsteps of his father, he will be credit to the film industry. . . . I paid a visit to the Century Drapery Studios, West 47th Street, and learned that they had just installed interior drapes—asbestos curtain for the stage of the Shubert-Hudson. . . . Helen Stamatus, daughter of George, well-known exhibitor, Brooklyn, was married February 27 to James Constantine, Brooklyn. . . . It is with deep regret that I announce the death of one of the most beloved motion picture exhibitors, William Yoost, owner, Superior and 34th Street, who passed away in Florida March 3. I extend my sincere sympathy to his daughter and brother.

Herbert Rechek, Dave Durkan and Dave Rifkin, United Artists, are taking a two weeks vacation at Miami, Florida. I hope they purchased return tickets or if they went by auto, that they will be able to have enough cash left to buy oil and gas. . . . Sophie Schwartzman, wife of Mac, Quality Premiums, has taken a trip with her son, Charles, to Montreal, Canada. I asked Mac if he is trying to break his son in to sell premiums in a foreign country. . . . Pioneer Sporting Club, an old land mark, West 44th Street, is to be torn down to make room for a film building. It is reported that Jack Leo is interested in the deal. All the tenants have been notified to vacate. Stores have been occupied by many old timers. All were known in the film industry.

My old friend, Willie Osborn, Paramount, Brooklyn, is home suffering with a very severe illness. Willie is past 76 years of age and this is the first time he has been absent from his position for a period of three weeks. "The Fighting 69th" is a very pleasing picture but picture that would please me most is return of "The Fighting Willie Osborn." . . . Abby Premiums certainly have a system of doing business that is far different from their competitors. Manager Cantor and the Mrs. know that when an exhibitor enters their office, they can easily convince them that they have something which will make "poor business" a stranger. . . . Yetta Kerman, wife of Dave, old-time exhibitor and mother, Moe Kerman, Times, died March 2. I extend my condolences.

Louis Schwartz and Maurice Franzone have taken a show room at 336 West 44th Street operating under the name of The American Premium Company, handling encyclopedias and fiction books and a complete line of premiums. . . . I extend to Jesse Zunser, Cue Magazine, my sincere thanks for the courtesy I received from him when I paid a visit to his office. . . . I wish they would hold a contest for the most beautiful moustaches. I have two contestants who I know would have a photo finish. I refer to Bill Jenson, Big U, and Leo, Dennis Games. . . . I must give credit to Jules Chapman, Monogram, for although he has been in the motion picture business since the days of the Chadwick Merit exchange, he today looks as young as ever. . . . Another old-time exhibitor passed away. I refer to Robert Binkoff who died February 26. He was proprietor of the Navarre at the time of his death. . . . I met my old friend, John Manheimer, ITOA, who had just returned from a long vacation in Florida. He appeared to be in the best of health but he said the next trip he will take will be to Arizona.

HOME OFFICES

Altec

Harry M. Bessey, secretary-treasurer, Altec Service Corporation, has returned from an eight weeks' swing around the United States that took him as far West as Seattle and Los Angeles.

Columbia

Company is installing High Fidelity RCA Photophone sound and Brenkert projectors and booth equipment in the screening room.

Paramount

Leonard Goldsenson and Sam Dembow, Jr., theatre department, left for Minneapolis conferences.

United Artists

Albert Lewin left New York for Hollywood by plane after a brief visit here. Lewin came east with David L. Loew to find a feminine star for their forthcoming production, "Flotsam."

Universal

Ben Ostrow and Herbert Lewis have been set by Louis Pollock on special publicity for "The House of Seven Gables." . . . Telegrapher Billy Simons is convalescing in Orlando, Florida.

Warners

Wilma Freeman, advertising-publicity, suffered a fracture of the ankle.

Ben Kalmenson, Warners western and southern sales manager, returned to his desk from a trip to the company's exchanges in the south.

NEW JERSEY

Bayonne

Jerry Rose, manager, Strand, is to be married to Victoria Joyce, cashier, Lincoln, Union City. Marriage culminates a three-year romance which dates back to the Fabian, Hoboken, where he was assistant manager and she was cashier.

Bergen County

Several transfers have been made at the Skouras theatres: Edward Guarini, manager, Englewood, Englewood, transferred to Strand, Jersey City; E. D. Ardarany, Newark, relief manager, circuit, and former manager, Pascack, Westwood, is the new manager of the Englewood; Frank Thorne, Westwood, assistant manager, Plaza, Englewood, was promoted to assistant manager, Fox, Hackensack. Ardarany plans to move to Englewood in the near future. . . . Teaneck, Teaneck, was the scene of five day show for benefit of Finnish relief fund with Finnish film. . . . Manager George Djemos, Plaza, Englewood, is planning a special lobby display for Easter and a safety display in conjunction with opening of annual safety week campaign. . . . Tenafly newspaper awarded passes to New Bergen, Tenafly, in jumbled words contest. . . . Fox and Oritani, Hackensack, co-operated in Third Annual Bergen County Salon of Photography with Fox displaying 125 prize winning prints in 1939 National Newspaper Snapshot Contest, and Oritani the internationally famous Arctic pictures taken with 35mm. camera by Reverend Paul Schulte, Arctic priest. . . . Manager Harry Fuchs, Fox, Hackensack, extended invitations to leaders of Bergen County organizations and patrons prominent in civic life, to attend preview showing of "Dr. Ehrlich's Magic Bullet."

—P. C.

Hoboken

Murray Meinberg, doorman, Fabian, is getting married March 17.

Jersey City

"Uncle Jack," master of ceremonies, kiddie shows, Cameo, is on the lookout for talented youngsters to take part in the shows which are weekly feature at the theatre. . . . Herman Starr, Skouras executive, and Mrs. Starr, are on belated wedding trip to Cuba.

—P. C.

Newark

His friends will be glad to hear that Ruby Rosenblatt, formerly Jersey representative, old Master Arts company, is now operating the Rialto, Kaukauno, Wisconsin. Mrs. Rosenblatt recently presented him with Brenda, a beautiful baby girl. . . . Sally Schackman, Warner contact staff, returned from Palm Beach. . . . Edward Silverman, chief projectionist, Tivoli, is back on the job after a month's absence. . . . James Kelly, chairman, and members, Saint Patrick's Day parade committee, were invited by John Flaherty, Warner contact head, to attend a screening of "Three Cheers for the Irish," at the Warner office night of February 29. Kelly announced that the Fighting 69th Regiment Band would be a feature of the parade. . . . Plans have been made to hold the Variety Club's annual convention in Dallas, Texas, sometime in April. Further information and arrangements for accommodations on the special train can be made locally through Julius Sachs, Market 2-4000.

Paterson

Manager Cameron Dooley, Fabian, who is recovering from the "flu," scored a success with his presentation of "The Magic Bullet." He was host at a preview to an audience of over 150 prominent religious, professional, social and business men and women. Story of the affair occupied the front pages of the two Paterson papers.

District tendered Charles L. Dooley, Warner district manager, a beefsteak dinner and took the occasion to stage a bowling party. Among those who attended were Don Jacocks, zone manager; district managers Dick Hill and Tony Williams; bookers Jordan Lipschultz and Sam Blaskey, ad man Bob Paskow and managers Charlie Griswold, Garden; Frank Hall, Rivoli; Gene Genthon, Regent; Cameron Dooley, Fabian, Paterson houses; Garry Voorman, Montauk; Bill Weiss, Capitol; Eddie Molteni, Playhouse, Passaic; Eddie Maillard, Eureka; Jack Maher, Oritani, Hackensack.

Union City

Members of leap year club were guests of RKO Capitol and Hudson Dispatch at party at the theatre. Members were greeted in lobby by Mabel Todd, screen comedienne, and welcomed by manager Jerome Baker. Club members later posed for photographs in theatre lobby and were guests at showing of "Hunchback of Notre Dame" and "Mexican Spitfire."

—P. C.

NEW YORK STATE

Albany

John Yannakis, manager, Jim Papyanakos' Rialto, Pottsdam, is mourning the death of his father in Greece. . . . Morris Slotnick, Waterville, Oriskany Falls, was in feeling much improved. . . . Charlie Gordon, Olympic, Utica, is the latest to join the southward parade to sunny Florida, while C. N. Patten, State, Adams, has returned. . . . Ditto Frank Weitung, Park, Cobleskill, who acquired a suntan.

They're calling him "Jumping Jack" Walsh now. . . . Metro exploiteer is so busy with engagements of "Gone With the Wind." . . . Murray Holstein, theatre giveaway promoter, was in town selling an electric grill premium. . . . Jack Cohen, National Screen Service executive, was expected in to confer with local representative Charlie Ost and local Advertising Accessories office staff. . . . Eddie Selette, Albany manager, was hospitalized.

C. A. Smakwitz, Warner theatres district manager, postcarded from Florida the news that he had been fortunate in finding warm weather. . . . Percy Quigley, Coxackie, was still on the sick list, at latest report. . . . Clarence Goodemote, Cosy, Broadalbin, is very active in the Townsend movement, being president of the Broadalbin Townsend Club.

Tony Ryan, Universal salesman, finding it necessary to make a trip up in the frozen north, arranged to be met by a dog sled in Utica, with team of six huskies. He plans to cover all the igloos north of Watertown. . . . Lou Olshan, Columbia cashier, resigned to return to New York, where he has several offers pending. Columbia Club threw him a farewell dinner at a local inn.

Harold Lewis, Lincoln, Utica, hasn't been seen on the row since his recent marriage. . . . Mrs. Harry Grappotte has again resumed operation of the Strand, Cape Vincent, recently leased by Meyer Golding, who has returned to Syracuse. House will be closed until Spring. . . . George Seed has inaugurated a Swing Jamboree Night at Fabian's Harmanus-Bleecker Hall, with a jitterbug contest. . . . Palace manager Alec Sayles has promoted a local "Information Please" program, sponsored by Canada Dry, and broadcast over WABY. . . . Owen Bertrand, Bertrand's, Clayton, was an official of a harness race meet on the lake. . . . Walter Wertime, Chestertown, is getting over a cold. . . . Mike Boumasour, Plaza, Malone, was a caller.

Do You Need a

We Specialize in Group Meetings . . . Excellent Facilities . . . Special Rates . . . Further Information Upon Request.
L. H. STECKEL,
Promotion Manager

CHANGE?
REST?
VACATION?

THE ANSWER!

GOLF
TENNIS
FISHING
RIDING
BOARDWALK

INDOOR SALT WATER POOL
TURKISH BATHS
"ROUND-THE-WORLD ROOM"

Relax on Our Sun Decks—Feel the Invigorating Tonic of Brisk Salt Air—Enjoy Unsurpassed Cuisine—Play in Our Beautiful "Round-the-World" Room—and then—Enjoy a Quiet, Completely Relaxing Night's Rest.

The President
ON THE BOARDWALK
ATLANTIC CITY, N. J.
HARRY N. NORTON, Manager

PEOPLE COME, PEOPLE GO, BUT THEY ALL MEET IN THE EXHIBITOR'S PAGES

SHORT SUBJECT sales manager Harry Gittleson and Ned Depinet Drive Captain Herb McIntyre are pictured on their arrival at the RKO studios.

TWENTY-TWO FOOT GULLIVER was used to announce the engagement of Paramount's "Gulliver's Travels" at Palace, Netcong, New Jersey. Figure, painted in bright colors, was built and executed by William Van Why, manager.

SAM KAPLAN, projectionist, RKO-Radio home-office projection room, poses for a picture with his bride-to-be, Sylvia Bonyon. They will be married May 26.

WARNER BROTHERS secured a tie-up with Dunhill's, one of New York's foremost tobacconists, in order to exploit "The Story of Dr. Ehrlich's Magic Bullet." Store devoted an entire window to the display, because of the fact that Dr. Ehrlich's cigar-smoking plays an important part in the picture. Tie-up is only one of many set through country.

WILLIAM LEGGIERO, city manager, Warner Brothers' three Hornell theatres, poses with a picture of Vivien Leigh to show how pleased he is with box-office returns on Selznick-Metro "Gone With the Wind."

CATARACT, Niagara Falls, strung a special banner across street to advertise engagement of "Gone With the Wind." Theatre also occupied vacant store next door for sale of reserved seat tickets. Performances were given twice daily.

Warner theatres zone manager M. A. Silver made flying trips to New York and towns upstate. . . . George Tucker, RKO salesman, drove home from New York City in the worst storm he ever encountered, arriving at three o'clock in the morning.

Ralph "Gone With the Wind" Pielow, Metro b. m., reports from Florida that he encountered Mr. and Mrs. Pete Dana at Hialeah. . . . Pielow also met W. W. Farley, Capitol; Mr. and Mrs. E. K. O'Shea, Metro district manager, seen dining with Damon Runyon and party at the Hollywood Beach Hotel; Roy Haines, Warner eastern sales manager, and many others, including Bob Yates, Lake George, singing at the "Riptide" night spot.

Jim Papyanakos, Gouverneur, Pottsdam, is said to be eagerly awaiting the opening of the golf season. . . . Lee Beecher and Joe Rosenzweig, formerly ad sales managers, Paramount and RKO, respectively, are currently holding down the Advertising Accessories office, with Johnny Babbitt, who formerly assisted Beecher, now assistant booker under the tutelage of veteran Abe Van Deusen at RKO. . . . Personal appearance of Jeanette MacDonald at the Palace was reported a sell-out far in advance. . . . exchange managers expect Bill Smalley to return from Florida shortly.

—C.

Batavia

Mrs. Ralph Booth is lending her husband manager, New Family, her assistance in handling "Gone With the Wind" reservations.

Binghamton

J. J. O'Leary, Scranton Comerford executive, was a recent visitor. . . . Ditto Jimmy Spear, RKO. . . . An autograph "get well" book signed by all theatre folk is to be presented to Mrs. Laura Getter, Symphony cashier, who is confined to bed at the city hospital. . . . Mr. and Mrs. Fred Kornblite returned from Florida, with a nice brown complexion. . . . Ditto Pat Stevens, Jane Winters and Marie Davis, Capitol usherettes, who have also returned.

J. L. Fitzpatrick, Riviera, is at home on the sick list. . . . All Stars Theatre bowling team took over the highly rated Strand team 2 to 1, with Billy Vetrino and Jerry Burke high for the All Star and Jack Keane for the Strand. . . . Lela Merritt, main office, was general chairman, for the recent Zonta's card party to raise funds to aid further education of local girls. . . . Dave Cohen, is tanning down Florida way. . . . Buddy Kornblite tied-in with local radio sponsors of "The Shadow" for publicity at the Suburban. . . . Beautiful 40x60 blow ups were made by Tom Cary, Riviera, for "Strange Cargo" and "Pinocchio." . . . Lester Kaley, former manager Enjoy, Johnson City, died March 4 of a heart attack.

—F. D. R.

Buffalo

Mayor Holling proclaimed March 1 as "Pinocchio Day," which did not hurt the local engagement of the picture any.

A new up-to-date and complete theatre guide for the sales executive listing town, population, theatre, address, seating capacity, owner or manager, and complete summary of circuits, both affiliated and unaffiliated is at present in print and will be ready March 15. Write M. Gueth, 505 Pearl Street, Buffalo. . . . Ralph Blouvett, Leroy, Brockport, returned from a vacation in Florida. . . . Erlanger seemed like an RKO production when in the audience were Mr. and Mrs. Jack Chinell, Mr. and Mrs. Vernon Gray, Charles Boasberg and Jim Sper, RKO. . . . Charlie Boasberg, RKO, states "Abe Lincoln in Illinois" will have its premiere March 13 in the Buffalo territory at the State, Ithaca, also that 14 key situations will play "Pinocchio" Easter week. . . . Phil Fox, Columbia branch manager, held a screening of "Too Many Husbands." . . . Mrs. Jack Karp, Cameo, Syracuse, and daughter are spending three weeks in Florida. . . . Lydia and Allie Behling were in to visit Frank and Mary Smith, Lee and Joe Schuchert. . . . Art Peters, Majestic, Hornell, was in town arranging for the re-opening of the Majestic under the personal management of he and his father. Warner lease recently expired and the house reverts back to original owner who takes possession March 15. . . . Marjorie Stine, cashier, Cataract, Niagara Falls, has undergone an appendectomy.

Vernon B. Gray, special representative, RKO, has an announcement for all theatre managers playing "Abe Lincoln in Illinois." High school seniors of the city in which the contest is held should submit 1000-word essays on the subject "A student looks at 'Abe Lincoln in Illinois'." Three best essays submitted will be forwarded to judges, who are members of the faculty of Lincoln Memorial University, Harrogate, Tennessee. The first prize is a four-year scholarship covering room, board and tuition. Second prize covers half of the expenses of room, board and tuition. The university is offering these scholarships as a part of the celebration of its 50th anniversary.

Anna Marie Lannen, Metro biller, resigned after five years, succeeded by Mary Bischoff. . . . William Bork, Universal salesman, was assigned to Rochester, is switching with Jim Fater for a period of two weeks. . . . A "Sweet 16" party will be given Grace Friedman at the Variety Club March 22. Occasion has a two-fold purpose, her birthday, and graduating from Lafayette High School, after which she will enter University of Michigan, where she will take up the subject of journalism. Grace is the daughter of Joe Friedman, National Screen Service. . . . Dave Miller, Universal district manager, and his wife are at present on their way to Hawaii for vacation. . . . George MacKennas, John Scullys, Jack Davis, Ralph Maws attended the Show Boat Night Fashion Show and dinner-dance at the Athletic Club. Nan and Mollie Scully modelled. . . . In town booking: Rube Canter, Palace, Baldwinsville; Sam Gandell, Lyric, Bolivar; Zimmerman, Majestic, Rochester; M. P. Slotnick, State, Caledonia. Jim and Vince Martina, Martina circuit, Mount Morris; Angy Scura, Arcade, Arcade; W. Sunderland, Smith Farnum, Oatka, Warsaw; Ray Pashley, Lakes, Interlaken.

Max Fogel, Webster, Rochester, was in town on a booking and buying spree, so was Bill Tishkoff, Murray. . . . Robert Case, manager, Shea's Lackawanna, announced that the new policy at his house is to have "Ten-O-Win" every Wednesday and Saturday instead of just Saturday. . . . Marvin Atlas, Capitol, and Frank Aversa, Hippodrome, those Niagara Falls heavyweights, were seen at the Main Tupper Alleys bowling it off.

Jack Schmitzer, Marion Walsh, Elmer and Nina Lux were seen playing Harry Dixon's "Bingo" at Jake Lavene's Academy Saturday night. It is rumored that the fourway partnership dissolved, for lack of funds. . . . Auspicious premiere of RKO's "Pinocchio" at the Great Lakes March 1 was followed next day with a tremendous reception by the kiddies who lined up for blocks. . . . Film boys honored Frank Minor, Casino, Buffalo, and Jake Rappeport, Avon, Lovejoy, on the occasion of their 33rd year in the film business, giving a dinner at "The Redman," Lancaster, March 12. The following expected to attend: Tom McCleary, Mat Sullivan, Al Teschemacher, Harry Berkson, William Bork, George Ferguson, Elmer Lux, Sanford, Ralph Maw, E. Dickman, George Hayslip, George Gammel, Menno Dykstra, H. Hughes, Leo Murphy, Emil Teschemacher, Cy Werzman, Joe Warda, Percy Knight, H. Duermeyer, M. Woronov, J. Friedman, J. Goldstein, Phil Fox. . . . George and Dorothy Gammel (Gammel circuit) announce that they have leased their Seneca to Henry Dege, a newcomer in the business. Theatre was foundation stone of the Gammel's present chain of five, having started 15 years ago with the Seneca. . . . Charlie Boasberg, RKO branch manager, announces the Buffalo office currently in third place in the Ned Depinet drive. . . . Arden Gould. Adelphi, Franklinville, left for a month's sojourn in the sunny South.

Shea publicity staff, with the assistance of Roy Nagle, worked up neat angles on both "The Fighting 69th" and on "Northwest Passage." . . . Father McFadden, faculty member, Niagara University, well known along film row as booker of film for his school, brought the University Glee Club to Buffalo, where they sang on a national hook-up emanating from WBEN. . . . A warm welcome was extended Mrs. Lewis (better known as "Finnie"), secretary to Ralph Maw, Metro's branch manager, upon returning to her desk March 4. . . . Mr. and Mrs. Austin Ensminger, Unity, (Gammel circuit) are enjoying a well-earned vacation at Miami Beach. Austin is a brother of Dorothy Gammel, who reports that her brother expects to stay a month. . . . Peter Bifarella, Joylan, Springville, was in town booking, appears fully recovered from his serious injuries. . . . Gammels have leased their Stadium, one of their circuit of six theatres, to H. J. Endres, who also operates the Little German. It is his intention to run Italian pictures. . . . Harold B. Harper, new owner Plaza, Rochester, formerly operated by F. B. Rouch, is now showing Italian pictures. . . . Jules Jasper has severed his connections with United Artists as salesman.

Mrs. Henry G. Fruecht, wife, Shea's accountant, entertained Mrs. Ed Frank, wife of Shea's superintendent of buildings, Mrs. Dorothy O'Malley, and Alice McCarthy, Shea office, at her home. . . . Variety Club Barkerettes are formulating plans for the Club's charity dance to be held March 17 at Broadway Auditorium. . . . Loretta Woodward, "Dough Gal" and secretary to Republic's branch manager Jack Bellman; Mrs. Sydney Lehman, "Billerette," wife of UA's branch manager; Mrs. Marvin Jacobs, "Property Gal"; Mrs. Melvin Schwartz, Chief Barkerette, wife of Jubilee manager; and Mrs. Jules Jasper, "Assistant Chief Barkerette," are the committee in charge. . . . Russell Bundrock, Shea art studio still has his arm in a sling—as the result of his fall.

. . . Schucherts, Lee and Joe, have a novel method of inviting their friends to join them in Florida. The invitation consists of a sand bag, filled, which if sprinkled in the recipient's shoes, will draw them to the sunny South. . . . Office of Shea's Buffalo is quite a busy sight these days, with visiting auditors in. . . . Film folk are still exclaiming about the buffet supper party that George and Dorothy Gammel tendered to guests of Cinemaland. . . . The Misses Gertrude Dickman and Mary Friedrich, Shea office, were present at a tea given for His Royal Highness, the Crown Prince of Denmark. . . . George Mason, Gene Murphy and the other members of the Shea's Great Lakes bowling team took full advantage of the "bowling skill" short on their screen by brushing up on their own bowling. . . . Ted O'Shea's son James is floor captain at Shea's Buffalo. . . . Ask Bob (Shea) Moredock about the water cooler. . . . Chuck McKernan, Shea's Buffalo, has just completed a two week service on the jury.

Bud Gray, RKO, is going to hi-tail it into Ithaca on "Abe Lincoln in Illinois" premiere at Jules Berinstein's State. . . . Dick Kemper, manager, announces new front and marquee to the 20th Century. . . . Jerry Lipow, Universal accessory manager is planning on a trip to New York for Easter Holiday week end. . . . Bud Schaefer, American Seating Company, announced the removal of their offices to the Jackson Building, 132 W. Chippewa Street, effective March 1. Bud, at present is sojourning in the sunny South for a two weeks' vacation. . . . F. F. Peters is enjoying a winter vacation at Daytona Beach, Florida. . . . Liberty closed night of March 11 to be torn down and a new 900-seat theatre to be built on its present site by Basil Brothers. . . . J. Luczak, Walden, expects to completely renovate his theatre and put in new front.

—M. G.

Dunkirk

Clyde Lathrop, State, advertises "Good Will Days" Wednesdays and Thursdays, with copy in his ads; "To promote a greater interest in the movies we will give one free pass with the purchase of one adult ticket for this picture—bring that friend of yours who is not in the habit of attending regularly."

Elmira

Ray Fahrenholz, Strand, mailed postcards to all nurses in the city, selling "A Child Is Born," and tied up with kiddie shop for displays. . . . Jack Waters, Keeney, and Charles Keene, Regent, shifted positions. . . . Frank Sanders, doorman, Strand, was out due to illness. . . . Eddie Yarbrough. Keeney, tied in with a furniture store for a "Confucius Say" contest in the newspapers. Winners were awarded items of furniture for best Confucius proverb and theatre tickets to see "My Little Chickadee."

Fredonia

Merton Osborne, Winter Garden, announced a new low price of a quarter.

Gloversville

Schine Home Office News

J. Myer Schine, head of Schine Enterprises, is one of the comparitively few persons who has a leap year birthday February 29. This year he celebrated by being host at a party in Havana. He flew over from his Summer home at Miami, taking with him a group of Gloversville friends, including Mr. and Mrs. Jacob Zuckewar, Mr. and Mrs. John A. May, Mrs. Bernard W. Kearney, Joseph W. Mendell and Miss Alta Connors. It will be four years before he gets a chance to celebrate again, "J. M." pointed out.

Doug Leishman, head, expense control department, and Mrs. Leishman are enjoying their vacation at Lake Worth, Florida. Meanwhile, Clint Young, Western New York State zone manager, has returned to Fort Lauderdale. . . . Recent home office visitors included Max Hershman, National Screen, New York; Bernie Kranze, RKO, Albany; Arthur Newman, Republic, Albany; and Jack Cohen, National Screen Service.

Glove here held a special Saturday morning, no reserved seats matinee for "Gone With the Wind." . . . Home office sources report the picture is doing best in big cities, with the draw in smaller places not so strong, especially at night prices, matinees doing better. . . . Mrs. Sidney Holland, wife of Mohawk Valley district manager Sid Holland, is recovering after a bad fall on the ice here.

Jamestown

Allen B. Newhall, Palace, has been suffering with a cold. . . . Virginia Callahan, cashier, Palace, has a velvet skating costume. . . . Ruth Kelley, district office aide, also tried her hand (?) at skating this year. . . . Birthday fecilitations go to Joe Hockenberry March 17.

Medina

For "A Child Is Born," manager Cliff Schaufele, Diana, invited staff of hospital for first showing and phoned all doctors.

Middleport

C. Martina's Star is running, every two weeks, a policy of vaudeville and personal appearances of singing radio and stage stars.

Newburgh

Netco (Insomnia) Bowling League was re-organized from eight four-man teams to six five-man teams. In the 15th session J. Wiley, Art Department, rolled 184 high single as his team defeated the Park, 2-1; G. Revelle, Ritz, rolled 198 high single as they shut out the Broadway; Fred Schaefer had 203 high single as the Managers defeated the Cameo, 2-1. Teams now stand Park won 33, lost 12; Cameo won 32, lost 13; Managers won 28, lost 17; Ritz won 28, lost 17; Broadway won 22, lost 23; Art Department won 18, lost 27.

Recent visitors included Bob Weitman, New York Paramount manager; Jesse Hopkins, New York Paramount chief projectionist; Sam Dembrow, Jr., Paramount theatre department; Harry Kalcheim, Paramount; Harold Greenberg, Netco; Teddy Rosenberg, NTS; Bob Williams, General Register. . . . Clint Lake and the Ritz staff were kept on their toes with a capacity house during the personal appearance of Dorothy Lamour. . . . Jack Carroll, Altec, reports tough going during the recent blizzards, and was snowbound on two occasions.

Olean

Johnny Fitzgerald, musician, died of pneumonia. . . . Bicycle giveaway was a main attraction Saturdays for kiddies at the Haven. Manager Lafayette tries to augment kids attendance with special giveaways.

Rochester

Manager John Tucker, Schine's Monroe, gets "Gone With the Wind" for one week on same policy used in nearly four-weeks run at Loew's. . . . Lou Goler, RKO Temple projectionist, was master of ceremonies for the Rochester Professional Entertainers' annual banquet and show. . . . Rumors were revived of a new theatre in Brighton with reports of inquiries for product. . . . Manager Jay Golden is mapping a kids show in co-op with Democrat & Chronicle March 23 with "Pinocchio."

Mildred Lighthouse, cashier, Little comes naturally by her love for the theatre. . . . Lake, Schine house closed by $5,000 blaze, re-opened March 7, with Gene Chiramonte returning as manager. . . . With bowling season nearing the close, the RKO-Comerford managers, Francis Anderson, Palace; Lou Mayer, Temple; Harold Martz, Capitol; Charlie Freeman, Kenneth Cobb, Century, and Arthur Krolick, Regent, are again talking divots and slices.

Syracuse

Gus Lampe is justly proud of his son Addison's basketball record. . . . Harvey Cocks, Strand manager, has been joined by his "Coleen" and children "Hige" and Jane. . . . "Bobby" Albert spent a week checking "GWTW" at the Regent. . . . After seeing a sample, we have no doubt that Fred Donohue could qualify as stage hand. . . . Altec Service office has moved to 505 South Warren Street, opposite Hotel Syracuse. Phone 5-5555. . . . Bill (one pin) Burke finds that all bowling alleys have gutters. . . . New change overs are being installed at Auburn, Auburn, by Altec. . . . New Venetian blinds, standee rail and office equipment are being installed at the Rivoli. . . . A. J. Rademacher covered Capitol, Rome, after check up for "GWTW." . . . Charles Martina has purchased Four Star Simplex sound equipment from National Theatre Supply Company for the New Empire. . . . East, East Syracuse, installed new blowers. . . . Congratulations go to Fred Donohue for "GWTW" display at 505 South Warren. . . . Photophone's McCleary has new type of sound in his home (the kind with which you walk the floors at night).

We hear Sam Weltman plans a trip to the Coast soon. . . . Notice to F. J. Daut (via Brown and Company): Everything is under control. . . . We were amazed to see the expert handling of spots at Strand by Lionel Wilcox and "Jim" Mosher. . . . Our apologies go to Rube Canter for omitting name from list of those going to Rochester for the recent Masonic meeting. . . . Joe Fitzer personally knows the patrons at the Rivoli. . . . We are glad to hear the cheerful voice of "Bob" Case whenever he is in. . . . Meyer Golding, formerly, Cape Vincent, is managing Al Gilbert's Avon. . . . That new light-colored hat of Harry Unterfort stands out in a crowd. . . . Depite lightning fast ticket selling at Loew's State line got continually longer for "Northwest Passage." . . . Notice to boys of Local 376, we are sorry, but we are granting the moratorium asked for by your president.

—J. J. S.

Wellsville

Frank Bartolomay, assistant, Babcock, has resumed work after being in the hospital for two weeks. . . . Ray Thomas, service staff, is on a leave of absence from duty at the Babcock. Bob LaForge is away ill.

The Feature Check-Up

Of All Pictures Released Nationally Since September 8, 1939

COLUMBIA

(1939-1940 releases from 1001 up.)

AMAZING MR. WILLIAMS, THE—C—Melvyn Douglas, Joan Blondell, Edward S. Brophy — Top-ranking comedy—86m.—see Nov. 29 issue—(1007).

BEWARE SPOOKS!—C—Joe E. Brown, Mary Carlisle—So-so Brown—68m.—see Nov. 15 issue—(1011).

BLONDIE BRINGS UP BABY—CD—Penny Singleton, Arthur Lake, Larry Simms—Top-half of dualler, or nabe single feature—69m. — see Nov. 15 issue—(1013).

BLONDIE ON A BUDGET—CD—Penny Singleton, Arthur Lake, Larry Simms—Tops for Blondie—73m. —see March 6 issue—(1014).

BULLETS FOR RUSTLERS—W—Charles Starrett, Lorna Gray, Bob Nolan—Very good Starrett—58m.—see Feb. 21 issue—(1204).

CAFE HOSTESS—MD — Preston Foster, Ann Dvorak, Douglas Fowley—Bottom dualler—63m.—see Dec. 18 issue—(1030)—(A).

CONVICTED WOMAN—MD—Rochelle Hudson, Lola Lane, Frieda Inescort—Just a dualler—66m.—see Feb. 7 issue—(1034).

FIVE LITTLE PEPPERS AT HOME — Edith Fellows, Dorothy Ann Seese, Clarence Kolb—Dual fare for the kinds, women—65m.—see Feb. 7 issue—(1020).

FUGITIVE AT LARGE—MD—Jack Holt, Patricia Ellis—Okay for Holt fans — 66m. — see Aug. 9 issue—(1026).

HIS GIRL FRIDAY—CD—Cary Grant, Rosalind Russell, Ralph Bellamy—Should hit high grosses—92m.—see Jan. 10 issue—(1003).

LONE WOLF STRIKES, THE — MY—Warren William, Joan Perry, Alan Baxter—Mediocre programmer for the nabes—67m.—see Jan. 24 issue—(1019).

MIRACLE ON MAIN STREET—MD—Margot, Walter Abel—Weak dualler—78m.—see Nov. 15 issue—(1032).

MR. SMITH GOES TO WASHINGTON—CD—Jean Arthur, James Stewart, Claude Rains — Sure-fire money-maker—130m.—see Oct. 18 issue—(1101).

MUSIC IN MY HEART—MDMU—Tony Martin, Rita Hayworth, Andre Kostalanetz—Pleasing musical dualler —70m.—see Dec. 27 issue—(1018).

MY SON IS GUILTY—D—Bruce Cabot, Jacqueline Wells, Harry Carey—Lower-half nabe dualler—63m.—see Jan. 10 issue—(1033).

OUTPOST OF THE MOUNTIES—AD—Charles Starrett, Iris Meredith—Okay for the season's starter—63m. —see Nov. 1 issue—(1201).

OUTSIDE THE THREE-MILE LIMIT—Jack Holt, Harry Carey, Sig Rumann—Top-notch Holt—63m. — see Feb. 21 issue—(1027).

PIONEERS OF THE FRONTIER—W—Bill Elliott, Linda Winters, Dick Curtis—Actionful western—58m.—see Feb. 21 issue—(1212).

SCANDAL SHEET—MD—Otto Kruger, Ona Munson, Edward Norris—Pleasing newspaper meller — 67m.—see Nov. 1 issue—(1031).

STRANGER FROM TEXAS, THE—W—Charles Starrett, Lorna Grey, Sons of the Pioneers—Near the top for Starrett—54m.—see Dec. 13 issue—(1202).

TAMING OF THE WEST—W—Bill Elliott, Iris Meredith—Plenty fast Elliott opus—55m.—see Oct. 18 issue—(1211).

THOSE HIGH GREY WALLS—MD — Walter Connolly, Onslow Stevens, Iris Meredith—Strong dualler; may be featured—82m.—see Oct. 4 issue—(1015).

TOO MANY HUSBANDS—C—Jean Arthur, Fred MacMurray, Melvyn Douglas—All frothy fun—80m.—see March 20 issue—(1004).

TWO-FISTED RANGERS — W — Charles Starrett, Iris Meredith, Bob Nolan—A good Starrett getting better—62m.—see Jan. 10 issue—(1203).

U-BOAT 29—D—Conrad Veidt, Valerie Hobson, June Duprez—Exploitable British program—79m. — see Oct. 4 issue—(English-made)—(1010).

TO BE REVIEWED OR IN PRODUCTION

BLAZING SIX SHOOTERS—Charles Starrett, Iris Meredith, Sons of the Pioneers—61m.—(1205).

BLOCK "K" RIDES TONIGHT—Bill Elliott—(1213).

DEAD MAN'S ISLE—Peter Lorre, Rochelle Hudson.

DOCTOR TAKES A WIFE, THE—Loretta Young, Ray Milland, Gail Patrick.

I MARRIED ADVENTURE—Jungle picture produced by Osa (Mrs. Martin) Johnson—(1110).

MAN WHO WOULD NOT DIE, THE — Borie Karloff, Roger Pryor, Jo Ann Sayres.

MEN WITHOUT SOULS—John Litel, Barton MacLane, Rochelle Hudson—(1035).

OFFENDERS OF THE LAW—Jack Holt, Marian Marsh, Robert Barrat.

PASSPORT TO ALCATRAZ—Jack Holt, Cecelia Callejo, Noah Beery, Jr., C. Henry Gordon.

TEXAS STAGECOACH—Charles Starrett, Iris Meredith, Dick Curtis, Sons of the Pioneers—(1206).

TREE OF LIBERTY—Joan Fontaine, Cary Grant.

METRO

(1939-1940 releases from 1 up)

ANOTHER THIN MAN—CD—William Powell, Myrna Loy, C. Aubrey Smith—In the better grosses—102m.—see Nov. 29 issue—(13).

BABES IN ARMS—CDMU—Mickey Rooney, Judy Garland, Charles Winninger—Top-notch attraction—97m.—see Oct. 4 issue—(9).

BAD LITTLE ANGEL—D—Virginia Weidler, Gene Deynolds—Good entertainment for family trade; preachment is softened with delightful comedy—72m.—see Nov. 1 issue—(10).

BALALAIKA—DMU—Nelson Eddy, Ilona Massey, Charles Ruggles—Expensive production; exploit for best box-office returns — 102m.—see Dec. 27 issue—(17).

BROADWAY MELODY OF 1940—CMU—Fred Astaire, Eleanor Powell, George Murphy—Good program with plenty to sell—102m.—see Feb. 21 issue—(21).

CONGO MAISIE—MD—Ann Sothern, John Carroll, Rita Johnson—Dualler with selling angles—70m.—see Jan. 24 issue—(19).

DANCING CO-ED—Lana Turner, Richard Carlson, Artie Shaw and Orchestra—Better-than-average dual support—84m.—see Oct. 4 issue—(3).

EARL OF CHICAGO, THE—CD—Robert Montgomery, Edward Arnold, Reginald Owen—Highly exploitable program—87m.—see Jan. 10 issue—(18).

FAST AND FURIOUS—MY—Franchot Tone, Ann Sothern—Good comedy-mystery program—73m. — see Oct. 18 issue—(6).

GHOST COMES HOME, THE—C—Frank Morgan, Billie Burke, Ann Rutherford—Just a filler—79m.—see March 6 issue—(27).

GONE WITH THE WIND — D — Clark Gable, Vivien Leigh, Olivia de Havilland, Leslie Howard, Thomas Mitchell—Par excellence—228m.—see Dec. 27 issue—(Technicolor)—(A).

HENRY GOES ARIZONA—W—Frank Morgan, Virginia Weidler, Guy Kibbee — Pleasing western-comedy dualler—67m.—see Dec. 13 issue—(2).

I TAKE THIS WOMAN—MD—Spencer Tracy, Hedy Lamarr, Verree Teasdale—For the women; Lamarr will get the men—97m.—see Feb. 7 issue—(26).

JOE AND ETHEL TURP CALL ON THE PRESIDENT—CD—Ann Sothern, William Gargan—Pleasing nabe dualler—70m.—see Dec. 13 issue—(14).

JUDGE HARDY AND SON—CD—Lewis Stone, Mickey Rooney, Cecilia Parker—Top-ranking Hardy—90m. —see Dec. 27 issue—(16).

LAMBETH WALK—C—Lupino Lane, Sally Gray—Just a dualler-importation—66m. — see Aug. 23 issue, under Foreign—(22).

MAN FROM DAKOTA, THE—MD—Wallace Beery, John Howard, Dolores Del Rio—Okay for the duallers—74m.—see Feb. 21 issue—(24).

MARX BROS. "AT THE CIRCUS"—F—Marx Brothers, Kenny Baker, Florence Rice, Nat Pendleton—Headed for the higher grosses—87m.—see Nov. 1 issue—(8).

NICK CARTER, MASTER DETECTIVE—MD — Walter Pidgeon, Rita Johnson, Henry Hull—Fast-moving action meller; dualler—60m.—see Dec. 27 issue—(15).

NINOTCHKA—CD—Greta Garbo, Melvyn Douglas, Ina Claire—Garbo smiles; ditto for the exhibitor—110m.—see Oct. 18 issue—(7).

ADVANCE SHOTS on features listed herein for next week's Blue Section will be found on other pages of this or last week's issue of THE EXHIBITOR.

NORTHWEST PASSAGE (Book One: Rogers' Rangers)—D—Spencer Tracy, Robert Young, Walter Brennan, Ruth Hussey—Production is tops but this needs strong selling—126m.—see Feb. 21 issue—(25).

REMEMBER?—C—Robert Taylor, Greer Garson, Lew Ayres—Will have to be sold—83m.—see Nov. 15 issue—(11).

SECRET OF DR. KILDARE, THE — D — Lew Ayres, Lionel Barrymore, Helen Gilbert—Standard Kildare —82m.—see Nov. 29 issue—(12).

SHOP AROUND THE CORNER, THE—CD—Margaret Sullavan, James Stewart, Frank Morgan—Good entertainment with box-office names—100m.—see Jan. 10 issue—(20).

STRANGE CARGO—MD—Clark Gable, Joan Crawford, Ian Hunter—High-rating program — 113m. — see March 6 issue—(23).

THUNDER ALOAT — MD — Wallace Beery, Chester Morris, Virginia Grey—Timely fare that can be exploited for good results—95m.—see Oct. 4 issue —(4).

YOUNG TOM EDISON—D—Mickey Rooney, Fay Bainter, George Bancroft—A high rating film; sell to the limit for top returns—85m.—see Feb. 21 issue —(28).

TO BE REVIEWED OR IN PRODUCTION

AND ONE WAS BEAUTIFUL—Jean Muir, Laraine Day, Billie Burke.

ANDY HARDY MEETS A DEBUTANTE—Lewis Stone, Mickey Rooney, Fay Holden, Diana Lewis.

DR. KILDARE'S STRANGE CASE — Lionel Barrymore, Lew Ayres, Laraine Day—(30).

EDISON, THE MAN—Spencer Tracy, Charles Coburn, Gene Reynolds.

FLORIAN—Robert Young, Helen Gilbert, Charles Coburn—(29).

FORTY LITTLE MOTHERS—Eddie Cantor, Rita Johnson, Bonita Granville.

MORTAL STORM, THE—Margaret Sullavan, James Stewart, Robert Young.

NEW MOON—Jeanette MacDonald, Nelson Eddy, Dick Purcel—(31).

PRIDE AND PREJUDICE—Greer Garson, Laurence Olivier, Maureen O'Sullivan.

SUSAN AND GOD—Joan Crawford, Fredric March, Rita Hayworth.

TWENTY MULE TEAM—Wallace Beery, Leo Carrillo, Noah Beery, Jr.

TWO GIRLS ON BROADWAY — George Murphy, Lana Turner, Joan Blondell.

WATERLOO BRIDGE — Vivien Leigh, Robert Taylor, Maria Ouspenskaya.

MONOGRAM

(1938-1939 releases from 3801 up; 1939-1940 releases from 3901 up.)

CHASING TROUBLE — MD — Frankie Darro, Marjorie Reynolds, George Cleveland—Weak dual support—63m.—see Jan. 24 issue—(3917).

CRASHING THRU — AD—James Newill, Warren Hull, Jean Carmen, Milburn Stone — Saturday matinee filler—55m.—see Oct. 4 issue—(3936).

DANGER AHEAD—AD—James Newill, Dorothea Kent, Dave O'Brien—Good action Renfrew — 57m. — see Feb. 21 issue—(3939).

DANGER FLIGHT—MD—John Trent, Marjorie Reynolds, Tommie Baker—Nice action show for the family trade—61m.—see Nov. 15 issue—(3816).

EAST SIDE KIDS — D — Leon Ames, Dennis Morgan, Vince Barnett—Okay for the nabes, duallers—62m. —see Feb. 21 issue—(3924).

FATAL HOUR, THE—MY—Boris Karloff, Grant Withers, Marjorie Reynolds—Wong wows 'em—68m.—see Jan. 24 issue—(3907).

FIGHT FOR PEACE—Documentary—Story by Hendrik Willem Van Loon, narration by David Ross—Highly saleable topical picture — 63m.—see 1st May, 1938, issue, under Miscellaneous—(3831)—(A).

FIGHTING MAD—AD—Jimmy Newill, Sally Blane—The kids should like it—55m.—see Nov. 15 issue—(3937).

FOUR JUST MEN, THE—see The Secret Four.

GENTLEMAN FROM ARIZONA, THE—WMU—J. Farrell MacDonald, Joan Barclay, John King—Pleasing dual supporting fare; color should help—71m. —see Dec. 27 issue—(Cinecolor)—(3912).

HEROES IN BLUE—MD—Dick Purcell, Bernadene Hayes —Cops-and-robbers for the family—58m.—see Nov. 15 issue—(3919).

HIDDEN ENEMY—MD—Warren Hull, Kay Linaker, William von Brincken—Nabe dual fare; plug timeliness—63m.—see Feb. 21 issue—(3922).
HUMAN MONSTER, THE—MD—Bela Lugosi, Hugh Williams, Greta Gynt—Excellent horror show—73m.—see March 6 issue—(English-made)—(3916).
MUTINY IN THE BIG HOUSE—MD—Charles Bickford, Barton MacLane—One of Monogram's best—83m.—see Oct. 18 issue—(3803).
OVERLAND MAIL, THE—W—Jack Randall, Claire Rochelle—Just about tops for Randall and Monogram—51m.—see Nov. 15 issue—(3857).
PIONEER DAYS—W—Jack Randall, June Wilkins, Frank Yaconelli—Not so hot—59m.—see Feb. 21 issue—(3961).
PHANTOM STRIKES, THE—MY—Wilfrid Lawson, Sonnie Hale, Louise Henry—Okay English mystery program—58m.—see Nov. 29 issue—(3923).
RAIDERS OVER ENGLAND — see Shorts Check-Up—(3830).
ROLL WAGONS ROLL—W—Tex Ritter, Nelson McDowell, Muriel Evans—Standard Ritter — 54m. — see Dec. 13 issue—(3951).
SECRET FOUR, THE (The Four Just Men)—MY—Hugh Sinclair, Griffith Jones, Francis L. Sullivan—High-rating English melodrama—79m.—see Dec. 13 issue—(English-made)—(3918).
SKY PATROL—MD—John Trent, Marjorie Reynolds—Well continues a good series—61m.—see Sept. 29 issue—(3815).
TORPEDO RAIDER—MD—John Mills, Barry Mackay, Betty Balfour—Topical British entrant—60m.—see Feb. 21 issue—(English-made).
WESTBOUND STAGE — W — Tex Ritter, Nelson MacDowell, Muriel Evans—Good Ritter — 58m.—see Jan. 10 issue—(3952).
YUKON FLIGHT—MD—James Newill, Louise Stanley, Dave O'Brien—Standard bottom duallier—57m.—see Dec. 13 issue—(3938).

TO BE REVIEWED OR IN PRODUCTION

CHEYENNE KID, THE—Jack Randall, Louise Stanley, Frank Yaconelli—(3962).
COVERED WAGON TRAILS—Jack Randall, Sally Cairns, David Sharp—(3963).
MIDNIGHT LIMITED, THE — Marjorie Reynolds, John King, Pat Flaherty.
MURDER ON THE YUKON—James Newill, Polly Ann Young, Dave O'Brien.
PHANTOM PILOT—James Newill—(3941).
RIP VAN WINKLE—Marcia Mae Jones, Martin Spellman, Jackie Moran—(3901).
RHYTHM OF THE RIO GRANDE—Tex Ritter, Susan Dale, Warren Richmond—(3953).
SON OF THE NAVY — Martin Spellman, Jean Parker, James Dunn.
TOMBOY—Jackie Moran, Marcia Mae Jones.

PARAMOUNT

(1939-1940 releases from 3901 up.)

ADVENTURE IN DIAMONDS—MD—George Brent, Isa Miranda, John Loder—Miranda's possibilities should help—76m.—see Jan. 24 issue—(3928).
ALL WOMEN HAVE SECRETS—CD—Virginia Dale, Joseph Allen, Jr., Jean Cagney—Lower-half duallier—70m.—see Dec. 13 issue—(3914)—(A).
BEAU GESTE—MD—Gary Cooper, Susan Hayward, Ray Milland, Robert Preston, Brian Donlevy—High-rating production, can be sold for the money—114m.—see July 26 issue—(3902).
CAT AND THE CANARY, THE—CMY—Bob Hope, Paulette Goddard, John Beal—Okay programmer for the kids and mystery fans—74m.—see Oct. 18 issue—(3909).
DISPUTED PASSAGE—D—Dorothy Lamour, Akim Tamiroff, John Howard—Can do big biz, if sold properly—91m.—see Oct. 4 issue—(3908).
DR. CYCLOPS — MD — Albert Dekker, Janice Logan, Thomas Coley—Field day for the exploiters—74m.—see March 20 issue—(Technicolor)—(3929).
EMERGENCY SQUAD — AD — William Henry, Louise Campbell, Richard Denning—Lower nabe duallier—57½m.—see Dec. 27 issue—(3917).
FARMER'S DAUGHTER, THE—Martha Raye, Charles Ruggles, Richard Denning — Entertaining comedy program, sell Raye and Ruggles—62m.—see Feb. 21 issue—(3927).
GERONIMO!—MD—Preston Foster, Ralph Morgan, Andy Devine, Ellen Drew—Highly exploitable—90m.—see Nov. 29 issue—(3918).
GREAT VICTOR HERBERT, THE—DMU—Walter Connolly, Allan Jones, Mary Martin—Can be sold big—91m.—see Dec. 13 issue—(3916).
GULLIVER'S TRAVELS—Fantasy—Full-length cartoon, produced by Max Fleischer—Can be exploited for big returns—77m.—see Dec. 27 issue—(Technicolor)—(3915).
HONEYMOON IN BALI—CD—Fred MacMurray, Madeleine Carroll, Akim Tamiroff—Profit-making laugh carnival—96m.—see Sept. 20 issue—(3904).
JAMAICA INN—COD—Charles Laughton, Leslie Banks, Maureen O'Hara—Deserving of best selling facilities—99m.—see Oct. 4 issue—(English-made)—(3906)—(A).
KNIGHTS OF THE RANGE—AD—Russell Hayden, Victor Jory, Jean Parker—Western fans will thoroughly enjoy this one—70m.—see March 8 issue—(3923).
LAW OF THE PAMPAS—W — William Boyd, Russell Hayden, Sidney Toler—Top-notch western—74m.—see Nov. 1 issue—(3955).
LIGHT THAT FAILED, THE — MD—Ronald Colman, Walter Huston, Muriel Angelus—Sell Colman, Kipling names—99m.—see Dec. 27 issue—(3921).
LLANO KID, THE—MD—Tito Guizar, Gale Sondergaard—Highly saleable western—70m.—see Nov. 15 issue—(3913).
NIGHT OF NIGHTS, THE—MD—Pat O'Brien, Olympe Bradna, Roland Young—Good cast helps make this pleasing duallier — 86m. — see Dec. 13 issue—(3912).
$1,000 A TOUCHDOWN—C — Joe E. Brown, Martha Raye, Susan Hayward—Bottom-half duallier—73m.—see Oct. 4 issue—(3903).
OUR NEIGHBORS, THE CARTERS—CD—Fay Bainter, Frank Craven, Edmund Lowe—High-rating fare for small town and nabe houses—84m.—see Nov. 1 issue—(3911).
PAROLE FIXER—MD—William Henry, Virginia Dale, Robert Paige—Anemic duallier—59m.—see Feb. 7 issue—(3920).
REMEMBER THE NIGHT—D—Barbara Stanwyck, Fred MacMurray, Beulah Bondi—Sell this for good grosses—94m.—see Jan. 10 issue—(3919).
ROAD TO SINGAPORE, THE — CMU — Bing Crosby, Dorothy Lamour, Bob Hope—Sell the names—85m.—see March 6 issue—(3926).
RULERS OF THE SEA—D—Douglas Fairbanks, Jr., Will Fyffe, Margaret Lockwood—Can be sold for the money; get behind it—97m.—see Sept. 20 issue—(3910).
SANTA FE MARSHAL—W—William Boyd, Russell Hayden, Bernadene Hayes—Standard Hopalong—68m.—see Jan. 10 issue—(3956).
SEVENTEEN — C — Jackie Cooper, Betty Field, Otto Kruger — Pleasing program — 75m. — see Nov. 1 issue—(3924).
SHOWDOWN, THE—W—William Boyd, Russell Hayden, Britt Wood—High standard Hopalong—65m.—see March 6 issue—(3957).
SIDEWALKS OF LONDON—CD—Charles Laughton, Vivien Leigh, Rex Harrison—Sell the names—86m.—see Feb. 7 issue—(3922).
TELEVISION SPY—MD—William Henry, Judith Barrett, William Collier, Sr.—Exploitable lower-half duallier—59m.—see Oct. 18 issue—(3907).
WHAT A LIFE!—CD—Jackie Cooper, Betty Field—Juvenile program; can be sold—79m.—see Sept. 20 issue—(3905).
WOMEN WITHOUT NAMES—MD—Ellen Drew, Robert Paige, Judith Barrett — Above-average supporting fare—63m.—see March 6 issue—(3925).

TO BE REVIEWED OR IN PRODUCTION

BISCUIT EATER, THE—Billy Lee, Cordell Hickman, Helene Millard, Richard Lane.
BUCK BENNY RIDES AGAIN—Jack Benny, Eddie Anderson, Ellen Drew, Phil Harris, Andy Devine.
DESTINY—Basil Rathbone, John Howard, Ellen Drew, Kitty Kelly, Ralph Morgan.
DOWN WENT McGINTY—Brian Donlevy, Akim Tamiroff, Muriel Angelus.
FRENCH WITHOUT TEARS—Ray Milland, Ellen Drew—67m.—(English-made)—(3930).
GHOST BREAKERS, THE—Bob Hope, Paulette Goddard, Paul Lukas.
GOLDEN GLOVES—Richard Denning, Jean Cagney, Robert Paige.
HENRY ALDRICH, No. 1—Jackie Cooper, Leila Ernst, Eddie Bracken.
HIDDEN GOLD—William Boyd, Russell Hayden, Britt Wood, Ruth Rogers—(3958).
LIGHT OF WESTERN STARS—Victory Jory, Jo Ann Sayres, Russell Hayden, Noah Beery, Jr.—66m.
NORTH WEST MOUNTED POLICE—Gary Cooper, Madeleine Carroll, Preston Foster.
OPENED BY MISTAKE—Charles Ruggles, Janice Logan, Robert Paige, William Frawley—67m.
QUEEN OF THE MOB—Ralph Bellamy, William Henry, Paul Kelly, Jean Cagney.
SAFARI—Madeleine Carroll, Douglas Fairbanks, Jr., Tullio Carminati—81m.
STAGE COACH WAR—William Boyd, Russell Hayden, Britt Wood, Julie Carter—(3959).
THOSE WERE THE DAYS — William Holden, Bonita Granville, Judith Barrett, Vaughan Glaser.
TYPHOON — Dorothy Lamour, Robert Preston, Lynne Overman—(Technicolor)—71m.
UNTAMED—Ray Milland, Patricia Morison, Akim Tamiroff—(Technicolor)—83m.
WAY OF ALL FLESH, THE—Akim Tamiroff, William Henry, Gladys George, Muriel Angelus.

RKO-RADIO

(1938-1939 releases from 901 up; 1939-1940 releases from 001 up.)

ABE LINCOLN IN ILLINOIS — D — Raymond Massey, Gene Lockhart, Mary Howard, Ruth Gordon — A great picture; to be exploited to the limit—110m.—see Jan. 24 issue—(009).
ALLEGHENY UPRISING — MD — Claire Trevor, John Wayne, George Sanders—Exploitable frontier drama—81m.—see Nov. 1 issue—(006).
BULLET CODE—W — George O'Brien, Virginia Vale, Robert Stanton—Fair O'Brien—58m.—see March 6 issue—(083).
DAY THE BOOKIES WEPT, THE—C—Joe Penner, Betty Grable—Okay for the Penner fans—64m.—see Sept. 6 issue—(002).
ESCAPE TO PARADISE—CDMU—Bobby Breen, Kent Taylor, Maria Shelton — Mild offering for lower brackets—62m.—see Dec. 13 issue—(045).
EVERYTHING'S ON ICE—CD—Irene Dare, Edgar Kennedy, Roscoe Karns—Pleasant programmer, ballyhoo Irene Dare—67m.—see Sept. 20 issue—(046).
FIFTH AVENUE GIRL—C—Ginger Rogers, Walter Connolly, James Ellison—Sell Rogers—83m.—see Aug. 23 issue—(034).
FLYING DEUCES, THE—C—Stan Laurel, Oliver Hardy, Jean Parker—Lower-bracket attraction; will satisfy confirmed Laurel and Hardy fans—69m.—see Oct. 18 issue—(010).
HUNCHBACK OF NOTRE DAME, THE — D — Charles Laughton, Sir Cedric Hardwicke, Thomas Mitchell—Immense production, worthy of elaborate exploitation—117m.—see Dec. 27 issue—(015)—(A).
ISLE OF DESTINY—MD—William Gargan, Wally Ford, June Lang—Weak dual offering—83m.—see Jan. 24 issue—(Cosmocolor)—(017).
LEGION OF THE LAWLESS—W—George O'Brien, Virginia Vale—Okay for O'Brien fans—59m.—see Nov. 29 issue—(082).
LITTLE ORVIE — MD — John Sheffield, Ernest Truex, Dorothy Tree—Pleasant for the family, dual trade—66m.—see March 6 issue—(020).
MARINES FLY HIGH, THE—AD—Richard Dix, Lucille Ball, Chester Morris—Strong dual support; small situation feature—68m.—see Feb. 7 issue—(018).
MARRIED AND IN LOVE—MD—Alan Marshall, Barbara Read, Patric Knowles—Program; duallier, chiefly for women—59m.—see Dec. 27 issue—(014).
MARSHAL OF MESA CITY, THE—W—George O'Brien, Virginia Vale—Top-notch O'Brien—62m.—see Oct. 18 issue—(081).
MEET DR. CHRISTIAN—D — Jean Hersholt, Dorothy Lovett—Good family and nabe entertainment; radio following should help at box office—70m.—see Nov. 1 issue—(005).
MEXICAN SPITFIRE—C—Lupe Velez, Leon Errol, Donald Woods—Good slapstick comedy—67m. — see Dec. 27 issue—(016).
MILLIONAIRE PLAYBOY—C—Joe Penner, Linda Hayes, Russ Brown—Satisfactory Penner offering—64m.—see March 6 issue—(022).
NURSE EDITH CAVELL — D — Anna Neagle, George Sanders, Edna Mae Oliver—Very timely; can be sold for the money if properly handled—97m.—see Sept. 6 issue—(001).
PINOCCHIO — Fantasy — Feature-length cartoon, produced by Walt Disney—A natural all the way—87m.—see Feb. 21 issue—(Technicolor)—(091).
QUEEN OF DESTINY (Sixty Glorious Years) — D — Anna Neagle, Anton Walbrook, C. Aubrey Smith—Box-office importation, if exploited—95m.—see Nov. 30, 1938, issue—(Technicolor)—(English-made)—(061).
RENO—D—Richard Dix, Gail Patrick—Nice program; okay top duallier — 73m.—see Nov. 15 issue—(008).
SAINT'S DOUBLE TROUBLE, THE—MY—George Sanders, Jonathan Hale, Helene Whitney—Good Saint entry—68m.—see Jan. 24 issue—(021).
SIXTY GLORIOUS YEARS—see Queen of Destiny.
SUED FOR LIBEL—MY—Kent Taylor, Linda Hayes—Exploitable duallier—66m.—see Oct. 18 issue—(012).
SWISS FAMILY ROBINSON — MD — Thomas Mitchell, Edna Best, Freddie Bartholomew—It has the angles; get behind it—93m.—see Feb. 7 issue—(019).
THAT'S RIGHT, YOU'RE WRONG—CMU—Kay Kyser & Orchestra, Adolphe Menjou, Lucille Ball—Money musical—95m.—see Nov. 29 issue—(011).
THREE SONS—D—Edward Ellis, William Gargan, Kent Taylor—Duallier—72m.—see Oct. 4 issue—(004).
TWO THOROUGHBREDS—D—Jimmy Lydon, Joan Brodel, Arthur Hohl — Very nice family duallier; a sleeper which might surprise—62m.—see Dec. 18 issue—(013).
VIGIL IN THE NIGHT — D — Carole Lombard, Brian Aherne, Doris Lloyd—One of the best, but it needs selling—96m.—see Feb. 21 issue—(007).

TO BE REVIEWED OR IN PRODUCTION

BEYOND TOMORROW—Jean Parker, Richard Carlson, Charles Winninger—(031).
BILL OF DIVORCEMENT, A—Maureen O'Hara, Adolphe Menjou, Fay Bainter, Dame May Whitty—(028).
COURAGEOUS DR. CHRISTIAN, THE—Jean Hersholt, Dorothy Lovett, Robert Baldwin—(030).
CURTAIN CALL — Barbara Read, John Archer, Alan Mowbray—(027).
HEART OF DARKNESS—Orson Welles, Edgar Barrier, Everett Sloan, Ray Collins.
IRENE — Anna Neagle, Alan Marshall, Ray Milland, Billie Burke—(024).
MY FAVORITE WIFE—Irene Dunne, Cary Grant, Randolph Scott, Gail Patrick—(025).
PASSPORT TO LIFE—Cary Grant.
PRIMROSE PATH, THE—Ginger Rogers, Joel McCrea, Marjorie Rambeau—(023).
SAINT TAKES OVER, THE — George Sanders, Wendy Barrie, Paul Guilfoyle.
TOM BROWN'S SCHOOLDAYS—Sir Cedric Hardwicke, Freddie Bartholomew, Jimmy Lydon—(029).
YOU CAN'T FOOL YOUR WIFE—James Ellison, Lucille Ball, Emma Dunn.

REPUBLIC

(1938-1939 releases from 801 up; 1939-1940 releases from 901 up.)

ARIZONA KID, THE—W—Roy Rogers, George Hayes, Sally March—Okay Rogers western—61m.—see Oct. 18 issue—(951).
CALLING ALL MARINES—MD—Donald Barry, Helen Mack—Just a dualler—66m.—see Sept. 20 issue—(912).
COVERED TRAILER, THE, THE HIGGINS FAMILY IN—CD—James, Lucile, Russell Gleason, Tommy Ryan—Entertaining Higgins entry—66m.—see Nov. 29 issue—(915).
COWBOYS FROM TEXAS—W—Robert Livingston, Raymond Hatton, Duncan Renaldo, Carole Landis—How are the great fallen!—57m.—see Dec. 13 issue—(962).
DAYS OF JESSE JAMES — W — Roy Rogers, George Hayes, Donald Barry—Rogers' best—63m.—see Dec. 27 issue—(953).
HEROES OF THE SADDLE—W — Robert Livingston, Raymond Hatton, Duncan Renaldo, Patsy Lee Parsons—Sub-par Mesquiteers—56m.—see Jan. 24 issue—(963).
JEEPERS CREEPERS—C—Weaver Brothers & Elviry, Roy Rogers, Maris Wrixton—Strictly for the provinces—69m.—see Nov. 15 issue—(914).
KANSAS TERRORS, THE—W—Robert Livingston, Raymond Hatton, Duncan Renaldo—Okay western—57m.—see Nov. 1 issue—(961).
MAIN STREET LAWYER — D — Edward Ellis, Anita Louise, Robert Baldwin—Pleasing family program—72m.—see Nov. 15 issue—(905).
MONEY TO BURN, THE HIGGINS FAMILY IN—C—James, Lucile, Russel Gleason, Harry Davenport—Pleasing nabe dualler—69m.—see Jan. 10 issue—(917).
ROVIN' TUMBLEWEEDS—W—Gene Autry, Smiley Burnette, Mary Carlisle—Weak Autry—64m.—see Nov. 29 issue—(848).
SABOTAGE — MD — Arleen Whelan, Gordon Oliver, Charles Grapewin—Lower-half dualler; plug timelness—69m.—see Oct. 18 issue—(913).
SAGA OF DEATH VALLEY—W—Roy Rogers, George Hayes, Doris Day—One of Rogers' best—58m.—see Nov. 29 issue—(952).
SOUTH OF THE BORDER — W—Gene Autry, Smiley Burnette, June Storey—Auspicious entry for the new series—71m.—see Dec. 13 issue—(941).
THOU SHALT NOT KILL—D—Charles Bickford, Owen Davis, Jr., Doris Day—Dualler—68m.—see Dec. 27 issue—(916).
VILLAGE BARN DANCE — MDU — Richard Cromwell, Doris Day, George Barbier—Darned good musical for the sticks and slicks; sell radio draw—74m.—see Feb. 7 issue—(919).
WOLF OF NEW YORK—MD—Edmund Lowe, Rose Hobart, James Stephenson—Good program; top dualler—68m.—see Feb. 7 issue—(918).

TO BE REVIEWED OR IN PRODUCTION

DARK COMMAND, THE—John Wayne, Claire Trevor, Walter Pidgeon, Roy Rogers.
FORGOTTEN GIRLS—Louise Platt, Donald Woods, Robert Armstrong.
GHOST VALLEY RAIDERS—Donald Barry, Lona Andre, Leroy Mason.
GRANDPA GOES TO TOWN, THE HIGGINS FAMILY IN—James, Lucile, Russell leason, Harry Davenport.
IN OLD MISSOURI—Weaver Brothers & Elviry, June Storey, Loretta Weaver.
PIONEERS OF THE WEST—Bob Livingston, Raymond Hatton, Duncan Renaldo, Beatrice Roberts—(964).
RANCHO GRANDE—Gene Autry, Smiley Burnette, June Storey—(942).
YOUNG BUFFALO BILL—Roy Rogers, George Hayes, Pauline Moore.

20th CENTURY-FOX

(1939-1940 releases from 001 up.)

BARRICADE—MD—Alice Faye, Warner Baxter—Just a programmer—71m.—see Nov. 29 issue—(026).
BLUE BIRD, THE—Fantasy—Shirley Temple, Spring Byington, Nigel Bruce—Must be sold in the "different" manner—83m.—see Feb. 7 issue—(Technicolor)—(025).
CHARLIE CHAN IN CITY IN DARKNESS—MD—Sidney Toler, Lynn Bari, Harold Huber—Run-of-the-mill Chan dualler—74m.—see Nov. 1 issue—(021).
CHARLIE CHAN IN PANAMA—MD—Sidney Toler, Jean Rogers, Lionel Atwill—High-rating Chan—67m.—see Jan. 24 issue—(035).
CISCO KID AND THE LADY, THE—W—Cesar Romero, Cris-Pin Martin, Virginia Fields—Pleasing outdoor drama—73m.—see Nov. 13 issue—(012).
CITY OF CHANCE, THE — MD—Lynn Bari, Donald Woods, C. Aubrey Smith—Pleasing dualler—57m.—see Jan. 10 issue—(027).
DAY-TIME WIFE—C—Tyrone Power, Linda Darnell—Sell the names—72m.—see Nov. 29 issue—(020).
DRUMS ALONG THE MOHAWK—MD—Claudette Colbert, Edna May Oliver, Henry Fonda—High rating—103m.—see Nov. 1 issue—(Technicolor)—(015).
ESCAPE, THE—D—Kane Richmond, Amanda Duff, Edward Norris—Well-knit, tear-jerking dualler—58m.—see Sept. 6 issue—(010).
EVERYTHING HAPPENS AT NIGHT—CD—Sonja Henie, Ray Milland, Robert Cummings—Can be sold—77m.—see Dec. 27 issue—(029).
FIRST WORLD WAR, THE—Compilation — Edited by Laurence Stallings, narration by Pedro de Cordoba—Depends on selling—78m.—see Oct. 18 issue—(reissue)—(062)—(A).
FREE, BLONDE AND 21—D—Lynn Bari, Mary Beth Hughes, Joan Davis—Okay for the lower brackets—75m.—see Feb. 21 issue—(037).
GRAPES OF WRATH, THE—D — Henry Fonda, Jane Darwell, John Carradine — Superb photoplay, but has to be sold—128m.—see Feb. 7 issue—(040)—(A).
HE MARRIED HIS WIFE — CD—Joel McCrea, Nancy Kelly, Mary Boland—Fair program; plug the cast—83m.—see Jan. 10 issue—(023).
HEAVEN WITH A BARBED-WIRE FENCE—D—Jean Rogers, Raymond Walburn—Just a filler—62m.—see Oct. 18 issue—(019).
HERE I AM, A STRANGER—MD—Richard Greene, Richard Dix, Brenda Joyce — Strong program — 83m.—see Oct. 4 issue—(009).
HIGH SCHOOL—CD—Jane Withers, Joe Brown, Jr., Lloyd Corrigan—Swell for the 'teen-agers—74m.—see Dec. 13 issue—(028).
HOLLYWOOD CAVALCADE — D—Don Ameche, Alice Faye, J. Edward Bromberg — Highly exploitable everywhere—96m.—see Oct. 18 issue — (Technicolor)—(007).
HONEYMOON'S OVER, THE—CD—Stuart Erwin, Marjorie Weaver—Okay dual program — 70m. — see Nov. 15 issue—(024).
INSPECTOR HORNLEIGH ON HOLIDAY—CMY—Gordon Harker, Alastair Sim, Linden Travers—Pleasant English murder mystery—74m.—see Dec. 13 issue—(English-made)—(022).
LITTLE OLD NEW YORK—MD—Alice Faye, Fred MacMurray, Richard Greene—Title and names in oast will help sell this; push it—100m.—see Feb. 7 issue—(031).
MAN WHO WOULDN'T TALK, THE—MD—Lloyd Nolan, Jean Rogers, Richard Clarke—Well-made dramatic dualler—72m.—see Dec. 27 issue—(030).
PACK UP YOUR TROUBLES—C—Ritz Brothers, Jane Withers—Good comedy offering, with timely angle—75m.—see Sept. 20 issue—(014).
RAINS CAME, THE—D—George Brent, Tyrone Power, Myrna Loy—Money in the bank—103m.—see Sept. 20 issue—(011).
ROAD TO GLORY, THE—MD—Fredric March, Lionel Barrymore, Warner Baxter, June Lang—Big production throughout—101m.—(re-issue)—(061).
SHIPYARD SALLY—CMU—Gracie Fields, Sydney Howard—Just a nabe dualler—79m.—see Oct. 18 issue—(English-made)—(018).
SHOOTING HIGH—W—Jane Withers, Gene Autry, Marjorie Weaver—Dualler for family trade—65m.—see March 20 issue—(041).
STOP, LOOK AND LOVE—C—Jean Rogers, William Frawley—Pleasant dual entertainment—57m.—see Sept. 6 issue—(008).
SWANEE RIVER—DMU—Don Ameche, Al Jolson, Andrea Leeds—Should do well, if sold properly—86m.—see Jan. 10 issue—(Technicolor)—(017).
THEY CAME BY NIGHT—MD—Will Fyffe, Phyllis Calvert, Anthony Hulme—High-rating English melier—73m.—see March 6 issue — (English-made)—(033).
TOO BUSY TO WORK, THE JONES FAMILY IN—CD—Jed Prouty, Spring Byington, Ken Howell—Jones get more life—65m.—see Oct. 18 issue—(016).
20,000 MEN A YEAR—MD—Randolph Scott, Margaret Lindsay, Preston Foster—Exploitable air dualler—
YOUNG AS YOU FEEL, THE JONES FAMILY IN—CD—Jed Prouty, Spring Byington, Russell Gleason—Weaker Jones family effort—59m. — see Jan. 24 issue—(032).

TO BE REVIEWED OR IN PRODUCTION

CHARLIE CHAN'S CRIENTAL CRUISE—Sidney Toler, Marjorie Weaver, Robert Lowery.
EARTHBOUND — Warner Baxter, Andrea Leeds, Lynn Bari—(034).
GIRL MUST LIVE, A—Margaret Lockwood, Lilli Palmer, Renee Houston—(English-made).
I WAS AN ADVENTURESS — Vera Zorina, Richard Greene, Peter Lorre, Eric von Stroheim—(038).
JOHNNY APOLLO—Tyrone Power, Dorothy Lamour, Edward Arnold—(042).
LILLIAN RUSSELL — Alice Faye, Don Ameche, Henry Fonda, Edward Arnold.
MARYLAND — Walter Brennan, John Payne, Brenda Joyce—(Technicolor).
MILLION DOLLAR DIAMOND—Florence Rice, Joan Valerie, Marguerite Chapman.
MODERN 39ERS, THE JONES FAMILY IN—Jed Prouty, Spring Byington, Henry Armetta.
ON THEIR OWN, THE JONES FAMILY IN—Jed Prouty, Spring Byington, Henry Armetta.
ROGUE OF THE RIO GRANDE—Cesar Romero, Mary Beth Hughes, Evelyn Venable.
SAILOR'S LADY—Jon Hall, Nancy Kelly, Joan Davis.
SO THIS IS LONDON—Robertson Hare, Alfred Drayton, George Sanders, Berton Churchill—(English-made).
STAR DUST — Linda Darnell, John Payne, Roland Young.
VIVA CISCO KID—Cesar Romero, Jean Rogers, Cris-Pin Martin—(039).

UNITED ARTISTS

CHUMP AT OXFORD, A — C — Stan Laurel, Oliver Hardy, Forrester Harvey—Just dual support—63m.—see Feb. 21 issue—(Roach).
ETERNALLY YOURS—CD—Loretta Young, David Niven, Hugh Herbert—High-ranking comedy—91m. — see Oct. 18 issue—(Wanger).
HOUSE ACROSS THE BAY—MD—George Raft, Joan Bennett, Walter Pidgeon, Lloyd Nolan — Okay melier for supporting spot; sell the names—88m.—see March 6 issue—(Wanger).
HOUSEKEEPER'S DAUGHTER, THE—C—Joan Bennett, John Hubbard, Adolphe Menjou—Top-bracket comedy—80m.—see Sept. 20 issue—(Roach).
INTERMEZZO, A LOVE STORY—D—Leslie Howard, Ingrid Bergman, Edna Best — High-rating dramatic piece for class audiences—70m.—see Oct. 4 issue—(Selznick).
LION HAS WINGS, THE—Documentary—Merle Oberon, Ralph Richardson, June Duprez—Propaganda piece; will need selling—73m. — see Jan. 24 issue—(Korda).
MY SON, MY SON!—D—Madeleine Carroll, Brian Aherne, Louis Hayward—Box-office, if sold properly—117m.—see March 20 issue—(Small).
OF MICE AND MEN—D—Burgess Meredith, Betty Field, Lon Chaney, Jr.—May be a big surprise, if properly sold—106m.—see Jan. 10 issue—(Roach)—(A).
OVER THE MOON—CD—Merle Oberon, Rex Harrison, Ursula Jeans—Very good British program; sell Oberon—78m.—see Feb. 7 issue—(British-made)—(Technicolor)—(Korda).
RAFFLES—CD—David Niven, Olivia de Havilland, Dame May Whitty—Light melier—71m.—see Dec. 27 issue—(Goldwyn).
REAL GLORY, THE—AD—Gary Cooper, Andrea Leeds, David Niven—High-rating action program—96m.—see Sept. 20 issue—(Goldwyn).
SLIGHTLY HONORABLE—MD — Pat O'Brien, Edward Arnold, Jean Terry, Broderick Crawford—Not too strong murder yarn; play up cast—85m.—see Jan. 24 issue—(Wanger).

TO BE REVIEWED OR IN PRODUCTION

ONE MILLION B. C.—John Hubbard, Victor Mature, Carol Landis, Lon Chaney, Jr.—(Roach).
OUR TOWN—Frank Craven, Thomas Mitchell, William Holden, Martha Scott—(Lesser).
PRODUCTION No. 6—Charles Chaplin, Paulette Goddard, Reginald Gardner—(Chaplin).
REBECCA—Laurence Olivier, Joan Fontaine, Judith Anderson, George Sanders—(Selznick).
SAPS AT SEA—Stan Laurel, Oliver Hardy, James Finlayson—(Roach).
THIEF OF BAGDAD, THE—Sabu, Conrad Vsidt, Jean Duprez—(technicolor)—(English-made)—(Korda).
TURNABOUT—John Hubbard, Adolphe Menjou, Carol Landis—(Roach).
WESTERNER, THE—Gary Cooper, Walter Brennan, Fred Stone, Doris Davenport—(Goldwyn).

UNIVERSAL

(1939-1940 releases from 4001 up.)

ALL QUIET ON THE WESTERN FRONT — D — Louis Wolheim, Lew Ayres, John Wray—To be seen—93m.—see Oct. 4 issue—("Uncensored Version")—(4073).
BIG GUY, THE—MD—Victor McLaglen, Jackie Cooper, Edward Brophy—Top dualler, okay for McLaglen following—78m.—see Dec. 13 issue—(4016).
BLACK FRIDAY—D—Boris Karloff, Stanley Ridges, Bela Lugosi — Top-ranking horror program — 70m.—see March 6 issue.
CALL A MESSENGER—CD—Billy Halop, Huntz Hall, Robert Armstrong, Mary Carlisle—Nabe dual filler 65m.—see Oct. 4 issue—(4020).
CHARLIE McCARTHY, DETECTIVE—CMD—Edgar Bergen, Charlie McCarthy, Robert Cummings, Constance Moore—Okay for the Bergen-McCarthy fans—77m.—see Dec. 27 issue—(4011).
CHIP OF THE FLYING U—W—Johnny Mack Brown, Bob Baker, Doris Weston—Up to the series' high standard—55m.—see Nov. 15 issue—(4060).
DANGER ON WHEELS—AD—Richard Arlen, Andy Devine, Peggy Moran — Okay Arlen-Devine entry—61m.—see Jan. 24 issue—(4055).
DESTRY RIDES AGAIN—W—James Stewart, Marlene Dietrich, Charles Winninger, Mischa Auer, Brian Donlevy—High-rating, highly exploitable—94m.—see Dec. 13 issue—(4002).
DOUBLE ALIBI—MD—Wayne Morris, Margaret Lindsay, William Gargan—Just a dualler—60m.—see March 6 issue—(4034).
FRAMED—AD—Frank Albertson, Frances Robinson, Sidney Blackmer—Aadequate bottom-dualler—60m.—see Jan. 10 issue—(4032).
GREEN HELL—D—Douglas Fairbanks, Jr., Joan Bennett, John Howard—Highly exploitable program—87m.—see Jan. 10 issue—(4041)—(A).
HAWAIIAN NIGHTS—MU—Johnny Downs, Constance Moore—Pleasing musical programmer—65m.—see Aug. 28 issue—(4024).
HERO FOR A DAY—D—Anita Louise, Dick Foran—Just a dualler—66m.—see Sept. 20 issue—(4035).
HONEYMOON DEFERRED—MY—Edmund Lowe, Margaret Lindsay, Elisabeth Risdon — Okay mystery dualler—59m.—see Feb. 21 issue—(4038).
HOUSE OF SEVEN GABLES, THE—D—George Sanders, Margaret Lindsay, Vincent Price—Okay dual fare—88m.—see March 20 issue.
INVISIBLE MAN RETURNS, THE — MD — Sir Cedric Hardwicke, Vincent Price, Nan Grey—Can be sold—81m.—see Jan. 10 issue—(4009).

LAUGH IT OFF—C—Constance Moore, Johnny Downs, Marjorie Rambeau—Pleasing duallier — 63m.—see Nov. 15 issue—(4026).
LEGION OF LOST FLIERS—AD—Richard Arlen, Andy Devine, Anne Nagel—Okay action yarn for duals—63m.—see Oct. 4 issue—(4053).
LITTLE ACCIDENT—C—"Baby Sandy," Richard Carlson, Joy Hodges — Family program, lower-half duallier—65m.—see Nov. 1 issue—(4019).
MAN FROM MONTREAL—AD — Richard Arlen, Andy Devine, Anne Gwynne—Nabe duallier—60m.—see Nov. 15 issue—(4054).
MISSING EVIDENCE—MY—Preston Foster, Irene Hervey, Inez Courtney—Nabe dual support—64m.—see Oct. 18 issue—(4028).
MUTINY ON THE BLACKHAWK—MD—Richard Arlen, Andy Devine, Constance Moore—Duallier—66m.—see June 28 issue—(4051).
MY LITTLE CHICKADEE—C—Mae West, W. C. Fields, Joseph Calleia, Dick Foran—Sell the names—84m.—see Feb. 21 issue.
OH, JOHNNY, HOW YOU CAN LOVE—MDMU—Tom Brown, Peggy Moran, Juanita Quigley — Pleasing musical duallier — 68m. — see Jan. 24 issue — (4021).
OKLAHOMA FRONTIER—W—Johnny Mack Brown, Bob Baker, Fuzzy Knight—Good—58m.—see Oct. 18 issue—(4059).
ONE HOUR TO LIVE—MY—Charles Bickford, Doris Nolan—Strong duallier—59m.—see Sept. 20 issue—(4030).
RIDERS OF PASCO BASIN—W—Johnny Mack Brown, Bob Baker, Fuzzy Knight, Frances Robinson—High-rating member of the series—56½m.—see Dec. 27 issue—(4062).
RIO—MD—Basil Rathbone, Sigrid Gurie, Victor McLaglen, Leo Carrillo—Below par; will have to be sold—77m.—see Oct. 4 issue—(4014).
ROAD BACK, THE—MD—John Emery, Spring Byington, Andy Devine, John King—Topical version has selling angle—79m.—see Nov. 15 issue—("Outspoken Version")—(4074)—(A).
TOWER OF LONDON—MD—Basil Rathbone, Boris Karloff, Barbara O'Neill—Exploitable for best returns—92m.—see Nov. 29 issue—(4012).
TROPIC FURY — AD — Richard Arlen, Andy Devine, Beverly Roberts—Strong duallier—62½m.—see Aug. 28 issue—(4052).
TWO BRIGHT BOYS—MD—Jackie Cooper, Freddie Bartholomew, Dorothy Peterson — Pleasing program; top duallier—70¼m.—see Sept. 20 issue—(4017).
WEST OF CARSON CITY—W—Johnny Mack Brown, Bob Baker, Fuzzy Knight—High-rating western—55m.—see Nov. 29 issue—(4061).
WITNESS VANISHES, THE—MY—Edmund Lowe, Wendy Barrie—Okay mystery duallier—66m.—see Oct. 4 issue—(4027).
ZANZIBAR — MD—Lola Lane, James Craig, Eduardo Cianelli—Okay for the nabes, duallers—69m.—see March 6 issue.

TO BE REVIEWED OR IN PRODUCTION

ALIAS THE DEACON—Bob Burns, Mischa Auer, Peggy Moran, Dennis O'Keefe.
ENEMY AGENT—Richard Cromwell, Helen Vinson, Robert Armstrong.
HALF A SINNER—Heather Angel, John King, Constance Collier—59m.
IF I HAD MY WAY—Bing Crosby, Gloria Jean, Charles Winninger.
IT'S A DATE—Deanna Durbin, Kay Francis, Cissie Loftus, Eugene Pallette, Henry Owens' Orchestra.
LA CONGA NIGHTS—Hugh Herbert, Constance Moore, Dennis O'Keefe.
MA! HE'S MAKING EYES AT ME—Tom Brown, Constance Moore, Ann Nagel.
SANDY IS A LADY—Sandra (Baby Sandy) Henville, Mischa Auer, Billy Lenhart.

WARNERS-FIRST NATIONAL

(1939-1940 releases from 401 up.)

(FN)—First National; (W)—Warners
(V)—Vitagraph, not on either split

BRITISH INTELLIGENCE—MD—Boris Karloff, Margaret Lindsay, Bruce Lester—Average programmer, duallier—62m.—see Jan. 10 issue—(W)—(416).
BROTHER RAT AND A BABY—C—Eddie Albert, Wayne Morris, Priscilla Lane—Pleasing comedy program—87m.—see Jan. 10 issue—(W)—(406).
CALLING PHILO VANCE — MD — James Stephenson, Margot Stevenson, Henry O'Neill—Better than average dual fare—62m.—see Jan. 10 issue—(W)—(420).
CASTLE ON THE HUDSON — D — John Garfield, Ann Sheridan, Pat O'Brien — Can do okay business — 77m.—see Feb. 7 issue—(FN)—(459).
CHILD IS BORN, A—Jeffrey Lynn, Gladys George, Geraldine Fitzgerald, Gale Page—Well made; it deserves handling of a special nature — 79m.—see Aug. 9 issue—(W)—(415)—(A).
"DEAD END" KIDS ON DRESS PARADE, THE—MD—Dead End Kids, John Litel, Frankie Thomas—Okay dual program—62m.—see Nov. 15 issue—(W)—(413).
DR. EHRLICH'S MAGIC BULLET, THE STORY OF—D—Edward G. Robinson, Ruth Gordon, Otto Kruger—Great biographical drama; to be exploited for high returns—103½m.—see Feb. 7 issue—(FN).
DUST BE MY DESTINY—MD—John Garfield, Priscilla Lane—Top-bracket attraction—88m.—see Aug. 23 issue—(FN)—(461).
ESPIONAGE AGENT—MD—Joel McCrea, Brenda Marshall, Jeffrey Lynn, George Bancroft—High-rating exploitable programmer—83m.—see Oct. 4 issue—(FN)—(462).
FIGHTING 69th, THE—D—James Cagney, Pat O'Brien, George Brent—A blue-chip special—90m.—see Jan. 24 issue—(FN)—(451).
FOUR WIVES—CD—Claude Rains, May Robson, Jeffrey Lynn, the Lane Sisters—Good domestic fare; should sell big to screen Lane fans—99m.—see Dec. 13 issue—(FN)—(453).
GAMBLING ON THE HIGH SEAS—MD—Wayne Morris, Jane Wyman, Gilbert Roland—Okay for the action, dual fans—58m.—see March 6 issue—(W).
GRANNY GET YOUR GUN—CD—May Robson, Harry Davenport, Hardie Albright—Nice duallier—56m.—see Jan. 10 issue—(W)—(421).
INVISIBLE STRIPES—D — George Raft, Jane Bryan, William Holden—Sell names in cast for good grosses—82m.—see Dec. 27 issue—(W)—(408).
JUAREZ AND MAXIMILIAN—see The Mad Empress.
KID NIGHTINGALE—C—John Payne, Jane Wyman, Walter Catlett—Okay for dual support—57m.—see Oct. 4 issue—(W)—(411).
KING OF THE LUMBERJACKS — MD — John Payne, Gloria Dickson, Stanley Fields — Okay program meller—61m.—see March 6 issue.
MAD EMPRESS, THE (Juarez and Maximilian)—D—Mede Novara, Conrad Nagel, Lionel Atwill—Duallier—72m.—see May 3 issue, under Miscellaneous, and Nov. 5 issue—(V)—(481).
MURDER IN THE AIR—MD—Ronald Reagan, Lya Lye, Eddie Foy, Jr.—Duals and nabes—58m.—see March 6 issue.
NO PLACE TO GO—MD—Dennis Morgan, Gloria Dickson, Fred Stone—Just another duallier—57m.—see Sept. 6 issue—(FN)—(469).
ON YOUR TOES—CMU—Vera Zorina, Eddie Albert, Alan Hale—Good entertainment—94m.—see Oct. 18 issue—(FN)—(463).
PRIDE OF THE BLUE GRASS—MD—Edith Fellows, James McCallion — Good entertainment for the family trade—65m.—see Oct. 4 issue — (W) — (418).
PRIVATE DETECTIVE—MY—Jane Wyman, Dick Foran—Okay for dual support—55m.—see Nov. 29 issue—(471).
PRIVATE LIVES OF ELIZABETH AND ESSEX, THE—COD—Bette Davis, Errol Flynn, Olivia de Havilland—Celluloid masterpiece; get behind it—106m.—see Oct. 4 issue—(Technicolor)—(W)—(402).
RETURN OF DOCTOR X, THE—MD—Wayne Morris, Humphrey Bogart, Rosemary Lane—Enjoyable action-packed melodrama—62m.—see Nov. 29 issue—(FN)—(464).
ROARING TWENTIES, THE—MD—James Cagney, Priscilla Lane, Humphrey Bogart—Top-notch meller, needed for big returns—106m.—see Nov. 1 issue—(W)—(403).
SMASHING THE MONEY RING—MD—Ronald Reagan, Margot Stevenson—Good action duallier—57m.—see Nov. 1 issue—(FN)—(470).
THREE CHEERS FOR THE IRISH—MD—Priscilla Lane, Thomas Mitchell, Dennis Morgan—High rating family program—100m.—see March 20 issue—(FN).
TORCHY PLAYS WITH DYNAMITE—MD—Jane Wyman, Allen Jenkins—Neat, swift Torchy yarn—59m.—see Aug. 9 issue—(W)—(326).
WE ARE NOT ALONE—D—Paul Muni, Jane Bryan, Flora Robson—Excellent drama for discriminating audiences—112m.—see Nov. 15 issue — (FN)—(458).

TO BE REVIEWED OR IN PRODUCTION

ALL THIS AND HEAVEN, TOO—Bette Davis, Charles Boyer, Jeffrey Lynn—(FN).
ANGEL FROM TEXAS, AN—Eddie Albert, Wayne Morris, Rosemary Lane.
BAD BOY — John Garfield, Brenda Marshall, Donald Crisp.
FLIGHT 8—Virginia Bruce, Wayne Morris, Ralph Bellamy.
FUGITIVE FROM JUSTICE — Morgan Conway, Roger Pryor, Sheila Bromley.
IT ALL CAME TRUE — Ann Sheridan, Jeffrey Lynn, Humphrey Bogart—(W).
SATURDAY'S CHILDREN—Ann Shirley, Claude Rains, Frank McHugh, Lee Patrick.
SEA HAWK, THE — Errol Flynn, Brenda Marshall, Claude Rains.
TEAR GAS SQUAD—Dennis Morgan, John Payne, Gloria Dickson.
'TIL WE MEET AGAIN—Merle Oberon, George Brent, Pat O'Brien, Binnie Barnes—(FN).
TORRID ZONE—James Cagney, Pat O'Brien, Ann Sheridan.
VIRGINIA CITY—Errol Flynn, Miriam Hopkins, Randolph Scott, Humphrey Bogart—(W).

MISCELLANEOUS

Listed here are only those independently produced pictures, not handled by companies of nation-wide scope. Addresses of producers or distributors will be furnished on request.

ADVENTURES OF THE MASKED PHANTOM, THE—W—Monte Rawlins, Larry Mason, Betty Burgess—Low-grade western—55m.—see Dec. 27 issue—(Equity).
BAD BOY—D—Johnny Downs, Rosalind Keith, Helen MacKellar—Very weak indie, sell Downs—65m.—see Dec. 27 issue—(Atlas)—(A).
BEASTS OF BERLIN—see Goose Step.
BEYOND BENGAL—Travel—Produced by Harry Schenck—Maybe yes, and maybe no—70m.—see July 26 issue—(Showmen's Pictures).
BURIED ALIVE—MD—Beverly Roberts, Robert Wilcox—Exploitable prison duallier—71m.—see Dec. 13 issue, under PDC.
BURNING QUESTION, THE (Tell Your Children)—MD—Lilian Miles, Dave O'Brien, Thelma White—Exploitable anti-marijuana film—62m.—see Dec. 13 issue—(G. & H. Productions).
CHAMPIONS OF THE GRIDIRON—Sports Commercial—Players, coaches, executives of the National Professional Football League—Excellent sports film—50m. (also a 10m. abridgment)—see Apr. 19 issue—(Industrial Pictures).
CITY, THE—Documentary—From an original by Pare Lorentz, with narration by Morris Carnovsky—Excellent; can be exploited—44m.—see May 31 issue—(World).
CODE OF THE CACTUS — W — Tim McCoy, Dorothy Short, Ben Corbett—Top-rating McCoy western—57m.—see May 17 issue—(Victory).
DAUGHTER OF THE TONG—AD—Evelyn Brent, Grant Withers—Minor nabe duallier support—56m.—see Aug. 23 issue—(Metropolitan).
DEATH GOES NORTH — AD—Edgar Edwards, Sheila Bromley, Dorothy Bradshaw, Jameson Thomas—Better-than-average independent action drama—61m.—see May 31 issue—(Warwick).
DEATH RIDES THE RANGE—W—Ken Maynard, Fay McKenzie, Charles King—Good Maynard—56m.—see Feb. 7 issue—(Colony).
DOUBLE DEAL—MD—Jeni LeGon, Monte Hawley, F. E. Miller—High-rating all-Negro netertainment—60m.—see Feb. 21 issue — (International Road Shows).
DUKE IS TOPS, THE—MU—Ralph Cooper, Lena Horne—High-rating all-Negro musical—72m.—see June 28 issue—(Million Dollar Productions).
FIGHTING RENEGADE—W—Tim McCoy, Joyce Bryant—High in horse-opera scale—54m.—see Sept. 20 issue—(Victory).
FLAMING LEAD—W—Ken Maynard, Eleanor Stewart—Okay indie oatie—57m.—see July 12 issue—(Colony).
FLIRTING WITH DEATH—see They Went to War.
GANG SMASHERS—MD—Nina Mae McKinney, Mantan Moreland, Laurence Criner—Nice all-Negro meller for colored theatres—56m.—see June 14 issue—(Million Dollar Productions).
GREAT COMMANDMENT, THE—D—John Beal, Maurice Muscovich, Albert Dekker—Worth watching; has universal appeal—85m.—see Oct. 18 issue—(Cathedral Films).
GOOSE STEP (Hitler—Beast of Berlin; Beasts of Berlin)—MD—Roland Drew, Steffi Duna—Exploitable, topical meller, with obvious selling angles—85m.—see Nov. 1 issue, under PDC.
HELL'S ANGEL—AD—Ben Lyon, James Hall, Jean Harlow—Okay re-issue—100m.—see March 6 issue—(Astor).
HITLER—BEAST OF BERLIN—see Goose Step.
HITLER'S REIGN OF TERROR — Documentary—Narrated by Edwin C. Hill, photographed by Cornelius Vanderbilt, Jr.—Exploitation offering—56m.—see Nov. 29 issue—(Samuel Cummins).
HORRORS OF WAR—Documentary—Produced by Maple Attractions—Dual preachment picture; can be exploited—51m.—see Feb. 21 issue—(Merit).
INVISIBLE KILLER, THE—MD—Grace Bradley, Roland Drew, William Newell—Fast-moving duallier—60m.—see Jan. 24 issue, under PDC.
KEEP PUNCHING — MDMU — Henry Armstrong, Mae Johnson, Willie Bryant—Should gross okay in Negro nabes—81m.—see Dec. 13 issue—(M-C Pictures).
LAND OF LIBERTY—Documentary—Compiled by and for the Industry and the MPPDA—Fine motion picture achievement—153m.—see July 12 issue—(MPPDA).
LIGHTNING STRIKES WEST—Ken Maynard, Claire Rochelle, Charles King—Standard Maynard—56m.—see March 6 issue—(Colony).
LOST ON THE WESTERN FRONT—D—Paul Cavanaugh, Marcelle Chantel—Exploitable duallier—63m.—see Nov. 1 issue—(Standard).
MAD YOUTH—MD — Mary Ainslee, Betty Compson—Saleable sexer—60m.—see Oct. 18 issue—(Willis Kent)—(A).
MARIJUANA MADNESS (The Pace That Kills)—MD—Lois January, Noel Madison—Only for sensational type exploitation—65m.—see Aug. 9 issue—(Kent)—(A).
MERCY PLANE—AD — James Dunn, Frances Gifford, Matty Fain—For the dual, action houses—71m.—see March 6 issue—(Producers Dist. Corp.).
MESQUITE BUCKAROO—W—Bob Steele, Carolyn Curtis—Low grade western—59m.—see Aug. 23 issue—(Metropolitan).
MIDDLETON FAMILY AT THE WORLD'S FAIR, THE—MD—Marjorie Ford, James Lydon—Might be tried as filler with high-bracket feature—50m.—see Oct. 4 issue—(Technicolor)—(Modern Talking Picture Service).
MOON OVER HARLEM—MD—Bud Harris, Cora Green—Weak, even for all-Negro audiences—67m.—see July 26 issue—(Meteor).
MYSTIC CIRCLE MURDER—MY—Betty Compson, Robert Fiske—Weak duallier—69m.—see Oct. 18 issue—(Fanchon Rover).
NOTORIOUS ELINOR LEE, THE—MD—Edna Mae Harris, Carman Newsome, Gladys Williams—Weak offering for all-Negro houses—104m.—see Jan. 24 issue—(Micheaux Productions).

ONE DARK NIGHT—DMU — Mantan Moreland, Betty Treadville, Josephine Pearson—Tops for Negro audiences—81m.—see Dec. 13 issue—(Million Dollar Productions).
PACE THAT KILLS, THE—see Marijuana Madness.
PAL FROM TEXAS, THE—W—Bob Steele, Claire Rochelle, Josef Swickard—Our Bob is done better by —52m.—see March 6 issue—(Metropolitan).
PHANTOM RANCHER — Ken Maynard, Dorothy Short, Harry Harvey—Actionful Maynard—60m.—see Jan. 24 issue—(Colony).
POCOMANIA—MD—Nina Mae McKinney, Jack Carter, Ida James—Top Negro entry—65m.—see Dec. 13 issue—(Lenwal).
PORT OF HATE—MD—Polly Ann Young, Kenneth Harlan—Weak inde for bottom of nabe duals—57m.—see Aug. 23 issue—(Metropolitan).
REFORM SCHOOL—MD—Louise Beavers, Harlem's Tuff Kids, Monte Hawley—Top product for Negro houses —76m.—see June 28 issue—(Million Dollar Productions).
RIDERS OF THE SAGE—W—Bob Steele, Claire Rochelle—Run of the mill—56m.—see Oct. 18 issue —(Metropolitan).
RIDIN' FOOL, THE—W—Bob Steele, Francis Moore—Low grade western—58m.—see Oct. 18 issue—(Metropolitan).
SAGEBRUSH FAMILY TRAILS WEST, THE—W—Bobby Clark, Earl Hodgins, Joyce Bryant—Just another western, with a kid star—58m.—see March 6 issue —(PDC).
SECRETS OF A MODEL — MD — Sharon Lee, Harold Daniells, Julien Madison—Very low-rating dualler —58m.—see Feb. 21 issue—(Time Pictures)—(A).
SHE GOES TO WAR—MD—Eleanor Boardman, John Holland—War from the women's angle—55m.—see Nov. 15 issue—(Mitchell Leichter).
SMOKY TRAILS—W—Bob Steele, Jean Carmen—Okay Steele—56m.—see Apr. 19 issue—(Metropolitan).
SON OF INGAGI—MD—Alfred Grant, Daisy Bickford, Laura Bowman—Exploitable for the Negro trade—66m.—see Jan. 24 issue—(Sack).
SPECIAL INSPECTOR—MD—Charles Quigley, Rita Hayworth—Pleasing action programmer—62m. — see Apr. 5 issue—(Warwick).
STRAIGHT SHOOTER—W—Tim McCoy, Julie Sheldon, Ben Corbett, Ted Adams—All McCoy and an hour long!—60m.—see Nov. 15 issue—(Victory).
TELL YOUR CHILDREN—see The Burning Question.
TEN NIGHTS IN A BARROOM—MD—Hal Skelly, Zita Johann—Those nights are here again!—61m.—see Nov. 15 issue—(B&M Pictures).
TEXAS RENEGADES — W — Tim McCoy, Nora Lane, Harry Harvey—Tim McCoy returns — 56m. — see March 6 issue—(Producers Distributing Corp.).
TEXAS WILDCATS—W—Tim McCoy, Joan Barclay, Ben Corbett, Ted Adams—Top-rating McCoy—56m.—see June 28 issue—(Victory).
THEY WENT TO WAR (Let's Pretend We're Sweethearts; Flirting With Death)—CD—Lola Lane, Chic Chandler, George Meeker—Better than average independent—68m.—see May 31 issue—(Imperial).
TORTURE SHIP—MD—Lyle Talbot, Jacqueline Wells, Irving Pichel—Entertaining inde programmer—62m. see Nov. 1 issue, under PDC.
TRIGGER FINGERS—W—Tim McCoy, Ben Corbett—Okay western—53m.—see Sept. 6 issue—(Victory).
TWO GUN TROUBADOUR—W—Fred Scott, Claire Rochelle—Speedy inde cattle entry—58m.—see July 26 issue—(Spectrum).
TUMBLEWEEDS—W—William S. Hart, Barbara Bedford—Revival which can get results if exploited—88m.—see May 17 issue—(Astor).
WHY THIS WAR?—Documentary—No credits—Exploitable documentary—81m.—see Nov. 1 issue—(Samuel Cumins).

FOREIGN

Listed here are imported productions and all foreign-language pictures of whatever origin, when such pictures are not a part of the regular release schedule of an independently listed producer-distributor.

ADVENTURE OF GIACOMO CASSANOVA—see Avventura di Giacomo Cassanova.
AFFAIR LAFONT, THE (Conflict)—D—Corinne Luchaire, Annie Ducaux—For the arty—84m.—see Oct. 18 issue—(Trans-Atlantic Films)—(A).
ALEXANDER NEVSKY—SP—Nicolai, N. P. Okhlopkov —Box office for foreign, art houses—94m.—see Apr. 5 issue—(Amkino).
ALLERGI MASNADIERI (The Make-Believe Pirates)—CMU—Assia Noris, C. Pilotto—Very good Italian comedy—72m.—see Oct. 18 issue—(Americo Pullini).
ALPINE PASSION (Amore sulle Alpi)—MD—Gustave Diesel, Simona Bourday—Esperia has done better—74m.—see Nov. 15 issue—(Esperia)—(A).
AMANGELDY—D—Eluhai Umurzakov, Shara Dzhandarbekova—Inferior Russian film—79m.—see June 28 issue—(Amkino).
AMICIZIA—see Friendship.
AMORE SULLE ALPI—see Alpine Passion.
ARIA DEL CONTINENTE, L'—see The Continental Way.
AVVENTURA DI GIACOMO CASANOVA (Adventure of Giacomo Casanova) — CD—Nerio Bernardi, Leda Gloria—Best for Italian houses, audiences—70m. —see June 14 issue—(Amerital).
BAKER'S WIFE, THE (La Femme du Boulanger)—MD —Raimu, Ginette Leclerc, Charles Moulin—Corking French success; can reap a box-office harvest among the arty—99m.—see Feb. 7 issue — (The Baker's Wife, Inc.)—(A).
BATTELLER DE LA VOLGA, LE—see The Volga Boatman.
BATTLES IN THE SHADOW (Lotta nell' Ombra)—MD —Antonio Centa, Renato Cialente—Pleasing Italian thriller—86m.—see June 28 issue—(Esperia).
BETE HUMAINE, LA—see Human Beast.
BETRAYAL—D—Annie Vernay, Suzy Prim, Pierre-Richrad Willm—French box-office success—80m.—see Oct. 4 issue—(World).—(A).
BETWEEN TWO WORLDS (Una Donna tra Duo Mondi) —MD—Isa Miranda, Vassa Prihoda, Assia Noris—Very satisfactory Italian fare—80m.—see Feb. 21 issue—(Esperia).
BIZARRE BIZARRE—F—Louis Jouvet, Francoise Rosay —Rib-tickler for French fans—see Apr. 5 issue—(World).
BLACK LIMELIGHT — MY — Raymond Massey, Joan Marion—Routine murder mystery for houses that can play English product—63m.—see July 12 issue—(English-made)—(Alliance).
BLACK PIRATE, THE—see Il Corsaro Nero.
BOMBS OVER LONDON—AD—Charles Farrell, Fritz Kortner—Plug timeliness and Farrell for best results—78m.—see Sept. 20 issue—(Film Alliance).
BOUQUETS FROM NICHOLAS—MD—Noel-Noel, Jacques Varennes, Janine Noel-Noel—Can play the right nabes; swell for the arty, French—75m.—see Mar. 22 issue—(Walch Films).
BOYS' SCHOOL (Les Disparus de Saint Agil)—MY—Eric von Stroheim, Michael Simon, Armand Bernard, Serge Grave—Outstanding Gallic show—91m.—see June 14 issue, under Columbia—(Columbia).
BRIVELE DER MAMEN, A (A Letter to Your Mother)—D—Lucy Gehrman, Alexander Stein—Yiddish cinematic triumph—104m.—see October 4 issue—(Sphinx).
CHALLENGE, THE—D—Robert Douglas, Joan Gardner —High-rating importation—77m.—see May 17 issue—(Film Alliance).
CITADEL OF SILENCE, THE (La Citadel de Silence)—D—Annabella, Pierre Renoir, Bernard Lancret—Swell art and French stuff—90m.—see Jan. 10 issue—(Film Alliance)—(A).
CONCENTRATION CAMP—D—O. Jakov, S. Sbirokova—Too much Communist propaganda for the average house—66m.—see Apr. 5 issue—(Amkino).
CONDOTTIERI (The Leaders) — Same as Giovanni de Medici, the Leader, q. v.
CONFLICT—see The Affair Lafont.
CONQUESTS OF PETER THE GREAT, THE—D—Nikolai Simonov, Alla Tarasova—For Soviet houses only—96m.—see Sept. 20 issue—(Amkino).
CONTINENTAL WAY, THE (L'Aria del Continente)—CD—Angelo Musco, Leda Gloria—Excellent Italian comedy—82m.—see Nov. 29 issue—(Esperia).
CORSARO NERO, IL (The Black Pirate)—MD—Ciro Verrati, Silvana Jachino — For foreign-language, particularly Italian, houses—96m.—see Dec. 27 issue—(Esperia).
CRISIS—Documentary—Produced, directed by Herbert Kline, narrated by Leif Erickson—For liberal, intelligent; an exploitation challenge to average exhibitor—86m.—see Mar. 22 issue—(Mayer-Burstyn).
CURTAIN RISES, THE (Entree des Artistes)—MD—Louis Jouvet, Janine Darcey—Pleasing French import —85m.—see May 3 issue—(Kassler).
DEAD MEN TELL NO TALES—MD—Emlyn Williams, High Williams, Marius Goring—Tops for murder—70m.—see May 31 issue—(Alliance).
DEMON BARBER OF FLEET STREET, THE—MD—Tod Slaughter, Eve Lister—British entrant, strictly for the "horror" trade—67m.—see Sept. 6 issue—(Select Attractions)—(A).
DENARO E D'AMORE (Money and Love)—CD—Elsa Merlini, Tina Lattanzi—Pleasing Italian comedy-drama—86m.—see July 12 issue—(Amerital).
DEVIL IS AN EMPRESS, THE (Le Jouer d'Echees)—D —Conrad Veidt, Francoise Rosay, Micheline Francey—Among the better French films—75m.—see Dec. 13 issue—(Columbia).
DOCTOR ANTONIO (Il Dottor Antonio)—D — Ennio Cerlesi, Maria Gambarelli, Lamberto Picasso—Box-office success for Italian nabes—103m.—see Dec. 27 issue—(Itala Films).
DONNA TRA DUO MONDI, UNA — see Between Two Worlds.
DOTTER ANTONIO, IL—see Doctor Antonio.
DOUBLE CRIME ON THE MAGINOT LINE—D—Victor Francen, Vera Korene—Excellent for art, French houses; exploitation — 83m.—see May 3 issue—(Tower Pictures).
END OF THE DAY, THE (Fin du Jour)—D—Victor Francen, Louis Jouvet—Superb Gallic production—95m.—see Sept. 20 issue—(Juno Films).
ENTENTE CORDIALE—D—Victor Francen, Gaby Morlay, Arlette Marchal—Timely Gallic import—93m. —see Jan. 10 issue—(Concord).
ENTREE DES ARTISTES—see The Curtain Rises.
ERAVAMO SETTE SORELLO—see We Were Seven Sisters.
ESCAPE FROM YESTERDAY—D—Jean Gabin, Annabella—Infinitely superior French product—95m.—see May 17 issue—(Hoffberg)—(A).
FACE BEHIND THE SCAR, THE—MD—Griffith Jones, Rosalyn Boulter, Ellis Jeffreys—Bottom dualler—73m.—see March 20 issue—(Film Alliance of U. S.).
FAMILLE LEFRANCOIS, LE—see Heroes of the Marne.
FEMME DU BOULANGER, LA—see The Baker's Wife.
FIN DU JOUR—see The End of the Day.
FIRST FILM CONCERT, THE—MU — No production credits available—Extremely attractive fare for the arty—52m.—see Nov. 15 issue—(World).
FOR MEN ONLY (Per Uomini Soli)—CD—Carlo Buti, Paola Barbara—Great show for Italian nabes—78m. —see May 17 issue—(Esperia).
FRIENDSHIP (Amicizia)—CD—Elsa Merlini, Nino Besozzi, Enrico Viarisio—Roman holiday for Italian houses—75m.—see March 20 issue—(Esperia).
GANG'S ALL HERE, THE—CD—Jack Buchanan, Google Winters—Just fair comedy; nabe lower-half dualler —75m.—see Apr. 19 issue—(Associated British).
GHOST CAMERA, THE—MD—Ida Lupino, Henry Kendall, John Mills—British import for the nabes and duals—52m.—see Feb. 21 issue—(Olympia).
GIOVANNI DE MEDICI, THE LEADER (Condottieri [The Leaders])—D — Lula Trenker, Loris Gizzi, Laura Nucci—Okay for Italian audiences—88m.—see Jan. 24 issue—(Esperia).
GOLDEN KEY, THE—Fantasy—Puppets and voices operated by A. Sbagin, et al.—Corking foreign fantasy —70m.—see Jan. 10 issue—(Amkino).
HARVEST (Regain)—MD—Gabriel Gabrio, Edouard Delmont—For the art customers—80m.—see Aug. 9 issue—(French Cinema Center)—(A).
HE MARRIED A SPY (Spy of Napoleon)—MD—Richard Barthelmess, Dolly Haas—For class spots, nabe with limitation—77m.—see May 17 issue—(Standard).
HEARTBEAT—MD—Orane Demazia, Fernandel — Fair Gallic product—88m.—see Sept. 20 issue—(French Motion Picture Corporation)—(A).
HEROES OF THE MARNE (Le Famille Lefrancois)—Raimu, Germaine Dermoz—Chiefly for foreign, art houses—88m.—see May 4 issue—(French Cinema Center)—(A).
HO PERDUTO MIO MARITO—see My Husband Is Lost.
HOMME ET SA FEMME, UN—see A Man and His Wife.
HOUSEMASTER—CD—Otto Kruger, Diana Churchill—Fair support for duals; plug American names—85m. see Apr. 19 issue—(Associated British).
HUMAN BEAST (La Bete Humaine)—D—Jean Gabin, Simone Simon, Ledoux—For art houses; for others, sell sex, Simon, and Gabin—79m.—see March 6 issue—(Juno Films)—(A).
I MET A MURDERER—D—James Mason, Sylvia Coleridge—Artistic success; can be exploited—78m.—see Oct. 18 issue—(York).
IDEAL MARRIAGE (Un Matrimonio Ideale) — CD — Assia Noris, Umberto Melnati, Gino Cervi—Very good Italian product—84m.—see Dec. 27 issue—(Esperia).
IN SOVIET RUSSIA TODAY—Documentary—No credits —Propaganda for radical audiences—100m. — see Oct. 4 issue—(Amkino).
INDISCRETIONS—CD—Sascha Guitry, Betty Daussmond —For art, French houses, exclusively—80m.—see May 17 issue, under Foreign—(Tri-National)—(A).
IRELAND'S BORDER LINE—CD—Jimmy O'Dea, Myrette Morven—Top Irish product—64½m.—see Nov. 1 issue—(William Alexander).
JAAKARIN MORSIAN—see Soldier's Bride.
JOUER D'ECHEES, LE—see The Devil Is an Empress.
JUST LIKE A WOMAN—CD—Gertrude Michael, John Lodge—Fair English production—73m.—see Nov. 1 issue—(Alliance).
KATIA—D—Danielle Darrieux, John Loder—Superb Gallic production; exploitable—80m. — see Dec. 13 issue—(Mayer-Burstyn)—(A).
KING OF DIAMONDS (Re de Denari)—CD — Angelo Musco, Rosina Anselmi, Mario Pisu—Great Italian comedy—84m.—see Jan. 10 issue—(Esperia).
KLIATSHE, DI—see Light Ahead.
KOL NIDRE—MD—Lili Liliana, Leon Leibgold—Well-titled show for Yiddish audiences—90m.—see Sept. 20 issue—(Joseph Seiden).
LAST DESIRE—D—Raimu, Jacqueline Delubac, Pierre Brasseur—Sell sex—77m. — see Jan. 24 issue—(Transatlantic)—(A).
LEADERS, THE—see Condottieri (same as Giovanni de Medici, the Leader, q. v.).
LETTER TO YOUR MOTHER, A—see A Brivele der Mamen.
LENIN IN 1918—D—B. V. Shchukin, M. G. Gelovani—Outstanding Soviet motion picture — 130m. — see July 12 issue—(Amkino).
LIFE ON THE HORTOBAGY—Documentary—Janos Cinega, Mrs. Janos Cinega, Istvan Kanyasi—Exploitable Hungarian bit — 79m.—see Feb. 7 issue—(Cummins).
LIGHT AHEAD (DI Kliatshe)—D—Izidore Casher, Helen Beverly—Superb Yiddish photoplay—103m. — see Oct. 4 issue—(Carmel).
LOST ATLANTIS, THE—MD—No cast credits—Just film —70m.—see June 14 issue—(Road Show Attractions).
LOTTA NELL' OMBRA—see Battles in the Shadow.
LOVE IN OLD NAPLES (Napoli d'Altri Tempi)—MDMU —Emma Grammatica, Vittorio de Sica, Elisa Cegani—Excellent Roman fare—93m.—see Feb. 7 issue—(Esperia).
LOUISE—Opera — Grace Moore, Georges Thill, Andre Pernet—Worthy of playing time anywhere—72m.—see Feb. 21 issue—(Mayer-Burstyn).
MACUSHLA (My Darlin')—MD—Pamela Wood, Jimmy Magooan, Max Adrian—Can be sold nicely to sons and daughters of Erin—80m.—see Jan. 24 issue—(Transatlantic).
MADEMOISELLE MA MERE—F—Danielle Darrieux, Marcel Simon—Breezy Gallic affair; Darrieux tops exploitation possibilities—80m.—see Oct. 4 issue —(Hoffberg)—(A).

The Shorts Check-Up

Of All Pictures Released Nationally Since September 8, 1939

COLUMBIA

Two Reel

COMEDIES

'39-'40 (26)

All American Blondes (G)
A. Clyde .....Oct. 20 17m.
Andy Clyde Gets Spring Chicken (F)
A. Clyde .....Dec. 15 19m.
A-Plumbing We Will Go
3 Stooges .....Apr. 19 —m.
Awful Goof, The (G)
C. Chase .....Dec. 22 17m.
Glove Slingers (G)
N. Beery, Jr.....Nov. 24 18m.
Heckler, The (G)
C. Chase .....Feb. 16 17m.
Mr. Clyde Goes to Broadway (G)
A. Clyde .....Feb. 2 18m.
Nothing But Pleasure (G)
B. Keaton .....Jan. 5 17½m.
Oily to Bed, Oily to Rise (G)
3 Stooges .....Oct. 6 18½m.
Pardon My Berth Marks
B. Keaton .....Mar. 22 —m.
Rockin' Thru the Rockies (G)
3 Stooges .....Mar. 8 18m.
Static in the Attic (F)
W. Catlett .....Sept. 22 19m.
Teacher's Pest (G)
C. Chase .....Nov. 3 16½m.
Three Sappy People (E)
3 Stooges .....Dec. 1 18½m.
To Beef or Not to Beef
A. Clyde .....Apr. 5 —m.
You Nazi Spy (E)
3 Stooges .....Jan. 19 18m.

SERIALS

'39-'40 (4)

Deadwood Dick ..... —ep.
Green Archer, The ..... —ep.
Terry and the Pirates...Apr. 12 15 ep.
Shadow, The (E)
V. Jory, V. Borg.....Jan. 5 15 ep.

One Reel

CINESCOPES

'39-'40 (6)

Threads of a Nation, The (F) .....Feb. 9 11m.
(Cinecolor)
World of 1960 (E)....Dec. 22 9m.

COLOR RHAPSODIES

'39-'40 (16)

Blackboard Revue (F)..Mar. 15 7m.
Boy, a Gun and Birds, A (F) .....Jan. 12 7½m.
Crop Chasers (G) .....Sept. 22 8m.
Dreams on Ice (F).... Oct. 20 6½m.
Greyhound and the Rabbit, The .....Apr. 19 —m.
Happytots' Expedition, The (G) .....Feb. 9 6½m.
Mother Goose in Swingtime (G) .....Dec. 8 7m.
Mountain Ears (G) ....Nov. 3 7m.

COMMUNITY SINGS

'39-'40 (10)

No. 3—College Songs (G).Oct. 13 10m.
No. 4—Stephen Foster Songs (E) .....Nov. 17 11m.
No. 5—Gypsy Songs (F).Dec. 29 10m.
No. 6 .....Mar. 8 —m.
No. 7 .....Apr. 19 —m.

FABLES

'39-'40 (6)

Little Lost Sheep (F)...Oct. 6 7m.
Park Your Baby (F)....Dec. 22 6m.
Practice Makes Perfect..Apr. 5 6m.

FOOLS WHO MADE HISTORY

'39-'40 (6)

Goodyear, Charles, The Story of (G).....Oct. 6 10½m.

HAPPY HOUR SPECIALS

'39-'40

Building of Boys (E)...Oct. 12 11m.
Book of Books, The (E).Oct. 6 10m.

NEWS WORLD OF SPORTS

'39-'40 (12)

Bows and Arrows (E)..Oct. 6 9m.
Flying Targets (G)....Feb. 16 10½m.
Jai Alai (G) .....Nov. 30 8½m.
Roughouse Fiesta (E)..Mar. 8 9m.
Skiing Technique (G)..Jan. 19 10m.

PHANTASIES

'39-'40 (10)

Man of Tin (F).....Feb. 23 6m.
Millionaire Hobo (B)..Nov. 24 7m.
Mouse Exterminator, The.Jan. 26 6½m.

LET'S PRETEND WE'RE SWEETHEARTS — see They Went to War.

MAKE-BELIEVE PIRATES, THE — see Allergi Masnadieri.

MAN AND HIS WIFE, A (Un Homme et Sa Femme)—MD—Harry Baur, Suzy Vernon—Fair for French, arty; lower-half dueller for nabes—77m.—see Apr. 5 issue—(French Film Exchange)—(A).

MARSEILLAISE — D — Pierre Renoir, Lise Delamare—Fair French cinema—80m.—see Nov. 15 issue—(World Pictures).

MATRIMONIO IDEALE, UN—see Ideal Marriage.

MILL ON THE FLOSS, THE—D—Geraldine Fitzgerald, Frank Lawton — Outstanding British attraction—78m.—see Nov. 15 issue—(Standard).

MIO DESTINO, IL (My Destiny)—D—Emma Gramatica, Luigi Olmari — For Italian and foreign-language houses—76m.—see July 26 issue—(Roma Film).

MIRELE EFROS—MD—Berta Gersten, Michael Rosenberg—Should pull tears and cash—87m.—see Nov. 1 issue—(Credo Pictures).

MR. MAX (Il Signor Max)—C—Vittoria DeSico, Assia Noris—Outstanding Italian comedy—86m.—see Oct. 18 issue—(Esperia).

MONEY AND LOVE—see Denaro e d'Amore.

MOTEL, THE OPERATOR—DMU—Chaim Tauber, Malvina Rappel, Seymour Rechzeit—Mediocre Yiddish celluloid—80m.—see Jan. 24 issue—(Cinema Service Corporation).

MUSICA IN PIAZZA—CD—Milly, Enrico Viarisio—For Italian audiences only—66m.—see July 12 issue—(Amerital).

MY DARLIN'—see Macushla.

MY DESTINY—see Il Mio Destino.

MY HUSBAND IS LOST (Ho Perduto Mio Marito)—CD—Nino Besozzi, Paola Borboni—Okay Italian comedy—87m.—see Nov. 1 issue—(Esperia)—(A).

MY SON—DMU—Gustav Berger, Fanniа Rubina—High-rater for Yiddish consumption—91m.—see May 31 issue—(Jewish Talking Picture).

NAPLES THAT NEVER DIES (Napoli che Non Muore)—Maria Glory, Fosco Giacchetti, Paola Barbara—Italian fans will go big for this—90m.—see March 20 issue—(Itala Films).

NAPOLI CHE NON MUORE—see Naples That Never Dies.

NAPOLI D'ALTRI TEMPI—see Love in Old Naples.

NEW HORIZONS—D—Boris Chirkov, Vera Kiparina—For radical houses only—92m.—see May 31 issue—(Amkino).

NORTH SEA PATROL—MD—Geoffrey Toone, Judy Kelly—Pleasing, timely programmer that can be sold—69m.—see Nov. 15 issue—(Alliance Films).

ON HIS OWN—D—V. O. Massalitinova, M. Troyenovsky—Okay for left-wingers—100m.—see Sept. 20 issue—(Amkino).

OPPENHEIM FAMILY, THE—D—V. F. Balashov, I. M. Tolchenov, A. I. Voitsik—Exploitable U. S. S. R. product; deserves playing time—97m.—see June 14 issue—(Amkino).

OUR FIGHTING NAVY—see Torpedoed.

OUTSIDER, THE—MD—George Sanders, Mary Maguire, Barbara Blair—High-rating English import—90m.—see March 20 issue—(Alliance Films).

OVERTURE TO GLORY—D—Moishe Oysher, Florence Weiss, Baby Winkler—Fair tear-jerker; sell Moishe Oysher—85m.—see Feb. 21 issue—(Elite).

PEOPLE, ETERNAL, A—D—Conrad Veidt, Marie Ney—Week Yiddish offering—65m.—see Nov. 15 issue—(Henry Lynn).

PER UOMINI SOLI—see For Men Only.

PORT OF SHADOWS (Le Quai des Brumes)—MD—Jean Gabin, Michel Simon—Beautiful, well worth seeing; a 7-award film—90m.—see Oct. 18 issue—(Film Alliance of U. S.).

PRISONER OF CORBAL, THE—COD—Nile Asther, Noah Beery—Nabe dual filler—73m.—see Sept. 6 issue—(English-made)—(Syndicate).

PURITAN, THE—D—Jean-Louis Barrault, Alla Donell—Can be exploited for fair money—85m.—see Mar. 22 issue—(World)—(A).

QUAI DES BRUMES, LE—see Port of Shadows.

RANGLE RIVER—"W"—Victor Jory, Margaret Dare—Pleasing Australian import with a "western" flavor—72m.—see May 17 issue—(Hoffberg).

RASPUTIN—D—Harry Baur, Marcelle Chantal—Superb Gallic production—93m.—see Nov. 1 issue—(Concord Films)—(A).

RE DI DENARI—see King of Diamonds.

REGAIN—see Harvest.

RETURN OF THE FROG, THE—MY—Gordon Herker, Una O'Connor—Okay British mystery programmer—71m.—see Sept. 6 issue—(Select Attractions).

ROYAL DIVORCE — D — Ruth Chatterton, Pierre Blanchar—Worthwhile dueller—82½m.—see Oct. 4 issue—(Select Attractions).

SCIPIO AFRICANUS MAJOR—see Scipione l'Africano.

SCIPIONE L'AFRICANO (Scipio Africanus Major)—D—Annibale Ninchi, Camillo Pilotti, Isa Miranda, Frances Francesca—Bonanza for Italian customers—115m.—see Oct. 4 issue—(Esperia).

SECOND BUREAU—D—Marta LaBarr, Charles Oliver—Okay spy drama—66m.—see Nov. 1 issue—(Film Alliance of U. S.).

SHORS—D—E. Samoilov, I. Skuratov — For left-wing audiences—92m.—see Nov. 29 issue—(Amkino).

SIGNOR MAX, IL—see Mr. Max.

SKELETON ON HORSEBACK—D—Hugh Haas, Zdanek Stepanek, Bedrich Karen—Exploitable Czecho-Slovak attraction—78m.—see Feb. 21 issue—(Carl Laemmle, Jr.).

SOLDIER'S BRIDE (Jaakarin Morsian)—MD—Tuulikki Paananen, Ritva Aro, Tuli Arjo — Should make dough for Finnish houses—83m.—see Dec. 27 issue—(Werner F. Savela).

SONG OF THE STREET—D—Vladimir Sokoloff, Madeleine Ozeray—Weak foreign offering — 77m. — see Sept. 6 issue—(Mayer-Burstyn).

SONG OF YOUTH—Documentary—Produced in U. S. S. R. by Soyus Film Chronica—Superior Russian documentary—53m.—see June 28 issue — (Amkino).

SORPRESE DE UN MATRIMONION, LE—see The Surprises of Matrimony.

SOS MEDITERRANEAN — MD — Pierre Fresnay, Rolf Wanka, Kim Peacock, Nadine Vogel—Should make money for foreign and art theatres—78m.—see Jan. 24 issue—(Vedis Films).

SOTTO LA CROCE DEL SUD—see Under the Southern Cross.

SPY BUREAU—Same as Second Bureau, q. v.

SPY OF NAPOLEON—see He Married a Spy.

SURPRISES OF MATRIMONY, THE (Le Sorprese de un Matrimonion)—CD—Vittorio DeSica, Elisa Gegani—For Italians only—118m.—see Nov. 1 issue—(Columba)—(A).

SQUADRONE BIANCO, LO (The White Squadron)—D—Fosco Giachetti, Antonio Centa, Fulvia Lanzi—Good drama for the art-foreign, Italian houses—98m.—see Nov. 29 issue—(Esperia).

TEVYA—MD—Maurice Schwartz, Miriam Riselle, Rebecca Weintraub—Box office for Yiddish houses—93m.—see Jan. 24 issue—(Mayman).

THAT THEY MAY LIVE—D—Victor Francen, Line Noro, Marie Lou, Jean-Max—Spectacular French anti-war piece—73m.—see Nov. 1 issue—(Mayer-Burstyn)—(A).

THEY WANTED PEACE — D—F. Bagasbvili, Tamara Markarova, S. Smirnova—Left-wing fare—73m.—see Jan. 24 issue—(Amkino).

THREE WALTZES—Operetta—Yvonne Printemps, Pierre Fresnay—Natural for art, foreign-policy theatres—92m.—see May 8 issue—(Vedis Films).

THUNDER OVER PARIS—D—Erich von Stroheim, Mareille Balin—Plug timeliness and Von Stroheim—82m.—see Nov. 29 issue—(Transatlantic)—(A).

TIMBERLAND TERROR (Paid to Kill) — AD — Frank Leighton, Shirley Ann Richards, Campbell Coplin—Good action dual support—66m.—see Feb. 21 issue—(Hoffberg).

TORPEDOED (Our Fighting Navy)—AD—H. B. Warner, Richard Cromwell, Noah Beery—Must ride on its timeliness; plug Americans—66m.—see Sept. 20 issue—(Film Alliance).

TREACHERY ON THE HIGH SEAS—MY—Bebe Daniels, Ben Lyon, Charles Farrell—Okay British for nabe dual support—68m.—see Oct. 4 issue—(Film Alliance).

TWO'S COMPANY—C—Ned Sparks, Mary Brian, Patric Knowles—Bottom dueller for houses which can play British product—64m.—see Dec. 27 issue — (B. & D.).

TYPHOON TREASURE—MD—Campbell Copelin, Gwen Munro—Adventure yarn for lower half on duals—68m.—see July 12 issue — (Australian-made)—(Commonwealth).

ULTIMATUM—D—Erich von Stroheim, Dita Parla, Bernard Lancret—Excellent Gallic cinema—73m.—see Feb. 21 issue—(Hoffberg).

UNDER THE SOUTHERN CROSS (Sotto la Croce del Sud)—D—Doris Duranti, Antonio Centa—Tops for Italian houses — 81m.—see June 28 issue—(Esperia).

U. S. S. R. ON THE SCREEN, 1939—Documentary—No credits given—Left wing attraction—94m.—see Aug. 23 issue—(Amkino).

VENGEANCE OF THE DEEP—MD—Lloyd Hughes, Shirley Richards, Sidney Wheeler—Poor English-made offering—62m.—see Feb. 21 issue — (Time Pictures).

VOLGA BOATMAN, THE (Le Batelier de la Volga)—D—Pierre Blanchar, Vera Korene—Best for foreign, art houses—78m.—see Apr. 5 issue—(Hoffberg).

WALLY, LA—DMU—Germana Paolieri, Carlo Minchi—For Italian audiences only—83m.—see July 26 issue—(Amerital).

WE WERE SEVEN SISTERS (Eravamo Sette Sorelle)—CD—Nino Besozzi, Antonio Gandusio, Sergio Tofano—Excellent for Italian audiences—87m.—see June 28 issue—(Esperia)—(A).

WE WERE SEVEN WIDOWS—CD—Antonio Gandusio, Nino Taranto, Vincenzo Scarpetta—Great for Italian audiences—82m.—see March 6 issue — (Esperia).

WINGS OVER AFRICA—MD—Joan Gardner, Ian Colin—Weak dueller; may be exploited—62m.—see Aug. 9 issue—(Merit).

WHITE SQUADRON, THE—see Lo Squadrone Bianco.

WHITE SAVAGE (Uncivilized)—D—Dennis Hoey, Margot Rhye, Ashton Jarry—Dueller, but can be exploited to advantage—72m.—see Dec. 27 issue—(Box-Office Attractions)—(A).

WITHOUT A HOME—D—Alexander Marten, Vera Gran—For strictly Yiddish-policy houses — 90m.—see Apr. 19 issue—(Foreign Cinema Arts).

WORLD IS OURS, THE—CD—Voskovec, Werich—Excellent foreign product—96m.—see Aug. 23 issue—(Kassler).

YOUTH IN REVOLT—MD—Jean-Louis Barrault, Fabien Loris, Charles Deurot—Fair art entry—91m.—see May 31 issue, under Columbia—(Columbia).

SCREEN SNAPSHOTS
'39-'40 (12)

No. 1—Art of Make-Up (E) ..... Sept. 22 9½m.
No. 2 — Animal Actors and Trainers (E) .... Nov. 10 10m.
No. 3—Outdoor Parties (G) ..... Dec. 1 10m.
No. 4—Behind the Scenes in Hollywood (G) .. Jan. 5 10m.
No. 5 (E) ..... Feb. 23 11m.
No. 6 ..... Mar. 29 —m.
No. 7 ..... May 3 —m.

TOURS
'39-'40 (8)

Beautiful Switzerland (G) . Nov. 17 10m.
Historic Cities of India (G) ..... Oct. 27 10m.
Holland and the Zuyder Zee (B) ..... Sept. 15 10m.
Life in Paris (E) ..... Dec. 22 11m.
New Hampshire ..... Feb. 9 —m.
(Natural Color)
Unveiling Algeria ..... Mar. 1 —m.

WASHINGTON PARADE
'39-'40 (6)

No. 1—Smithsonian Institution (G) ..... Nov. 10 11m.
No. 2—U. S. Treasury, Bureau of Printing and Engraving (G) ..... Dec. 29 11m.
No. 3—Inside the Federal Bureau of Investigation (E) ..... Feb. 9 11m.

METRO

Two Reel

CRIME DOESN'T PAY (6)

Drunk Driving (E) ..... Oct. 28 21m.
Think First! (E) ..... Sept. 9 21m.

'39-'40 (6)

Know Your Money (E) . Jan. 27 21m.
Pound Foolish (E) ..... Dec. 23 20m.

One Reel

CARTOONS (11)
(Technicolor)

Blue Danube, The (E) .. Dec. 16 7m.
One Mother's Family (E) Sept. 30 9m.

'39-'40 (18)

Fishing Bear, The (G) . Jan. 10 8m.
Mad Maestro, The (G) .. Dec. 30 8m.
Peace on Earth (E) .... Dec. 9 8m.
Puss Gets the Boot (G) . Feb. 10 9m.

FITZPATRICK TRAVELTALKS
(Technicolor)
'39-'40 (12)

Calling on Columbia (G) Mar. 16 10m.
Land of Alaska Nellie (F) ..... Dec. 23 9m.
Natural Wonders of Washington State (E) ..... Oct. 7 9m.
Night Descends on Treasure Island (E) ..... Jan. 26 9m.
Old Natchez on the Mississippi (G) ..... Dec. 30 9m.
Seattle, Gateway to the Pacific Northwest (G) . Feb. 17 9m.
Quaint Saint Augustine (E) ..... Nov. 4 9m.
Valiant Venezuela (G) . Nov. 25 9m.

MINIATURES
'39-'40 (9)

Ash Can Fleet, The (E) Sept. 9 11m.
Door Will Open, A (E) . 11m.
Failure At Fifty, A (E) . Oct. 7 10m.
Mendelssohn's Wedding March (G) ..... Nov. 4 8m.
(Technicolor)
Miracle at Lourdes (E) . Dec. 30 11m.
Old South, The (E) ... Jan. 20 10m.
When Turf Meets Surf (G) ..... Jan. 6 11m.

OUR GANG COMEDIES
'39-'40 (8)

Alfalfa's Double (F) .. Jan. 20 11m.
Captain Spanky's Showboat (F) ..... Sept. 9 11m.
Ded for a Day (G) .... Oct. 21 11m.
Time Out for Lessons (G) ..... Dec. 2 11m.

PASSING PARADE
'39-'40 (8)

Forgotten Victory (E) .. Dec. 9 11m.

PETE SMITH SPECIALTIES (15)

Football Thrills of 1938 Sept. 16 10m.
Set 'Em Up (E) ..... Oct. 7 10m.
Stuffie (G) ..... Mar. 2 9m.

'39-'40 (13)

Let's Talk Turkey (G) .. Oct. 28 10m.
Maintain the Right (G) . Jan. 13 10m.
Romance of the Potato (G) ..... Dec. 9 9m.
Ski Birds (E) ..... Nov. 18 8m.
What's Your I. Q.? (G) . Feb. 10 8m.

ROBERT BENCHLEYS
'39-'40 (4)

Day of Rest, The (F) ... Sept. 16 9m.
Home Movies (G) .... Feb. 17 7m.
See Your Doctor (G) ... Dec. 16 8m.
That Inferior Feeling (G) . Jan. 20 9m.

SPECIAL

Northward, Ho! (E) ... 10m.

PARAMOUNT

One Reel

COLOR CLASSICS
(Technicolor)
'39-'40 (6)

Ants in the Plants ..... Mar. 15 —m.
Fresh Vegetable Mystery, The (G) ..... Sept. 29 7m.
Kick in Time, A ..... May 3 —m.
Little Lambkin (G) .... Feb. 2 7m.

COLOR CRUISES
(Cinecolor)
'39-'40 (7)

Argentina ..... Apr. 5 —m.
Chile (B) ..... Nov. 10 10m.
Cuba (B) ..... Jan. 5 9m.
Isle of Columbus (F) ... Feb. 9 9m.
Peru (F) ..... Oct. 6 9m.

HEADLINERS
'39-'40 (10)

Dorsey, Jimmy, & Orchestra (G) ..... Feb. 2 10m.
Flo Rito, Ted, and Orchestra (G) ..... Oct. 6 11m.
Here's Hal (E) H. Kemp & Orchestra . Nov. 24 10m.
Moments of Charm of 1940 (E) P. Spitalny & All-Girl Orchestra ..... Oct. 27 10m.
(Technicolor)
Olsen, George, and His Music of Tomorrow ... Mar. 8 —m.
Paramount Presents Frankie Masters (F) F. Masters & Orchestra ..... Dec. 29 11m.

PARAGRAPHICS
'39-'40 (10)

Bits of Life (G) ..... Nov. 17 11m.
Busy Little Bears (F) .. Oct. 20 10m.
Not So Dumb ..... Mar. 15 —m.
Paramount Pictorial (F) Feb. 16 11m.
Public Hobby Number One (G) ..... Sept. 22 11m.
Touchdown Review (G) . Dec. 22 10m.
Sugar Wind (F) ..... Jan. 19 10m.

POPEYE CARTOONS
'39-'40 (12)

Females Is Fickle (G) .. Mar. 8 7m.
Me Feelin's Is Hurt .... Apr. 19 —m.
Never Sock a Baby (G) . Nov. 3 6m.
Onion Pacific ..... May 10 —m.
Shakespearean Spinach (G) ..... Jan. 19 7m.
Stealin' Ain't Honest ... Mar. 29 —m.
Wimmin Is a Myskery .. May 13 —m.

POPULAR SCIENCE
(Cinecolor)
'39-'40 (6)

No. 1 (G) ..... Sept. 15 11m.
No. 2 (E) ..... Nov. 3 11m.
No. 3 (G) ..... Dec. 15 11m.
No. 4 (E) ..... Feb. 16 10m.
No. 5 ..... Apr. 19 —m.

SPORTLIGHTS
'39-'40 (13)

Aqua-Rhythm (G) .... Nov. 24 10m.
Blue Streak, The ..... Apr. 19 —m.
Bowling Skill (G) .... Jan. 26 10m.
Catching Whoppers (F) . Oct. 13 10m.
Desert Adventure, A (G) . Sept. 22 10m.
Dog Is Born, A (G) .... Nov. 3 10m.
Human Fish (G) ..... Feb. 23 10m.
Judo Experts (G) ..... Dec. 15 10m.
Two of a Kind (G) .... Mar. 22 10m.

STONEAGE CARTOONS
'39-'40

Foul Ball Player, The ... May 10 —m.
Granite Hotel ..... Apr. 26 —m.
Ugly Dino, The ..... May 24 —m.
'Way Back When a Night Club Was a Stick .... Mar. 15 —m.
'Way Back When a Nag Was Only a Horse (F) Apr. 5 7m.
'Way Back When a Triangle Had Its Points (G) ..... Feb. 9 7m.

SYMPHONIC SERIES
'39-'40 (3)

Blue Danube, The (E) .. Sept. 29 10m.
Merry Wives of Windsor (E) ..... Oct. 27 9m.
William Tell (E) ..... Nov. 24 11m.

UNUSUAL OCCUPATIONS
(Cinecolor)
'39-'40 (6)

No. 1 (G) ..... Oct. 13 11m.
No. 2 (E) ..... Nov. 17 11m.
No. 3 (G) ..... Jan. 19 10m.
No. 4 ..... Mar. 22 —m.
No. 5 ..... May 24 —m.

RKO-RADIO

Two Reel

EDGAR KENNEDY COMEDIES
'39-'40 (6)

Act Your Age (G) ..... Oct. 6 18m.
Kennedy the Great (G) . Dec. 8 19m.
Mutiny in the County ... May 3 —m.
Slightly at Sea (F) .... Feb. 9 16m.

LEON ERROL COMEDIES
'39-'40 (6)

Scrappily Married (F) .. Mar. 1 20m.
Truth Aches (G) ..... Nov. 3 19m.
Wrong Room (G) ..... Sept. 22 19m.

THE MARCH OF TIME
'39-'40 (13)

No. 1 — Soldiers With Wings (E) ..... Sept. 1 19m.
No. 2—The Battle Fleets of England (E) ..... Sept. 29 19m.
No. 3 — Uncle Sam, the Farmer (G) ..... Oct. 27 18m.
No. 4 — Newsfronts of War, 1940 (E) ..... Nov. 24 19m.
No. 5—Crisis in the Pacific (G) ..... Dec. 22 17m.
No. 6—The Republic of Finland, 1919-1940 (E) ..... Jan. 19 18m.
No. 7 — The Vatican of Pius XII (G) ..... Feb. 16 18m.
No. 8 — Canada at War (G) ..... Mar. 15 20m.
No. 9 ..... Apr. 12 —m.
No. 10 ..... May 10 —m.

RADIO FLASH COMEDIES
'39-'40 (8)

Blamed for a Blonde (F) R. Atwill ..... Oct. 20 16m.
Chicken Feed (B) B. Gilbert ..... Jan. 19 18m.
Coat Tales (G) J. Prouty ..... Nov. 17 18m.
Goodness! A Ghost (F) H. Langdon ..... July 5 16m.
Twincuplets (G) Stroud Twins ..... Apr. 12 20m.

WESTERN MUSICALS
'39-'40 (4)

Bandits and Ballads (F) . Dec. 29 17m.
Corralling a School Marm. —m.
Molly Cures a Cowboy .. Mar. 22 —m.

One Reel

INFORMATION PLEASE
'39-'40 (13)

No. 2—Gene Tunney (E) . Oct. 6 11m.
No. 3—Clarence Budington Kelland (G) ..... Nov. 3 10m.
No. 4 — Deems Taylor (E) ..... Dec. 1 11m.
No. 5—Christopher Morley (G) ..... Dec. 29 10m.
No. 6 — Gene Tunney (G) ..... Jan. 26 11m.
No. 7 — Clarence Buddington Kelland .... Feb. 23 10½m.
No. 8—Ruth Gordon ... Mar. 22 —m.
No. 9 ..... Apr. 19 —m.
No. 10—Deems Taylor .. May 17 —m.
No. 11—Christopher Morley ..... June 14 —m.
No. 12—Ruth Gordon .. July 12 —m.
No. 13 ..... Aug. 9 —m.

REELISMS
'39-'40 (13)

Acres of Plenty (F) .... Oct. 13 9m.
American Royal (G) .... Nov. 10 9m.
Hollywood ..... July 19 —m.
Men of Muscle (G) .... Jan. 5 9m.
Navajo Land (F) ..... Mar. 1 10m.
Nevada Unlimited (G) .. Sept. 15 8m.
Pursuit Planes ..... June 21 —m.
Siege (E) ..... Mar. 29 10m.
Stray Lamb ..... May 24 —m.
Streamlined ..... Apr. 26 —m.
Unarmed ..... Aug. 16 —m.
Vacation Diary (G) .... Feb. 2 10m.
West Wall, The (E) .... Dec. 8 10m.

SPORTSCOPES
'39-'40 (13)

Aqua Poise (G) ..... Jan. 19 9m.
Court Favorites (G) .... Apr. 12 9m.
Flycasting ..... Mar. 15 —m.
Hunting Hounds (G) ... Sept. 29 9m.
Hurdle Hoppers ..... May 10 —m.
Ice Cutters (F) ..... Oct. 27 9m.
Pennant Chasers (G) ... Feb. 16 9m.
Quail ..... Mar. 15 —m.
Sky Game (E) ..... Dec. 22 9m.
Sky Sailors ..... July 5 —m.
Wind Blown ..... June 7 —m.
Winter Playground (E) . Nov. 24 9m.

WALT DISNEY CARTOONS (18)
(Technicolor)
'39-'40 (18)

Billposters, The ..... May 17 —m.
Day in a Dog's Life .... July 12 —m.
Donald's Dog Laundry .. Apr. 5 —m.
Donald's Outboard Motor . June 28 —m.
Donald's Vacation ..... June 21 —m.
Magician Mickey ..... Aug. 2 —m.
Mr. Bush Steps Out .... June 7 —m.
Officer Duck (E) ..... Sept. 22 8m.
Riveter, The (E) ..... Mar. 5 8m.
Tugboat Mickey ..... Apr. 20 —m.

REPUBLIC

SERIALS (4)

Zorro's Fighting Legion R. Hadley, S. Darcy .. Dec. 16 12 ep.

'39-'40 (4)

Adventures of Red Ryder 12 ep.
Drums of Fu Manchu (E) H. Brandon ..... Mar. 15 15 ep.
King of the Royal Mounted ..... 12 ep.
Lone Texas Ranger, The . 15 ep.

20th CENTURY-FOX

One Reel

ADVENTURES OF A NEWSREEL CAMERAMAN
'39-'40 (4)

Filming the Fleet (E) .. Oct. 27 11m.
Sky Fighters (E) ..... Dec. 8 10m.

DRIBBLEPUSS PARADE
'39-'40 (6)

Labor Savers ..... Apr. 12 9m.
"Monkies is the Cwaziest People" (G) ..... Sept. 29 10m.
Silly Season, The (F) .. Jan. 5 10m.

FASHION FORECAST
(Technicolor)
'39-'40 (4)

No. 5—Fall Fashions (G) ..... Sept. 15 10m.
No. 6—Winter Fashions (E) ..... Dec. 22 10m.
No. 7—Spring Fashions . Mar. 29 —m.

MAGIC CARPET OF MOVIETONE
'39-'40 (6)

Aghileen Pinnacles, The (G) ..... Nov. 10 11m.
Climbing the Spirit's Home ..... May 10 —m.
Evergreen Empire, The (G) ..... Oct. 13 11m.
Flying Stewardess (G) .. Mar. 15 10m.
Valley of Ten Thousand Smokes (E) ..... Feb. 16 10m.
Kangaroo Country (F) .. Feb. 2 10m.

SPORTS REVIEWS
'39-'40 (6)

Clocking the Jockies (G) . Nov. 24 11m.
Following the Hounds (E) ..... Mar. 1 10m.
Over the Seven Seas .... Apr. 26 10m.
Topnotch Tennis (F) .. Jan. 19 10m.

TERRYTOONS

'39-'40 (26)

Black and White

All's Well That Ends Well (F) .....Mar. 8 6m.
Dog in a Mansion (B)..Jan. 12 7m.
Edgar Runs Again (F).Jan. 26 6m.
Hare and Hounds (F)..Feb. 23 7m.
Hitch-Hiker, The .....Dec. 1 7m.
Ice Pond, The (F).....Dec. 15 7m.
It Must Be Love.....Apr. 5 —m.
One Mouse In a Million (F) .....Nov. 3 7m.
Sheep in the Meadow (G) .....Sept. 22 7m.
Watchdog, The (F) ...Oct. 20 7m.
Wot's All the Shootin' Fer .....May 3 —m.

Technicolor

Catnip Capers .....May 31 —m.
First Robin, The (F)..Dec. 29 7m.
Harvest Time (F).....Feb. 9 7m.
Hook, Line and Sinker (F) .....Sept. 8 7m.
Just a Little Bull.....Apr. 19 —m.
Much Ado About Nothing (F) .....Mar. 22 6m.
Orphan Duck, The (G)..Oct. 6 7m.
Wicky-Wacky Romance (F) .....Nov. 17 7m.

UNIVERSAL

Two Reel

COMEDY RE-ISSUES

Ooh, La, La (F)
S. Summerville .....Jan. 1 19m.
We, We, Marie (F)
S. Summerville .....Jan. 1 20m.

MUSICALS

'39-'40 (13)

Bullets and Ballads (F)
Fanchonettes, Armida.Feb. 14 17½m.
International Revels
W. Sabbot, J. Collins.Mar. 13 17m.
Rhumba Land (G)
W. Shaw .....Nov. 15 18m.
Rhythm Jamboree (E)
J. Starr .....Jan. 17 18m.
Snow Follies (F)
L. Roth, King Sisters.Dec. 13 18m.
Swing Hotel (G)
D. Daly and Orchestra.Oct. 18 18m.

SERIALS

'39-'40 (4)

Flash Gordon Conquers the Universe (E)
L. Crabbe .....Apr. 9 12 ep.
Green Hornet, The (G)
G. Jones, A. Nagel..Jan. 9 13 ep.
Phantom Creeps, The (G)
B. Lugosi, D. Arnold.Oct. 17 12 ep.

One Reel

GOING PLACES

'39-'40 (15)

No. 66 (G) .....Sept. 25 9m.
No. 67 (F) .....Oct. 16 9m.
No. 68 (G) .....Nov. 13 9m.
No. 69 (G) .....Dec. 11 8m.
No. 70 (G) .....Dec. 25 8m.
No. 71 (G) .....Jan. 15 9m.
No. 72 (G) .....Feb. 5 9m.
No. 73 .....Feb. 26 —m.
No. 74 .....Mar. 18 —m.
No. 75 .....Apr. 8 —m.
No. 76 .....Apr. 29 —m.

STRANGER THAN FICTION

'39-40 (15)

No. 66 (G) .....Sept. 18 8½m.
No. 67 (G) .....Oct. 9 9m.
No. 68 (F) .....Nov. 6 9m.
No. 69 (G) .....Dec. 4 9m.
No. 70 (G) .....Dec. 18 9m.
No. 71 (G) .....Jan. 8 9m.
No. 72 (F) .....Jan. 29 8½m.
No. 73 .....Feb. 19 —m.
No. 74 .....Mar. 11 —m.
No. 75 .....Apr. 1 —m.
No. 76 .....Apr. 15 —m.

WALTER LANTZ CARTUNES

(Technicolor)

'39-'40 (13)

Adventures of Tom Thumb, Jr. .....Mar. 4 9m.
Andy Panda Goes Fishing (F) .....Jan. 22 8m.
Kittens Mittens (G)...Feb. 12 8m.
Life Begins for Andy Panda (G) .....Oct. 9 8½m.
Scrambled Eggs (G)...Nov. 20 9m.
Sleeping Princess, The (G) .....Dec. 4 9m.
Tom Thumb, Jr. .....Mar. 4 —m.

VITAPHONE

Two Reel

BROADWAY BREVITIES

'39-'40 (10)

Alex in Wonderland (G)
W. Catlett, C. Foy...Mar. 9 14m.
Double or Nothing (E)
L. Dixon, Doubles...Apr. 20 19m.
Ice Frolics (G)
E. Gardner, Merry Macs .....Oct. 28 17m.
One for the Book (F)...Feb. 3 20m.
Remember When? (E)
Eton Boys, R. Ragland.Jan. 20 20m.
Slapsie Maxie's (E)
M. Rosenbloom .....Sept. 16 17m.
World's Fair, Jr. (F)
Kiddie Revue .....Dec. 9 20m.

TECHNICOLOR PRODUCTIONS (8)

Ride, Cowboy, Ride (E)
D. Morgan .....Sept. 9 22m.

'39-'40 (8)

Monroe Doctrine, The (E)
J. Stephenson, S. Blackmer .....Oct. 14 22m.
Old Hickory (E)
H. Sothern, V. Killian.Dec. 23 17m.
Royal Rodeo (E)
J. Payne .....Nov. 25 15m.
Singin' Dude, The
D. Morgan, L. Fairbanks .....Apr. 6 —m.
Teddy the Roughrider(E)
S. Blackmer .....Feb. 24 19m.

One Reel

COLOR PARADE

'39-'40 (10)

American Saddle Horses (E) .....Nov. 11 10m.
Mechanix Illustrated
No. 1—(G) .....Sept. 30 10m.
No. 2—(G) .....Dec. 2 10m.
No. 3—(G) .....Feb. 17 10m.
Men Wanted .....Mar. 23 —m.
New Horizons (F) ....Jan. 6 10m.

LOONEY TUNES

'39-'40 (16)

Africa Squeaks (E) ...Jan. 27 7m.
Ali Baba Bound (G) ..Feb. 10 7m.
Film Fan, The (F).....Dec. 16 7m.
Jeepers Creepers (G)...Sept. 23 7m.
Naughty Neighbors (F) Oct. 7 7m.
Pied Piper Porky (G)..Nov. 4 7m.
Pilgrim Porky .....Mar. 16 —m.
Porky's Last Stand (F).Jan. 6 7m.
Porky the Giant Killer (F) .....Nov. 18 7m.
Slap Happy Peppy.....Mar. 30 —m.
You Ought to Be In Pictures .....Apr. 27 —m.

MELODY MASTERS

'39-'40 (10)

Apollon, Dave, & Orchestra (F) .....Mar. 2 10m.
Coquettes, The (F)
F. Carroll .....Feb. 17 10m.
Hoff, Carl, & Orchestra.Mar. 23 —m.
Lopez, Vincent, and Orchestra (G) .....Sept. 30 10m.
Rubinoff and His Orchestra (G) .....Nov. 11 8m.
Shaw, Artie, and Orchestra in "Symphony of Swing" (E) .....Dec. 30 10m.

MERRIE MELODIES

(Technicolor)

'39-'40 (26)

Bears' Tale, The .....Apr. 13 —m.
Busy Bakers (F) .....Feb. 10 7m.
Confederate Money ....Mar. 30 —m.
Cross Country Detours..Mar. 16 —m.
Curious Puppy, The (F).Dec. 30 7m.
Early Worm "Gets the Bird," The (G) .....Jan. 13 7m.
Elmer's Candid Camera..Mar. 2 —m.
Fagin's Freshman (G)..Nov. 18 7m.
Fresh Fish (E) .....Nov. 4 7m.
Good Egg (F) .....Oct. 21 7m.
Hardships of Miles Standish .....Apr. 27 —m.
Land of the Midnight Fun (E) .....Sept. 23 7m.
Little Lion Hunter (G).Oct. 7 7m.
Mighty Hunters (G) ...Jan. 27 7m.
Screwball Football (F).Dec. 16 7m.
Sioux Me (G) .....Sept. 9 7m.
Sniffles and the Bookworm (G) .....Dec. 2 7m.

VARIETIES

'39-'40 (6)

No Parking Grouch Club .....Apr. 13 —m.
Organ Novelty, An (G)
The Crawfords .....Jan. 13 9m.
Sword Fishing (E)
H. Hill .....Oct. 21 10m.
Vote Trouble (G)
Grouch Club .....Sept. 9 10m.

COMMERCIAL

Addresses of the producers or distributors will be furnished on request.

All In One (G)—Handy 10m.
Behind the Mike (E)—Handy ..... 9m.
Beauty in Ball (G) — Ball Bra Company.... (16 mm. only) 19m.
Circus Daze (G)—Handy 9m.
Current Flashes (G) — Handy ..... 10m.
Five Grand and a Girl (E) — Wilding Picture Productions .... 15m.
Free and Easy (G) — Jam Handy ..... 9m.
Life Is What You Make It (F) ..... 10m.
Miami Miracle (F) — Paramount ..... 10m.
Miracle of Milk, The (E) —Principal Productions ..... 10m.
Modeled for Distinction (G)—Handy ..... 10m.
More Power to You (E) —Handy ..... 10m.
New England, Yesterday and Today (E) — Handy ..... 20m.
(Also: 1-reel version)
Radio Blockade (E) — Handy ..... 9m.
Sea Food (G)—Pathe.. 12m.
Vacuum Control (E) — Handy ..... 11m.
Washington (G)—Baltimore & Ohio Railroad 10m.

MISCELLANEOUS

Addresses of the producers or distributors will be furnished on request.

Adventures in the Jungle (G)—Continental .. 26m.
Afternoon at a Bull Fight (F)—Emanuel. 10m.
Anti-Mutuel Talk — Soc. Prev. of Crime ..... 3m.
Aquabatics (G)—Carrick
Birth of a Champion (G)—Fistic Films .. 14m.
Birth of the Movies (E) —Alliance ..... 18m.
Broken Earth (G)—Sack Amusement ..... 8m.
California Today (F)—Modern ..... 10m.
Calling on Cairo (G)—Central ..... 8m.
China Fights On (F)—Amkino ..... 18m.
Chinook's Children (E) —Central ..... 10m.
Colored America on Parade (G) — Million Dollar-Sack ..... 10m.
Colored Champions of Sports, No. 3 (E)—Million Dollar-Sack .. 10m.
Country Fair (E)—Central Films ..... 10m.
Dagestan (F)—Amkino. 10m.
Diamond Minds (F) — National Cinema ... 10m.
Disinherited, The (G)—Children's Aid Society of N. Y. ..... 15½m.
Finland Fights (E) — Emerson Yorke—Finnish Relief Fund.... 5½m.
Finland Speaks (E) — Hoffberg ..... 10¾m.
Flying Frogs, The (G) —Amkino ..... 10m.
Footsteps of Saint Patrick (F)—Guarenteed 25m.
Fountain of Bakhchisarai, The (G)—Amkino .. 10m.
Four Seasons (E) — Walch ..... 3m.
Future Admirals (G)— Philip Provenza .... 11m.
Gems of the Orient (E) —Modern ..... 10m.
Great Train Robbery, The (—)—Klein ... 10m.
Happy Landing, A (F) —Imperial ..... 8m.
Highlights of London (G)—Central ..... 10m.
Homes of Today (E)—Fed. Housing Administration ..... 11m.
Honoring a People's Port (B)—Amkino ..... 5m.
In Old Morocco (G) — Central ..... 9m.
Irish Isle, The (F — Central ..... 10m.
Island of Love (F) — Principal ..... 10m.
Joe Louis — "Brown Bomber" (E) — Million Dollar-Sack .... 10m.
Journey to Normandy, A (G)—Central ... 10m.
Klimainham Jail (G)— Alexander ..... 28m.
Let My People Live (G) —N. Y. Tuberculosis Association ..... 19m.
Life in Harlem (E)— Million Dollar-Sack .. 10m.
Louis-Godoy Fight Pictures (G)—Banner .. 29m.
Makassar (G) — Devlin 10m.
Mat Maulers (E)—Sonnenschein ..... 10m.
Memory Lingers On, The, No. 2 (G)—Ennis .. 11m.
Miracles of Modernization (F) — Federal Housing Adm. ..... 9m.
Monsters of the Deep (F)—Talking Picture Epics ..... 26m.
Montmartre (F) — French Cinema Center 15m.
Mother, The (G)—Astor 10m.
Musical Moments (F)— Alliance ..... 20m.
News Comics (F)—Ideal 9m.
1939 — Year of Dark Contrests (E)—Paramount News ..... 16m.
North Sea (G)—World. 24m.
One Night Before Christmas (G)—Syndicate. 13m.
Paper Hanger, The (F) —King of Comedy... 19m.
Peasant's Wedding, The (F) — Polish Pictures 35m.
Pyramids of Mexico, The (E)—Atlas ..... 11m.
Raiders Over England (F)—Monogram ... 18m.
Recovery Road (G) — Children's Aid Society 9m.
Rembrandt (E) — Malchin ..... 10m.
(Also: 2-reel version)
School of Talent (G)— Amkino ..... 10m.
Seabiscuit (G) — Howard ..... 19m.
Service in Submarines— U. S. N. ..... 10m.
Serum to Windham (G) —N. Y. State Department of Health .... 9m.
She Shall Have Music (F) — Imperial.... 35m.
Southern Beauties (F)— Imperial ..... 10m.
Spy Menace, The (F)— Screen Classics ..... 11m.
Story of Our Flag, The (F) — Screen Classics 11m.
Swing's the Thing (G) —Imperial ..... 18m.
Terzo Annuele dell' Impero col Discorso del Duce (G)—Esperia .. 10m.
Warning, The (G)—Alliance ..... 36m.
What Goes Up (G)— Sepia Art Pictures... 20m.
Wild Innocence (—)— Garfield ..... 34m.
Winners of the International Violin Contest (G) — Amkino... 10m.
With These Weapons (E) —Amer. Social Hygiene Assn. ..... 11m.
Xochmilco (G) — Atlas. 11m.
Your Town (G)—Modern Talking Picture Service ..... 10m.
Zoo in Manhattan (G)— Central ..... 10m.

THE EXHIBITOR'S ORIGINAL NATIONAL RELEASE DATE GUIDE

ANOTHER SERVICE OF THE JAY EMANUEL PUBLICATIONS CREATED IN THE INTERESTS OF BETTER MANAGEMENT

Pictures listed are in the order of their release by the several companies, placed as closely as possible to the correct date. This Guide is subject to changes in dates, titles, and casts, as made by the companies' home office. For convenience, series westerns are designated by a W following the title, not to be confused with (W) in the Warner-First National column, where the letter designates a Warner picture.

	COLUMBIA	METRO	MONOGRAM	PARAMOUNT	RADIO	REPUBLIC	20th-FOX	UNITED ARTISTS	UNIVERSAL	WARNERS FIRST NAT.
FEB 16	**Five Little Peppers at Home** E. Fellows, D. Peterson, C. Kolb	**The Man From Dakota** W. Beery, J. Howard, D. Del Rio	**Danger Ahead** J. Newill, D. Kent, D. O'Brien	**The Sidewalks of London** C. Laughton, V. Leigh (English-made)	**Swiss Family Robinson** T. Mitchell, E. Best, F. Bartholomew		**Young As You Feel** The Jones Family	**A Chump at Oxford** S. Laurel, O. Hardy (Roach)	**Honeymoon Deferred** E. Lowe, M. Lindsay, E. Risdon	**The Castle on the Hudson (FN)** J. Garfield, A. Sheridan, P. O'Brien
23	**Blondie on a Budget** P. Singleton, A. Lake, L. Simms	**Northwest Passage** S. Tracy, R. Young, W. Brennan, R. Hussey (Technicolor)	**The Cheyenne Kid, W** J. Randall, L. Stanley **Murder on the Yukon** J. Newill	**Knights of the Range, W** R. Hayden, J. Parker, J. MacDonald	**Pinocchio** W. Disney Feature-Length Cartoon (Technicolor)		**They Came by Night** W. Fyffe, A. Hulme, P. Calvert (English-made)		**Framed** J. Cowan, C. Moore, R. Armstrong	
MAR 1	**Bullets for Rustlers, W** C. Starrett, L. Grey	**Strange Cargo** C. Gable, J. Crawford, I. Hunter	**Rhythm of the Rio Grande, W** T. Ritter, S. Dale **Torpedo Raider** B. Balfour, B. Mackay (English-made)	**Seventeen** J. Cooper, B. Field, O. Kruger	**Little Orvie** J. Sheffield, E. Truex, A. Todd		**Charlie Chan in Panama** S. Toler, J. Rogers, L. Atwill	**The House Across the Bay** G. Raft, J. Bennett (Wanger)	**Double Alibi** W. Morris, M. Lindsay, W. Gargan	**Dr. Ehrlich's Magic Bullet (FN)** E. Robinson, R. Gordon, O. Kruger
8	**Outside the Three-Mile Limit** J. Holt, I. Ware, E. Cianello	**The Ghost Comes Home** F. Morgan, B. Burke, A. Rutherford	**The Human Monster** B. Lugosi (English-made)	**Showdown, W** W. Boyd, R. Hayden, J. Clayton	**Isle of Destiny** W. Gargan, W. Ford, J. Lang (Cosmocolor)	**Pioneers of the West, W** 3 Mesquiteers, B. Roberts			**Zanzibar** L. Lane, J. Craig, E. Cianelli	
15	**Men Without Souls** J. Litel, R. Hudson	**Young Tom Edison** M. Rooney, F. Bainter, G. Bancroft		**Women Without Names** E. Drew, J. Barrett, R. Paige	**Millionaire Playboy** J. Penner, L. Hayes	**Forgotten Girls** L. Platt, D. Woods, R. Armstrong	**The Grapes of Wrath** H. Fonda, J. Darwell, J. Carradine		**Ma! He's Making Eyes at Me** T. Brown, C. Moore	**Three Cheers for the Irish (FN)** P. Lane, D. Morgan, T. Mitchell
22	**Too Many Husbands** J. Arthur, F. MacMurray, M. Douglas	**Florian** R. Young, H. Gilbert, C. Coburn	**The Midnight Limited** M. Reynolds, J. King, P. Flaherty	**Road to Singapore** B. Crosby, D. Lamour, B. Hope	**Primrose Path** G. Rogers, J. McCrea, M. Mander	**Rancho Grande, W** G. Autry, S. Burnette, J. Storey	**The Blue Bird** S. Temple, S. Byington, N. Bruce (Technicolor)	**My Son, My Son!** B. Aherne, M. Carroll (Small)	**It's a Date** D. Durbin, K. Francis, L. Howard	**Virginia City (W)** E. Flynn, M. Hopkins, R. Scott
29		**Dr. Kildare's Strange Case** L. Barrymore, L. Ayres, L. Day	**Son of the Navy** J. Dunn, J. Parker, M. Spellman	**The Farmer's Daughter** M. Raye, C. Ruggles, W. Frawley	**Irene** A. Neagle, R. Milland, R. Young	**Ghost Valley Raiders, W** D. Barry, L. Andre, L. Mason	**Free, Blonde and 21** L. Bari, J. Davis, H. Wilcoxon	**Over the Moon** M. Oberon, R. Harrison, U. Jeans (Technicolor) (Korda)	**Black Friday** B. Karloff, B. Lugosi, A. Nagel	
APR 5	**Blazing Six Shooters, W** C. Starrett, I. Meredith	**New Moon** J. MacDonald, N. Eddy, D. Purcel	**Tomboy** J. Moran, M. Jones	**Adventure in Diamonds** G. Brent, I. Miranda, J. Loder	**The Courageous Dr. Christian** J. Hersholt, D. Lovett, R. Baldwin **Bullet Code, W** G. O'Brien, V. Vale	**The Dark Command** J. Wayne, C. Trevor, W. Pidgeon	**Star Dust** L. Darnell, J. Payne, R. Young	**One Million B. C.** L. Chaney, Jr., C. Landis, V. Mature (Roach)	**Half a Sinner** H. Angel, J. King, C. Collier **Riders of Pasco Basin, W** J. Brown, B. Baker	**It All Came True (W)** A. Sheridan, J. Lynn, H. Bogart
12	**Man Who Would Not Die** B. Karloff, J. Sayre, R. Pryor	**Two Girls on Broadway** G. Murphy, L. Turner, J. Blondell	**Covered Wagon Trails, W** J. Randall, S. Cairns, D. Sharp	**Dr. Cyclops** A. Dekker, J. Logan, V. Killian (Technicolor)	**My Favorite Wife** I. Dunne, C. Grant, R. Scott		**Viva Cisco Kid** C. Romero, J. Rogers, C-P. Martin		**House of Seven Gables** M. Lindsay, G. Sanders, V. Price	**Gambling on the High Seas (W)** W. Morris, J. Wyman, G. Roland
19	**I Married Adventure** Mrs. O. Johnson	**And One Was Beautiful** J. Muir, L. Day, B. Burke	**Phantom Pilot** J. Newill	**French Without Tears** R. Milland, E. Drew (English-made)	**Beyond Tomorrow** C. Winninger, H. Carey, J. Parker		**Johnny Apollo** T. Power, D. Lamour, E. Arnold		**Sky Patrol** (Cast not set)	**'Til We Meet Again (FN)** M. Oberon, G. Brent, P. O'Brien
26	**The Doctor Takes a Wife** R. Milland, L. Young, G. Patrick	**Forty Little Mothers** E. Cantor, R. Johnson, B. Granville	**Missing People** W. Fyffe (English-made)	**The Biscuit Eater** B. Lee, C. Hickman, R. Lane	**Curtain Call** B. Read, J. Archer, A. Mowbray		**Shooting High** J. Withers, G. Autry, M. Weaver		**If I Had My Way** B. Crosby, G. Jean, E. Brendel	**An Angel From Texas (FN)** E. Albert, W. Morris, R. Lane

The "BIG 3" of 1940—All "QUALITY"

SWEDISH CRYSTAL VANITY SET

With the Gold and Ivory Lamp

Cavitt-Shaw

THE DELUXE DINNER SET THAT HAS TAKEN THE INDUSTRY BY STORM

BREAKFAST SETS

25 to 35 WEEKS

WITH THE

FLASH PIECES INCLUDED

QUALITY PREMIUM DISTRIBUTORS

1309-11 VINE STREET • [HOME OFFICE] • PHILADELPHIA, PA.

IN NEW ENGLAND — SI BUNCE, 33 WINCHESTER ST. BOSTON • IN NEW YORK — MAC-BERT 362 W. 44th ST • BRANCHES IN PRINCIPAL CITIES

THE EXHIBITOR

STATE BILLBOARD LAWS WOULD CHECK THEATRES

BETTER MANAGEMENT:

"MODERN AIR CONDITIONING IN EVERY THEATRE"

SERVISECTION:

REVIEWS OF "VIRGINIA CITY," "JOHNNY APOLLO"

"PRIMROSE PATH," 45 OTHER SHORTS, FEATURES

EDITORIAL:

"THE GOVERNMENT LISTS ITS WITNESSES"

NEW YORK STATE EDITION

ENTERED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST OFFICE AT PHILADELPHIA, PA., UNDER THE ACT OF MARCH 3, 1879

MARCH 20, 1940
VOL. 23 No. 19 PRICE 10 CENTS

UNITED ARTISTS proudly announces
April 12th as the release date of the newest
DAVID O. SELZNICK PRODUCTION

Rebecca

...for thirteen months America's Number 1 best-seller...right now Number 1 among all reprints. Read by 3,000,000 people as a book and in Ladies' Home Journal...and by millions more as a 40-day serial in scores of newspapers...the greatest public reached by any novel in recent years except "Gone With The Wind".

•

starring
LAURENCE OLIVIER
hero of "Wuthering Heights"
JOAN FONTAINE
in her sensational starring debut
with
GEORGE SANDERS • JUDITH ANDERSON
Directed by ALFRED HITCHCOCK
From the best-selling novel by DAPHNE DU MAURIER

TERRITORIAL HIGHLIGHTS

Billboard Measures Would Affect Trade

Exhibs Watching Progress Of Legislation

ALBANY—Two measures affecting film advertising were before the New York State Legislature last week when a bill aiming to regulate outdoor advertising and one which would eliminate billboards marring scenic beauty were brought to the floor.

Senator Henry W. Griffith and Assemblyman Russell Wright sponsored a bill which would permit the Legislature to certify certain roads as "scenic highways" from which all billboards, except those advertising local premises, would have to be removed within a year.

It would also prevent billboards considered dangerous or misleading, ban commercial signs utilizing words "Stop" and "Danger," and eliminate non-stationary signs and those displaying intermittent lights.

Assemblyman Jane H. Todd introduced a bill which provides for the creation of a nine-member commission to study the billboard problem and submit recommendations.

Buffalo Suit Dismissed

BUFFALO—A stockholder's suit against Midland Properties, Inc., owner of the 20th Century, former and present officers as well as directors of the corporation was dismissed last week by Supreme Court Referee Noonan.

The complaint was that corporate funds had been wasted and that general manager Max Yellen, who receives $10,000 annually, was overpaid. The referee held Yellen earned his salary, that he had been responsible for deal with Dipson-Basil circuit for $80,000 annual rental plus 15 percent of the net profits and that he had charged no commission for it. All charges were dismissed.

Two More Close

NEW YORK CITY—Two houses on 42nd Street closed last week when the Cameo, foreign feature house, and the Wallack's, a grind, went dark. Another theatre which shut was the Hollywood, downtown (not the Warner house).

Cocalis-RKO Deal Set

NEW YORK CITY — It was reliably reported last week that the deal whereby RKO gets Springer-Cocalis houses in the Bronx was set.

Publicity Item

TRENTON—The New Jersey Legislature in solemn conclave last week elected Ann Sheridan, Warner starlet, a "Daughter of New Jersey," in answer to the attacks of the Harvard Lampoon, which termed the titian-haired actress a girl "who was not likely to succeed."

Miss Sheridan was also elected a "sister of Princeton,"and invited to be guest of honor at the Harvard-Princeton game November 2.

Jersey Labor Bills Held Up in Committee

Allied Opposes Wages-Hours Measure

TRENTON—Progress of measures which, if passed, affect the motion picture industry within New Jersey were reported last week as follows:

Wages and Hours Bill, Assembly 40, is encountering considerable opposition, and enactment by the Legislature is doubtful, despite the activity of labor organizations.

March 11 the measure was laid over, Assemblyman Samuel Ferster, Newark, being unable to muster the necessary 31 votes to pass the bill.

Allied New Jersey Theatre Owners, Inc., opposes the measure in present form.

The Pierson Bill, Assembly 53, a Labor Arbitration Commission to adjudicate labor strikes and disputes, was also laid over.

Fine-Arts Bows

NEW YORK CITY—Di Carlo Brothers, operators of the Cinecitta, announced last week that they have taken over the 800-seat theatre at 202 West 58th Street, between Broadway and Seventh Avenue, and have renamed it the Fine-Arts. They will continue to operate the Cinecitta.

The Fine-Arts will re-open shortly after Easter.

Rubin Again Leads Drive

NEW YORK CITY—J. Robert Rubin, Loew's, Inc., vice-president and counsel, was last fortnight selected to head the motion picture division of the Greater New York Fund drive, for the third year in a row. Spyros Skouras leads a new entertainment group.

Big push begins April 1.

Rochester Nabes Worry Over Film Council Talk

Houses Rapped in Probation Officers Address

ROCHESTER—The local Film Council sponsored an address last fortnight that is causing neighborhood theatre exhibs to lose sleep. In the talk, Leon Whitlock, probation officer, Monroe County Juvenile Court, accused theatre managers of laxity in supervision of children during screen shows after flouting the law forbidding admission of minors unaccompanied.

Whitlock asserted that certain sex cases had developed. He said many parents allowed their children to go to theatres thinking they would be safer there than on the streets, but managers were not keeping their trust.

Indications are that exhibs will make increased efforts to correct abuses which they admit exist in some houses. They declare loss of kid business would be well nigh fatal in smaller theatres.

Whitlock gave the films a fairly clean bill of health, saying suggestion children might get had little lasting effect. Noisy children, he said, however, often spoil the show for other patrons.

Lottery Charge Dropped

NEW YORK CITY—Conviction of James May, former manager, Atlantic, Brooklyn, on charges of operating a lottery at the house was voided by the Brooklyn Special Sessions Court last week. This action follows his original conviction, appeal, and remanding for new trial.

Status now sees May acquitted of the charge.

Brandt Takes Fine Arts

NEW YORK CITY—Harry Brandt's Times Pictures exchange, it was announced last week, will handle Franklyn Warner's Fine Arts pictures in this area.

Lehman Tells All

WASHINGTON — Sydney Lehman came to town last week en route to Florida, told reporters Washington is the motion-picture man's paradise and then continued to explain.

Formerly with UA here, Lehman is now branch manager of the Buffalo exchange for the same company. He complained that films did not comprise the motion-picture business in his territory. He said every night in the week "there is some sort of money racket being conducted with the screen plays as a transparent 'front' for 'Banko,' 'Bingo' and dishes."

He said Washington is "most fortunate" in being free of this type of showmanship. Together with his wife, Helen and 2½ year old son, "Butch," Lehman left for Miami.

IN THE SPOTLIGHT

LEWIS BREYER, manager, Art, Bronx, New York, celebrated his, and his theatre's birthday March 5. They were both 30 years old. The same day marked Breyer's fifth year with the theatre.

BRENDA FORBES, of the cast of the RKO picture, "Vigil In the Night," is here shown looking over the effective use of 8x10 stills which manager Irving Lesser, Roxy, New York City, achieved in his lobby display for the picture.

THREE MUSEUM CASES were placed in the lobby of Loew's, Rochester, to exploit the engagement of "Northwest Passage." Cases were filled with appropriate Indian relics. Manager Lester Pollock arranged the display.

FRANK COSTA, manager, Warner, Ridgewood, New Jersey, used American Legion Post banners and battle flags to augment his lobby display on Warners' "The Fighting 69th." Posts represented were Allendale, Ridgewood, Wyckoff, and Glen Rock.

PINOCCHIO is on view outside as well as inside the Center, New York City, during the run of the Disney-RKO-Radio cartoon feature. Managing director John Kenneth Hyatt hired a score of youngsters to march around the low-hung marquee, dressed in "Pinocchio" uniforms. They can be seen from a considerable distance.

THIS LONG QUEUE was an example of the large crowds that stood in line to see the RKO production, "Vigil In the Night," when it played at the Roxy, New York City.

LATE NEWS HIGHLIGHTS

Universal Net Rises, Stockholders Are Told

All Directors Re-elected At Wilmington Session

NEW YORK CITY—Consolidated net earnings of Universal Pictures Company, Inc., and subsidiaries, before provision for Federal income taxes and special amortization adjustment reserves, amounted to $640,631 in the 13 weeks ended January 27, 1940, constituting the first quarter of the company's current fiscal year, J. Cheever Cowdin, chairman of the board, told stockholders of the company at the annual meeting held last week in Wilmington, Delaware. This compares with net of $157,990 in the corresponding quarter of the preceding fiscal year.

Cowdin said that the ratio of Universal's domestic income to its foreign receipts was rising and that continuation of this trend would make it desirable to adjust its amortization tables for film costs. In anticipation of such a change, he said, the company had since the start of the current fiscal year set aside $5,000 a week in a special amortization reserve. After deduction of such reserves for the period, net earnings for the quarter, before federal income taxes, were $395,631.

Cowdin said that foreign revenues of Universal were holding up well, taking into account the war conditions and their effect on its principal foreign markets.

Thirteen members of the board of directors were re-elected at the stockholders' meeting, 10 by the common shareholders, and three by two classes of preferred holders.

Common stockholders re-elected Willis H. Taylor, Budd Rogers, Daniel H. Schaeffer, Ottavio Prochett, Preston Davie, C. D. Prutzman, J. Cheever Cowden, N. J. Blumberg, Paul G. Brown and Daniel C. Collins; first preferred re-elected J. Dabney Penick and Samuel Posen and second preferred, William Freiday.

Board will re-organize here in April.

Lloyd Decision Deferred

NEW YORK CITY—Federal Judge Henry W. Goddard last week end reserved decision after the trial of the plagiarism suit of Lowell Brentano and George Rapp against Harold Lloyd and the Harold Lloyd Corporation. Plaintiff claimed "Greek to You" was infringed by "Professor Beware."

Mori Case April 8

PHILADELPHIA—The famed Mori-Vineland, New Jersey, anti-trust case gets going April 8, Judge William Kirkpatrick, United States District Court, announced last week end.

Case, which went through the usual injunction, appeal stages, is expected to last four weeks, with local distributor defendants, home office executives, Stanley-Warner officials and others on hand to testify.

(Editor's Note: Rumors of possible settlement were current early this week but they could not be verified.)

"Earl," "Singapore" Biggest B'way Grosses

"NW Passage," "GWTW" Hold Up Well

NEW YORK CITY—"The Earl of Chicago," Criterion, and "The Road to Singapore," Paramount, are the two biggest things on the street this week, with the former doing 130 percent over normal business and the latter anticipating a $60,000 week.

First-run business, as gathered from usually authentic sources, is reported to THE EXHIBITOR as follows:

"YOUNG TOM EDISON" (Metro)—Did rather good, $52,000 Thursday, Friday, Saturday, Sunday at the Radio City Music Hall, with stage show.

"NORTHWEST PASSAGE" (Metro) — Very good, $40,000 in sight for the second week at the Capitol.

"GONE WITH THE WIND" (Metro)—Hardly any letdown, with another $20,000 for the week at the Astor.

"MY LITTLE CHICKADEE" (Universal)—On Friday, Saturday, Sunday, the Roxy went to an estimated $20,600, fair, with stage show.

"THE GRAPES OF WRATH" (20th Century-Fox)—About $20,000, excellent for so late in the run, with the announcement of the last days probably helping.

"THREE CHEERS FOR THE IRISH" (Warners)—Only fair with $12,000 for Friday, Saturday, Sunday of the second week, after a dull $25,000 for the first, with stage show, at the Strand.

"PINOCCHIO" (RKO-Radio)—Can thank week-end business for the $25,000 in the till this stanza, Center.

"THE ROAD TO SINGAPORE" (Paramount) —At the Paramount, with stage show, this was soaring to a possible $60,000 week. It did an excellent $25,000 Saturday, Sunday.

"THE EARL OF CHICAGO" (Metro)—First run of this film, at the Criterion, will do 130% over the Crit's normal business—sensational.

"CASTLE ON THE HUDSON" (Warners)—Did $2,800 Saturday, Sunday in its third week at the Globe, very good.

"MIDNIGHT LIMITED" (Monogram) — "HEROES OF THE SADDLE" (Republic)—At the Central, did $1,500 Saturday, Sunday, fair.

Va. Legislative Body Reports on New Bills

MPTO Committee Protects Interests

RICHMOND, VIRGINIA—Aided by pressure from small-town exhibitors, the legislative committee of the State MPTO has succeeded in blocking or amending bills believed harmful to theatre-owners, and introducing measures which should benefit exhibitors, it was announced last week.

The committee successfully opposed increases in personal and corporate income taxes, and amended a bill which would have imposed considerable additional financial burdens on exhibitors by requiring unnecessary and costly changes in the width of aisles, and doors, and in the location of exits and seating arrangements.

Also defeated was a bill which would have given the Department of Labor the power to make rules and regulations having the effect of law as to the installation, use and operation of boilers. The committee endorsed instead a state-wide building code, which would have eliminated separate legislation, but the bill died in the House General Laws Committee.

Sponsored by the committee were measures restricting the operations of carnivals, circuses, and dance-halls; and prohibiting the use of school buildings in counties and cities for commercial motion pictures and other theatrical entertainments not for educational or charity purposes. The last-named, however, was decided by the Assembly to be a local rather than a state matter.

Chairman of the MPTO committee is Charles A. Somma.

Mass. County Clamps Down

LOWELL, MASSACHUSETTS—Superintendent of Police Michael H. Winn last week received strict instructions from Robert F. Bradford, district attorney, Middlesex County, to clamp down on "Bank Nights" here.

This is part of the "country-wide" drive to prohibit "Bank Nights" in theatres, says Bradford in his letter, pointing out that the Supreme Court of Massachusetts recently ruled against "Bank Nights," after a one-year battle with promoters of the "Bank Night." In an interview Superintendent Winn asserted that there was only one local theatre which is featuring a game similar to "Bank Night," and added that immediate steps will be undertaken to prohibit the theatre from holding "Bank Nights."

Bradford later agreed to permit further operation until a test case developed. Operators Roy Heffner and Michael Hurney explained they would welcome a test, which is likely to arise at the Tower.

Anti-Neely Air Battle On

NEW YORK CITY—Announcement was expected this week of a radio campaign against the Neely Bill by the industry. Programs are being mapped out, with Harry Brandt, ITOA head, also having a hand in making arrangements.

20th-Fox Announces Convention Listing

Sales Chief Wobber Presiding

NEW YORK CITY—Those who will attend the 20th Century-Fox 1940-41 convention at the Drake Hotel, Chicago, April 12-14 was announced last week.

From the home office will come:

EXECUTIVES: Joseph M. Schenck, chairman of the board; Sidney R. Kent, president; Truman A. Talley, producer, Movietone; Felix A. Jenkins, secretary and general counsel; Herman Wobber, general manager of distribution; Spyros Skouras, president, National Theatres; Walter J. Hutchinson, director of foreign sales, and Alan Freedman.

SALES: Jack Sichelman, assistant to Wobber and in charge of convention arrangements; Martin Moskowitz, assistant to Wobber; division managers William Sussman, William C. Gehring, William J. Kupper; short subjects-news manager William J. Clark, Roger Ferri, Jack Bloom, E. H. Collins, C. A. Hill, Theodore A. Shaw, Eugene McEvoy, Harry Mersay, Samuel Epstein, Irving Lincer.

THEATRES: William Powers, New York; Jack J. Sullivan, Los Angeles; Harold J. Fitzgerald, Milwaukee.

MOVIETONE: Edmund Reek, general manager; commentators Lowell Thomas, Lew Lehr (also short subjects editor), Ed Thorgersen, Steve Fitzgibbons.

ADVERTISING AND AD SALES: Charles E. McCarthy, Edward Hollander, Arch Bowles, Rodney Bush, Earl W. Wingart, Christy Wilbert, Morris Kinzler, Jerry Novat.

FOREIGN: Irving A. Maas, Leslie F. Whelan, E. S. Fraser.

OTHERS: Paul Terry, Harvey Day, W. Weiss, Terry-Toons; Percy Helliger, legal department, and Miss H. G. Baker, censorship department.

From the field, the following will attend:

DISTRICT MANAGERS: Edgar Moss, Atlantic; George A. Roberts, mid-east; Tom H. Bailey, northeast; Harry G. Ballance, south; Ward E. Scott, mid-west; Morton A. Levy, Prairie, and James P. O'Loghlin, Canada.

Among those in the Eastern Division in the territory covered by THE EXHIBITOR will be:

BOSTON: E. X. Callahan, Harry S. Alexander, J. A. Feloney, J. M. Connelly, Harry Gold, Matt Simons, Sam Berg.

PHILADELPHIA: Sam Gross, W. G. Humphries, B. R. Tolmas, J. Howard Smith, Al Davis, F. J. Kelly.

NEW YORK: Harry H. Buxbaum, J .J. Lee, M. Sanders, M. Kurtz, J. St. Clair, W. Schutzer, Abe Blumstein, S. Florin, G. Blenderman.

BUFFALO: Sydney Samson, W. C. Rowell, G. E. Dickman, George Sussman.

ALBANY: M. A. Grassgreen, F. G. Sliter, Ben Dare, D. Houlihan.

NEW HAVEN: Ben A. Simon, E. Wright, S. Germain.

WASHINGTON: Sam N. Wheeler, S. Diamond, F. B. Klein, J. A. Murphy, C. F. Norris, Mrs. S. Young, J. M. Cohan.

Associates Set Dance

NEW YORK CITY—Meeting of the Motion Picture Associates March 16 saw the group setting Thanksgiving Eve (November 21) as the date for the annual ball at the Hotel Astor. More than 40 were present.

Regular meetings will be held the last Friday of each month. President Jack Ellis appointed a charity committee to pass on appeals for aid, with Jerry Wilson, Merit; Lou Kutinsky, RKO; and Matty Cahan making up the trio.

Reade Files Suit

NEW YORK CITY—Walter Reade last week filed suit in State Supreme Court against City Theatres Company for $150,000 damages charging breach of contract to manage the City, East 14th Street, at $200 weekly. Contract was made February 24, 1934, according to the complaint, and was allegedly breached in October, 1939.

And I Do Mean You

NEW YORK CITY—If movie radio gabber and general industry breaker-downer Jimmy Fidler was listening to Sam Taylor's film comments over WHN one day last week, his face must have been deep crimson.

Taylor, during an interview with Columbia's Edith Fellows, asked the popular moppet what brought her to New York. To which she replied: "I'm here with Jimmy Fidler's troupe at Loew's State."

"Fidler? Jimmy Fidler?" mused Taylor, "Oh, yeah, he's that movie actor fellow."

National "Kings" Showing

NEW YORK CITY—Week before Easter finds "King of Kings," the Cecil B. DeMille production, getting showing in 500 theatres in a tie-up between churches and houses, a survey showed last week end.

King of Kings Committee, with Reverend Dr. Christian F. Reisner, chairman, made the arrangements, to cover from March 12-March 25. Charge to the local body is $100 per print, which covers posters, etc. Theatres showing it will exhibit in mornings, without charge to the committee except for possible operators' overhead.

Three Houses Open

LEE, MASSACHUSETTS — Miss Elizabeth Formento's Lee is scheduled to open March 23.

RIDGEFIELD, CONNECTICUT — Casey and Wheeler's Playhouse is scheduled to open March 23.

NORFOLK, VIRGINIA—Sydney J. Gates will reopen his rebuilt Olney March 23.

Keenan Leaves Republic

BOSTON—Eugene Keenan, former publicity director, Republic exchange, was last week appointed manager of the Graphic circuit's Grand, Ellsworth, Maine, replacing Bernard Farwell.

THE EXHIBITOR

VOLUME 23, NUMBER 19 MARCH 20, 1940

Advance Shots on Coming Reviews 16
Better Management BM-1–BM-26
Editorial Page 3
Hints on Newspaper Advertising 17, 18
Late News Highlights 7, 8
National Mirror 9, 12, 13
National Mirror Picture Pages 10, 11
National Release Date Guide Inside Back Cover
News of the Territory 19, et seq.
Brief Glimpses at Production Happenings 15
Feviews (THE EXHIBITOR Servisection) SS-1–SS-8
Territorial Highlights 5
Warren Stokes Hollywood Newsreel 14

Material contained in the Late News Highlights section often represents new developments in stories to be found on other pages of this issue. If the reader will bear this in mind it will avoid possible confusion. This section of THE EXHIBITOR goes to press last, with latest developments within the industry, where available.

"First Duty Peace," Says Hays in Address

Reveals Part Industry Plays

PRINCETON, NEW JERSEY—The first duty of science, industry, government, and politics should be to keep the United States at peace, fully recover national prosperity and bring back the flow of employment to assure a proper standard of living for the American people, according to Will H. Hays, president of the Motion Picture Producers and Distributors of America, in an address here last week.

Defining the work of his industry as "social engineering," Hays, at Princeton University, voiced confidence that research, invention, and industry in the United States would continue to provide opportunity and security for the people.

"We recognize," he said, "the fact that our social science has not kept pace with our material science, but it is our faith that our social system will continue further to enlarge the ways and means by which the products of hand and brain are equitably distributed; that our own institutions will provide the bases and formulas for the settlement of economic, industrial and labor questions.

"The future of the motion picture business, with its new problems created by the present state of world affairs, is bound up, as is that of every other industry, with the future of this country. Certainly nothing is essentially wrong with the United States, and I have no patience with those prophets of disaster who predict its disintegration."

Hays held that the freedom of the screen was best attested by the fact that the studios were not alone producing splendid entertainment for millions, but were making pictures that contribute to human understanding by their portrayal of various areas of science, geography, history, literature, and current problems.

The motion picture industry has strengthened the economic texture of the country, Hays held, recalling that theatres draw crowds of potential customers to their neighborhoods and that 276 trades and professions are represented among workers on every "movie" lot in Hollywood.

"In a single decade," he said, "this industry has purchased $1,000,000,000 worth of steel, stone, cement, and lumber to make shadows. It has become the principal customer of the furniture, printing, and lithographing trades."

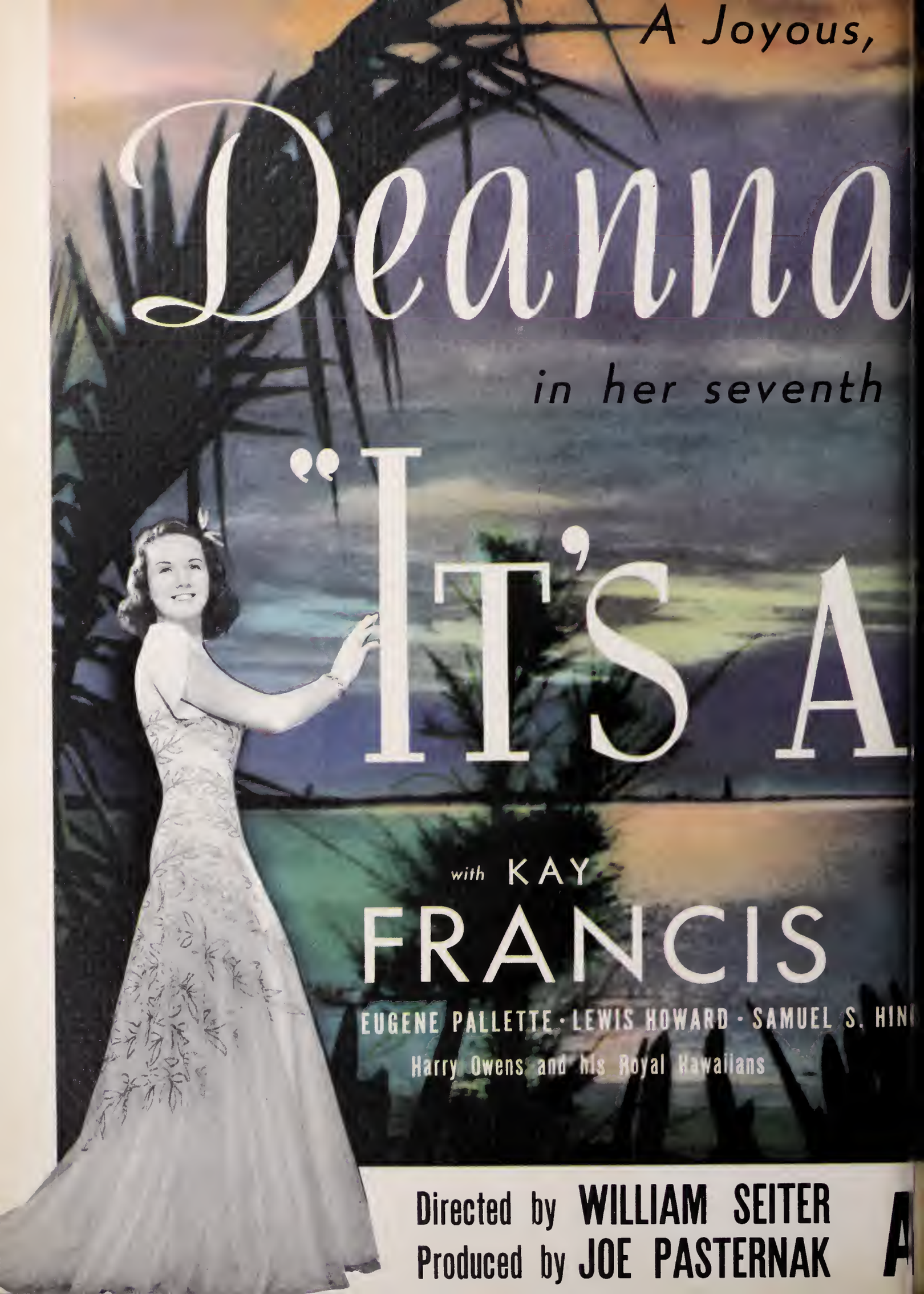
Hays said the motion picture industry employed about 300,000 workers and had a yearly pay roll of approximately $369,000,000, a capital investment of $1,888,000,000 in theatres, $100,000,000 in studios and $20,000,000 in distribution facilities.

"It annually pays to the federal government $100,000,000 in taxes and spends annually $80,000,000 in advertising," he said.

Eyssell on Trip

NEW YORK CITY—Gus Eyssell, Radio City Music Hall, finally got away on his pleasure trip last week end.

HER
7th
SUCCESSIVE
HIT!
The HIT that sees her graduated to beautiful young womanhood!
The HIT that rollics along with her to the melodies of seven great songs!
The HIT that finds her in the most glamorous setting of her career!
The HIT that brings with her the greatest supporting cast of all her pictures!


A Joyous,
Deanna
in her seventh
"IT'S A
with KAY
FRANCIS
EUGENE PALLETTE · LEWIS HOWARD · SAMUEL S. HIN
Harry Owens and his Royal Hawaiians
Directed by WILLIAM SEITER
Produced by JOE PASTERNAK
A

Radiant, Romantic

Durbin

glorious triumph!

"DATE"

WALTER

PIDGEON

CECILIA LOFTUS · HENRY STEPHENSON · FRITZ FELD · S. Z. SAKALL

Screenplay by NORMAN KRASNA

JOE PASTERNAK Production

THE STAR AND STARS WHO WILL MAKE THIS EASTER'S PARADE HEAD RIGHT FOR YOUR BOX OFFICE!

"IT'S A $ DATE" Now!

Because

UNIVERSAL HAS PRINTS *Now!*

Released March 22nd!

THE NATIONAL MIRROR

Tele Relay To Link New York City, Philly

Other Spots Will Be Included Later

New York City—RCA last week filed applications with the FCC for visual stations in Philadelphia, Washington and Chicago. The first relay system network will link Philadelphia and this city.

Sarnoff declared that as soon as the New York-Philadelphia relay service is in operation, permission will be sought to extend the service to Washington, and subsequently to Boston and other cities.

Three of the four cities named by Sarnoff now have tele stations. Philco holds licenses for W3XE and W3XP in Philadelphia, the General Television Corporation for W1XG in Boston and Zenith for W9X2V in Chicago. WCAU Broadcasting Company of Philadelphia, Boston Edison Company and Balaban & Katz, Chicago, have tele station applications pending before the FCC at the present time.

The RCA president also revealed that its subsidiary, NBC, will be prepared to provide television program service as soon as radio relay systems are established. The teleprogram service will be furnished to independent stations "that are interconnected, similar to the manner in which RCA now furnishes a sound program network service. The television network radio relays to be constructed by RCA will provide a service available for use by other broadcasting companies in the same way that trans-oceanic facilities of RCA are now made available to competing broadcasting systems," he declared.

"Ecstasy" Still Cummins'

New York City—Samuel Cummins, general manager, Eureka Productions, Inc. announced last week that his company was the exclusive distributor for "Ecstasy," and that it had not relinguished the rights to it. He declared the distributing contract had many years to run. No right had been delegated to anyone else, he said.

Hudson Detroit Head

New York City—Barney Balaban, president, Paramount, announced last week that Earl J. Hudson has been named president of United Detroit Theatres Corporation, and, in addition, is to continue as general manager in full charge of the operation of its theatres.

Terry Two-Reeler ?

NEW YORK CITY—Reports were current here last week end that Paul Terry might produce a two-reel Technicolor cartoon for 20th Century-Fox distribution next season.

Thurman Arnold Says "Case Will Be Tried"

States Position of Government in Suit

New York City—Thurman Arnold, assistant Attorney General, declared last week in an interview that the government was not looking forward to any settlement in the equity suit and that the case would be tried by Paul Williams, Special Assistant Attroney General.

Arnold said that no criminal charges had been preferred against executives of the industry, and that the Department of Justice would not ask for indictments.

He indicated that the government expected victory on their part would be appealed and carried to the highest court for a final decision. He intimated that he did not know how long the litigation would last, expressing the view that the Department was handicapped by lack of assistants. He expressed confidence in Federal Judge H. W. Goddard.

He clarified a point when he said that the fact that some executives of large independent theatre circuits has been included in the government's list of witnesses did not mean the men would testify willingly. The list included all those who had knowledge of monopolistic acts on the majors' parts, in the opinion of the Department.

He declared that the parleys with the Department of Commerce had resulted in nothing tangible.

If the government is finally victorious, he declared that major executives of large theatre circuits would be removed from control, and trustees appointed by the Court. Actual sale would be over a long period of time.

Television Price Cuts

NEW YORK CITY—RCA last week announced that the prices of television receivers would be reduced approximately 33 1/3 percent, bringing the price range from $395 to $99.95.

Disney Unit Details Filed in SEC Statement

Company Head to Be Insured For $1,500,000

Washington—Walt Disney Productions last week filed with the Securities and Exchange Commission notice of its intention to raise about $4,000,000 capital in the money markets.

The filing of a registration statement covered the first public offering of Disney securities, 150,000 shares of 6 percent convertible preferred stock.

The statement cited a number of adverse business factors.

First was the status of the family enterprise as largely the personal creation of Walter E. Disney, its president and founder, and realization that loss of his services might imperil the venture. The statement said, "the company will undertake to insure the life of Mr. Disney for $1,500,000." He is now 38.

The foreign wars were cited as a present and future cause for concern.

The underwriters who handle this issue were listed as Kidder, Peabody and Company and Harriman, Ripley and Company of New York and Pacific Capital Corporation of Los Angeles.

Proceeds of the financing will be used to pay promissory notes held by the Bank of America Trust and Savings Association of California. Proceeds of the notes were used for construction of new plant facilities for the company at Burbank, California.

Registration statement gave the remuneration of the company's officers for the year ended September 30, 1939, as follows:

Walter E. Disney, president, $108,298; Roy O. Disney, executive vice president, $54,185; Gunther R. Lessing, vice president, $14,335; Edward M. Francis, treasurer, $8,099; George E. Morris, secretary, $9,711. This did not include income from shares in the Disney foreign corporations which during the same period produced $25,605 for Walter E. Disney and $17,069 for Roy O. Disney.

The statement disclosed that the company entered into an agreement employing Walter E. Disney as executive production manager of the company for seven years at $2,000 a week and certain traveling and other expenses. It added that under date of March 8 the company agreed to pay $1,000 weekly for seven years and travelling expenses to Roy O. Disney as business manager.

The present company was organized September 29, 1938, as a consolidation of three corporations which had carried on the Disney business.

The statement said that the company now had in production "Fantasia," featuring the music of the Philadelphia Orchestra conducted by Leopold Stokowski.

The Disneys would retain control of the enterprise under the proposed financing plan.

The statement reported that the company's gross income from "Snow White and the Seven Dwarfs" to December 31, 1939, was $4,677,862.97.

Net income of the enterprise after taxes and expenses was reported as $218,575 for the fiscal year 1935, $78,755 for 1936, $140,627 for 1937, and $918,412 for the nine months ended September 30, 1938, when the three former companies were consolidated.

Net income on the same basis for the present company was reported as $1,250,130 for the year ended September 30, 1939, and $64,346 for the three months ended December 31, 1939.

(*See page* 13)

PEOPLE COME, PEOPLE GO, BUT THEY ALL MEET IN THE EXHIBITOR'S PAGES

WHETHER METRO is going to star Si "Skipalong" Seadler in a series of western features is not definite, but those who have seen him busting broncos say that a new rival to Gene Autry is in the making.

PETER HAYES, who appears in Paramount's latest comedy, "Seventeen," while in New York was interviewed by Stella Unger on the Hollywood News Girl program over WEAF.

BERNARD S. BROWN, head of Universal's sound department, is congratulated by Deanna Durbin for winning the 1939 Academy of Motion Picture Arts and Sciences award for outstanding recording.

HERB MacINTYRE (left), RKO's Ned Depinet Drive captain currently making tour of the country, is shown with Cliff Reid, producer at RKO-Radio Pictures, Inc.

EDITH FELLOWS, juvenile star who recently completed work in Columbia's "Music in My Heart" and the latest Five Little Peppers film, "Five Little Peppers at Home," arrived in New York last week.

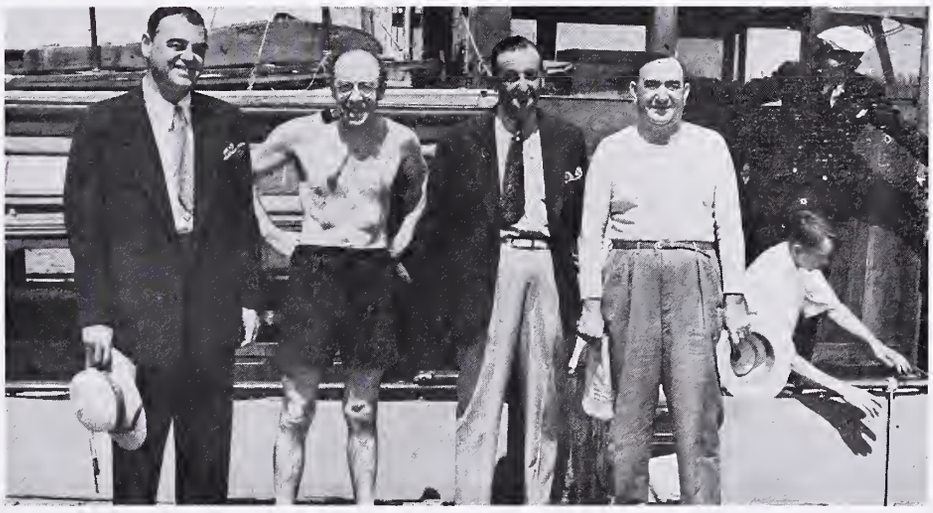
EASTERN DELEGATION of home office executives and New York newspaper, trade-paper, and magazine correspondents is shown as it left aboard the Commodore Vanderbilt for Reno and Virginia City, Nevada, to attend the world premiere of Warner Brothers' "Virginia City" March 16. Left to right in back are Havas' Andre Perou. Professor and Mrs. Duncan Emisch, George Tricker, Mort Blumenstock, Sid Rechetnick, Sun's Eileen Creelman, Jacob With, Harry Oshrin, Howard Barnes, Mrs. M. B. Werner, Charles E. Lewis, front row shows THE EXHIBITOR's Jay Emanuel, Jerry Keyser, Frank Tinskey, Gardiner Mulvarney, and Ira Wolfert.

PEOPLE AND EVENTS IN THE INDUSTRY MAKE NEWSWORTHY CAMERA SUBJECTS

WITH THE RELEASE of "Ghost Valley Raiders," Republic launches another western series, and introduces its latest cowboy star, Donald Barry.

PRESENT AS COLUMBIA'S GUESTS at the Associated Motion Picture Advertisers luncheon were (left to right) Sumner Putnam, advertising manager, Farrar and Rinehart, publishers of "The Tree of Liberty," shortly to be placed in production; William Harlow Briggs, editor, Harper and Brothers; and George Stevens, editor, Lippincott and Company, publishers of "I Married Adventure."

COLUMBIA'S general sales manager, A. Montague, is formally presented with a bronze plaque in honor of his 15 years of association with the company by A. Schneider, Columbia treasurer.



SNAPPED AT NASSAU, Bahamas, are Tom Connors, eastern and southern sales manager, Metro; Stanton Griffis, Paramount; Charles Kesnick, southern district manager, Metro; and E. V. Richards, New Orleans exhibitor.

LESSON IN TRAINING A LION. Clyde Beatty (right), playing the lion, gives Joe Newman, Metro shorts director, a few pointers on how to ooze confidence while influencing the king of the jungle.

WELCOME WAS EXTENDED to Columbia's foreign manager J. A. McConville (center) by Harry Prosdocimi (left), branch manager, and Aaron Pines (right), assistant manager, when the foreign chief's boat docked at Panama last week.

Grad Sears Questioned On Warner Distribution

Skouras, Schenck, to Follow in Series

NEW YORK CITY—Examination of industry executives continued last week by government counsel.

Warner sales chief Sears testified that Harry M. Warner had instructed him to handle distribution independent of the Warner theatre division. He described the first-run situation, splitting of product, and discussed leasing arrangements generally.

Continual argument saw attorneys for the majors objecting at many questions, with one charging that the government was attempting to place the industry under "straight jacket rules."

Sears said that Warners production division never discussed terms of contracts granted competing theatres with the exhibition division. He discussed selection of first-runs, etc., along lines heard in testimony given by other execs examined before. He also reviewed his past connection with the business.

Spyros Skouras was to have been questioned March 18, with Joseph M. Schenck, Y. Frank Freeman set for March 20.

AGVA Meets Circuit Heads

NEW YORK CITY—Representatives of the AGVA and circuit heads were to have held a meeting here yesterday (March 19) to discuss contracts between the union and presentation houses.

In Brief

BALTIMORE—Governor O'Conor, in behalf of the Variety Club, last week presented the new "iron lung" to the city. Others, too, expressed their appreciation for the gift. Acting for the club was J. Louis Rome, Chief Barker, with a committee which included Frank Durkee, C. W. Hicks, Edward F. Perotka, Edwin A. Sherwood, Joseph C. Grant, William K. Saxton, Edward Kimpel, Jr., Rodney Collier, Owen D. Weems, Joseph C. Young and C. Elmer Nolte, Jr.

LANCASTER, PENNSYLVANIA — "Bingo" is gambling, a county jury decided last week in convicting Richard Landis, Rothville, of maintaining and setting up gambling devices. He was chairman of the committee of Neffsville fire company which arranged the game for a test case. The raid was staged as part of the test plan.

PHILADELPHIA—William W. Miller, 84, former veteran theatreman, passed away last week at his home here. He formerly operated Forepaugh's, the Girard and the William Penn, and was well known in the trade.

PHILADELPHIA—State board of censors last week pledged co-operation at a meeting with local police concerning the present drive against obscene films. The board will attend all hearings of persons arrested in such instances.

Terry's "Duck" Dolls

NEW YORK CITY—Paul Terry's "Lucky Duck" is beginning to shape up as the central theme in Terry-Toons promotion plans for the coming season, it was announced last week.

Terry has signed a contract licensing the Ideal Novelty and Toy Company to make a number of different kinds of dolls and toys from several of his popular barnyard characters. First to go into production will be the "Lucky Duck," and these will be ready for the early Fall market, some items being out in time to display at the big Toy Fair next month.

"Lucky Duck" made his bow early this season in the Technicolor Terry-Toon "The Orphan Duck." His latest appearance is in the new 20th Century-Fox release, "Much Ado About Nothing."

Deposition Move Dropped

NEW YORK CITY—Attorneys for the major defendants in the government's equity suit were advised last week end that the Department of Justice had dropped its efforts to take depositions of witnesses on the Coast. This was said to have resulted from objections by defense counsel. Previously, William P. Farnsworth, anti-trust division head here, had requested attorneys for the defendants for such permission.

Schwab Firm Bows In

HOLLYWOOD—Announcement of the incorporation of Samuel Bronston Productions, Inc., last week revealed that Edward H. Schwab, brother of the late Charles M. Schwab, steel magnate, was a director.

Samuel Bronston is president with Frank J. Perry, vice-president. On the board are J. J. Bergen and William V. O'Connor. Capitalization is $1,000,000.

Mrs. Scully Passes

BROOKLINE, MASSACHUSETTS — Mrs. Mary Scully, mother of W. A. Scully, Universal sales manager, died March 14.

Funeral services were held March 18 in Brookline and interment was in Portland, Maine.

Two other sons and three daughters survive. John Scully is Universal exchange manager in Buffalo. Frank Scully is a Metro salesman in Washington.

Lottery Case Dismissed

NEW YORK CITY—A Special Sessions court last week acquitted Cliff Carnavon, Momart, Brooklyn, of a lottery charge. Majority of the court asserted that the acquittal was based on the fact that the defendant permitted play of the game in the lobby without purchase of a ticket of admission.

Zukor, Hicks Return

NEW YORK CITY—Adolph Zukor, chairman of the board of Paramount Pictures, and John W. Hicks, Jr., vice-president and head of foreign distribution, arrived March 18 aboard the SS Uruguay following their survey of film industry conditions in South and Central America.

Warners Announce Silk Screen Displays

Complete Accessory Line Included

NEW YORK CITY—Warner Brothers will manufacture and distribute its own complete line of silk screen displays, according to an announcement made last week by Gradwell L. Sears, general sales manager. Displays will be available under the Warner Brothers Advertising Accessories Rental Plan.

Included in the new line of displays will be 40 x 60 and 30 x 40 upright posters and 24 x 60 and 24 x 82 banners.

Company is announcing its new line of silk screen displays with a special mailing campaign to exhibitors explaining the new accessories, accompanied by regular and rental plan prices for each item.

RKO East Leads West

NEW YORK CITY—RKO Radio's eastern division headed by Andy Smith is leading the western division headed by Cresson E. Smith in the second week of the current "Smith Month," according to a statement last week.

The Toronto exchange tops the 38 branches in the United States and Canada for number of film shipments of Smith Month to date.

RKOites Make Merry

NEW YORK CITY—RKOites of the local area made merry March 18 at the annual RKO ball, the seventh of the series, at the Hotel Astor.

Advance Shots

FORGOTTEN GIRLS (Republic)—Louise Platt, Donald Woods, Eduardo Ciannelli, Robert Armstrong, Wynne Gibson. 68m. Tearjerker meller for the nabe duals, this will have to depend on its suggestive title for its chief draw. There are some bright moments during the picture, but for the most part it's familiar stereotyped celluloid.

THE GREAT LIGHT (Montevergine) (Esperia)—Amadeo Nazzi, Leda Gloria, Carlo Duse. 88m. Awarded top prize as the best Italian film of 1939 at the International Motion Picture Exposition at Venice, "The Great Light" loses none of its forcefulness and beauty by transposition to those shores. Not only is it a box-office honey for Italian houses, but its adherence to Catholicism and the good English titles make it okay for theatres located in thickly populated Catholic nabes.

MIDNIGHT LIMITED (Monogram)—John King, Marjorie Reynolds, Edward Keane, Pat Flaherty. 61m. Here is one of those minor whodunit entries which pack somewhat of a wallop and a decent amount of "B" entertainment from a spot on the bottom half of nabe duals.

Shorts

THE BERTH OF A QUEEN (Columbia—Cinescope). 10m. Fair.

... an innocent tomboy
... one stolen kiss...
... a knowing woman

THE PLAY WAS A SENSATION ON B'WAY... THE PICTURE'S A WOW ON THE SCREEN!

Daringly different from anything you've ever shown before!..The gay and sometimes lurid romance of a girl from the wrong side of town, fighting to the right side of love, chained by a family that will make you gasp! It's human, hilarious—and high-power BOX OFFICE.

GINGER ROGERS JOEL McCREA
PRIMROSE PATH

with

MARJORIE RAMBEAU
HENRY TRAVERS
MILES MANDER
QUEENIE VASSAR · JOAN CARROLL

Produced and directed by

GREGORY La CAVA

Screenplay by Allan Scott and Gregory La Cava

RKO RADIO PICTURES

Warners Whoop It Up At "Virginia City" Bows

Trek From East, West Big Time

RENO, NEVADA—Groups from New York, Philadelphia, Hollywood, and Chicago came here last week for the gala dual world premiere of Warners' "Virginia City" March 16.

Stars were met at the depot by a reception committee under the chairmanship of Governor E. P. Carville of Nevada. There was a western parade through Reno's streets, with the stars having their choice of horseback or horse-drawn vehicles. In the afternoon Virginia City became the scene of the festivities, with personal appearances by the stars at the Virginia City, a special broadcast from Piper's Opera House, where an auction was held for the benefit of the Metropolitan Opera Fund, and a basket social. Broadcast was held over the NBC Blue Network following the Metropolitan Opera matinee broadcast. Another broadcast, this time over the Mutual network, originated from the special train in Reno in the evening. Afterwards, the stars made personal appearances in Reno's three theatres.

Evening climaxed with the Virginia City Costume Ball at the State House Auditorium. The next day the visitors said goodbye to Reno and Virginia City.

In addition to Errol Flynn, Miriam Hopkins, Humphrey Bogart and Randolph Scott, who appear in "Virginia City," the following actors were scheduled:

Gracie Allen, Binnie Barnes, Ralph Bellamy, Hobart Bosworth, Bill Boyd, George Burns, Mary Carlisle, Patricia Ellis, Sigrid Gurie, Allen Jenkins, Buck Jones, Priscilla Lane, Mayo Methot, Tom Mix, Wayne Morris, Jean Parker, May Robson, Ann Sheridan, Fred Stone and Warren William.

Headed by Mort Blumenstock, director of advertising and publicity in the east for Warners, a delegation of newspaper correspondents, trade paper representatives and members of the Warner home office personnel left New York City March 13 for the world premiere.

Aboard the Commodore Vanderbilt were George Tucker, Ira Wolfert, Lucius Beebe, Howard Barnes, Frank Farrell, Eileen Creelman, Jack Lait, Herbert Cohen, Ely Jacques Kahn, Sam Shain, Chick Lewis, Jay Emanuel, Frank Tinsley, Andre Peron, Joe Miller, Elsie Finn.

Home office representatives included Jacob Wilk, Ralph W. Budd, John Harkins, and Sid Rachetnik. Dr. Duncan Emrich of Columbia University and his wife were members of the party.

Further Finn Aid Asked

NEW YORK CITY — Herbert Hoover, chairman, Finnish Relief Fund, Inc., last week called upon the motion picture industry to continue the collections in the lobbies of the theatres for financial support of the Finns.

Warner Leases GN Studio

HOLLYWOOD—Franklyn Warner last fortnight took a lease on the former Grand National studio.

National Legion of Decency List March 21, 1940

UNOBJECTIONABLE FOR GENERAL PATRONAGE—"Enemy Agent," "Ma, He's Making Eyes at Me," "Half a Sinner," Universal; "Hidden Gold," Paramount.

UNOBJECTIONABLE FOR ADULTS—"Dr. Cyclops," "Safari," Paramount; "It All Came True," Warners; "My Son, My Son!" UA; "Three Cheers for the Irish," Warners.

OBJECTIONABLE IN PART—"House Across the Bay," UA; "Too Many Husbands," Columbia.

SEPARATELY CLASSIFIED—"The Fight for Life," U. S. Film Service.

Columbia Hits New High

NEW YORK CITY—Columbia has set a record in new accounts with 800 more contracts on its books for the season 1939-40 than it ever has had in its history, it was announced last week.

A further report reveals that Columbia to date has established a new all-time record in billings for the current fiscal year as compared to like periods in the previous history of the company.

Metro Contest Extended

NEW YORK CITY—Metro's $10,000 prize contest for independent theatres in the United States and Canada was last week extended to include productions nationally released after December 31, 1939.

Bernhard Convalescing

NEW YORK CITY—Joseph Bernhard, general manager, Warners theatres, after six weeks in the Lenox Hospital, left last week for a short period of convalescence at Miami Beach, Florida.

GB Films Resuming

WASHINGTON — A report to the Department of Commerce from Consul Alan M. Steyne, London, released last week reveals that the British motion-picture industry is concentrating to a greater degree than formerly on the production of feature films suitable for international distribution. Present indications are that providing no serious air attacks occur and personnel problems do not become too difficult, production in British studios will be well maintained during the current year.

No statistics are available regarding the output of films in Great Britain during the past year, but production is known to have been appreciably under 1938, when 104 features were completed. The average cost of British features, according to an extensive survey made in 1937, was approximately $100,000 each.

Locally produced feature films offer the only real competition in Great Britian to American pictures, accounting for approximately 30 percent of the total exhibited.

College Papers Eds. Guests of 20th-Fox

"Johnny Apollo" Screening Novel

NEW YORK CITY—Editors of college newspapers from 34 of the leading universities and colleges in the east were invited by 20th Century-Fox to attend a special preview of Darryl Zanuck's production, "Johnny Apollo" at the Victoria, Ossining, New York, March 15.

Departure from the usual procedure was decided upon because the plot of the film poses a problem that particularly concerns the viewpoint of a college man. Victoria was chosen for the preview because of its proximity to Sing Sing prison.

College editors arrived and were the guests of 20th Century-Fox until they returned to their respective schools. New York newspapermen, syndicate writers and trade paper representatives also were invited to attend the preview.

Among those who were invited to attend the preview were representatives of the Harvard Lampoon, Harvard Crimson, Yale News, Daily Princetonian, Princeton Tiger, Penn State Collegian, Holy Cross Tomahawk, Bowdoin Orient, Rutgers Targum, Swarthmore Phoenix, Boston College Heights, Colgate Maroon, Boston University News, Brown Daily Record, M. I. T. Tech, Pitt News, Carnegie Tartan, Cornell Sun, Yale Record, Penn Gazette, The Dartmouth, Lehigh Brown and White, Wesleyan Argus, Duquesne Duke, The Lafayette, Amherst Student, Manie Mampus, N. Y. U. Heights News, Columbia Spectator, Fordham Ram, Manhattan Quadrangle, C. C. N. Y. Campus, Union College Concordienne.

Ullman, Jr., Producer

NEW YORK CITY—Frederic Ullman, Jr., vice-president and general manager of Pathe News, was last week named an RKO producer to work under Lee Marcus, Coast executive producer. He takes over the post April 11.

Frank Donovan, production manager under Ullman, will be elected vice-president. Walton Ament is the new general manager and editor of Pathe News, with Ned Depinet president.

Neilson Heads AMPA Group

NEW YORK CITY—Rutgers Neilson, RKO, was last week elected chairman of the AMPA nominating committee. Others include Jules Ziegler, Ed Schreiber, Lou Lifton, Paul Benjamin, Martin Starr and Eli Sugarman. Officers will be elected in April.

Disney

(*Continued from page 9*)

The opening prices and the underwriting commissions for the new stock will be given in amendments to the statement. Of a total of 155,000 preferred shares and a like number of common shares covered by today's registration statement, 150,000 preferred shares will be offered to the general public and 5,000 shares will be offered to officers and employees of the company, while the common stock will be reserved for issuance upon the conversion of the preferred stock. The preferred stock is of $25 par value.

According to the statement, all of the outstanding common stock of Walt Disney Productions is held by the Disney family, as follows:

Walter E. Disney, 106,500 shares; Lillian B. Disney, 106,500 shares; Roy O. Disney, 71,000 shares; Edna F. Disney, 71,000 shares.

Warren Stokes' HOLLYWOOD NEWSREEL

• AN ASSOCIATE PRODUCER at one of the major studios makes the local headlines through the filing of a bankruptcy petition which reveals some interesting figures. Standing out in bold type are his race track losses for the season stipulated at $5,000. Unavoidable, this is nevertheless bad publicity, of which Hollywood seems to be getting far too much at the present writing. The statement closes with the reading public informed that the individual earned $28,800 during 1939 and $31,000 during 1938.

The Extra Problem

• MORE BAD NEWS is front paged to the nation with the Central Casting situation becoming more acute. Producers Association will meet to take up the report of the Screen Actors Guild on job buying by film extras, as alleged in a report prepared by a number of former G-men headed by Edwin N. Atherton, which includes the morals angle, favoritism and activities of "goon" squads. The extra situation is of greater import to the welfare of this industry than the bigwigs might believe. From this source, more unfavorable word of mouth comment travels to all corners of the globe. Believe me when I tell you that I now have in my files a letter from a national magazine, which specializes in expose material, soliciting a series of articles under the heading of "Hollywood Extra," designed to convey to the general public a word picture of the situation as told to yours truly by any members of the extra group.

Not Local Headache

• I HAVE BEEN TOLD that the extra situation is strictly a Hollywood problem which is none of my concern. I beg to differ on that point. All of Hollywood's problems are my concern because, in the final analysis, these problems and their effect on the exhibitor are of vital interest to me and the showmen of the country I am obligated to serve. Suffice to say I treat them only in that respect. Some will argue that a house cleaning within the studios and the respective casting agencies as is now proposed to straighten out the extra controversy, will in no way improve exhibitor conditions. That is a fallacy. As long as this condition exists, Hollywood's bad news will find its way to the front pages, and, believe it or not, have a psychological effect on the theatre fronts of the nation.

More Self Regulation

• INDUSTRY SELF REGULATION was magnificently accomplished during the now almost forgotten purity seal campaign. It is time for Hollywood to repeat and retain this self government before it becomes government controlled through the voice of some lowly extra, who might be more than willing to serve as a martyr to the cause for the price of a railroad ticket back home and three square meals a day. It is a great temptation to write a series of articles under the heading of "Hollywood Extra," and I do not believe, for one moment that other Hollywood correspondents will not be given the same opportunity. Some of them might accept. In view of these developments and the expressed national interest in the extra situation, I feel it my duty to issue fair warning to those in authority on the Hollywood front, suggesting that they go into action and carry out their own house cleaning program, before they are completely stymied by a barrage of unfavorable public opinion as the result of printed expressions from those seeking the spotlight.

Better News

• GOOD NEWS OF THE WEEK, publicity of a more suitable nature, designed to arouse public interest in celluloid, comes through a national newspaper break announcing a title contest by Paramount. Paramount wants a title for its new Henry Aldrich picture, a sequel to "What a Life!" in which Jackie Cooper again plays young Henry Aldrich. First prize will be $150. This type of publicity is cheap at three times the price. The winner must suggest the best title and write a letter of not more than 25 words—explaining the title's advertising value in exploiting the picture. The only improvement on this could be a theatre tie-in, the entrant securing entry blanks from his favorite theatre which would double the interest and increase the box-office take on the current product. Paramount might try this the next time out.

They All Help

• EXPLOITATION IDEAS of this type, created to build public goodwill, are all this industry needs to stimulate interest in the celluloid commodity. Too often it has been left to the exhibitor who has had to resort to free china, automobiles, and what have you, with public interest centered on the giveaway detracting the mind of the patron away from the celluloid commodity which is, after all, the real stock in trade of every showman. Come to think of it, enterprising exhibitors might run some individual contests awarding prizes for some of the current attractions, the titles of which are lacking in advertising value, but including in their newspaper ad copy the phrase: CAN YOU THINK OF A BETTER TITLE FOR THIS PICTURE? Some of them, no doubt, would be worthwhile reprinting in the local papers to stimulate further interest in the attraction. Some of them, no doubt, would be better left to obscurity. It's all a matter of personal opinion, but there's no denying that interest in a picture aroused in this fashion, is bound to be more advantageous for a production than some of the other stunts seen nowadays. In this manner, also, interest can be aroused in more run-of-the-mill shows, the kind that are never advertised in fan magazines, etc.

Brief Glances At PRODUCTION HAPPENINGS

West Coast News Items

HOLLYWOOD—So that its readers may keep abreast of the times, be in the know on the major developments and interesting sidelights, THE EXHIBITOR offers the following items from the various lots.

Columbia

George Stevens has signed a deal here as a producer-director. . . . Charles R. Rogers has purchased Jane Allen's Cosmopolitan magazine story, "A Girl's Best Friend Is Wall Street," with Loretta Young in mind for the top femme spot. . . . Larry Darmour will bring the newspaper strip, "Terry and the Pirates" to the screen in a 15-chapter serial.

During the next fortnight "The Tree of Liberty," "Arizona," and "Ode to Liberty" are scheduled to go before the cameras.

Samuel Bishoff has been signed as a producer. . . . Jack Holt has started on "Offenders of the Law."

Lesser

Sol Lesser announces he will produce a feature in England this coming autumn to take advantage of "frozen" funds in the British Isles.

Metro-Goldwyn-Mayer

"Strike Up the Band," new musical film to star Mickey Rooney and Judy Garland, goes before cameras April 1, with Busby Berkeley directing. . . . Anita Louise has signed on the dotted line of a new long term contract. . . . Next "Tarzan" picture now in preparation, will be directed by Richard Thorpe, who is currently piloting "Twenty Mule Team."

Felix Bressart has been signed to a long-term contract. . . . Gene Reynolds has joined the cast of "The Mortal Storm." . . . "The Stars Look Down," a story by A. J. Cronin, has been purchased.

Monogram

Shooting started on "Tom Boy," starring Marcia Mae Jones and Jackie Moran. . . . "Colorado Trail," Tex Ritter's next, went before the cameras.

Paramount

Fredric March has been signed for the lead in the screen version of Joseph Conrad's "Victory." . . . Johnny Burke and Jimmy Monaco will write the tunes for Bing Crosby's next picture for Paramount, "Ghost Music." . . . Rand Brooks, former Metro contract player. gets the heavy role in the Henry Aldrich film, starring Jackie Cooper.

Hollywood's famed foursome — Bing Crosby, Bob Hope. Paulette Goddard, and Ruby Keeler—will be seen in the golf musical, "Follow Through."

RKO-Radio

Lewis Milestone will handle the megaphone on "Good Luck," co-starring feature for Ginger Rogers and Ronald Colman. . . . "An Old Chinese Custom," original story by Bartlett Cormack, is a recent purchase here. . . . Roy Del Ruth will direct Maureen O'Hara's next starring vehicle, "One of Six Girls."

Republic

Edmund Lowe has been signed for the top spot in the Robert North production, "Crooked Road," directed by Phil Rosen. . . . George (Gabby) Hayes, has signed a new contract holding him for another year as comedy lead in the Roy Rogers westerns. . . ."Women in War," is now before the cameras, with John Auer directing for producer Sol Siegel. Elsie Janis is the top name supported by Betty Farrington, Stanley Logan, Lester Matthews, Dennie Moore, Mae Clark, Lawrence Grant, Doris Lloyd and Barbara Pepper. . . . Frank MacDonald will direct the next Gene Autry offering, "The Old Mill Stream," under the supervision of William Berke.

Roach

Adolphe Menjou, William Gargan, Mary Astor, Veree Teasdale, Franklin Pangborn, Donald Meek, John Hubbard and Carole Landis have been assigned roles in "Turnabout."

Small

Frances Farmer flew in, to take the leading role in "South of Pago Pago."

20th Century-Fox

Darryl Zanuck has shelved the idea of making a feature length Mack Sennett comedy dealing with the old silent days. . . . Kent Taylor gets the male lead opposite Florence Rice in Sol M. Wurtzel's "Million Dollar Diamond." Ricardo Cortez is directing. . . . Studio will build a biggie around the life of Andre Maginot, French army private who rose to the post of minister of war.

"The Hunted Woman," a story by James Oliver Curwood, has been purchased. Sol Wurtzel will make the picture this spring.

Universal

"When the Daltons Rode," story of the notorious bandits of the late 1800's, will be brought to the screen by this company as one of the biggies for the new season. This studio has purchased the book, an autobiography by the late Emmett Dalton, as told to Jack Jungmeyer, from Mrs. Emmett Dalton who has been engaged as consultant on the production. George (Destry) Marshall has been signed to direct the production. . . . Eddie Leonard, famous minstrel show, musical comedy, and vaudeville star, joined the "If I Had My Way" company.

Richard Arlen and Andy Devine will be reteamed by this company for another series of co-starring features for the 1940-41 season. Present plans call for six outdoor action pictures.

THE EASTERN THEATRE MAN *speaks*

Number 68 of a Series

W. V. NEVINS, III

Manager, ALFRED'S COOPERATIVE PICTURES
Alfred, New York

"THE EXHIBITOR is my assistant manager in running my show. Possibly I am only the assistant to THE EXHIBITOR, but I wouldn't like to admit that. All the departments are useful, especially the Finger Tip File which prevents complete issues from piling up all over the place. Also extremely useful to me are your reviews and estimates of shorts. With selective short contracts I just could not get along without them."

***Nearly every Exhibitor reads* THE EXHIBITOR!**

AN INVITATION

Throughout 1940, expressions of praise, comment, criticism or suggestion from our many Exhibitor Friends will be carried in similar form in every issue. We welcome the expression of *every* reader and will use them in the order in which they are received.

Production Happenings

(Continued from page 15)

Wanger

The first production of the recently organized Argosy Corporation will be Eugene O'Neill's "The Long Voyage Home."

April 15 has been set as the starting date for the production of Eugene O'Neill's "The Long Voyage Home." . . . John Wayne and Thomas Mitchell have been signed. . . . Broderick Crawford has been loaned to Universal for "Trouble in B-Flat."

Warners

Paul Muni's next starring picture here will be "Frontier Doctor," based on an original story by Urling V. Coe. . . . DeWolf Hopper, fils, Mary Anderson and George Irving have been assigned featured roles in "An Angel From Texas." They join a cast including Eddie Albert, Rosemary Lane, Wayne Morris, Ruth Terry, Jane Wyman and Ronald Reagan. . . . Title changes here are Frank Capra's "The Life and Death of John Doe" to "The Life of John Doe," and the Bette Davis starring vehicle from "The Letter" to "The Sentence."

Ann Sheridan has been signed to a new long-term contract. . . . Humphrey Bogart and Donald Crisp have been added to "Brother Orchid."

James Stewart will appear in "Honeymoon for Three," an Allen Scott story originally titled "Occasionally Yours." . . . "Money and the Woman" has acquired the services of George Brent, Humphrey Bogart, and Frances Farmer. . . . Helen Vinson goes into "Torrid Zone." . . . "The Life of Freud" is being written as a screenplay for Edward G. Robinson.

Natalie Morehead, Lucile Fairbanks, Maris Wrixton, Mary Anderson, Nell O'Day, DeWolf Hopper, Robert Prins, and Michael Harvey have been added to "Flight 8." . . . Marie Wilson was added to the cast.

Advance Shots On COMING REVIEWS

New Pictures Tersely Told

PHILADELPHIA—Received too late at THE EXHIBITOR'S office here to be included in this week's Blue Section were reviews of the following pictures. These Advance Shots are given pending the publication of the next issue of the Six-Point Reviews (Blue) Section.

MURDER ON THE YUKON (Monogram)—James Newill, Polly Ann Young, Dave O'Brien, Al Saint John, Jack Clifford, Chief Thundercloud, Clark Hackett, Kenneth Duncan, William Royle, Snub Pollard, Earle Douglas, Bud Buster. 56m. Made in the traditional pattern, "Murder on the Yukon" should please in just the same places as the others have.

Shorts

FLYCASTING (RKO-Radio — Sportscope). 9m. Excellent.

GOING PLACES, No. 74 (Universal). 8½m. Excellent.

STRANGER THAN FICTION, No. 74 (Universal). 9m. Good.

Literary Reviews

Magazines

NEW YORK CITY — A symposium of "Some Educational Aspects of Motion Pictures" was reported in the January, 1940, issue of the Journal of Educational Sociology.

Feature of the issue, "Education Versus Censorship," by Frederic M. Thrasher, professor of education, New York University, deals with the relative values of education and censorship in raising the standards of films in regard to entertainment, education and art. Professor Thrasher believes that organizations like the National Board of Review, which recommend the finer motion pictures, are much healthier for the future of the industry than are the countless censorship boards and individual objectors which threaten completely to stifle almost everything in films if they have their way. The case of Warners' "Yes, My Darling Daughter" is discussed at some length to show what may eventually be a common occurrence if political censorship boards continue to operate.

In another article, Donald Gledhill, executive secretary, Academy of Motion Picture Arts and Sciences, deals briefly with important Academy activities which are often completely overshadowed by the presentation of the yearly awards.

"A Study in Suitability of Motion-Picture-Theatre Programs to the Needs of a Child" by Claude A. Shull, San Francisco State College, contends that the motion-picture industry, although considered as a more potent influence on child character building than the public school system by many educators, is run on a haphazard basis as far as child welfare is concerned. According to Shull, one picture in five on the average is appropriate for the child, while one in three is definitely objectionable for him.

Other articles in the current issue of the Journal deal with "The Motion Picture and Informal Education," "The Film and Education," and "The Film Work of the American Museum of Natural History."

Books

A Handbook on Cartoon Production. 96pp. Published by Film Guide, Hollywood, California.

Written by Harold Turney, chairman of the department of drama at Los Angeles City College, the handbook briefly and clearly discusses such phases of cartoon production as story selection and construction, direction, animation, recording, photography, Technicolor, by-products of cartoons; amateur cartoon productions, the history of animated cartoons, Walt Disney's accomplishments, and contemporary cartoonists other than Disney.

A picture section in the back of the book is especially interesting.

A Handbook on Cartoon Production is to be followed shortly by Handbooks on Film Music, Film Research, etc. All will be available at the office of Film Guide, Taft Building, Hollywood, for 40 cents apiece.

Decorative Lighting • Glass and Metal Work
Exit and Direction Signs • Ornamental Plaster
Drinking Fountains • Air Distribution Plaques
36 Years in Business Is Your Assurance of Our Reliability.
VISIT OUR SHOWROOMS OR WRITE US
VOIGT Designers-Engineers-Manufacturers 1745 N. 12th Street, Phila.

SEATTLE

ALBANY

CHICAGO

READING, PENNSYLVANIA

SYRACUSE, NEW YORK

CHICAGO

NEW YORK CITY

NEW YORK CITY

PHILADELPHIA

HINTS ON NEWSPAPER ADVERTISING

No. 123—"Swiss Family Robinson" (RKO)

Reports on this show indicate a tendency to spottiness, which means that the exploiters have to work for that big opening. Witness the Reading advertisement, which goes all the way in the matter of size of copy, combining a pressbook mat with the local angles. Most towns' ad rates are too high for this amount of space, but it must be said that the ad catches the idea.

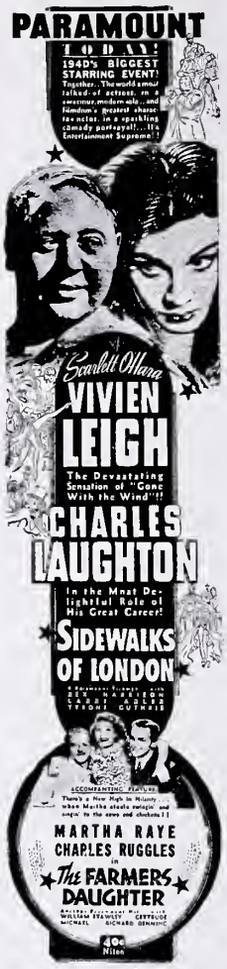
Radio City Music Hall's copy is sedate, but not especially seat-selling. This house sticks to a plan all its own.

Eye catching are the Chicago contributions, with the word "thrilling" standing out, as well as the circle effect.

Use of the book cover is noted in several of the pictures.

We think that the adventure angle is probably the most important to sell.

NEW YORK CITY



SAN FRANCISCO

HARTFORD, CONNECTICUT

NEW YORK CITY

DETROIT

HINTS ON NEWSPAPER ADVERTISING

No. 124—"Sidewalks of London" (Paramount)

It must be said that most of the admen did not fail to tell the public that "Scarlett O'Hara" Leigh was the lass in this ode, and some even sold Laughton as the "Hunchback."

Reports have the show not doing anything extraordinary in the gross line. Concentration should be on Vivien and Charles, where the latter means something.

Content of the story is not conducive to particularly good copy. This should be handled as a two-star proposition.

San Francisco's contribution, Detroit's entry and the New York City ideas are especially striking.

NEWS OF THE TERRITORY

NEW YORK CITY

Crosstown

Two of the paintings in the current Yale Club art exhibit are the work of Fred Ullman, RKO-Pathe vice-prexy. . . . Cameo, former Soviet film headquarters at Times Square, and more recently a showcase for Yiddish first-runs, closed. . . . Another 42nd Street closing is Stanley Lawton's Wallack. . . . Downtown Hollywood (not the Warner house) is darkened. . . . Sidney Freidberg, attorney, Phillips and Nizer office, is to be married June 9. Setting: Grand Ballroom and Crystal Gardens of the Ritz-Carlton.

Don Higgins, March of Time publicist, is on a vacation trip. . . . Marvin Mirisch, one of grander people in this business, was let out when Fine Arts decided to distribute through Harry Brandt's Times exchange instead of through the old Grand National set-up. . . . Davis Lowe, WNEW movie commentator, in the company of Alan Courtney and Richard Brooks, is opening a summer stock theatre in Roslyn, Long Island. . . . Jimmy Fidler, and his crew of youthful Hollywood players, appearing at the State, were guests of honor at a cocktail party tossed at Leon and Eddie's.

Paul Benson, free-lance movie exploiter and press agent, has lined up some swell accounts for himself. They include Benny Baker and Bert Wheeler. . . . Hays' office's Swenson was one of those at the University of Wisconsin Alumni luncheon for Badger prexy Clarence Dykstra.

French Cinema Center, Inc., which will distribute "Schpountz" for French Films Import Company, Inc., announces that the negative of this picture has finally arrived from France.

Edgar E. Lloyd announces the forthcoming national release of "The Maidens' Guild of Kutna Hora," Czecho-Slovak historic feature. It was completed in the last days of the Czecho-Slovak Republic. Picture recived a first-class award at the 1938 Venice International Film Biannale.

Funeral services for Phil Lonergan, veteran scenario writer who died of a heart attack in Hollywood last fortnight, took place here with a Requiem Mass at Saint Malachy's R. C. Church (The Actors' Church) March 16.

United Artists, in association with Pacific Mills, presented a "Thief of Bagdad" fashion show at "Beachcomber" March 19. Show was attended by representatives of the fashion press, radio commentators, syndicate writers, as well as designers, stylists and merchandise managers of the country's leading stores.

Press Photographer's Association of New York's 11th annual dance and entertainment, which will transplant Broadway and its gaiety into the Grand Ballroom of the Hotel Astor, takes place April 12. . . . Program will consist of headliners of the radio, screen and stage, who will do their part in making the party a successful one.

Brooklyn

New operator of the Comet is the Ruth Amusement Corporation Frank Schwartz and Herman Danowit are principals. . . . Bobby is closed.

CIRCUITS

Brandt

Circle, new house at the Bronx housing project, is to be operated by Kay Theatres Corporation. Officers are Dave Weinstock, president; Harry Brandt, vice-president; George Kleinman, treasurer.

Loew's

Joe Sloane, former assistant, Capitol, Washington, D. C., is the new manager of Loew's Broad, Columbus, Ohio. . . . Manny Light, manager Embassy, North Bergen, New Jersey, became the father of a daughter, Suzanne Ellen. . . . George Sharff, circuit publicist for Queens, was a grippe victim. . . . Whitey Egbert, Jersey City press representative, concluded a corking exploitation and publicity campaign on the Metro short, "Drunk Driving." . . . Male diaper champion of Greater New York was selected on the stage of the State last week when semi-finalists from Manhattan, Queens, Bronx, and Brooklyn vied for cash prizes and the di-dee diadem. . . . WHN's Monday night "Opportunity Hour" starring ex-Mayor James J. Walker is proving to be a box-office magnet at the State. . . . Gene Murphy and Al Simon are doing grand work publicizing the attraction.

Loew's 83rd Street engineered a novel stunt on "Balalaika" by using a boy and girl singing duet and sending them to a number of the better hotels and restaurants in the section. Stunt was arranged by manager Eric Van Dyck, aided by assistant Schwartz and chief usher Ed Lucey.

HOME OFFICES

Altec

President L. W. Conrow and vice-president and general manager G. L. Carrington returned after a business trip to Detroit.

Columbia

Formal presentation of a plaque to general sales manager Abe Montague was made by A. Schneider, treasurer, on behalf of the company's executives. Presentation took place in Schneider's office and marks further recognition of Montague's long and fruitful association with the company, which is heightened by the current "Montague 15th Anniversary Campaign."

Metro

Mrs. Robert Montgomery and Mrs. Ben Goetz were in town for a short stay before sailing to meet their husbands overseas. . . . Publicist Mey Heymann is Florida vacationing. . . . Halsey Raines is back from his winter sojourn. . . . In preparation for the forthcoming tennis season, the publicity and advertising boys are getting in shape by playing badminton on Saturdays at a local armory. (Also Cohen.)

Monogram

George Weeks is leaving for Hollywood to start production on the series he is making for Monogram release. . . . Eddie Golden was expected back from his six weeks' trip March 18. . . . Johnnie Harrington will be back from his coast to coast tour of the exchanges March 20. . . . Nellie Witting, Norton Richey's foreign department, staged a party at her Rancho Grande March 16. . . . Norton Ritchey was cut off from civilization in his home in Darien, Connecticut, because of the storm. . . . W. Ray Johnston arrived on the coast just in time to witness the final scenes being shot on "Son of the Navy." . . . Did you know that Flavia Soraci, Lou Lifton's staff, is working for her AB degree at Hunter College? . . . George Washington, head, shipping department, has been out with the grippe for the past week.

RKO-Radio

Producers Lee Garmes and Herbert Wilcox are in town. . . . Sam Oppenheim is back from Florida. . . . Rutgers Neilson cracked the dailies with pictures of Ruth Gordon attending the Flower Show . . . . Thomas "Oscar" Mitchell, another Century arrival, was greeted by Jimmy Boyle and Jack Lewis. . . . Playdate department head Michael G. Poller is spending a vacation in Miami. . . . Mr. and Mrs. Harry Carey greeted producer Garmes at the Century. Harry is in his film "Beyond Tomorrow." . . . Publicity and Advertising head S. Barret McCormick planed it for the Coast. . . . Exhibitor relations expert H. M. Richey is back riding the home office elevators after front-page speech at ITO convention. . . . Theatre division manager is Sol Schwartz talking about another Hollywood visit this summer. . . . Short subjects sales manager Harry Michalson is expected back from tour of exchanges with drive leader Herb MacIntyre.

NEW JERSEY

Bergen County

Manager Harry Fuchs, Fox, Hackensack, ballyhooed "Dr. Ehrlich's Magic Bullet" by having preview for picked audience of 500 persons a week before film's regular opening. Health Officer L. Van D. Chandler praised film's social value. . . . Every time cash is given away at Englewood, Englewood, sidewalk in front of theatre is blocked by patrons who are unable to gain entrance to 800-seat theatre. . . . George Torak, Fairview, operator of a motion picture theatre for many years on the site of Venice Hall, Fairview, died March 8.

—P. C.

Kearny

A furore was created when an immense sign in front of the Regent announced that "a live baby" would be given away March 14. Sign stipulated that the "baby" would go to a lucky ticket holder but the winner had to be present. Kearny residents made their complaints to Hudson County Prosecutor Daniel T. O'Regan. The latter dispatched Chief of Detectives Peter Devine and Chief of Investigators Patrick Flannagan to see theatre manager Louis Workman. When Devine and Flannagan arrived at the theatre, they found the

mayor discussing the matter with the showhouse manager, who said the stunt was a gag, adding that the "live baby" was a young pig which was to be given away attired in infant clothes, ribbons and all. Officers, mayor and manager reached a compromise with Workman removing the large sign and promising to insert the word "pig" after baby.

Jersey City

Marionette show entitled "Pinocchio" presented for children at New Orpheum. . . . Manager George Dumond, of Loew's Jersey City, has obtained patent on a new fishing reel. . . . Ethel Gelik, Josephine Ferris and Phyllis Delamanna have been added to staff at the Strand. . . . Jersey Giant Boosters, of which organist Ted Meyn and publicist Arthur "Whitey" Egberts, Loew's Jersey City, are president and secretary, respectively, have begun activities for season.

—P. C.

Newark

Vice Chancellor Bigelow last week dismissed the injunction plea of Ralph Heskowitz, who complained that Local 244 threatened to take his job at the State, West Orange. Heskowitz asked that the union be restrained from interfering with him or his employers. The Vice Chancellor asserted that Local 244 held a labor monoply on jobs in 50 out of 57 Essex County theatres, but he held that no proof had been given "that any wrong will be done the complainant unless the court acts."

Art is closed.

Passaic

John Malinski, doorman, Clifton, has landed a job as guard at the Curtiss-Wright Corporation. . . . Joe Lefkowitz, Clifton, is home from Miami. . . . Lou Palmieri was in charge. . . . Maury Miller, Lincoln, is a Golden Gloves fan. . . . Sal Zanca hands out 64-page comic books for kiddies. . . . Joe Lefkowitz has revived 11 P.M., request features at the Clifton.

Paterson

A sneak thief stole motion-picture equipment from the hall way in the Board of Health building, according to a report made to acting detective captain George Bengert. Following articles were taken: a Bell and Howard film sound projector and amplifier valued at $319.73; an extra projector lamp worth $6.75; an extra exciter lamp, 85 cents; a carrying case $7.20; a microphone. $18.90; a sound film "Behind the Shadows"; a safety film, "On the Firing Line"; a film entitled, "Let My Children Live," $42.50; and a cord and testing lamp valued at $5.

Union City

Manager Jerome Baker, Capitol, held a model ship contest in conjunction with "Little Old New York." The contest was open to anyone who built a ship model and all the models entered were on display in the lobby.

—P. C.

NEW YORK STATE

Albany

Wife of Frank Kuras, Rialto, Massena, who was seriously ill in a hospital, is now at home recuperating. . . . Alec Sayles, got news breaks in both papers with proclaiming of "Victor Herbert Week" during showing of "The Great Victor Herbert," Palace, with Herbert melodies played on the City Hall carrillons daily. . . . Bernie Kranze, RKO, underwent a minor operation. . . . Si Fabian was in town, holding meeting with Lou Golding. . . . Ralph Pielow, Metro, is happy to be back in town after his Florida recess, especially with the grosses of "Northwest Passage." . . . Max Friedman, Warner theatres booker and film buyer, made another of his periodical journeys to Buffalo. . . . Warner district manager C. A. Smakwitz arranged an auto giveaway during holy week, with circuit's four Albany houses participating, Strand, Ritz, Madison, Albany.

Buffalo

At the end of the fifth week in the Ned Depinet Drive, RKO's local office was in first place. . . . "Bingo" party given by the Variety Barkerettes in the clubrooms was a huge success. Joe Friedman, who sponsored the affair, should be congratulated. . . . Warner auditor Ray Palmer is in town. . . . Park, Geneva, closed. . . . Charlie Boasberg, RKO, announces that 15 theatres in the territory will play "Pinocchio" Easter week. . . . Ken Robinson, Paramount's branch manager, has returned from a trip to the Schine offices. . . . Mrs. George Smith, Smith theatres, Syracuse, is convalescing from an attack of the grippe. . . . Did you know that Elmer Lux, RKO's city salesman, and Jack Schmitzer, RKO's auditor, are past masters on the violin?

Mr. and Mrs. Sydney Samson, 20th Century-Fox branch manager, left for a vacation at French Lick Springs, Indiana. . . . Jack Zurich, Warner Syracuse salesman, had his car stolen two weeks ago, but it was returned. . . . Paramount is proud of the business "Seventeen" and "Sidewalks of London" at Shea's Hippodrome. . . . George O'Brien, Shea's Buffalo projectionist, is back on the job. . . . Lipton Astrakan, Warner city salesman, is sporting a new car.

Zone chairman and committee for the Will Rogers Memorial Drive wish to impress upon exhibitors the urgent need for their support in this fine humanitarian cause. . . . Ronald Failes, manager, Schine's Rialto, Lockport, lived in the Governor Hunt apartment building that burned to the ground. Ronald salvaged $21, which he found in the charred pocket of a suit the next day, all that was left of his clothing. . . . Doris Clark, 20th Century-Fox, returned from a two weeks' vacation visiting relatives in New York. She called on Lu Blumenfeld, who sent his best regards. . . . RKO reports many repeat bookings on the "Ugly Ducking," Walt Disney's Academy Award Winner. . . . Austin and Evelyn Ensminger, Unity, postcarded from Florida. . . . Spencer Balzer, Basil circuit was on the sick list. . . . P. G. Grummit, Circle, has been nick-named "Five O'clock Paul." . . . Mrs. Jack Bellman, wife of Republic's branch

JOE JOEL SAYS:

Among Other Things . . .

A. Margulies became the daddy of a seven-pound daughter February 28. Child's name is Barbara. This being his first child, it is needless for me to say he is proud. . . . Stanley Sobelson, West End, Newark, led the services at the congregation Adas-Israel-Mishnages. It was a special Saturday service March 9. Congregation was thrilled at his marvelous singing. . . . Adolph Nisbaum, National, Newark, is president of the congregation. . . . Times is releasing Fine Arts features in conjunction with other features. . . . John Kummis, manager, Grenada, Brooklyn, had his family increased when his wife gave birth to a daughter, Patricia. Mother and daughter are doing very nicely at the Saint John's Hospital, Brooklyn.

Harry Goldberg, Columbia, poster department, feels very happy because of the deal he put over for advertising matter for the feature "His Girl Friday" with the Loew circuit. He sold them 147,000 heralds, 136—24 sheets, 24 six-foot standees in addition to other advertising matter. . . . How is this for a special program for any theatre—"Of Mice and Men," "Brother Rat and a Baby," and Disney's "Mickey Mouse?" . . . Irving, Myrtle Avenue, Brooklyn, which has been closed, will re-open with German pictures. It will be known as the Mosart. . . . Roxy displayed 30 shorts last week but they were 30 midgets on the stage. . . . I am pleased to know that all the former employees of Grand National have been placed in positions. . . . Moe Sanders and Nat Furst have returned from their vacation spent at Miami Beach, Florida. Moe refused to tell me how he got his tan. I was anxious because I knew a lot of film people who got tanned in Miami. . . . Fred Walters, formerly with Warners, Newark, and well known in the motion picture industry, is now managing the Colony, Sayerville, New Jersey.

Phil Engel, Warners' eastern publicity man, is taking a well deserved two weeks' vacation accompanied by the Mrs. He is taking a Caribbean cruise. . . . MP Associates' directors are trying to discuss plans whereby they will be able to assist the needy without a constant drain on the funds. Meetings are held regularly in the hope of creating a fund along the lines of the MP fund on the coast. It is estimated from $10,000 to $15,000 annually is needed. Moe Streimer told me that within the past few months at least 20 cases have been taken care of. . . . Behrend Supply head Behrend, has a new ash receiver device that has been endorsed by the fire department. He has closed many deals, among them an extensive order from the RKO circuit. . . . It begins to look like action with the National Screen and some of the poster exchanges. The other day, I saw a rack taken from the exhibitor's Poster Supply Company delivered to Paramount. . . . I have been told that they are going to change the names of two streets in Forest Hills, Long Island, in honor of two old residents, one is to be called Ellsworth Lane, named after Bob Ellsworth, head booker, Metro; the other to be called Elmer Road, in honor of a man who is well known around the film center.

The following officers have been elected at Merit. Otto Lederer, president; Jerry Wilson, vice-president; Etta V. Segall, treasurer; Samuel Brown, secretary. In line with this move, Merit plans to have a new line-up in addition to their present diversified program.

Our Mister Mentlik ATTENDS THE WARNER BALL

Dear Chief:

Just about a year ago, I knocked off a letter to you telling all about what happened at the 10th annual Warner Ball. The 11th annual banquet and ball of the WB employees was the big social event recently and seein' as how my writing machine is in pretty fair condition and I'm suffering from a mild case of jitterbug fingers, there's no reason why I shouldn't drop you this note enumerating a few things that happened and calling my shots on a few persons I saw at the Waldorf-Astoria during the shindig.

The tickets said something about starting at "8:30." No sooner did I arrive when Pete Saglembeni almost ran down your obedient servant. Then, from around the corner came Dan Ponticelle, who just started. To top it off, the third of the Warner bookers, Maxie Field, yelped, "Look who's wearing tails." Chief booker Sherwood Macomber and the fourth of the quartet, Al Newman, were around also. If I bumped into them, I would surely have suffered from some sort of a persecution complex.

Up to Box 105 went Mentlik and one Maxine Rascoe. So we bump into Sid Rechetnik. "Hy, Lew," he sez and waits around for an introduction which was forthcoming. Sid was the most hospitable host I've seen in ages and the guy who claims he did it just to get paid off later by dancing with Miss Rascoe has to answer to me. Our table was loaded with a mess of trade press fellers, Jimmy and Columbia Sileo and others.

We sat around and gabbed with some of our fellow-balcony perchers, among whom were Mort Blumenstock; Monroe (UA) Greenthal and his very attractive consort, one Marian Rogers; Charley McCarthy, 20th-Fox; Mr. and Mrs. Lee Blumberg; Gil Golden; Mitch Rawson; Ben Hecht's little gal Edwina; Mr. and Mrs. Paul Lazarus, Jr.; the Joe Hazens; Fanchi circuit's Frances Bregman; S. H. Fabian and guests; the Phil Abrahams; the aforementioned bookers; and the aforementioned trade press.

I ran smack into a sun-tanned Mrs. Ed Schnitzer. She, in the company of Ed and daughter Beverly, had returned from a lengthy Florida stay a few hours before taking off for the ball.

If at any time I appeared to be heckling Herman (St. George Playhouse) Pett and lovely Miss Gilman, it was all in good fun. But I still think they made the cutest couple on the floor with the exception of Greenthal and his girl during the La Conga sequence. Others beating out time on the dance floor to the music of Jan Savitt and his Top-Hatters included the Maxie Frieds, the Irving Rothenbergs, Lionel Toll and his comely arm-piece, songwriter Sammy Cahn, Mr. and Mrs. Jack (MPA prexy) Ellis, Mr. and Mrs. John J. (RKO theatres) O'Connor, the Max (RKO) Fellermans, Mr. and Mrs. Fred (RKO) Meyers, Ann Martin, Marie Paulsen, the Irving Birnbaums, Sid Rechetnik (sic), Zep (Strand chief) Epstin, Edwina Hecht, the Ben Kalmensons, Mr. and Mrs. Charley Moses, Lou Moses, Leon (Paramount) and Mrs. Netter, Irving Richek, add addendum.

Looking on during all the jitterbugging were such industry figures as Harry and Bingo Brandt, Mr. and Mrs. Barney Balaban, Mr. and Mrs. Sam Dembow, Jr., Warner Club major domo Nat Fellman and his missus, the Harry Goldbergs, the Leonard Goldensons, Mr. and Mrs. Harry Hummel, the Sam Lefkowitz duo, the Carl Lesermans, Mr. and Mrs. Roy Haines, the Jules Leveys, Walter (Reade circuit) Reade and guests, the Grad Sears, and the Bill Sussmans.

Came the entertainment. Red Skelton, made himself solid as one of our favorite comedians while doing a grand job as emcee.

Giovanni, who bills himself as the "world's greatest pickpocket" had the crowd in stitches as he swiped wallets, suspenders, and cash, from Eddie Schnitzer, Sam Schneider, Jules Levey, and another victim. The finale was well taken care of by a swell bunch of La Conga dancers. It was corking stuff all the way through, and thank the Lord the arrangements committee knew when to stop.

There was dancing until dawn, I guess, on accounta the main ballroom of the Waldorf was still packed when we decided to leave some time after three ayem. Without a car, the toughest place in the world to travel to and through is Brooklyn, so you can just take a wild stab at the amount of gratitude I owe Max Fellerman for driving me home at that hour. While I'm in the mood, I'd also like to thank all the guys and gals who made the party such a tremendous success.

Luv and kisses,
LEW MENTLIK,
Your New York Correspondent.

---

manager, is spending time here. . . . Mr. and Mrs. Fred Fox, shipper, 20th Century-Fox, expect that bundle from heaven around the latter part of April. . . . Film row was surprised to learn of the resignation of H. M. Addison from the Loew circuit. . . . If you want a good laugh, ask Elmer Lux, RKO's salesman, what happened to that roast beef. . . . Irish party at the Variety Club was sponsored by Warners with Charles (Mike) Rich in charge. . . . Many local film friends of Lou Weinberg, eastern sales manager, Columbia, wish to extend to him their deepest sympathy on the passing of his father, Phillip.

Chief Barker Bob Murphy, honorary chairman, and his committee are to be complimented on the excellent job they did on the dance, the Variety Club sponsored at the Broadway Auditorium. Net proceeds go to the Heart of Variety to continue their very fine charitable work. . . . Next Ned Depinet drive meeting will be held at RKO March 30, with drive captain J. H. McIntyre and short subject sales manager Harry Michaelson conducting. . . . Mr. and Mrs. S. Rappeport, father and mother of Ruth, Warners' office manager, and Jake, Avon and Lovejoy, will celebrate their golden wedding anniversary March 30. Invitations have been issued for 250 for the reception. Congratulations. . . . National Theatre Supply Company is installing air conditioning equipment in the Glen, Watkins Glen. At the New Palace, Trumansburg, it is installing Simplex projectors, high lamps and rectifiers, pedestals and magazines, National Imperial carpet and padding, National stage draperies, lenses and booth accessories and Walker screen, while at the Suburban, Binghamton, a Newtype Walker screen. . . . Deepest sympathy is extended to the family of Genevieve Brinkworth Cryan, sister-in-law of Lafayette's Dick Walsh, upon her death.

Henry Olsen is the new operator of the Colonial, Niagara Falls. . . . Mr. and Mrs. Bert Stern, district manager, United Artists, left for a vacation in Florida. . . . Warners screened "Three Cheers For the Irish" at the Court Street. . . . Bill Tischkoff, Murray, Rochester, is up and around again after having been confined to the hospital. . . . Floyd Scott, United Artists exploitation representative, was in town to aid Charlie Taylor, in ballyhooing "Of Mice and Men," George Mason's Great Lakes. . . . Clara Jones, Shea's Buffalo matron, is still confined to the hospital. . . . Bud Gray, RKO's publicity representative, left for an extensive trip to cover "Pinocchio" engagements. . . . Phil Fox, Columbia's branch manager, conducted a meeting of his sales force, in connection with the Abe Montague drive. . . . Messrs. Seymour Sterns, Rochester, and Karlot, Syracuse, were seen around town. . . . Margaret Adrian, Alice McCarthy, Gert Dickman and Mary Fridrich, Shea office, were seen at the Erlanger at "Edna, His Wife."

Bob Renz, RKO, is taking the Dale Carnegie course in public speaking and at the first meeting he won an "Oscar" in the form of a mechanical pencil for giving the best spontaneous speech. . . . Sydney (United Artists branch manager) and Helen Lehman left for a two weeks' sojourn at Miami Beach. . . . Harry Dixon's "Bingo" games Thursday and Saturday nights at the Academy have been so popular that he has added Tuesday nights. . . . Fran Mulcay is the new biller at RKO, filling a temporary position. . . . Lafayette bowling team beat Shea's quartet three games, Walter Gerhardt having high game score of 233 and a 201 average. Lafayette hasn't lost a game in 15 straight games. . . . Chuck McKernan, Shea's Buffalo, is looking around for an opponent to help him usher in the 1940 golf season. . . . Jack Gilmore, Metro expliteer for the Buffalo zone, is covering plenty of territory these days. . . . It looks as though RKO's branch manager, Charlie Boasberg will spend the next week or so shopping for a new lamp. Was your face red, Charlie? . . . Vera Wagner, Universal, was on the sick list. . . . Mr. and Mrs. M. J. Kallet, Kallet circuit, returned from their vacation in Florida. . . . Jack Sawyer, chief projectionist, Shea theatres, informs us of the installation of the very latest Bausch and Lomb lens at Shea's Buffalo and Great Lakes. . . . Bob Moredock, Shea office, noticed at the six-day bicycle races, Broadway Auditorium.

Tom Roberts, Colonial, Elmira, and Fred Schweppe, Capitol, Elmira, were in town booking. We also noticed the Schmidt brothers, Sea Breeze; Max Fogel, Webster, Rochester; Bert Larkin, Smith chain, Syracuse; Max Friedman, and Ralph Crable, Warner theatres; Herman Lorence, Cattaraugus, Cattaraugus; Joe Warda, Lancaster; Frank Hager, North Collins; Pete Bifferella, Springville; Frank Tait, Wilson. . . . Bill Bork, Universal's salesman, is the proud owner of a new automobile. . . . Charlie Boasberg, RKO, tells us that a

LUCKY AND BINGO
The ONLY GUARANTEED Theatre Games!
DENNIS GAMES, Inc.
N. E. Cor. 13th and Race Streets, Philadelphia
RUSS COHEN, 353 W. 44th Street, N. Y. C.
"Pioneer of Theatre Games"

ITEMS OF INTEREST, HERE AND THERE, ARE REPORTED VIA THE CAMERA

THIS CROWD attended the New York world premiere of "The Baker's Wife," current hit importation.

ANDY ROY'S FRONT on Warners' "The Story of Dr. Ehrlich's Magic Bullet" was used at the Strand, Albany, where it outgrossed "Zola" and "Pasteur." Note the electric letters over the marquee and the taxi with bumper strip.

WINDOW DISPLAY arranged by manager Fred Donahue, Kallet's Regent, Syracuse, was used in the office of the Altec Service Corporation through the courtesy of George Brown, local representative, for the second run of "Gone With the Wind."

CLOCKWISE around the table at the recent Warner Club annual banquet and ball are Mrs. Jules Collins, Mr. and Mrs. A. W. Schwalberg, Mr. and Mrs. Joseph Hummel, Mr. and Mrs. Leonard Goldenson, Dr. and Mrs. Jonas Unger, and Collins.

THREE ITEMS of the campaign on Republic's "Wolf of New York," conducted by Phil Laufer, publicity director, Loew's Criterion, New York, are shown here. They indicate how many angles of the show were plugged.

special campaign is being put on for "Abe Lincoln in Illinois" opening at the 20th Century April 4. . . . George Sussman, office manager, 20th Century-Fox has taken an apartment and is moving his wife and son Herbert up here April 1. . . . Jake Lavene, Academy, has been up and around for the past few days.

Barbara Basil, wife of Nick, Basil circuit, has returned from a two weeks' visit with relatives in Detroit. . . . Al Behling, Behling theatres, was toasted by his fellow travelers aboard the Florida-bound Silver Meteor on the occasion of his ?? birthday. . . . George and Dorothy Gammel (Gammel circuit) and Elmer and Nina Lux, RKO's city salesman, were seen at the bike races. . . . Recent visitors at the farm of Joe Schuchert, Jr., report steady progress on their lovely house. . . . Jim Holden, former local film man, has entered the hospital. . . . Charlie Tarbox, F. C. Pictures, returned from a trip to New York. . . . Laura Clabeaux, that cute "hello" girl at 20th Century-Fox, was confined to her home with the grippe. . . . Mr. and Mrs. George Schneller, operator, Lafayette, are infanticipating. . . . RKO received enthusiastic response from exhibitors when they screened "Primrose Path." . . . Sydney G. Madison, former theatre manager in these parts, is now identified with the new Buffalo Times.

Cazenovia

Town Hall, Nick L. Googin, owner, is being remodeled.

Gloversville

Schine Home Office News

Schiners Club of the home office held its monthly meeting March 13 at which six members were initiated, including Marjorie Salmons, Katherine Geer, Alberta Kuss, Mary Scouten, Frank Connish and Roger Martin. After the business session, a hilarious skit burlesquing a popular radio program was staged with Bill Kraemer as Jack Benny, Harold Sliter as Don Wilson, Eleanor Brown as Mary Livingston and Al Marqusee as Rochester. Al made a hit with his 'way-down-South accent. . . . Leon "Duke" Elliott has taken over as manager of the Glove here, with B. W. Coleman filling Leon's former post at the State, Tupper Lake.

Major Lou Lazar, Ohio and Kentucky zone manager, was a visitor from Bellefontaine. . . . Harold Sliter was kept to his home recently with a bad cold. . . . Expense Control and Statistical departments enjoyed a crate of fresh Florida oranges sent up by their vacationing boss, Doug Leishman, from Fort Lauderdale. . . . Bernie Kranze, RKO's Albany manager, was in for conferences with chief film buyer George V. Lynch, and consummated a deal for "Pinocchio." . . . Arthur Newman, Republic's Albany representative, and Roy Haines, eastern sales manager for Warner Brothers, were also home office visitors. . . . Clever stunt on "Northwest Passage" was arranged by Sid Holland and Duke Elliott for the showing at the Glove. They had large green arrows made bearing the words "Northwest Passage" and then attached them to poles on all the principal streets, with the arrows pointing in the direction of the theatre.

—J. B.

Jamestown

Ralph Maw, Metro manager, Buffalo, accompanied by R. E. Crabill, district manager, visited Warners Diana, Medina, managed by Cliff Schaufele; New Family, Batavia, managed by Ralph Booth; Murray Lafayette's Haven, State, Olean; Bill Leggiero's Steuben, Majestic, Strand, Hornell; Holly Hollister's Babcock, Temple, Wellsville.

Dad took Ralph Crabill, Jr. and friends to Buffalo for the six-day bike races. . . . Allen B. Newhall, Palace, came out in sartorial elegance with his green suit on St. Patrick's Day. . . . Bob Horning, Sheas, tried vaudeville. . . . Charlie Smakwitz, Albany district manager, Warners, returned from a winter vacation. . . . Lynn Blackmer, projectionist, Majestic, Hornell, pulled a surprise marriage to Dorothy Hall, February 16. . . . Bob Fuller, chief of service, Majestic, Hornell, and George Andrews, service staff, resigned to accept clerical positions. . . . Al Newhall, Palace, was a visitor in Hornell. . . . Cliff Schaufele, Diana, Medina, for "Marines Fly High" tied up with department store for give away of sets of Comet planes, and a model airplane-making contest.

Virginia Callahan, Palace cashier, took a tumble on the last day of skating on the lake. . . . Theatres have to "dig" for themselves. At Dunkirk, with funds for snow removal used up, Dalton Burgett, Capitol manager, had to take care of clearing streets near theatre of snow for opening night of "Gone With the Wind." Elmira has no appropriation left for snow-shoveling and Eddie Yarbrough, Keeney, has had to devise ways and means of keeping his theatre traffic open. . . . Alden Allen, assistant manager, Keeney, is an accomplished singer (as well as bowler and ping pong champ), sings in the church choir. . . . Leap Year vows were taken by Thomas King with Erdine Harrower. Bridegroom is a Keeney service staff member. . . . William E. Leggiero, Steuben, Hornell, paid Elmira a mysterious visit. . . . Ralph Maw, Metro manager, Buffalo, visited theatres in Elmira.

Eddie Yarbrough, Keeney, inaugurated a new quiz program for 13 weeks, known as "Kobacker-Keeney Kwizz, Professor R-U-Right." It is worked on the order of Professor I. Q. . . . Nikitas D. Dipson, president, Genesee Theatrical Enterprises, Inc., is spending a few weeks in Florida with friends. . . . Louis Lazar, zone manager, Schines theatres, Ohio, and Mrs. Lazar left for Florida. . . . C. L. Hollister, Babcock, Wellsville, to campaign "Fighting 69th," mailed letters regarding Joyce Kilmer to library, music, and study clubs, and special letters to clergy on the anti-war angle. Management made personal calls on members of American Legion, Auxiliary and Veterans of Foreign Wars, and gave talks on production. He secured from a photographer pictures of local personages in World War uniforms for big display board in lobby and offered prizes for correct identification.

Ralph Crabill, district manager, was one of the judges of annual winter skating meet at Chautauqua Lake rink. . . .Robert C. Horning, Shea's, held a 10 o'clock morning matinee for "Gulliver's Travels." . . . Steve Karcula, projectionist, Shea's, returned from funeral of his mother-in-law. . . . Mel Conhaim, Regent, Elmira, had a benefit ticket sale on repeat of "Robin Hood" and tied up with the Parents-Teachers Association.

Jules Levy, real estate department, Warners, New York City, in company with Moe Silver, Albany zone manager, and Ralph Crabill, district manager, visited Haven and State, Olean, managed by Murray Lafayette; Babcock, Temple, Wellsville, managed by C. L. Hollister; William Leggiero's Steuben, Majestic, Strand, Hornell, making preliminary preparations for spring remodelling and improvements. . . . Plans are being formulated for a Warner Club party to include Jamestown and Dunkirk theatre folks.

Poughkeepsie

George Walsh, Netco chief, is moving his offices to the New York Publix headquarters.

Rochester

Carl Redfern, operator, RKO Palace, is vacationing in Mexico, land of hot tamales and Spanish senoritas. . . . Seats in the Monroe equipped for Hard of Hearing patrons sold first for run of "GWTW" and demand quickly exceeded supply. . . . Calvin Bornkessel, RKO Palace operator and president, Rochester union, is visiting the baseball training camps in Florida. Plenty of other operators would like to be there. . . . Herb Benjamin switches from Riviera to assistant manager, Grand, under manager Ray Ferigno. . . . Hal Levins, Century operator and demon bowler, is 'in the money' of Times- Union tournament, staying in the first 16 of more than 100 original entries. . . . People want movies that transport them to 'Castles in the Air,' sez manager Lester Pollock, Loew's, in Democrat & Chronicle 30-second interview.

THE HUMAN MONSTER. Latest entrant in the horror cycle comes from Monogram, which offers Bela Lugosi in the all-thrill cast.

NYS.

Bill Tishkoff, Murray, spent a few days in Strong-Memorial Hospital for physical check-up. . . . Albert Fenyvessy, Arnett, is installing interior panels to improve sound. . . . City manager William Cadoret and Jay Golden, RKO Palace, went to New York to visit the home office. . . . Manager Albert Lebowitz is running series of Italian films at Embassy pending booking of stage shows. . . . "Grapes of Wrath," RKO Palace, got play in the dailies after Reverend David Rhys Williams, Unitarian Church, used films as topic for sermon assailing social conditions.

Charlie Tibbetts, house manager, Murray, recognized his former boss on the screen playing the chief gangster in "Another Thin Man." Leonard Bershad, known on the screen as Sheldon Leonard, was manager of the Eastman here 10 years ago when operated by Publix. Tibbitts was his assistant. . . . Secret Service agents warn theatre managers precautions taken against getting counterfeit money are inadequate. . . . Manager Lester Pollock, Loew's, has arranged for interviews with Rochester friends of Edison as a plug for "Young Tom Edison" and the museum is preparing a display of Edison inventions, some from the Eastman estate, for lobby display.

Schenectady

Phil Rapp, Plaza, will be handing out cigars soon, probably in June. . . Saul Ullman, Fabian city manager, and Proctor house manager Dick Murphy arranged a benefit concert at Proctors. . . . Two double trucks in Schenectady dailies, 500 bulletin board announcements throughout General Electric plant, and other promotional aids were arranged by Ullman and his forces in connection with Proctors showing of the Metro short, "Night Descends On Treasure Island," showing lighting of the San Francisco Fair, as designed by a G.E. engineer. . . . Ralph Pielow, Jr. has been a frequent visitor to Schenectady. . . . Phil Rapp tied up with Elks Club to present American Flags to representatives of each school in the city, on the Plaza stage, during Flag Week. . . . Wonder who was the checker seen slumming in the Trocadero although he thought his evening very secret???

Staten Island

Elihu Glass, manager, Liberty, was a very close observer of the baby diapering contest for men which he held on stage in conjunction with "A Child Is Born." Glass' desire to learn the intricate technique of diapering is due to the fact that he has been poppa for three weeks. . . . For the showing of "Swanee River," Capitol, manager Sig Kasse dug up some colored street gamins and had them sing spirituals in front of the theatre. . . . Excellent reaction to the W.P.A. art exhibit in the lounge of the St. George prompted manager George Evans to arrange a photography exhibit with the Staten Island Camera Club. . . . Chairman of the Film Council of the D.A.R. published a laudatory letter on the editorial page of the local newspaper, complimenting Paramount manager John Firnkoess for his excellent lobby display on "Little Old New York." Display featured original Commodore Vanderbilt buggy and old prints and etchings. . . . Steve Trilling, son of the Ritz manager, is taking flying lessons.

CHAIRS

CUSHIONS

NEW AND USED

LARGE STOCK ALWAYS ON HAND

Send for Our Catalogue

Parts, Repairing or Reconditioning

ALLIED SEATING CO., Inc.

36 WEST 13th STREET, NEW YORK

THE OUTSIDER. Mary Maguire, George Sanders and Barbara Blair may be seen in Alliance Film's release of the Dorothy Brandon novel.

Syracuse

Contrary to rumor, Gus Lampe does not pay premium for top billing in this column. . . . Charles Martina's New Empire opens March 23 with Gene Krupa in person plus picture. . . . George Ketcham, architect, is receiving bids for the new Spadaro house in Ellenville. . . . Answer to Fay Woodford: You can't have gasoline cook stove in booth—compromise on electric refrigerator. . . . Fitzers are constantly adding to the Rivoli to take care of crowds. . . . Phil Rossomando complains that larger seating quarters at Rivoli disturbs his rest in the booth. . . . Warren Williams wonders who watches him on days off. . . . One-arm bandits are evidently collecting from Robert Dumas. . . . George Wilmer's 10 piece orchestra has been engaged for New Empire stage shows. . . . Cute little gong in Ruth Bolton's office nearly upset luncheon schedules at Loew's State. . . . We understand "Chuck" Nelson underestimates his chief (Flash). . . . It's reported Lynn Goff will take water wings to the ABC tournament.

Robert Poulsen is reported studying bylaws with a vengeance. . . . Harry Burley (genial business agent, Local 376) reads THE EXHIBITOR to learn local Rialto news. . . . Martin (Altec) Bender planed in to install new four-star Simplex at Empire. . . . Charles Martina is buying made-in-Syracuse products for Empire and signing contracts with operators, stage hands and musicians. . . . George Smith is installing new PA system at Happy Hour. . . . Jimmy O'Brien, State, Fulton, was all tuned up for "GWTW." . . . Avon, Fulton, went into full-week policy. . . . Don Blair's big smile wins many friends for Kallet's Pulaski house. . . . We extend our sympathy to James Constantino, whose mother died recently. . . . Fire marshal Charles Wilkes collapsed from over-exertion, due to snow shoveling. . . . Lloyd Tracy and William Bessey should have the booth cleaned up in time for opening. . . . William Meaney is evidently suffering from "changeritis" and Howard (16mm.) Kelly from "shifteritis," "Doc" Jack Meany prescribing. . . . Light did not fail on Bill Doss regardless of Walter Scarfe's advice. . . . Our sympathy is extended to Robert Daddario. . . .Walter Powers, Oswego, is interested in a new car. . . . Attorney Manheim should remove rubbers when bowling with father-in-law Jack Karp.

Who was the man with long face trying to find the key to Empire booth? . . . It still looks as though the door closer at 505 would be installed by the Oswego Local. . . . Congratulations to "Grandma" Davidson. (It's a girl.) . . . Adolph Den Haese was seen conversing with Miss McGillicuddy. . . . Notice to Rad: Why not check on balcony supports at 505? . . . Norman Pearlman, Cameo, Binghamton, was taken in tow on Salina Street by Jimmy Spear, RKO salesman. . . . Claude Bortel is doing very well with the RKO theme song as opener at Strand for vaudeville. . . . We understand "Dick" Sawyer is still helping the wife with the work at Phoenix. . . . If Al Gilbert can't sell the box office, he would like to dispose of some used seats. (Prices on request.) . . . Notice: News items, subscriptions, advertising copy, etc., will be accepted for THE EXHIBITOR at Altec office (George Brown, manager), 505 South Warren Street. Phone 5-5555.

Trumansburg

James Ryan and John Ryan, brothers, taking over operation of the Palace here (near Ithaca), installed new RCA Photophone sound for the opening. A third brother, William, owns the house.

Utica

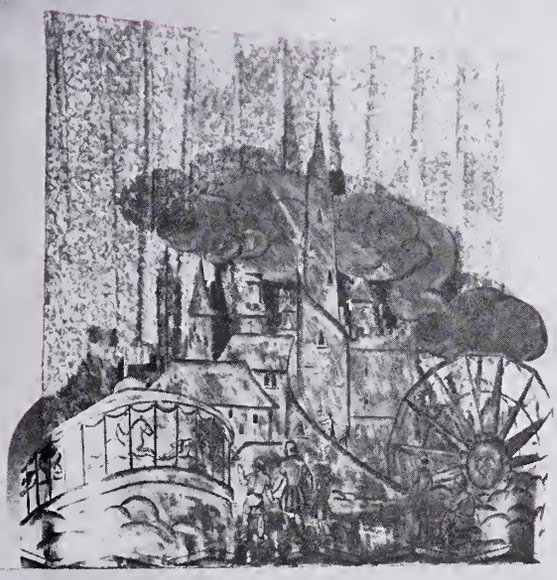
L. Carkey has taken over the Family from John Augello. He will remodel.

Leonard Tuttle is the new manager of the Colonial.

White Lake

New theatre being built here will seat 1,000, with Leon Lapidus, formerly of Long Island, the owner. He is also building 50 bungalows in the same area. House will be completed July 4.

BETTER MANAGEMENT



A MONTHLY SECTION DEVOTED TO THE PHYSICAL THEATRE
ITS DESIGN, CONSTRUCTION REMODELING, EQUIPMENT,
SUPPLIES, MAINTENANCE AND MANAGEMENT.

MARCH, 1940
VOLUME III NUMBER 3

BE PROFIT-WISE! MODERNIZE WITH RCA PHOTOPHONE MAGIC VOICE OF THE SCREEN!

It's the only movie sound equipment with Rotary Stabilizer plus Shock-proof Drive! Is available at low cost to theatres of every size!

In this age of sound, movie-goers have sharp ears. They lay their cash on the line to *listen* as well as look. And that's why Hollywood studios spend fortunes on sound recording equipment.

Without spending a fortune, you can greatly stimulate your takes by stimulating your sound with this new RCA Photophone Equipment.

The new Magic Voice of the Screen was specifically designed for true reproduction of modern movie sound. It is the good sound you need for good box-office. There are models and prices for theatres of every size. Get full details today from your RCA Photophone representative.

Better sound means better box office—and RCA Tubes mean better sound

Only the New Magic Voice of the Screen offers all these Features!

Constant film speed is assured by famous RCA Rotary Stabilizer! This new Magic Voice also offers you new styling, new protection, new convenience, new added reserve power and many other outstanding features!

• • •

RCA Photophone's service organization has a low cost theatre service plan in which you'll be interested.

RCA PHOTOPHONE

MAGIC VOICE OF THE SCREEN

RCA Manufacturing Company, Inc., Camden, N. J. • A Service of the Radio Corporation of America

Of Particular Interest

•

MODERN AIR CONDITIONING IN EVERY SIZE THEATRE.....PAGE 5

By BOB MILLS

Whether Air Conditioning should be used by every theatre is a personal problem but other angles are discussed by a man who knows his business.

ALL FOR THE LAMPS OF CINEMA..PAGE 7

By HARRY H. STRONG

The case of the projection lamp engineer vs. the the old projectionist is written by a well-known projection lamp authority and engineer.

PICTURING THE NEW IN THEATRES .....PAGES 9–16

HOLLYWOOD THEATRE, SIOUX FALLS, SOUTH DAKOTA

CLINTON THEATRE, BROOKLYN, NEW YORK

HARPER THEATRE, DETROIT, MICHIGAN

RESEARCH COUNCIL AWARDS....PAGE 18

EQUIPMENT DEVELOPMENT.....PAGE 20

HOW OTHER THEATRES BETTER GROSSES .....PAGE 22

•

BETTER MANAGEMENT

VOL. III, No. 3 MARCH, 1940

• IT SEEMS TO US

Television Note: Latest word on television is that commercial operation begins September 1, with program cost being borne by the sponsors. With the relay system reported having been perfected, exhibitors should get some idea at that time just what this "menace of television" is. Our friend, Pete Harrison, whose early research into sound was sincere and intelligent, says that "black and white television pictures are going to be a formidable competitor to the black and white pictures, because the former has one advantage that the latter lacks—simultaneous showing over a wide area." We pass this on without comment.

Nose for News Item: We're interested in the "smell" track for the films which two Swiss inventors are reported to have perfected. Through the house, if our information is correct, would be sprayed various odors in keeping with the nature of the picture. Obvious comment is apparent, but what most exhibitors want to know is if a special "smell" projectionist would be necessary or whether two men in a booth would be sufficient.

Convention News: Those who have had an opportunity to know just what the Society of Motion Picture Engineers is lining up for the April 22-25 convention in Atlantic City say that it will be the biggest ever. The SMPE boys, whose efforts on the behalf of the industry are being appreciated more and more, not only have the knack of picking delightful convention spots but also arranging programs that merit attendance by exhibitors. Exhibitors and the SMPE have a lot in common. We hope the AC gathering brings more theatremen than ever before.

• THE COVER THIS MONTH

THE PART THE PATRON SEES. In the modern, new Clinton Theatre, Brooklyn, New York (Randforce Circuit) the architect naturally provided a modern, up-to-date air conditioning system. Compressors, motors, dehumidifiers, ducts and instruments are no more decorative or interesting to the public than the old deflector grilles. Accordingly all are concealed and ceiling plaques known as anemostats, both circulate the conditioned air and act as an indirect lighting source.

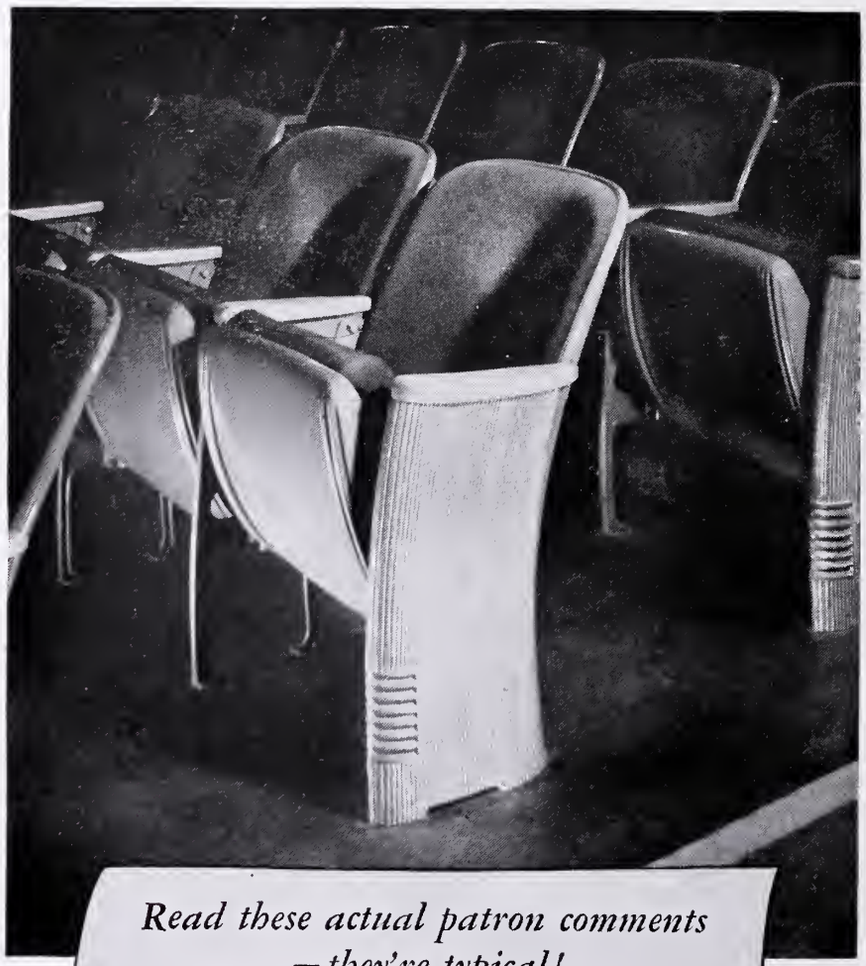
What patrons say MEANS BUSINESS

. . . and they're enthusiastic about American BODIFORM Restful Chairs

YOU know how quick patrons are to register disapproval and how few and far between are unsolicited compliments.

That's why exhibitors who have installed American Bodiform Chairs are frankly amazed at the flood of outspoken enthusiasm aroused by these more attractive, more comfortable chairs.

It means only one thing—American Bodiform Chairs have patron pulling power to a degree never before built into a theatre chair. And that means better business. Better get in on it yourself. Write us today for full information regarding your seating problems.



Read these actual patron comments —they're typical!

"Why, they're as comfortable as the easiest of easy chairs."

"What a relief to find a seat where there's no danger of snagging stockings."

"The self lift-up seats are energy savers."

"They're a perfect fit for the body—I feel rested when the show is over."

"I like the automatic seat lift which makes it easier to get out or in."

AMERICAN Bodiform RESTFUL CHAIRS

AMERICAN SEATING COMPANY GRAND RAPIDS, MICH. REG. U.S. PAT. OFFICE

In the low price field—see

AMERICAN Avion THEATRE CHAIRS

American Seating Company

GRAND RAPIDS, MICHIGAN

Pioneers and pacemakers in theatre, auditorium, school, church, stadium and transportation seating • *Branch Offices and Distributors in Principal Cities*

To Air Condition or Not to Air Condition is a Question That Can be Answered by Only One Person - You - But There are Many Angles to be Considered, Some of Which are Discussed in the Following Interview with an Authority on the Subject.

Modern Air Conditioning in Every Size Theatre

As Experienced by Bob Mills, Maintenance Head Stanley - Warner Theatres, Philadelphia Zone.

WORLD-UNREST and intellectual upheaval, notwithstanding, the chances are pretty good that the following little drama will be enacted many times this summer:

A weary exhibitor will walk into his half-empty house, gaze dolefully at the unoccupied seats, wipe his damp forehead, and mutter sadly:

"Maybe I should have had the place air-conditioned after all."

The real point of interest in this play, however, is the fact that weary exhibitor No. 1 cannot see weary exhibitor No. 2, who has just walked into his half-empty house, gazed dolefully at the unoccupied seats, and muttered sadly:

"Maybe I shouldn't have had the place air-conditioned after all."

To air condition or not to air condition is a question that every exhibitor must answer for himself, according to the needs of his house. Air-conditioning is not a "cure all" and too often it has been discovered too late that the lack of a cooling plant was not the only thing that was keeping patrons out of a theatre.

However, with a full knowledge of the patronage and summer "opposition," should it be decided that the installation of air-conditioning will increase business to the desired extent, there are many factors to be taken into consideration before and after the purchase or installation of a system.

To bring to readers the experience of a man who should know, and does, the Better Management editors interviewed maintenance chief Bob Mills in the question and answer fashion. The results follow:

Which system is best?

"Unquestionably, from the standpoint of economy, the exhibitor who can draw his water from a well under the theatre is pretty lucky. However, the water must be cool enough and be of sufficient volume to be of use in the direct cooling. Well water can also be used in condensers, if any, and perhaps even in evaporative cooling on the roof. If the well is not adequate for all the needs of the system, it is a good idea to bolster it with mechanical refrigeration, which, although it may not be quite as economical, will present the best solution under the circumstances.

"Mechanical refrigeration used without the aid of well water is practical and probably the most common installation, though considerably more expensive than the well alone. The use of city water in the air-conditioning system for direct cooling is inadvisable, as it may be too warm for use; and, in addition, the supply needed is so large that it is likely to prove extremely costly. An icebox, though relatively inexpensive to install, will almost always lead to huge ice bills—although many engineers claim these bills are merely equal to what would have to be paid in interest, depreciation and operating cost if a mechanical refrigeration unit had been purchased.

What is the service expectancy of a modern refrigeration system?

"A modern refrigeration system, given good care, can be expected to last from eight to 12 years, with the accent on the first number. However, this statement is made with the understanding that the machinery is given periodic inspection and maintenance—with members of the house staff attending to periodic oiling, cleaning, and changing of the filters. In many cases, the system will have to be rebuilt at one time or another, in order that it may continue its work with its former efficiency. The weak link in the system to date is the condenser, as we have not had sufficiently long experience to know the reaction of freon on coils and piping.

Can the system be used for heating in the Winter?

"The air-conditioning system itself is the deciding factor in this question. The installation of steam coils in the cooling chamber will adapt the average air-conditioning system for heating in the auditorium proper, and in other areas covered by the cooling system. I have found the use of direct radiation in rest rooms, offices, etc., to be advantageous, as the auditorium is rapidly affected by body radiation, and

BOB MILLS, AUTHOR OF THE ARTICLE

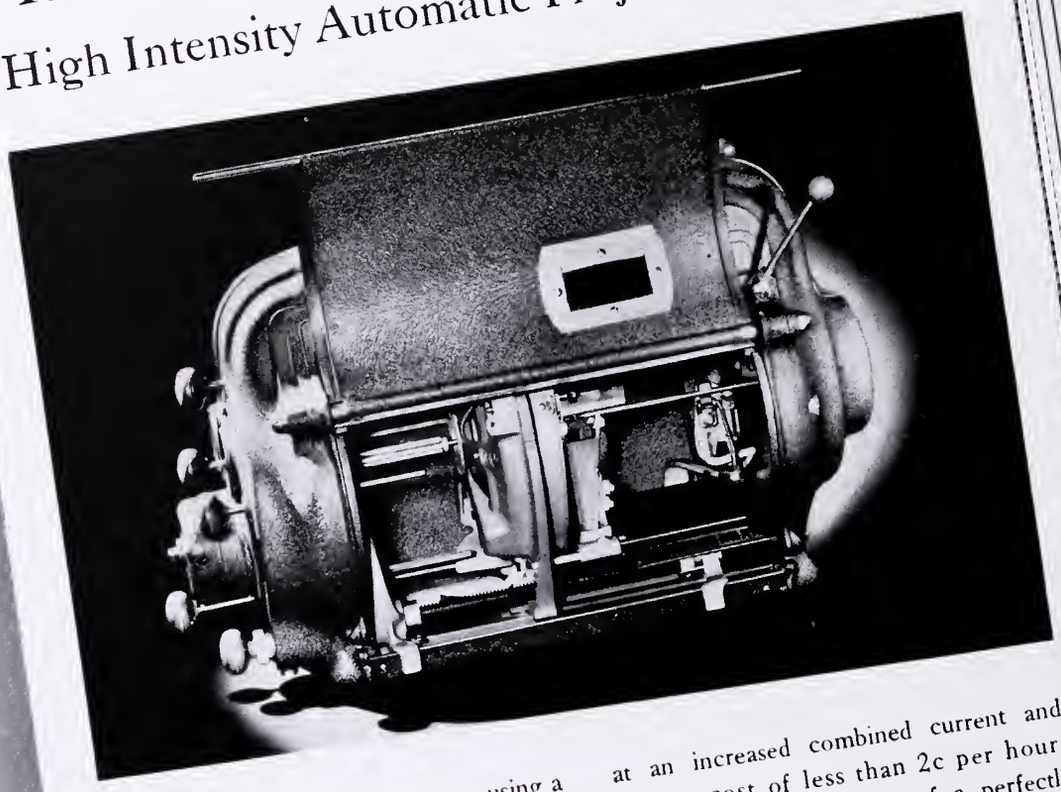
STRICTLY PERSONAL

The Stanley-Warner group of theatres in Philadelphia and vicinity is the largest group (130 theatres) under one head in the entire Warner circuit. Therefore, the fact that Bob Mills has spent 12 years with the company and has risen to the position of chief engineer speaks for itself. In his position, Mills supervises construction, seating, installation of air-conditioning, and many other important phases of theatre construction and maintenance.

STRONG

THE NEW STRONG UTILITY

High Intensity Automatic Projector Arc Lamp



● For the moderate sized theatre using a screen up to 18 feet in width; where the vivid brilliancy of high intensity projection has been heretofore denied by prohibitive operating cost.

To secure the desired screen brilliancy with the present dense black and white and the colored films, twice as much light is required as is possible to project by any low intensity lamp.

This necessary doubling in light over the low intensity has now been made possible at an increased combined current and carbon cost of less than 2c per hour, through the development of a perfectly balanced and coordinated lamp and rectifier unit of intermediate capacity which exactly fits the needs of this class of theatre.

The snow-white light secured by this new lamp makes the low intensity appear a muddy yellow by comparison.

An Independent Theatre Supply Dealer will arrange a demonstration in your theatre.

THE STRONG ELECTRIC CORPORATION
2501 LAGRANGE STREET · TOLEDO, OHIO
Export Office: Room 2002, 220 W 42nd Street, New York City

All For the Lamps of Cinema
OR
The Case of the Projection Lamp Engineer vs. the Old Projectionist

Especially Written for This Department by

Harry H. Strong

Well-Known Projection Lamp Authority and Engineer

THE chill of the late afternoon seemed to bite deeper than usual. This probably accounted for the upturned collar of the wisp of a man who had just entered the theatre supply house and was feasting his eyes on the display of old and new projection equipment which had been assembled for an exhibit.

Before us was arrayed, step by step, evidence of the victorious battle of manufacturers against the demands of the exhibitors for more light since the days of the 100-seat storeroom "theatre."

"We've surely made considerable improvement in lamps since that thing was used," I ventured, referring to what was said to be the first projector of jumpin' tintypes. A card stated that it was the invention of one Thomas A. Edison, and that it was first used April 23, 1896 at Koster and Bial's 34th Street Music Hall in New York.

A look of utter disdain greeted me. It was obviously a show of contempt for anyone who would speak slightingly of Exhibit No. 1. However, the unconscious "We've" proved open sesame.

"I was one of the first to thread up that model," he said proudly. "But then you wouldn't appreciate what that means."

"Maybe I would. You see I'm a manufacturer of projection arc lamps, and that projector stands for the beginning of a work which I am trying to carry on, that of continuing with the perfection of the carbon arc."

"I'm only an old projectionist," he volunteered with a bit less scorn. "Jeffries is my name. You see it tells here about that first showing."

HE took from his pocket a newspaper clipping, yellowed with age.

"A novelty they called it. Thought it wouldn't last. They played it in connection with vaudeville. Subjects were only 50 feet long, and the kind of picture didn't matter, just so it moved."

"How bright a light do you imagine they got with that arc?" I asked.

"Well, I'm no engineer and don't know much about measuring candle power. But we had a 14-foot screen, and if I do say it myself, we got as good a picture as the boys do today."

It would have been a shame to contradict Jeffries. I edged him over to an old high intensity lamp of about 1910 vintage, one of the very first.

"There, Jeffries," I said, "was the beginning of really brilliant pictures, pictures large enough to permit increased seating capacity."

"You know," he said, "it used to be that any picture satisfied the folks. We turned 'em over fast and made plenty of money with the seats we had. Now that you have your big million dollar picture palaces and four-hour shows, I'll bet many an exhibitor wishes for the good old days with its three reels and illustrated song. Yes, troubles really began when the improved arcs came along and theatres were built larger."

"Why that arc," he said pointing to the first spherical condenser type lamp, "may have made 20-foot pictures possible, but the damned thing pulled 120 amps and the boss hollered holy hell about his power bill. Lots of light sure, but no one could afford to use it outside a stadium."

JEFFRIES was right. It was useless, however, to point out that there were two things that had always been our watchword. . . . more light, yes, but also reduced operating cost per unit of light.

"Carbon manufacturers helped the situation," I volunteered. "The addition of chemical to the carbons made for a more concentrated light source. And then, too, the introduction of the parabolic condenser soon after hiked the light tremendously."

A Mazda lamp stood near by. The card said that it was first generally used about 1924 in the smaller houses which could ill afford the high intensities and which were content with a screen of restricted size, 12-foot being the maximum at which a brilliant picture could be expected.

"You know," said Jeffries, "in the old days we knew all the patrons. The booth window opened on the sidewalk and even though we had to do a lot of cranking we still had a chance to gab with those out in front."

Jeffries was surely having his field day. Things just naturally hadn't been improved. But I determined not to give up yet.

Next in line in the exhibit was one of the first low intensities, made in 1935.

"That," I pointed out to Jeffries, "was the first lamp in which we used mirrors. We got twice the light of the old straight arc at an operating cost that put real projection in those small theatres you liked so well."

"Yes," conceded Jeffries, for the first time showing signs of weakening, "I guess it was a bit of an improvement at that."

"And then, too," I continued, taking advantage of the situation, "the reflectors were soon optically corrected and improved by better silvering. Automatic carbon feeding mechanisms introduced about that time were no mean improvement either. But, Jeffries, only the lamp manufacturers will ever know how that cry for more light at lower cost really went out back in 1928 when Movietone was introduced.

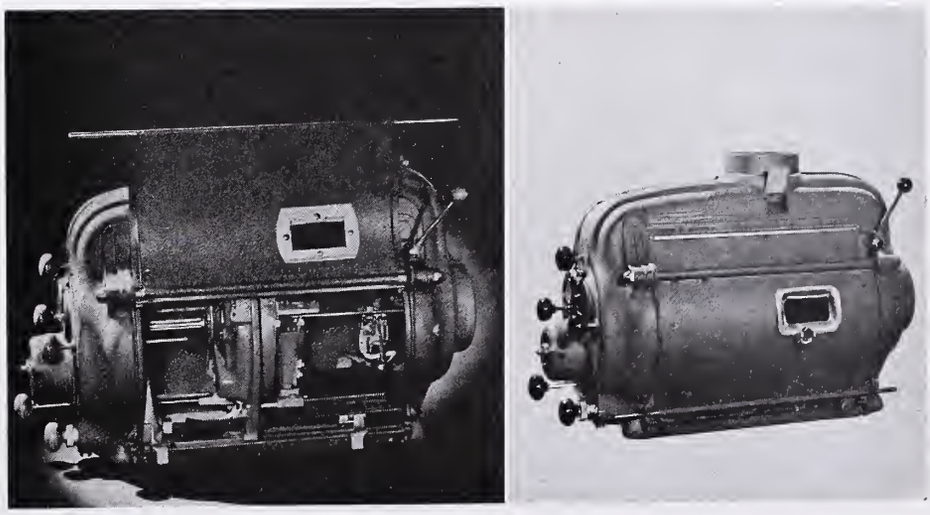
"Hell's fire," interrupted Jeffries. "Edison had talking pictures 20 years before that!"

I CONCEDED the point, without trying to prove that the original effort had been a failure and was soon discarded.

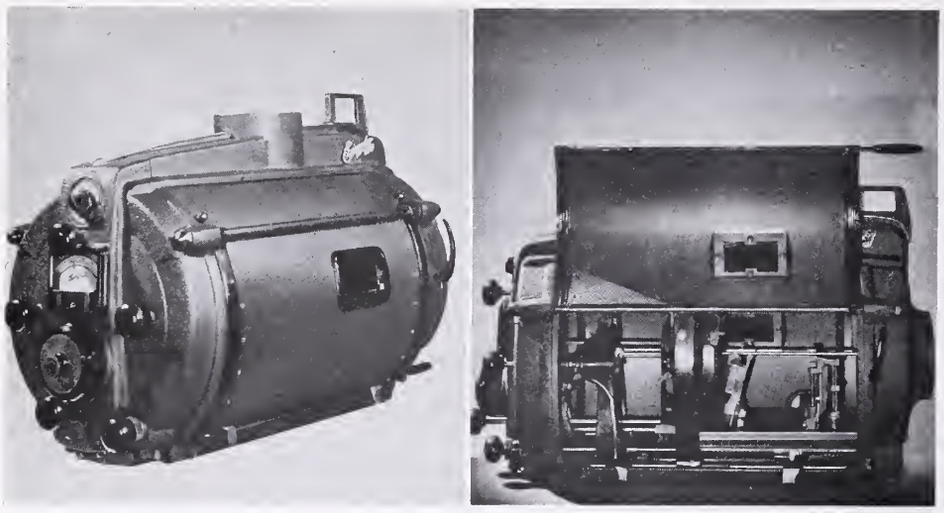
Movietone demanded projection of a smaller portion of each frame of film which resulted in the necessity of penetrating a denser subject with the limited light supply."

"I really don't know much about that," said Jeffries.

"Then, too, Jeffries, they started using porous screens which further aggravated the demand for increased illumination. It was at that time that we brought out the Hi-Lo," I said moving over to the lamp which was first introduced in about 1930.



STRONG ELECTRIC'S UTILITY LAMP. Shown here—at the right the lamp closed up and, at the left with the housing opened—is the Strong Electric Company's new Utility High-Intensity projection lamp.



THE SIMPLEX HIGH PROJECTION LAMP. In these two pictures are presented a preview of the National Theatre Supply Company's Simplex High-Intensity projection lamp. At the left is the lamp closed up, while at the right is the same lamp with the housing opened.

Here, was an arc that temporarily took care of the situation. Temporarily only, however, for no sooner had it been generally accepted than all the theatres began enlarging their screens, which meant that again we must get busy and provide more light—more light at lower cost."

Jeffries was rubbing his eyes. I couldn't decide whether I had finally succeeded in awakening him to the fact that lamp manufacturers were really working day and night to keep apace or ahead of the industry, which those on the coast laughingly claim is still in its infancy, or whether I was putting him to sleep.

We had moved up to the last piece of equipment in the exhibit, the shiny streamlined job which had so recently come from the factory, the pride and joy of the engineers, exhibitors and projectionists . . . the new intermediate capacity high intensity lamp . . . the arc which put high intensity projection within the reach of the medium-sized theatre where operating costs previously had prohibited its use.

JEFFRIES was still rubbing his eyes. "It's remarkable that this triumph should have been realized when it was so needed . . . a lamp that provided exactly the sort of light necessary to the projection of color pictures becoming so common. Now our next job . . . "

"You'll have to excuse me," said Jeffries, "the light in here must not be so good, or else my eyes aren't what they used to be . . . I guess I'll be on my way . . . glad to have made your acquaintance."

I stood for a few minutes watching Jeffries as he moved away, wondering whether the improvements of the years to come will make a lot more Jeffries, boys who 20 years from now will still be enthused about what a wonderful lamp the New Intermediate High was back in 1940.

Modern Air Conditioning

(*Continued from page* 5)

frequently, as a result, the smaller areas become cold when not bolstered by direct radiation.

How should the system be prepared for cooling in the Spring?

"The work the air-conditioning machinery does in the Summer depends largely on the way it is readied for use. It should be lubricated thoroughly, all belts checked for wear and tension and all refrigerant pipes checked for leakage. The refrigerant charge should be distributed throughout the system and the water cycles filled and checked for leaks. The ducts should be thoroughly cleaned, especially if the system has not been used for Winter heating, as dirty ducts will send a storm of dirt into the theatre when the system is turned on. The compressor seals, or packing, should be looked over thoroughly for all possible leaks.

What steps should be taken to prepare the system for Winter hibernation?

"To prepare the system for the long idle period of Winter, it is advisable to cover the motors, and pump the refrigerant into one point in the system so that the danger of loss from leakage is minimized. Also, all pump casings and parts of the water system exposed to the elements should be drained to prevent freezing or cracking of the pipes or equipment. It is also a good idea to apply a coat of paint, and, of course, to be on the job constantly throughout the Winter keeping the parts of the system clean.

What economies may be used in installing and maintaining the system?

"Very often great economies can be accomplished in first cost by using the underground ducts or pipe tunnels existing in the building as part of the return system. Also, existing ventilating fan motors can be adapted for use on the mechanical system. Frequently, the electrical load added to the building by virtue of the cooling plant will be sufficient to cause the owner to install a transformer vault and purchase light and power at a greatly reduced cost throughout the entire year.

"In the icebox type of cooling plant there is one false economy to be avoided. During the afternoon performance, the operator may cool the theatre at the begining of the show with ice, and then bypass his water around the ice with the thought in mind of saving his ice for the evening. This always results in an increase in the relative humidity in the building, as moisture is added to the air as the water temperature rises. With this condition existing in the house, it doubles the job in the evening as the operator has to overcome both heat and moisture. The remedy is to shut off the water entirely and recirculate air only.

"A sensible method to follow in planning the installation of a system is that it is much more economical to design it for the normal hot days of a particular community, than to adjust it for the few "dog days" or abnormal days that may come along during the summer. To plan for abnormal weather which occurs infrequently means considerable increase in first cost and is hardly worth its cost.

What is ventilation?

"Ventilation is the heart of refrigeration, although it does not cool or heat in itself. It refers to the proper movement and distribution of air in the area to be conditioned—in other words, keeping the air fresh. The common understanding of the word "air-conditioning" is, in fact, false. Air-conditioning does not imply cooling alone, as is generally supposed, but year-round conditioning. In this case, it is definitely a misnomer.

Does the company or home office check on the systems once installed?

"The answer to this is yes—definitely. In addition to insuring the attention and care by the house staff of their equipment, home office engineers conduct periodic check-ups on every system installed. In this way, the manager is guaranteed expert advice and repair service on his plant.

What are the latest developments in air-conditioning?

"Most interesting of the new developments in air-conditioning is the system of multiple compressors, whereby an exhibitor needing 150 tons for his house will buy three 50-ton machines instead of a single 150-ton unit. In this way, with a modulating thermostat, each machine is turned on as needed; instead of carrying the full load at all times regardless of conditions. A program switch rotates the order in which units cut in and out of the cycle thus cutting down on the amount of wear on any individual machine.

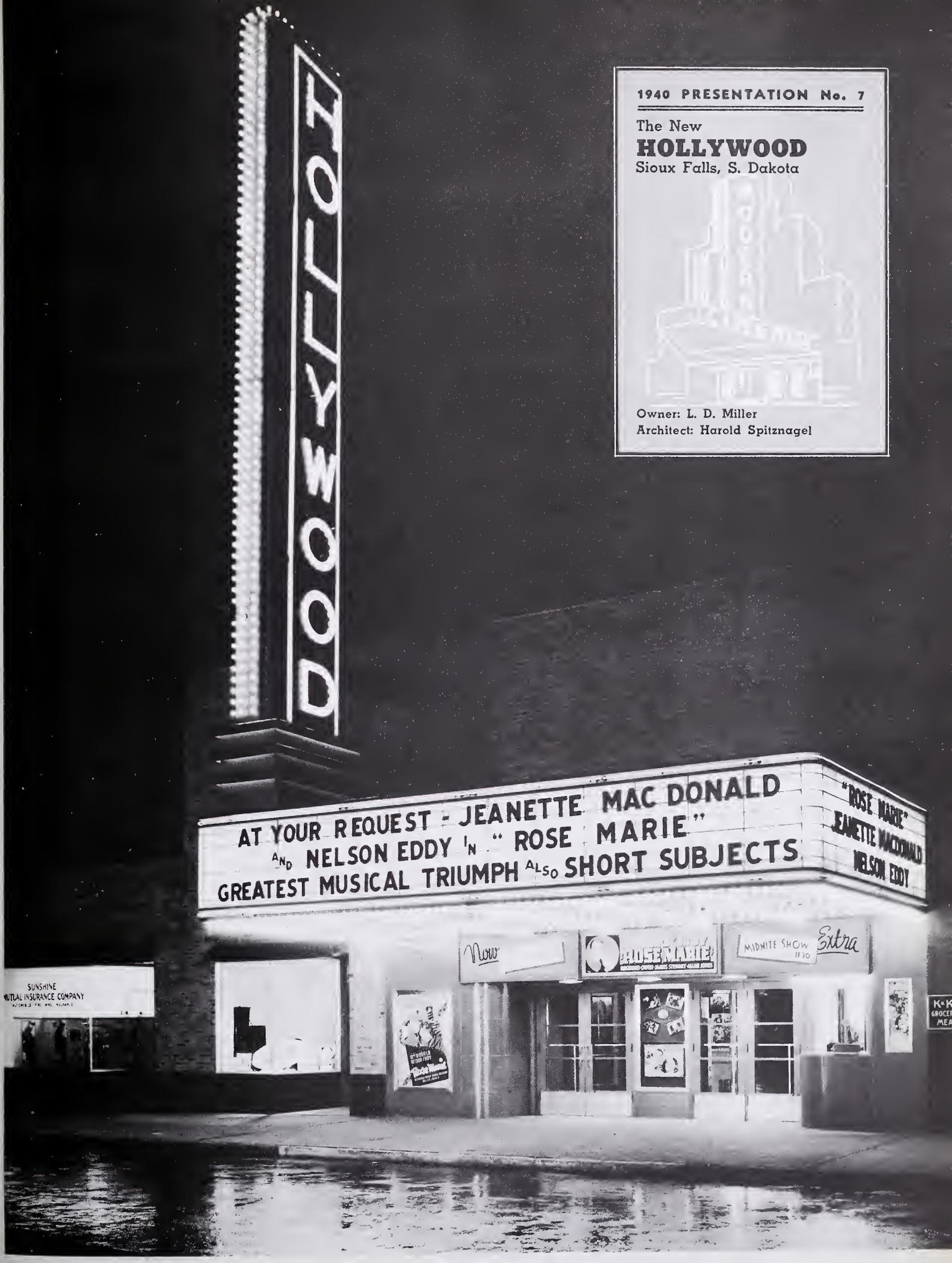
"The use of Freon as a refrigerant has proved itself a great development in recent years as it reduces working head pressure in the refrigeration cycle from the CO_2 pressures of approximately 1000 pounds per square inch to approximately 100 pounds per square inch. This greatly reduces cost of piping and also losses of refrigerant due to leakage at such high pressures.

Conclusions:

"It is extremely difficult to generalize about air-conditioning. Only the exhibitor himself can be the judge of whether or not it is necessary for his theatre. Having decided to install it, he must govern his selection of a system according to the available facilities and operating costs of his particular theatre.

"Will it bring in enough customers to his theatre to compensate for the cost of the installation and upkeep?

"Well, that's his problem, and I, or no one else but he, can answer it!"



1940 PRESENTATION No. 7

The New
HOLLYWOOD
Sioux Falls, S. Dakota

Owner: L. D. Miller
Architect: Harold Spitznagel

THE EXTERIOR walls are of buff colored face brick with Virginia Serpentine black base and slate coping. Facade of the theatre entrance is blue gray porcelain. Marquee is rectangular, allowing three separate attraction boards. Most attractive on this front is the huge vertical sign, towering high above the side walk to attract patrons from afar.

THE AUDITORIUM is unadorned with lavish decoration and the result has been worth while. The side walls are Kalite acoustical plaster in four shades of tan. Rear walls have been covered with maroon colored Celotex and the ceiling is finished in wine colored plaster. Aisles are heavily carpeted in an attractive shade of pink with a white border.

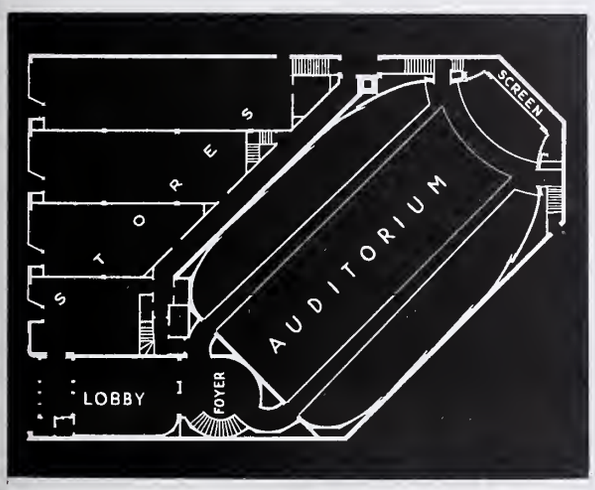
THE POWDER ROOM has for its feature the integration of lighting units with mirrors. Tastefully appointed, this room is well suited to the lady patron.

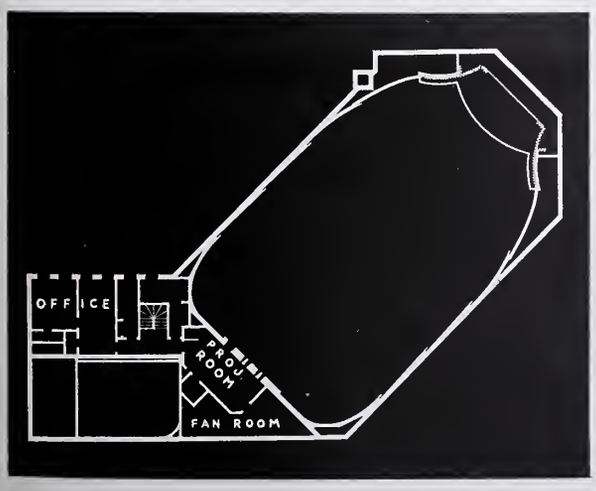
REFERENCE FACTS:

Size of Lot: 100 x 139
Seating Capacity: 786
Cost: Not Available

Acoustical Treatment—Kalite acoustical plaster and Celotex. Kalite manufactured by Certain-Teed Products Corp. Celotex manufactured by Celotex Corp.
Air Conditioning—Refrigeration system, using natural gas fuel, manufactured by Chrysler Corp. Anemostats used for air distribution, manufactured by Anemostat Corporation of America.
Carpets—L. C. Chase Seamloc. Manufactured by L. C. Chase and Co.
Chairs—Gray upholstered back, terra cotta Fabricoid seats, natural birch arm rests. Manufactured by American Seating Co.
Construction Material—Face brick, Virginia Serpentine and porcelain enamel. Porcelain manufactured by Porcelain Products Co.
Curtain Controls—Vallen. Manufactured by Vallen, Inc.
Decoration—Designed and supervised by architect.
Display Frames—Aluminum. Manufactured by Kawneer Co.
Draperies and Stage Curtains—Supplied by National Theatre Supply Co.
Generator—Hertner HIH 50-100 Transverter. Manufactured by Hertner Electric Co.
Lighting Fixtures—The Novelty Co. Cleveland, Ohio.
Projection Lamps—Peerless Magnarc. Manufactured by J. E. McAuley Mfg. Co.
Projection Machine—Simplex E-7. Manufactured by International Projector Corp.
Rubber Flooring and Wall Covering—Manufactured by Goodyear Rubber Co.
Rubber Mats—Manufactured by American Mat Corp.
Screen—Walker white sound screen. Manufactured by Walker-American Corp.
Sign and Marquee—Fabricated and erected by Vent & Canopy Co.
Sign Letters—Adler. Manufactured by Adler Sign Letter Co.
Sound—Western Electric Wide Range.
Supply Dealer—National Theatre Supply Co.
Ticket Register—General. Manufactured by General Register Corp.

THE FOYER has not been lavishly appointed or made unduly ornamental with "ginger bready" decoration. Wainscot and stairrail are of natural finish selected white birch. Plaster walls are maroon and gray with the ceiling of the same combination. Floor carpeting is pink, gray, and blue. The built-in seat, curved with the contour of the wall, is upholstered with a lemon yellow covering.

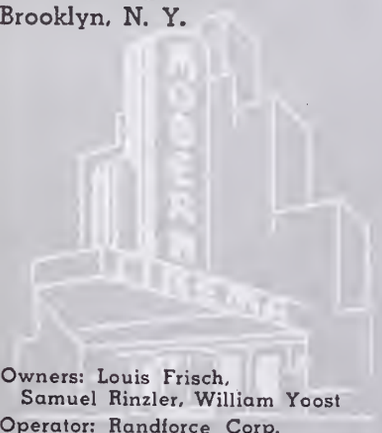




THE LOBBY walls shown have an eggplant colored rubber wainscot. The floor is blue-gray rubber with pink rubber matting. Murals are photographic.

1940 PRESENTATION No. 8

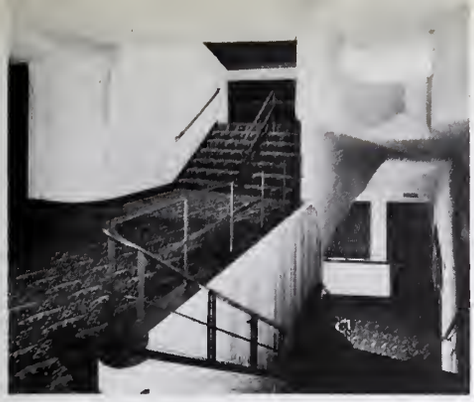
The New
CLINTON
Brooklyn, N. Y.



Owners: Louis Frisch, Samuel Rinzler, William Yoost
Operator: Randforce Corp.
Architect: William I. Hohauser

THE EXTERIOR of this modern deluxe house is of varied colored face brick laid with horizontal tooled joints and trimmed with cream colored terra cotta. The theatre entrance is at the corner of the building and is accentuated by a curved marquee and upright name sign of stainless steel and porcelain enamel. A glass block tower illuminated from behind with mercury vapor reflective lights adds further prominence to this corner of the building.

The new Red Hook low rental housing development, just completed by the New York City Housing Authority in the Red Hook section of Brooklyn, was the incentive for the erection of this neighborhood deluxe house. The housing development, which replaces what were formerly junk and lumber yards and dilapidated buildings, will house 2500 families, all of whom are potential theatre patrons. A large percentage of the residents will be for the most part not yet used to the modern theatres of the day, and there is no question but that they will appreciate and patronize a theatre such as this one placed in their midst.

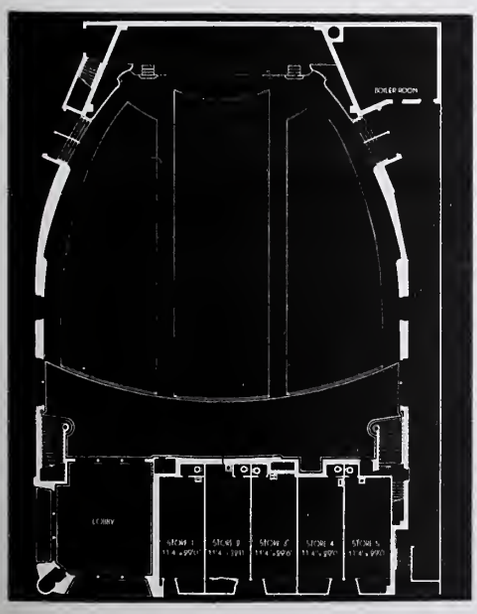


THE STAIRWAY is particularly interesting in its treatment of colored cement wainscoting with graining inlaid. The railings are ornamental wrought iron.

REFERENCE FACTS:

Lot: 140 x 100
Seating Capacity: 1644
Cost: Not Available

Acoustical Treatment—Acoustical plaster. Manufactured by U. S. Gypsum Co.
Air Conditioning—Well water system. Clarage fans and anemostats. Clarage fans manufactured by Clarage Fan Co. Anemostats manufactured by Anemostat Corporation of America.
Carpets—Gulistan. Manufactured by A & M Karagheusian, Inc.
Chairs—Full upholstered back and spring edge seat. Manufactured by Ideal Seating Co.
Construction Material—Varied color face brick, terra cotta, steel and concrete.
Curtain Controls—Vallen. Manufactured by Vallen, Inc.
Decorator—Battisti Studios, Inc.
Draperies and Stage Curtains—Manufactured by Joe Hornstein, Inc.
Generators—Hertner. Manufactured by Hertner Electric Co.
Lighting Fixtures—Manufactured by Charles J. Weinstein & Co.
Projection Lamps—Peerless Magnarc. Manufactured by J. E. McAuley Mfg Co.
Projection Machines—Super Simplex. Manufactured by International Projector Corp.
Rubber Mats—Manufactured by O. W. Jackson Co.
Screen—Walker white sound screen. Manufactured by Walker-American Corp.
Sign and Marquee—Fabricated and erected by Continental Sign Co.
Sign Letters—Wagner. Manufactured by Wagner Sign Service, Inc.
Sound—Simplex-4-Star. Manufactured by International Projector Corp.
Supply Dealers—Joe Hornstein, Inc. and National Theatre Supply Co.
Ticket Register—General. Manufactured by General Register Corp.



THE AUDITORIUM AND BALCONY are quite spacious and allow a total of 1644 seats with ample spacing back to back. Auditorium spacing is 34 inches, with the balcony spacing being a minimum of 36 inches. All interior lighting is indirect with many beautiful effects being gained by the blending of colors through the dimmers.

THE STANDEE ROOM is partitioned from the auditorium by the standee rail and Venetian blinds. Illuminated "Silence" signs have been placed over the entrance to each aisle to help insure comfortable hearing for those already seated. Anemostats with concealed lighting units have been well placed here for lighting and air conditioning.

1940 PRESENTATION No. 9

The New
HARPER
Detroit, Mich.

Owner: Wisper & Wetsman
Architect: Charles N. Agree

THE EXTERIOR at night is most impressive. A terra cotta facade enhanced by brilliant signwork has brought startling results. The huge signwork rising to a height of 79 feet above the sidewalk, is composed of three large units—vertical, parapet and marquee. This display is unusually attractive, can be seen for miles in this residential community and dominates its immediate surroundings. The lower portion of the facade, beneath the marquee, is faced with porcelain enamel and stainless steel Macotta.

Detroit's architect Charles N. Agree was chosen by Messrs. Wisper and Wetsman, owners of the new Harper Theatre, to plan and design this modern cinema for Detroit's east side residential section. Theatre is the largest modern house to be erected in a Detroit neighborhood community, and the massive structure dominates its immediate surroundings.

THE AUDITORIUM has been artistically decorated but with the exception of the proscenium the amount was moderate. The side walls are of cinder block with painted Acoustone bands for trim. The rear wall, not visible here, is faced with Acoustone painted in tan, brown and gold. The ceiling is of sand finished plaster, painted in a blue.

THE LOBBY, as can be seen, is quite spacious with an unusually high ceiling. Huge murals surmount the exit doors, and cover more than one half the wall elevation. The large clock mounted high on the wall above the street exits is a touch of the modern that should not go unnoticed. The dark field which is the background for the clock runs up to, and across the ceiling.

THE STANDEE ROOM runs the full width of the auditorium. The doors shown are the exits to the lobby. A glass baffle has been mounted on the standee rail as a breaker between the standee and the seated patron.

THE EXTERIOR in daylight does not prove as impressive as the view shown at night, but is still no less inviting. The massiveness of the signwork and its novel pattern is more clearly seen here.

REFERENCE FACTS:

Size of Lot: 100 x 215

Seating Capacity: 1975

Cost Without Ground—Including Equipment: $209,394

Acoustical Treatment—Acoustone Acoustical Tile and cinder block. Acoustone Tile manufactured by U. S, Gypsum Co.

Air Conditioning—System for both summer and winter conditioning. (Equipment not yet purchased.)

Carpets—Crestwood. Manufactured by Alexander Smith & Sons Co.

Chairs—Bodiform. Manufactured by American Seating Co.

Construction Material—Varied colors of face brick and terra cotta, steel and concrete.

Curtain Controls—Vallen. Manufactured by Vallen, Inc.

Decoration—Executed by Thomas Dilorenzo.

Film Table, Cabinets and Rewind—Manufactured by Neumade Products Corp.

Furniture—Manufactured by Brower Furniture Co.

Display Frames—Aluminum. Manufactured by L & T Metal Arts Co.

Lenses—Super Cinephor. Manufactured by Bausch & Lomb.

Lighting Fixtures—Manufactured by Vimlite, Inc.

Lighting, General—Installed by Walker & Co.

Projection Machines—Simplex E-7. Manufactured by International Projector Corp.

Rubber Mats—Manufactured by U. S. Rubber Co.

Screen—Walker white sound screen. Manufactured by Walker-American Corp.

Sound—Simplex 4-Star. Manufactured by International Projector Corp.

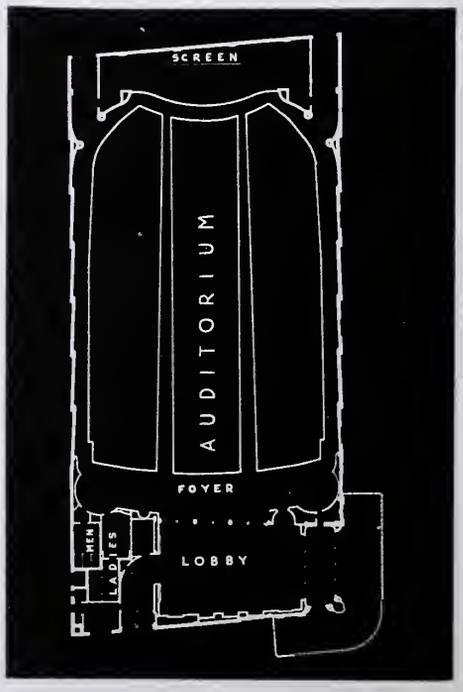
Sign and Marquee—Fabricated and erected by Walker & Co.

Sign Letters—Adler. Manufactured by Adler Sign Letter Co.

Supply Dealer—National Theatre Supply Co.

Ticket Chopper—Manufactured by Newman Brothers.

Ticket Register—Automaticket. Manufactured by General Register Co.



Westinghouse Scores In Chicago Installation

CHICAGO—Saving of one-third to one-half in operating cost was obtained when the Kroeschell Engineering Company recently replaced the 15-year-old carbon-dioxide air-conditioning plant at the State Lake here by a new system incorporating the most advanced engineering developments. This is the first big modernization of its sort in the west and holds particular significance to both the air-conditioning and theatre industries.

In the new installation, the four 40-ton Westinghouse condensing units total but 160 horsepower, 200 square feet of floor space, and weigh 10 tons. The previous 100-ton carbon-dioxide refrigerating machines required 250 horse-power, 1,000 square feet, and weighed 83 tons (without foundations). The new system operates in synchronism with the box office, units being turned automatically on and off to match the relative number of people in the theatre. Each of the hermetically sealed condensing machines has its individual evaporator unit to equalize loading and simplify operation. The machines work in conjunction with copper-finned cooling coils and a bank of filters. The condensing units do not require foundations; in fact, they are so vibrationless that they are not even fastened to the floor.

It is interesting that, although the original plant was still in good operating condition, it had no salvage value. There simply seemed to be no market.

Maryland Booth Checkup Lists Many Small Details

BALTIMORE—The State Board of Motion Picture Censors co-operating with the State Insurance Commissioner in a check-up of theatres throughout Maryland, with the exception of Baltimore, used special report blanks including a number of questions, as follows:

Is a "No Admittance" sign posted at entrance of projection booth? Do ushers or other unauthorized persons frequent booth? Is operator experienced and careful in his duties? Is relief operator competent? Are "No Smoking" signs posted in booth? Was anyone smoking in booth? Are walls free from posters, pictures, placards, etc.? Is booth clean and orderly? Does booth contain clothing, magazines, newspapers, furniture? Is fire door on entrance in good working order and is it held open or fastened open except by fusible link? Are shutters on peep and focus holes in good working order and are they held open except by fusible links? Is film in booth kept in an all-metal cabinet?

Is there a can with a self-closing lid for scrap film? Was any film found outside of booth; how much; where? Does amount of film cement in booth exceed three ounces? Is there a sand pail for hot carbon? Is there any temporary or defective wiring in booth? Are there any portable emergency heaters in booth? Is there a carbon tetrachloride extinguisher in booth? Are aisles and stairways to fire exits clear? Are exit doors unlocked and in working order when theatre is occupied? Are exit lights properly maintained? Are "No Smoking" signs posted in auditorium? Is smoking permitted by audience or others? Are suitable ash trays provided in rest rooms? Is heating plant enclosure free of rubbish, ashes and odd storage?

Are ashes deposited in metal containers? Is oil burning equipment defective, improperly maintained or leaking? Are metal containers provided for paper towels in rest rooms? Are janitors' supplies and utensils kept in an approved manner? Are janitors' used cleaning rags properly disposed of? Are stage dressing rooms clean and orderly? Are extinguishers in theatre conspicuously located and are soda and acid extinguishers recharged annually and dated?

New National Carbon Development Is Announced; Small Theatres Aided by Light Source Perfection

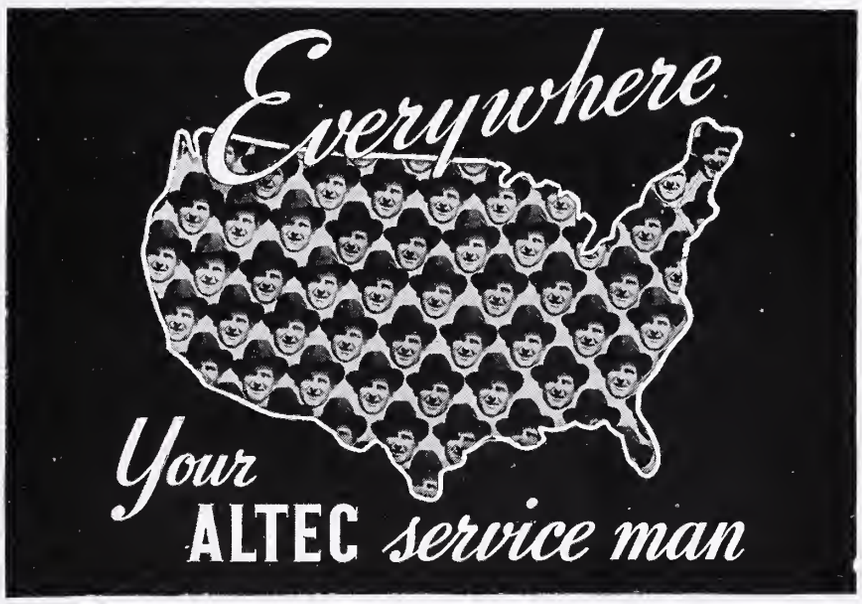
CLEVELAND, OHIO—What was heretofore believed impossible has now been accomplished in the development and production of the new "One Kilowatt" high intensity carbon arc sources of projection light, it was announced here recently.

These new light sources answer a need that has been looked forward to for years by the owners of small theatres. They bring all the advantages of modern high intensity, high efficiency screen illumination to the small theatre at a cost that is well within their reach.

While the "Suprex" type lamps, developed several years ago, broadened the field of intensity screen illumination to include a large number of medium-sized theatres, many owners of small theatres felt that the cost of such equipment and its operation was still beyond their reach and consequently continued the use of low intensity projection with its yellowish screen light. The result of a careful analysis of the projection light requirements of the smaller theatres led to the development of these new "One Kilowatt" high intensity light sources which now provide the same high level and quality of screen illumination as is used in the larger theatres. These light sources are keyed to the requirements of the modern black and white as well as color films and are available in both alternating and direct current types. They present unusual features of simplicity and economy of operation.

Coincident with the development of the lamps themselves, National Carbon Company, Inc., has lent its full co-operation in the application of its "Suprex" and "Orotip" carbons to fully meet the operating requirements of these new lamps. A new negative carbon, six mm. in diameter, known as the "Orotip" C, has been especially developed for use in conjunction with a seven mm. positive "Suprex" carbon in the new Strong Utility and Simplex direct current lamps. These carbons are all copper coated, of small diameter, and have exceptional life and light producing qualities.

These latest developments in projection light sources give the small theatre, with screens up to 18-foot width, a very economical source of snow-white projection light, a high level of screen illumination and perfect color reproduction. With high intensity projection thus made universally available to all theatres, large and small, a great forward step has been made in providing the means for more comfortable vision, better projection and increased satisfaction to theatre audiences throughout the country.



AL. TEC

Al. Tec *says*

The sound equipment in the projection room of your theatre produces, believe it or not—a "spectrum." Nobody can *hear* a "spectrum," but your Altec engineer, aided by his exclusive Altec instruments, can analyze it and change it. The sound your patrons hear is better, as a result.

ALTEC SERVICE CORPORATION

250 West 57th Street, New York City

THE SERVICE ORGANIZATION OF THE MOTION PICTURE INDUSTRY

Research Council AWARDS EIGHT HONOR MENTIONS

HOLLYWOOD—While not receiving the publicity accorded the stars and production individuals at the annual Academy of Arts and Sciences awards here last month, announcement by Darryl F. Zanuck, chairman of the Research Council of the Academy, granting eight honorable mention awards for scientific and technical achievement given to the Research Council with the approval of the Awards Committee brought to the forefront the progress made by this division of the industry.

So that the trade might well be advised of what is going on in this department of the business, the awards are listed:

TO: George Anderson, Warner Brothers studios, for an improved positive head for sun arcs.

The positive head for sun arcs is an improved, simplified equipment for holding and feeding the positive carbon in an arc lamp. This mechanism contributes to the advancement of motion picture lighting technique by producing a steadier and quieter light.

TO: John Arnold, Metro studio for the MGM mobile camera crane.

This new camera crane, because of its unique flexibility, permits the camera to be maneuvered very rapidly, easily and silently, thereby supplanting the conventional type camera mounting. This equipment includes a number of novel features and is an important contribution to motion picture production.

TO: Thomas T. Moulton, Fred Albin, and the sound department of the Samuel Goldwyn Studios, for the origination and for the application of the delta db test to sound recording in motion pictures.

The delta db test is an effective dynamic method of determining best possible processing of variable density sound tracks. Since accurate processing is vital to sound quality, this test is an important contribution to recording.

TO: Emery Huse and Ralph B. Atkinson, Eastman Kodak Company, for their specifications for chemical analysis of photographic developers and fixing baths.

These specifications gave to the motion picture industry the first complete, rapid and practicable method for analyzing photographic developing and fixing solutions. The importance and practicability of the specifications has been evidenced by the fact that they have now been generally adopted throughout the industry.

TO: Farciot Edouart, Joseph E. Robbins, William Rudolph, and Paramount Pictures, Inc., for the design and construction of a quiet portable treadmill.

This treadmill, because of its portability and quiet operation, may be used in a wide variety of scenes and at wide variety of speeds, with a minimum of restriction to recording, and is therefore a noteworthy contribution to motion picture production.

TO: Harold Nye, Warner Brothers studios, for a miniature incandescent spot lamp.

The miniature incandescent spot lamp is a small, powerful source of light which may be concealed in the set or mounted on the camera matte box without upsetting camera balance, and is therefore an important contribution to cinematography.

TO: A. J. Tondreau, Warner Brothers studios, for the design and manufacture of an improved sound track printer.

This printer incorporates features which have not previously been utilized in the printing of recorded sound track, affording greater accuracy of track placement, better definition and improved quality. The development of this sound track printer is an important contribution to the progress of the industry.

FOR: *Important contributions in the cooperative development of new improved process projection equipment:*

TO: F. R. Abbott, Haller Belt, Alan Cook, and the Bausch and Lomb Optical

(*Continued on page* 20)

Greatest Chair Hit in History!

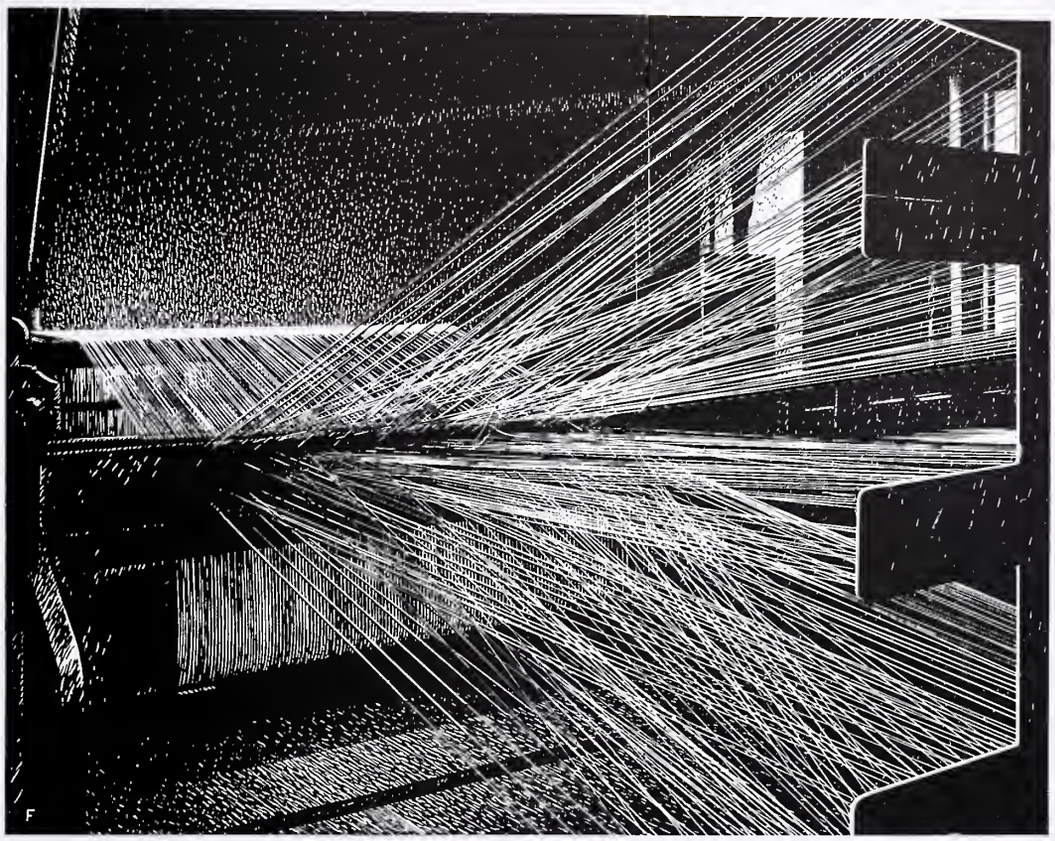
THE NEW IRWIN CRUSADER

If you were to tune in on the comments that experienced buyers of theatre equipment make when looking over the new Irwin Crusader, you'd hear something like this: "Finest chair I ever laid eyes on"; "It's a wow"; "It's got everything, more oomph, comfort and convenience than I ever thought could be built into a theatre chair." And you, too, will echo those sentiments when you inspect it, for the verdict, that the Crusader is "Tops" in theatre seating, is unanimous. Don't buy any theatre chair until you have seen it at one of the nearby display rooms. Illustrated literature on request.

Distributed by
NATIONAL THEATRE SUPPLY COMPANY
Branches in All Principal Cities

IRWIN SEATING COMPANY • GRAND RAPIDS, MICHIGAN

Woven LIGHT



Alexander Smith takes special pride in presenting

ALEXANDER SMITH FLUORESCENT CARPET

. . . a scientific development of such far-reaching significance

it probably will completely revolutionize many types of contract installations

YOU'LL recapture the childhood thrill of seeing your first firefly when you see your first demonstration of Alexander Smith Fluorescent Carpet. For this revolutionary carpet under the "black light" of ultra-violet illumination gives off a glow even more beautiful and more magical than that of the little firefly.

Under sunlight or ordinary artificial light, Alexander Smith Fluorescent Carpet looks like any other *quality* carpet.

But under the special ultra-violet illumination, the carpet undergoes an amazing metamorphosis . . . certain colors give off a beautiful phosphorescent glow of an intensity more than ample for complete visibility underfoot. The carpet itself seems to be illuminated, although in reality the light is reflected from the ultra-violet lights overhead.

The illusion is one of light *woven* into the carpet.

The immediate practical application of this "magic carpet" is in the contract field, particularly in theatres, where its peculiar properties make it ideal for carpet visibility underfoot without incandescent illumination.

WOVEN IN TRU TONE COLORS

ALEXANDER SMITH

GUARANTEED BY GOOD HOUSEKEEPING AS ADVERTISED THEREIN

The ultra-violet lighting equipment is simply and inexpensively installed in new or old buildings and costs less to operate than ordinary incandescent lighting.

The application of the scientific principles of ultra-violet light and fluorescent dye-stuffs in woven fabrics is patented and is the exclusive property of Alexander Smith & Sons Carpet Co. Sub-licenses will be given to other companies who agree to follow similar lines of development.

We shall gladly arrange a demonstration of Fluorescent Carpet. A selection of beautiful patterns is already available and an experimental installation has already been made in a Washington theatre. For demonstration, write or telephone Contract Carpet Division, Alexander Smith & Sons, 295 Fifth Ave., N. Y.

Brief Summaries Of EQUIPMENT DEVELOPMENT

RCA Flutter Indicator

CAMDEN, NEW JERSEY—A new portable test instrument, which measures the amount of flutter present in motion picture theatre sound reproduction, is being supplied to RCA Photophone field engineers, it was announced recently by W. L. Jones, national service manager, RCA Manufacturing Company. New "Flutter Indicator" indicates visually the amount of mechanical flutter originating in the projector or soundhead, with an accuracy which compares favorably with that of elaborate instruments used in recording studios and testing laboratories. It was developed in the RCA laboratories to aid projectionists in the presentation of high quality sound reproduction, and may be connected to any theatre sound system.

The new test instrument will be a valuable aid to field engineers in reducing noisy flutter to a minimum.

RCA 16mm Projector

NEW YORK CITY—RCA Photophone engineers have developed a 16mm sound projector for industrial and educational use, it was announced recently.

Built by the RCA Manufacturing Company and competitively priced at $300, the new projector is so simple in construction that it may be operated by any amateur, RCA officials stated.

In addition to its exceptional ease of operation, the new RCA projector has many features which are especially interesting to industrial users.

The machine's sound reproduction is accomplished with RCA stabilized sound, with the sound drum mounted on shielded ballbearings; shockproof stabilizer between take-up reel and sound drum; rigidly mounted and easily accessible sound optical system; and an electro-dynamic speaker mounted in separate case. The output of life-like sound is sufficient for any average school auditorium or projection room.

One of the most interesting features of the new RCA projector is the separate motor for film take-up and rewind. This eliminates entirely the use of exterior belts and is instantly adjustable to provide proper tension for 400, 800, 1,200 or 1,600-foot reels.

Recent Installations

EDITOR'S NOTE: *In the following paragraph are summarized some of the recent equipment installations in the territory served by* THE EXHIBITOR, *as reported.*

NEW YORK CITY—Charles H. Kenney Studios, Inc., announces completion of decoration of the newly renovated Central, Newark, New Jersey. Work of the same nature was also completed at the Commodore, Philadelphia. In January, the company completed a similar installation at the Uptown, Washington, D. C.; Plaza, Miami Beach; new Playhouse, Miami Beach, Florida.

Honor Mentions

(*Continued from page* 18)

Company, for faster projection lenses;
The Mitchell Camera Company, for a new type process projection head;
Mole-Richardson Company, for a new type automatically controlled projection arc lamp;
Charles Handley, David Joy, and The National Carbon Company, for improved and more stable high-intensity carbons;
Winton Hoch and The Technicolor Motion Picture Corporation for an auxiliary optical system;
Don Musgrave and Selznick International Pictures, Inc., for pioneering in the use of the co-ordinated equipment in the production "Gone With the Wind."

This co-operative development improves the already invaluable process projection method, which in the past has been largely limited by insufficient light intensity and screen size. This development is a definite step toward overcoming past deficiencies. The resulting improvement in quality permits wider use and increased flexibility, thus greatly expanding the scope and possibilities of process projection.

By their individual contributions to the complete equipment, each of the above cited has furthered the progress of the industry.

In announcing these awards, the report of the Research Council emphasized the careful review of all scientific or technical progress in the industry during the year, for the purpose of determining those achievements considered worthy of awards recognition.

A New Attraction
FOR YOUR THEATRE

Shown above is "THE ARISTOCRAT" one of the three new chairs comprising the smart line of Ideal Streamliners, and truly the Aristocrat of theatre chairs.

"THE MERCURY" is a streamlined edition of the chair that has made history, while "THE IDEAL CHALLENGER" is an unsurpassed value which challenges all competition.

Ideal
STREAMLINERS

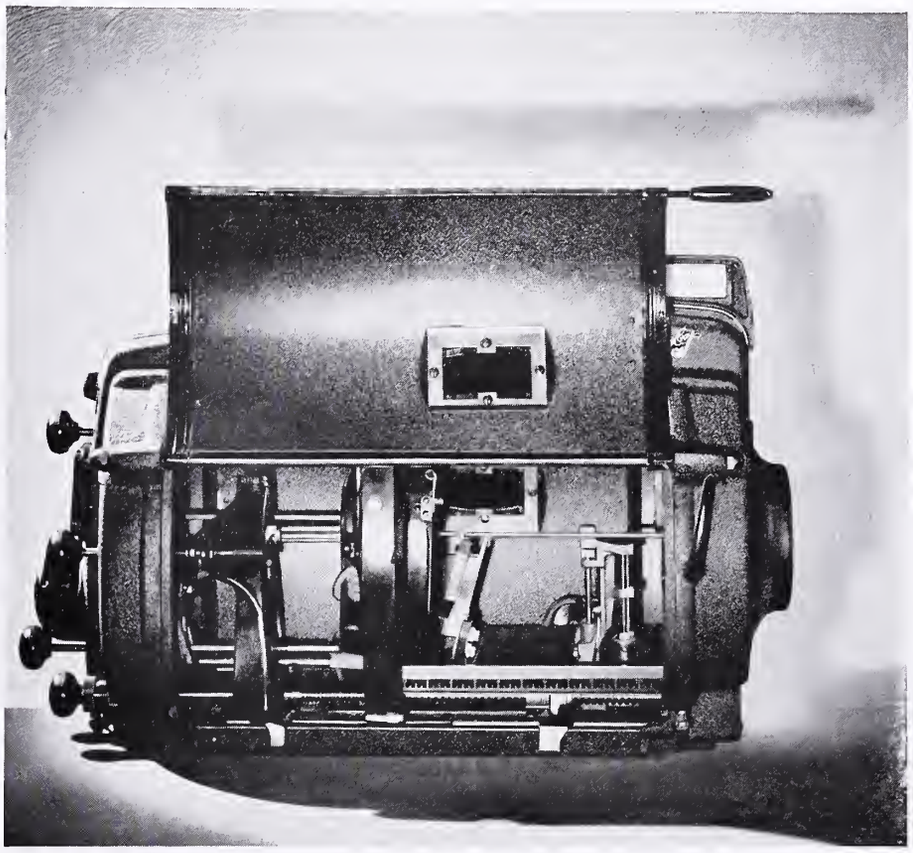
The Streamliners abound with exclusive features. Literature, which will be sent you on request, shows why they are invariably preferred by informed buyers.

IDEAL SEATING CO.
GRAND RAPIDS, MICHIGAN

Built To Excel –
Not Just To Compete

LOW COST HIGH INTENSITY

FOR THOSE WHO HERETOFORE COULDN'T AFFORD THE FINEST



A low cost, high intensity, direct current projection arc of intermediate capacity designed especially for theatres of up to 800 seats and using screens as large as 18 feet in width, heretofore restricted to the use of low intensity lamps, with their dim yellow light, because the operating, if not the original cost of the earlier high intensities has been prohibitive.

This Simplex High projects twice as much light as the low intensity, a snow white light, characteristic of the high intensity arc, which is so necessary to the projection of colored pictures.

The New 19000 Series

Simplex HIGH

PROJECTION ARC LAMP HOUSE
and Associated Rectifier Equipment

– Distributed by –

NATIONAL THEATRE SUPPLY COMPANY

Branches in Principal Cities

How Some Theatres BETTER GROSSES

"Of Mice and Men"

NORTH ADAMS, MASSACHUSETTS—Manager Bernard Payne, Mohawk, believes he turned in an ideal campaign for a small-city theatre to put across "Of Mice and Men." With the picture admittedly a doubtful grosser and one with uncertain response by the public, manager Payne carefully worked out a campaign that brought in results-crowds that resulted in lines waiting in the face of a severe storm on the opening day, Sunday.

A week's advance newspaper advertising campaign was the backbone of manager Payne's effort for the picture. Payne ran separate ads for the show each day for a week preceding the opening, in addition to his regular ads. Three main characters in the picture, "I'm Lennie, I'm George, I'm Mae," were stressed separately in the series of ads. Each day a leading critic's review of the picture was run as a reader. The week's campaign was climaxed by a full page advertisement the day before the opening.

Letters were sent to school teachers in the city, stressing the author angle. Fifty brochures regarding the picture were obtained from United Artists and placed in doctor's and dentist's offices, library and fraternal organizations.

A striking foyer and lobby display was arranged consisting of a 24 sheet of Mae and cutout heads of Lennie and George and three standee pieces with cutout heads, "I'm Lennie, I'm George, I'm Mae," tying in with newspaper ads. Also in the lobby were a six sheet board with stills stressing same three characters and a three sheet size board in the form of a book packed with about 30 stills. There was also a window display tieup with a bookstore. Ushers wore sashes with name of picture a week before showing. Radio plugs on county station were used a week in advance.

"The Fighting 69th"

STATEN ISLAND, NEW YORK—Manager George Evans, Fabian, St. George, used as many media as possible in selling this film. Entire staff wore soldiers' uniforms prior to and during showing of picture. Also a special trailer was prepared, plugging the picture as the greatest action hit of the year, etc. Evans contacted the National Guard and arranged a lobby display of equipment used in the World War, with National Guardsmen on duty constantly to answer questions concerning equipment.

Penny postcards were mailed to the American Legion, Veterans of Foreign Wars and other groups. Five thousand heralds were distributed at schools and house to house. Tie-up was effected with newspaper carriers, who mimeographed at no cost heralds which they distributed in newspapers. In addition to this, Evans had 100 window cards posted.

"Remember the Night"—"Seventeen"

SYRACUSE, NEW YORK—Harry Unterfort, RKO-Schine Keith's, tied up with a half-hour program over WFBL via the Red and White Musical Bee, running a contest giving theatre, stars and playdates at opening and closing programs. All music played contained word "night" in song names and first 20 persons writing in correct names of songs played received guest tickets. Similar program with word "night" in each song was used over WSYR but without a contest.

One thousand flowers with card attached were passed out to all women passing under marquee of theatre on opening day. Contest ran in both daily papers inviting all girls of 17 years of age to write in, telling why they should be one of 17 girls to receive passes.

"Little Old New York"

STATEN ISLAND, NEW YORK—Taking advantage of the local angle, John Firnkoess, manager, Paramount, put on a whirlwind campaign to sell this picture. Letters were sent to all members of the Daughters of the American Revolution calling attention to the film, resulting in a laudatory letter from the organization's chairman, which was printed on the editorial page of the Staten Island Advance.

Firnkoess also got prints depicting scenes of old New York and Staten Island, which were planted in the largest department store on the Island. A prize painting of Fulton' first steam warship was borrowed from Sailors Snug Harbor, and 50 old sailors were invited in an effort to have newspaper review and quote comments of old-timers.

"Northwest Passage"

FALL RIVER, MASSACHUSETTS—A hundred large arrows pointing the way to the Interstate Durfee were put on poles, along the main streets, leading highways, on bridges and at bus terminals by manager Chris Joyce and assistant manager Joe Bean. A sound truck was used to good advantage for the first three days, and in advance, carrying large six-sheet billings.

"My Son, My Son!"

NEW YORK CITY—With a complete four-year college scholarship as a grand prize, United Artists last fortnight worked out a series of contests in 26 newspapers from coast-to-coast to pick "The Perfect Son" in behalf of Edward Small's "My Son, My Son!"

USAIRCO stands for the greatest value in theatre cooling. For sixteen years we've been working with exhibitors, helping them get *more cooling for less money.*

Today USAIRCO cooling equipment leads the field in extra service features and durability. USAIRCO Blowers are big and powerful. They deliver more than their ratings. They are quiet in operation. USAIRCO Washers are of many types and sizes. Super-efficient in cooling and cleaning results. USAIRCO patented Deflecto-grilles give you complete control of air distribution.

USAIRCO Engineering Service takes these tools of air conditioning and correlates them into a custom built system. USAIRCO Theatre engineering experience is an extra value that costs you nothing.

Write today for this book. It tells you how to judge the value of Theatre Cooling Equipment. It's Free. Mail the Coupon today. No obligation.

U. S. AIR CONDITIONING CORPORATION EX340
NORTHWESTERN TERMINAL, MINNEAPOLIS, MINN.

Send me your Book on Theatre Air Conditioning

Name .....

Theatre .....

Town ..... State .....

GET IT FROM NATIONAL

YOU free your mind from all concern over the choice of theatre equipment when you go "National."

• From front entrance to exit door, from lobby to projection room, National Theatre Supply Company's quality units make people think of your theatre as the place to spend their money.

SERVING THE THEATRES OF AMERICA

NATIONAL THEATRE SUPPLY COMPANY

NATIONAL

EVERY STORE A LOCAL INSTITUTION WITH A NATIONAL REPUTATION FOR RELIABLE SERVICE

DID YOU SAY HIGH INTENSITY LIGHT WITH ONE KILOWATT?

● High intensity projection light at a power consumption of approximately ONE KILOWATT at the arc is no longer a dream. New projection lamps, both AC and DC, are now on the market which make this dream a reality.

These latest developments in projection light equipment give the small theatre, with screens up to 18 foot width, an economical source of *snow white* projection light, a high level of screen illumination and perfect color projection.

ASK YOUR DEALER TO SHOW YOU THESE NEW LAMPS

OF COURSE, THEY USE

NATIONAL TRADE-MARK

PROJECTOR CARBONS

NATIONAL CARBON COMPANY, INC.

Unit of Union Carbide UCC and Carbon Corporation
Carbon Sales Division, Cleveland, Ohio
GENERAL OFFICES
30 East 42nd Street, New York, N. Y.
BRANCH SALES OFFICES
NewYork, Pittsburgh, Chicago, St. Louis, San Francisco

"Broadway Melody of 1940"

SYRACUSE, NEW YORK—Manager Frank Murphy, Loew's State, held dancing contest on stage to determine local Fred Astaire and Eleanor Powell, with one year's scholarship in local dancing school as prizes for boy and girl. Contest was publicized by newspapers, screen trailers, lobby displays and announcements in public schools. Music from picture was used over stations WFBL and WSYR as well as in Childs restaurant. One dozen special process 11x14 stills were used in windows and at music counters.

TYPHOON
AIR CONDITIONING
WILL SUIT YOU . . . . TO A

The Penn Theatre in Butler, Pa., is equipped with a TYPHOON AIR CONDITIONING SYSTEM.

There is a TYPHON AIR CONDITIONING SYSTEM to meet the exacting requirements of every size and type of theatre regardless of the location.

PROP-R-TEMP
MECHANICAL SYSTEM

ICEDAIRE
COOLING WITH ICE

LEV-L-LOAD
COMBINATION OF PROP-R-TEMP AND ICEDAIRE FOR ECONOMICAL OPERATION

HYDROKOOL
WELL-WATER COOLING

BREEZAIRE
BLOWER SYSTEM

All TYPHOON SYSTEMS are tailor made, efficient, dependable and economical.

Now is the time to write or call a Typhoon Engineer for an estimate.

TYPHOON AIR CONDITIONING

TYPHOON
AIR CONDITIONING CO., INC.

252 West 26th Street, New York, N. Y.
2439 Fairmount Ave., Philadelphia, Pa.
96 Suffolk Street, Holyoke, Massachusetts
6530 31st Street, Washington, D. C.

"Vigil In The Night"

SYRACUSE, NEW YORK—Manager Harry Unterfort, RKO-Schine-Keiths', through tie-up with the County Health Organization was able to tell all persons connected with them about the picture and playdates as well as having stills and theatre cards placed on all hospital bulletin boards, the medical school of Syracuse University and in all nurses homes. Through the Post-Standard and Herald-Journal offers were made to admit free the first 50 women who brought 12 roses to the theatre. These flowers were turned over to the nurses Association, who distributed them to the wards in local hospitals.

"South Of the Border"

WORCESTER, MASSACHUSETTS — Gene Autry's "South of the Border" is a natural for music tie-ups, which Bob Portle, manager, Loew-Poli Plaza, effected in many spots. Five-and-ten stores gave display, featured title song on sheet music and records and provided a window. Music stores co-operated similarly. Three "Mexicans" on horseback rode about city, appropriately labeled, and also participated in street parade. Cub Scout band played in front of theatre. Wooden horse in lobby attracted plenty of stares. Banners on buildings called attention to opening, and announcements were made in dance halls and at night clubs.

"Dr. Ehrlich's Magic Bullet"

WILMINGTON, DELAWARE—Lewis S. Black, manager, Warner, started by exploiting in all hospitals, science classes, and among women's clubs. Letters to women's club leaders were signed by Mrs. Edmund Barsham, club leader.

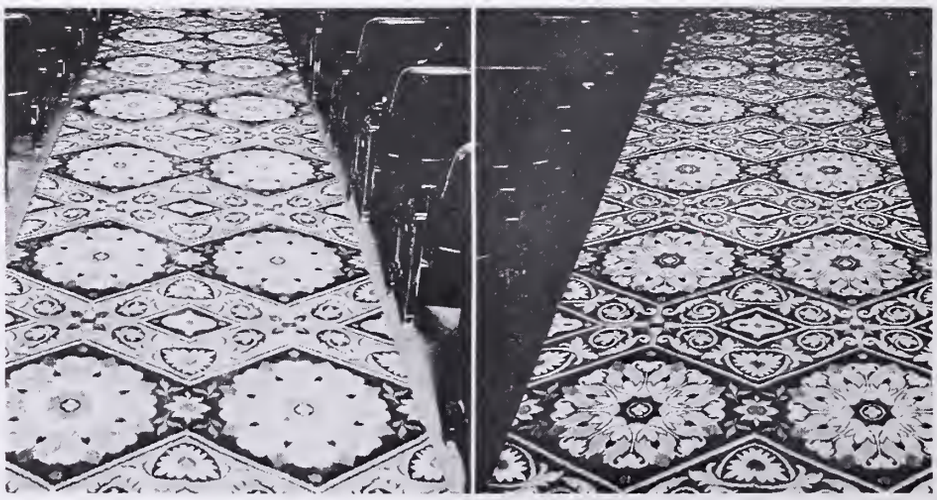
Alexander Smith and Sons Company Introduces Invisible "Black Light" in New Carpet Idea

NEW YORK CITY—A new theatre carpet that glows brilliantly in a darkened theatre when subjected to rays of invisible "black light" was introduced recently by Alexander Smith & Sons Carpet Company. The new product, named Fluorescent Carpet, has the unusual property of absorbing invisible light from special lamps and reflecting it as visible light. When placed in the foyer, aisles or on the stairs and subjected to the rays of concealed ultra-violet lamps, Fluorescent Carpet actually appears to be self-illuminated. One can see the details of the patterns glowing brightly in the dark and forming a safe pathway through the darkened theatre. As the only visible light is that coming from the carpet, the showing of the pictures is not affected.

Equipment necessary to produce the "black light" that makes the carpet fluorescent is not elaborate nor expensive. Special ultra-violet lamps, similar to those used in the startling illumination of the trees at the World's Fair, are fitted with special filters that allow only invisible light rays to pass. Rays from these lamps are widely diffused so that only two or three units are needed for the average theatre with perhaps another lamp or two over foyers, stairs and exits. The "black light" although it is ultra-violet is quite different from that given off by sun-tan lamps and does not affect the skin or eyes in any way. Current consumption is said to be less than that of the ordinary aisle lights now in use.

At the present time, Alexander Smith has introduced four patterns in the new carpet. Although all of these are in Crestwood Carpet quality, it is physically possible to produce fluorescent carpets in any type of weave since the fluorescent effect is a property of the dyes rather than of the weave.

For theatre use, the fluorescent dyes are just as permanent as regular dyes. Soiling does not affect them more than it does ordinary dyes and fluorescent carpet may be cleaned by standard methods. The new dyes are slightly more sensitive to sun light than other types, but this is scarcely a factor in theatre installations.



CARPET THAT SHOWS YOU TO YOUR SEAT. Here are two pictures of the same theatre aisle carpeted with the new Alexander Smith fluorescent floor covering. The photograph at the left shows how the carpet appears with the theatre lights on, while that at the right shows the effect when the lights go off and the invisible "black light" makes the carpet glow brightly as if it were self-illuminated.

William Brodie sent out letters to several Jewish club leaders. Cards were posted on all of the hospital bulletin boards. Film was mentioned by doctors at the medical center meetings. Head nurses in hopitals passed the word about among nurses. There was a private screening for student nurses.

"The Lone Wolf Strikes"

PHILADELPHIA—Herman Comer, manager, Capitol, arranged display of a collection of jewels for one week in advance of showing, with copy: "The management suggests you guard your jewels carefully. . . . The Lone Wolf is ready to strike." News of stunt and insuring of jewels for $100,000 was printed along with photograph in the Daily News.

Two local jewelers featured busts in their windows, around the necks of which they had placed a number of strands of pearls. A card invited passers-by to guess as to the number of pearls around the figure's neck.

"Threads of a Nation"

NEW YORK CITY—Columbia last week arranged an interesting tie-up with the Cotton Textile Institute on behalf of Columbia's short natural color feature "Threads of A Nation." Twenty thousand two-color brochures were prepared for distribution by the Cotton Textile Institute to cotton mills, department stores and dry goods stores throughout the United States. Tie-up was affected by Al Sherman and Jose Schorr, Columbia home office publicity department and others.

New Catalogues

Kliegl Bulletin Out

NEW YORK CITY—Kliegl Brothers, 321 West 50th Street, last week issued Bulletin No. 41 replete with information on numerous forms of lighting equipment for various applications—including architectural, theatrical, photographic, decorative, and commercial purposes.

Many unusual devices, as well as common forms of lighting fixtures and specialties, are featured. Profusely illustrated with detailed information, and price listing, in a compact and convenient arrangement, it is valuable for reference to anyone interested in illumination. It will be mailed gratis, on a request to the company.

TWENTY THOUSAND THEATRE CHAIRS
REMOVAL SALE OF Completely Rebuilt Chairs with Spring Seats and Upholstered Backs. Get Our Special Prices.
EASTERN SEATING COMPANY
NICK DIACK, Prop.
58 DOBBIN ST., BROOKLYN, N. Y.

NOVELTY SCENIC STUDIOS
Interior Decoration • Curtains • Draperies
Murals • Acoustic Wall Treatments
320 West 48th Street, New York City

Know Your Public?—M and P Executive Lists the Appeals for Those Sales Angles

BOSTON, MASSACHUSETTS—"There are 11 basic kinds of sales appeals," declared the Boston Advertising department of the Mullins and Pinanski Theatres recently, when a three-page bulletin was addressed to those charged with seat-selling.

Following are the 11 "appeals":

SECURITY APPEAL—Any technique we use to make the reader feel the proposal is safe and sound.

CURIOSITY APPEAL—Anything we do to arouse interest by making the customer unconsciously say to himself, "Gee, what is this?"

ACQUISITIVE APPEAL—Any method which makes the customer feel he is gaining an extra price or profit advantage.

PROGRESS APPEAL—Any method of making the customer feel he is getting ahead, either physically or mentally.

ACTIVITY APPEAL—Any technique which appeals to the customer's unconscious desire to be active (that overcomes boredom).

COMPANIONSHIP APPEAL — Any friendly act or gesture, great or small.

SUPERIORITY APPEAL—Any word or act which allows the customer to realize he is an "individual" and not just a "possible sale"—any sincere thing which makes him feel "important."

FAMILY AND GROUP APPEAL—Any method whereby the customer feels that what the seller wants him to buy will be beneficial to his "group," i.e., his country, his state, his party, his town, his family. It is esprit de corps, loyalty, patriotism.

HEALTH AND BEAUTY APPEAL—Any method of making the customer conscious of the sense of physical well being or aesthetic thrill your product may give him.

SEX APPEAL—All by itself, it is technically the appeal to the old biological urge and so it is dangerous to use *except as it is combined with some other appeal such as companionship, beauty, superiority, activity, etc.,* then it is a powerful motivator.

RELIGIOUS APPEAL—The method employed to convey a conviction or permanency is safety and spiritual uplift.

Harry Browning, who signs the discourse, gives five or six ways to utilize each of the eleven appeals.

EDITORS NOTE

As an explanation to our readers and in response to hundreds of curious folk who asked "What?," "Who?," "Why?," and "Where?" when four of the illustrations shown below appeared as teasers in a recent issue:

Frankly, when we saw these illustrations and were told by a reputable company that doesn't go in for Quiz Games, to run 'em all in one issue, we were a little curious ourselves and wondered as to the point of such a campaign. We admit our interest was aroused and when, after publication, we started to get telephone calls and notes from readers asking who the "Zaney" was —and what he wanted to do—we could only agree that we wondered too.

Now it can be told!

We have before us two folders which we understand have been directed to every theatre in the country entitled "What To Do—or Between The Dishes and The Pots" and "This Is The Folder That Got Spurgeon Excited." They tell in an informal way the trials of a small town theatre owner named Spurgeon (we suspect the last name is Botts) who forgot he was in "picture business" and when a patron called to ask the program for the night, replied "Tonight it's sauce dishes, double feature, two dishes instead of only one."

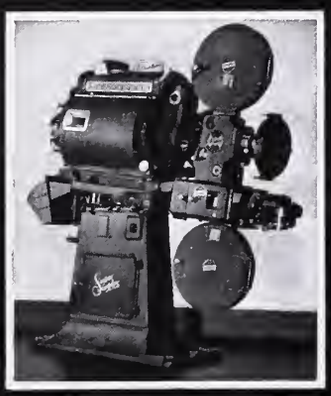
Of course, the National Theatre Supply Company who sponsored folders to draw attention to the efficiency and economy of their new Simplex High Projector Lamp develops a good case for the value of entertainment and modern projection—but the method is so different and the story cleverly enough told in real showmen's language—that we recommend reading it.

It's really swell! You'll enjoy it!

THE EDITORS OF BETTER MANAGEMENT

Simplex REG. U.S. PAT. OFF.

SERVICE supplements Simplex QUALITY



Simplex E-7

Super Simplex

Simplex SI

PURCHASERS OF Simplex PROJECTORS and Simplex ★★★★ Sound

CAN DEPEND UPON SIMPLEX DISTRIBUTOR SERVICE

Exhibitors know they can Rely Upon Simplex Distributors for Satisfactory Installation of Simplex Equipment, Advice and Help when Emergencies Arise and Prompt Delivery of Genuine Simplex Parts when needed.

Oldest and largest manufacturers of Motion Picture Projectors and only company in the world making a complete line of standard professional Sound and Visual Motion Picture Projection Equipment.

MANUFACTURED BY
INTERNATIONAL PROJECTOR CORPORATION
88-96 GOLD STREET, NEW YORK, N.Y.

Simplex SOUND AND PROJECTION System

DISTRIBUTED BY
NATIONAL THEATRE SUPPLY COMPANY
BRANCHES IN PRINCIPAL CITIES

SIX-POINT FEATURE REVIEWS

COLUMBIA

Blazing Six Shooters (1205)

FAMILY WESTERN 61M.

Charles Starrett, Iris Meredith, Dick Curtis, Al Bridge, George Cleveland, Henry Hall, Bob Nolan, Stanley Brown, Sons of The Pioneers. Directed by Joseph H. Lewis.

As westerns go, this adheres tightly to the formula—old buck with a daughter has silver on his ranch; tough looking hombres want silver and try to buy up ranch by force; hero arrives in time to fall in love with the now dead rancher's daughter; hero also slugs the daylights out of the crooks and saves the day. Charles Starrett is the personable hero, Iris Meredith is still our favorite cowgirl, and Dick Curtis and Al Bridge are the sinister-looking heavies. It all adds up to fair oatie stuff.

ESTIMATE: *Just fair.*

Men Without Souls (1035)

FAMILY MELODRAMA 60M.

John Litel, Barton MacLane, Rochelle Hudson, Glenn Ford, Don Beddoe, Cy Kendall, Eddie Laughton, Dick Curtis, Richard Fiske, Walter Soderling. Directed by Nick Grinde.

Regular run-of-the-mill action drama, "Men Without Souls" has prison walls as the background. John Litel, chaplain of a brutal prison, quells a riot on his first day, and acquires the nickname of "fink" or "stoolie." Cy Kendall, captain of the guards, assigns a newcomer, Glenn Ford, to Barton MacLane's cell in order to learn information about the riot, and while there Ford finds out that Kendall killed his father. "Sky Pilot" Litel finds out and makes him turn straight, but MacLane kills Kendall, and Ford is convicted, sentenced to death. Litel convinces MacLane that Ford was okay, and with only a few hours left, MacLane and party prepare a jailbreak. Boilers explode, MacLane goes to rescue Ford, does so, but is shot by his men, and while dying confesses to the warden, Don Beddoe, and Ford is cleared. All in all, Columbia, director, cast, et alii, tried very hard, but could not quite make the grade. Rochelle Hudson, the femme attraction, appears only once during the whole performance. Litel works smoothly, MacLane gives his usual work, and Glenn Ford plays a good character role.

ESTIMATE: *Run-of-the-mill action drama, okay for nabes, duals.*

Too Many Husbands (1004)

FAMILY COMEDY 80M.

Jean Arthur, Fred MacMurray, Melvyn Douglas, Harry Davenport, Dorothy Peterson, Melville Cooper, Edgar Buchanan, Tom Dugan. Directed by Wesley Ruggles.

Far from heady is this frothy concoction made from a play by W. Somerset Maugham. It sort of just starts, proceeds through 80 minutes of hilarious dialogue, and stops. That's about all, but it is sheer fun throughout, and the customers will not kick if, as they walk out of the theatre, they wonder (if they stop laughing) what really happened. When husband Fred MacMurray is declared dead, Relict Jean Arthur weds his business partner, Melvyn Douglas. But Husband No. 1 does not stay dead: he returns to become "an unwanted corpse at a party." From then on is the fun: of how Arthur endeavors to decide which of her too many husbands she wants, and of their independent efforts to help her decide, and of Father Harry Davenport's two-cents' worth. It is flimsy stuff, transformed by situations and lines into all entertainment and a yard wide. Dorothy Peterson has a small part as Douglas' secretary, but apparently her big part will come in a sequel, since the current offering ends with the courts deciding that MacMurray should be Arthur's one and leaving Peterson to go after Douglas, with whom she had been in love. Melville Cooper makes a pleasing, and perplexed butler, and Tom Dugan and Edgar Buchanan have bits as cops who investigate the "my husbands" slip-up.

ESTIMATE: *All frothy fun.*

MONOGRAM

The Cheyenne Kid (3962)

FAMILY WESTERN 49M.

Jack Randall, Louise Stanley, Kenneth Duncan, Frank Yaconelli, Reed Howes, Charles King, George Chesebro, Forrest Taylor. Directed by Raymond K. Johnson.

This Jack Randall feature will disappoint even confirmed action fans. It is an inferior western which could have used much less conversation and much more action. Script ties itself up into verbal knots every time an excuse is needed to get the horses started. Randall, as the Cheyenne Kid, an ex-gambler, is entrusted with $1,000 with which he is to buy a herd of cattle. Complications arise when gamblers try to block the sale, but Randall finally wins out, clears his name, and gets the girl (in this case, Louise Stanley). Photography detracts even further from any favorable impression which this sub run-of-the-mill western may leave with its audiences.

ESTIMATE: *Below average western.*

Rhythm of the Rio Grande (3953)

FAMILY WESTERN 53M.

Tex Ritter, Suzan Dale, Warner Richmond, Martin Garralaga, Frank Mitchell, Mike J. Rodruguez, Juan Duval, Tristram Coffin, Chick Hannan, Earl Douglas, Forrest Taylor, Glen Strange, James McNally, White Flash. Directed by Al Herman.

Except for the middle 15 minutes, when Tex Ritter warbles (accompanying himself on a guitar), "Rhythm of the Rio Grande," "Mexicali Moon," and "Pablo, the Mexican Bandit," "Rhythm of the Rio Grande" is about as good a western production as Monogram has given him. Pablo, the Mexican bandit, while searching for the gringo who did wrong by his sister, is accused of pillaging the countryside, and after Ritter comes a-searching for his pal (who had been murdered), he discovers that it was Tristram Coffin who was staging all the bandit raids to cover up his acquisition of the valley overlooking a gold vein, and blaming the works on Pablo.

ESTIMATE: *Good Ritter.*

PARAMOUNT

Dr. Cyclops (3929)

FAMILY MELODRAMA 74M.

(Technicolor)

Albert Dekker, Janice Logan, Thomas Coley, Charles Halton, Victor Kilian, Frank Yaconelli. Directed by Ernest B. Schoedsack.

Obviously made for the thrill audiences, with the subject matter the selling angles, this looks like a field day for the exploiteers. It tells of the experiment of Dr. Thorkel in the Peruvian jungle, how, through the use of a vast deposit of radium, he makes little people and animals out of big people and big animals. The cast contains no names and few people, with the Technicolor adventure relying on the transition and the efforts of the prisoners to escape. Dr. Thorkel asks an eminent biologist, a female assistant and a minerologist to come to his experimental plant in the jungle. They arrive, accompanied by a miner-guide. Their curiosity gets the better of them and they are made subjects of the radium treatment. Two are killed before Dr. Thorkel, himself, falls to his death in the radium pit while searching for them. Cut in an unusual thrill pattern, this is the first picture of its kind in many moons, and it should benefit, therefore, at the box office.

ESTIMATE: *Field day for the exploiteers.*

The Showdown (3957)

FAMILY WESTERN 65M.

William Boyd, Russell Hayden, Britt Wood, Morris Ankrum, Jane Clayton, Wright Kramer, Donald Kirke, Roy Barcroft, Eddie Dean, Kermit Maynard, Walter Shumway, The King's Men. Directed by Howard Bretherton.

This one upholds the high standard of the Hopalong Cassidy series with a better grade story than the usual run of western yarns. Story concerns the activities of Bill (Hoppy) Boyd, while protecting a ranch owner and breeder of trotting horses

from a gang of crooks, headed by a phoney nobleman who exposes his own niece as an imposter to cover up his own fraudulent stripping of his sister's land. Hoppy and his pal, Lucky, upset a plot to steal a shipment of horses, bring the culprits to justice, meet up with romance and considerably humorous situations, ending in a fast action climax. There is an excellent scenic background. (Projection room preview.)

ESTIMATE: *High standard Hopalong.*

RKO-RADIO

Bill of Divorcement (028)

ADULT DRAMA 93M.

Maureen O'Hara, Adolphe Menjou, Fay Bainter, Herbert Marshall, Dame May Whitty, Patric Knowles, C. Aubrey Smith, Ernest Cossart, Kathryn Collier, Laurie Beatty, Louise Cabo. Directed by John Farrow.

A remake of an always fascinating tragedy, "A Bill of Divorcement" seems to suffer from comparison with the previous version in which Katherine Hepburn first made her name a number of years ago. In many places the dramatic burden of the story seems to become too much for the abilities of the actors. Nevertheless, the picture has a great deal to recommend it, and should gross well because of its previous reputation and the names in the cast. The story has not been altered. It begins as Fay Bainter and Herbert Marshall are about to be married, and daughter Maureen O'Hara and Patric Knowles are also on the verge of matrimony. Into this happy scene comes Adolphe Menjou, the husband, long insane and confined to an asylum. He has apparently recovered, although he is still subject to fits of violent rage, and he demands his wife and the rights of a husband and father. Maureen O'Hara realizes that her father's insanity is hereditary. She sacrifices her love for Knowles to remain with her father and take care of him, persuades her mother that she must go away with Marshall and marry him. The picture ends with father and daughter playing the piano together finishing one of Menjou's old compositions.

ESTIMATE: *Strong drama; sell title reputation and names.*

Primrose Path (023)

ADULT DRAMA 93M.

Ginger Rogers, Joel McCrea, Marjorie Rambeau, Henry Travers, Miles Mander, Queenie Vassar, Joan Carroll, Vivienne Osborne, Carmen Morales. Directed by Gregory LaCava.

Whether the selection of story material for a film was wise is not the business of this reviewer. RKO's version of the stage play which was decidedly on the "raw" side is, to be sure, different, but the fundamentals are pretty much the same. Ginger Rogers is the tomboy daughter of a low class woman married to a college-grad drunkard. The mother obviously supports the family, which also includes a grandmother without morals and another small daughter whose upbringing isn't very careful, on the earnings of her parties with other men. Love comes to Ginger when she gets her first kiss from counterman Joe McCrea. This causes Ginger to sprout out in a dress, find McCrea, and indicate to him that her family won't have any part of her because he kissed her. He marries her. But a situation arises which forces Ginger to invite McCrea to her home, and he finds out the truth. He walks out, misunderstandings follow, the mother is accidentally shot trying to save the father from killing himself, dies, and when the family is left without food, Ginger prepared to follow in her mother's footsteps. At the last minute, however, thanks to a kind providence, Ginger and McCrea are reunited, the family financial problem solved, even if the old man is still a drunkard. This is not the sort of material seen often even in films, but obviously there are angles for exploitation men. However, they have to use their own judgment as to how to exploit them.

ESTIMATE: *Off the beaten path; it should be handled with care.*

REPUBLIC

Pioneers of the West (964)

FAMILY WESTERN 57M.

The Three Mesquiteers (Robert Livingston, Raymond Hatton, Duncan Renaldo), Noah Beery, Beatrice Roberts, George Cleveland, Lane Chandler, Hal Taliaferro, Yakima Canutt, John Dilson, Joe McGuinn, Earl Askam. Directed by Lester Orlebeck.

Combining all the essentials of top-notch horse-opera celluloid, the latest of the Three Mesquiteers is the most action-ful offering of the series since Robert Livingston and Duncan Renaldo teamed with Raymond Hatton as a new trio. Although planning to get to Philadelphia to see one of Hatton's old heartbeats, the Mesquiteers have their plans changed when they help a wagon train turn back invading Injuns. They continue to aid the settlers who were sold worthless property at high rates by a supposed friend, Lane Chandler. The property gains in value, however, when a new railroad wants to build through it. The Mesquiteers continually foil the plans of Noah Beery and Chandler, who resort to anything to get the property back. It's brimming over with shooting, slugging, and fast riding. The oatie fans will eat it up.

ESTIMATE: *Best of the recent Mesquiteers.*

20th CENTURY-FOX

Johnny Apollo (042)

FAMILY DRAMA 92M.

Tyrone Power, Dorothy Lamour, Edward Arnold, Lloyd Nolan, Charles Grapewin, Marc Lawrence, Lionel Atwill, Jonathan Hale, Harry Rosenthal, Russell Hicks, Fuzzy Knight, Charles Lane, Selmar Jackson. Directed by Henry Hathaway.

With Tyrone Power adding some improved and maturing acting talent to his good looks and box-office appeal; with a sarongless Dorothy Lamour finally getting a fairly meaty part; and with director Henry Hathaway getting the most out of a pretty okay script, "Johnny Apollo" (formerly "Dance With the Devil") is a film which should draw better-than-average business in most every situation. Power leaves school when his father (Edward Arnold), a stockbroker, is sent up the river for embezzlement. He disowns his father, and vice-versa. However, when the going gets tough, Power realizes that his dad was a right sort of gent. He "hocks his soul" to get his dad a parole and eventually winds up as front man for racketeer-murderer Lloyd Nolan. Nolan's girl (Dorothy Lamour), a sexy, overpainted night-club warbler, falls for Power and eventually prevents him from aiding Nolan in a prison break after the police had rounded up the whole mob. There are some dramatic moments towards the end when Power is accused of shooting Nolan during the break. Lamour gets an opportunity to sing a couple of tunes which should catch on: "Dancing for Nickels and Dime" and "This Is the Beginning of the End."

ESTIMATE: *The Power-Lamour combo can be sold for good returns.*

Shooting High (041)

FAMILY WESTERN 65M.

Jane Withers, Gene Autry, Marjorie Weaver, Frank M. Thomas, Robert Lowery, Katherine Aldridge, Hobart Cavanaugh, Jack Carson, Hamilton MacFadden, Charles Middleton, Ed Brady, Tom London, Eddie Acuff, Pat O'Malley, George Chandler. Directed by Alfred E. Green.

Wandering off the Republic lot long enough to get in some extra shooting for 20th Century-Fox, Gene Autry comes up and at us as a running mate to Jane Withers in this okay family trade entry. Autry, one of the best box-office bets in the provinces, seems a bit ill at ease during the unreeling of this half-satiric western. The grandson of Wild Bill Carson, he attempts to patch up a feud between his family and Withers' but to no avail until a movie company visits the town for location work on a picture dealing with Carson's life. Events are such that Autry ends up playing the lead. He eventually patches up the feud by corraling a band of bank robbers. He also makes up with Marjorie Weaver after she has been a bit goggle-eyed concerning movie star Robert Lowery. Autry and Withers vocalize on a few good tunes: "Wanderers," "Shanty of Dreams," "Only One Love in a Lifetime," and "Little Old Band of Gold."

ESTIMATE: *Dualler for family trade.*

UNITED ARTISTS

House Across The Bay

FAMILY MELODRAMA 88M.

(Wanger)

George Raft, Joan Bennett, Lloyd Nolan, Gladys George, Walter Pidgeon, June Knight, Peggy Shannon, Edward Fielding, Miki Morita, Eda McDaniels, William Wayne. Directed by Archie Mayo.

This one finds George Raft giving a good performance backed by the names of Joan Bennett and Walter Pidgeon. George Raft, gambler and big time racketeer, is in love with Joan Bennett, a chorine, with his lawyer, Lloyd Nolan, also in love with Joan. She marries George, who supports her in regal style. Raft tries to horn in on another gangster's racket and trigger men try to mow him down. Knowing that Raft has falsified his tax returns, Joan mails a letter to the government to save him from being murdered. Raft is arrested with Nolan, his lawyer, who loses the case and Raft is sent to Federal prison. He is visited by Joan, still on the level with him, but Nolan tries to undermine her and poison Raft's mind. Walter Pidgeon, airplane manufacturer, meets and falls in love with Joan, and Nolan realizes that the feeling is mutual. He arranges for Raft to escape. Raft seeks out Joan, who tells him to kill her if he doubts her fidelity. Walter arrives at the psychologi-

cal moment, tells Raft who double crossed him. Raft goes after Nolan, kills him and deliberately swims back to Alcatraz to be shot by the guards with Walter and Joan taking the final clinch. Audience reaction was fair.

ESTIMATE: *Okay meller for supporting spot; sell the names.*

My Son, My Son!

FAMILY DRAMA 117M.

(Small)

Madeleine Carroll, Brian Aherne, Louis Hayward, Laraine Day, Henry Hull, Josephine Hutchinson, Sophie Stewart, Bruce Lester, Scotty Beckett, Brenda Henderson, Teddy Moorwood, May Beatty, Stanley Logan, Lionel Belmore, Howard Davies, Mary Gordon, David Clyde, Vesey O'Davoran, Pat Flaherty, Victor Kendall, Montague Shaw, Leland Hodgson, Mary Field, Audrey Manners, Sibyl Harris, Connie Leon, Colin Kenny. Directed by Charles Vidor.

Destined to create cinema excitement in every playing situation, the film version of Howard Spring's best-selling novel, "My Son, My Son!" is undoubtedly the most outstanding of Edward Small's long list of high-rating productions. Seldom has a book been more vividly brought to the screen and even Spring could not have cast his characters to better advantage. True, it is a tear-jerker and slanted towards the feminine fans, but where the women go, the men are sure to be right with them. If it isn't box-office in just about every spot, the fault lies with the exhibitor. Brian Aherne and Henry Hull, inseparable friends, are temporarily parted when the latter weds Sophie Stewart. Soon after, Aherne marries Josephine Hutchinson. Both men advance rapidly from the London slums—Aherne as an author and Hull as a master cabinetmaker. Both have sons—Louis Hayward to Aherne and Bruce Lester to Hull, who also is the father of Laraine Day. Hayward turns out to be a downright heel, his two lowest deeds being his scummy attempt to wreck his widowed father's romance with Madeleine Carroll and his forcing of Day to suicide. Hayward eventually does his father proud when he dies a World War hero. With all due credit to the good acting jobs turned in by Hull, Carroll, Aherne, Hutchinson, Stewart, Lester, and all the others, the chief "bravo" salvos must be directed towards Hayward for his superb performance as the worthless son and to Laraine Day for her excellent portrayal of the suffering actress. Scotty Beckett was professionally perfect in his role showing Hayward as a boy. Unbounded credit must be given Charles Vidor for his sensitive and sensible direction.

ESTIMATE: *Box-office if sold properly.*

UNIVERSAL

The House of The Seven Gables

FAMILY DRAMA 89M.

George Sanders, Margaret Lindsay, Vincent Price, Dick Foran, Nan Grey, Cecil Kellaway, Alan Napier, Gilbert Emery, Miles Mander, Charles Trowbridge. Directed by Joe May.

Here is an entertaining screen version of Hawthorne's classic following closely the story of the Pyncheon family wherein Cousin Hepzibah (Margaret Lindsay) leads a lonely existence in the rambling house, waiting for her cousin and sweetheart (Vincent Price) to return from life imprisonment being falsely accused of murder by his scheming lawyer brother (George Sanders). Price is eventually released to re-establish his standing in the community and marry the girl who has waited patiently through the years. It is a sombre picture, which, because of its theme, moves slowly from beginning to end. Nevertheless, it is good drama with a well woven element of suspense and holds interest to the final fade out. It establishes Margaret Lindsay as a capable dramatic actress heretofore denied the opportunity of proving her worth in such a capacity. Hero Price is excellent as the falsely accused lover who scoffs at the traditional curse cast upon the family, and heavy Sanders gives a creditable performance as his scheming brother. Direction is well paced and it is better than average period drama.

ESTIMATE: *Okay dual fare.*

Ma! He's Making Eyes At Me (4022)

FAMILY COMEDY DRAMA WITH MUSIC 61M.

Tom Brown, Constance Moore, Richard Carle, Anne Nagel, Jerome Cowan, Elisabeth Risdon, Fritz Feld. Directed by Harold Schuster.

Building its flimsy plot about the popularity of the song revival, "Ma! He's Making Eyes At Me," the Universal boys have managed to concoct a nice little picture to round out nabe dual programs. Tom Brown, a specialty shop press agent, is always bubbling over with whacky exploitation stunts, the main one being a build-up which features Constance Moore as Miss Manhattan. When the "Miss Manhattan" gag seems to be losing fire, Brown tries to marry the girl off to a "Mr. Manhattan." He suddenly realizes that he is in love with Moore and marries her himself. The title tune, "You're Unfair to Love" and "Lemon In the Garden of Love" provide a couple of nice musical interludes.

ESTIMATE: *Okay nabe dualler.*

WARNERS-FN

Three Cheers For The Irish (465)

FAMILY MELODRAMA 100M.

Priscilla Lane, Thomas Mitchell, Dennis Morgan, Alan Hale, Virginia Grey, Irene Hervey, William Lundigan, Frank Jenks, Henry Armetta, Morgan Conway, Alec Craig, J. M. Kerrigan, Cliff Clark, William Davidson, Joe King. Directed by Lloyd Bacon. Executive producer, Hal B. Wallis.

For the family trade, especially for the families wearing shamrocks, "Three Cheers For the Irish" should provide a carload of light entertainment. It won't set the box offices afire, but it's a dead-sure cinch the cashier won't be twiddling her thumbs overly long while this is on the program. Irish copper Thomas Mitchell, the Irishest Irisher of them all, is honorably discharged from the post after serving 25 years on the force. Not one to laze around and live on his pension, Mitchell decides to run for alderman. His successful campaign is clouded by the fact that Priscilla Lane, one of his daughters, married Dennis Morgan, the man who replaced Mitchell—and a Scotsman, to boot. He disowns Lane, but the family is reunited when she becomes the mother of twins. Mitchell, as usual, turns in a grand performance and Morgan is thoroughly ingratiating as the flatfoot with a Scottish dialect. Lane, Irene Hervey and Virginia Grey, Mitchell's three daughters, make as lovely a trio as one could ask for. Director Lloyd Bacon did some good megaphoning, but he could have pared the running time down some 15 or 20 minutes.

ESTIMATE: *High-rating family program.*

Virginia City

FAMILY MELODRAMA 120M.

Errol Flynn, Miriam Hopkins, Randolph Scott, Humphrey Bogart, Alan Hale, Guinn Williams, Frank McHugh, Douglas Drumbrille, Moroni Olsen, John Litel, Charles Middleton, Brandon Tynan, Harold Hickman, Victor Killian, Charles Trowbridge. Directed by Michael Curtiz. Executive producer, Hal B. Wallis.

Warners 1940 contribution to the lusty outdoor melodrama list is a worthy successor to "Dodge City," and one which should register important money. In sepia, rather than Technicolor, it tells the tale of 73 Southern sympathizers in Virginia City, Nevada, who attempted, in 1864, to get a wagon train of $5,000,000 in gold across the country to the South in order to prolong the war. The venture failed, but it serves as the background for a robust, fast-moving western melodrama made in the best fashion by a company which knows how. Errol Flynn, a Union intelligence man, escapes with buddies Guinn Williams and Alan Hale from Libby Prison, Richmond, Virginia, after the trio had been sentenced to death by Confederate officer Randolph Scott for trying to escape. The trio are assigned to Virginia City, where gold for the Confederacy has been mined by Southern sympathizers. On the trip, Flynn falls in love with Miriam Hopkins, a daughter of the South who has been working as a dance hall girl in VC, but really picking up information for the lost cause. She has been instrumental in arranging the $5,000,000 shipment. Thanks to a trap laid by her, Flynn is captured in VC by the sympathizers who take him with them on their trek East. The sympathizers have enlisted the aid of Humphrey Bogart, head of a group of guerillas, to get the train started. The train proceeds, but lack of water, pursuit by Union soldiers and raids by Bogart cut it down little by little. Flynn escapes, is aided by his two cronies. Together they find the train just as Bogart attacks it. Flynn helps ward off the guerillas, and is told where the gold is. When all seems lost, Flynn takes the gold, hides it, and explodes tons of earth over it, feeling that the gold still belongs to the Southerners when the war will be over. The cavalry arrives, saves the day, routs Bogart's gang, but Flynn is arrested when he won't reveal the gold's hiding place. Flynn is sentenced to death, but a plea by Hopkins to President Lincoln reveals that the war is ended. Flynn and Hopkins clinch. Running a full two hours, this is crammed with exciting moments, plenty of comedy, etc., and is a natural for exploitation.

ESTIMATE: *Important money show.*

MISCELLANEOUS

The Fight For Life

FAMILY DOCUMENTARY-DRAMA 69M.

(United States Film Service)

Myron McCormick, Storrs Haynes, Dudley Digges, Will Geer, Dorothy Adams, Dorothy Urban, Effie Anderson. Written, directed, and produced by Pare Lorentz.

Pare Lorentz, one of the most talented writer-director-producers in the country today, comes up with this worthy successor to his "The River" and "The Plow that Broke the Plains," two of the most successful government-produced films ever to hit the screen. "The Fight For Life," enacted by a cast of excellent legit players and just plain ordinary non-pros, is adapted from the maternal welfare chapters of Paul de Kruif's book bearing the same title as the picture. At times, parts of the film may appear a bit morbid, but if that's any criterion for criticism, people may as well stop making movies. It is a vibrant plea for better obstetrical services for the poor in the slum districts of America. Here is a film which deserves a spot on anyone's program; it is not only a service to the community, but it more than likely to prove profitable.

ESTIMATE: *Tops for its type.*

FOREIGN

The Face Behind The Scar

FAMILY MELODRAMA 73M.

(Film Alliance of U. S.)

Griffith Jones, Rosalyn Boulter, Ellis Jeffreys, Athole Stewart, Cecil Romage, Constance Godridge, Sylvia Mariott, James Harcourt, Harold Scott, Tarva Penna. Directed by Victor Hanbury.

An English meller which alternately sloughs around in its own sluggishness and builds up several moments of suspense, "The Face Behind the Scar" is a well-titled filmplay which should prove a satisfactory fare as the lower end of duals in the smaller situations. While eloping with wealthy Rosalyn Boulter, Griffith Jones becomes the suspect as the result of a murder frame-up. He escapes to South Africa where his face becomes disfigured following an explosion in a chemistry lab. He returns to London where he is recognized by Boulter and her husband. Scotland Yard clears up the whole mess by finding the real murderer and Jones wins back Boulter. At times, the Limey talk is a bit stiff.

ESTIMATE: *Bottom dualler.*

Little Miss Molly

FAMILY MELODRAMA 64M.

(Alliance Films)

Maureen O'Hara, Binkie Stuart, Tom Burke, Phillip Reed, Maire O'Neil, C. Denier Warren, Maureen Moore, Franklyn Kelsey, Leo McCabe. Directed by Alex Bryce.

Pleasing entertainment is found in this bit of romance and comedy pictured in an Irish setting with almost a complete Irish cast. Outstanding is little Binkie Stuart, around whom the plot is carried. Orphaned, she is sent to live with a miserly aunt who is only after the allowance for the child's support. Another aunt, and the mother of Maureen O'Hara, tried to get the child and does, but has difficulty keeping her. Phillip Reed, an American newspaper man in love with Maureen O'Hara, is in Ireland doing a story with a photographer assistant. The photographer persuades the child's aunt to let him take her to America for a radio program. She is a success but the legal guardian makes them bring her back. Entire plot moves back to Ireland with Maureen O'Hara confessing to Tom Burke, a taxi driver tenor, and her fiance, that she really loves Reed. Reed returns to Ireland and the fadeout is happy.

ESTIMATE: *Pleasant Irish offering.*

Friendship

FAMILY COMEDY DAMA 75M.

(Amicizia)

(Esperia)

Elsa Merlini, Nino Besozzi, Enrico Viarisio, Lisl Ander, Aristide Baghetti, Luigi Mottura, Amilcare Pettinelli. Directed by Oreste Biancoli.

An Italian audience had one grand time viewing this sophisticated comedy which gives the onlookers a glimpspe of the night life of the Romans. Although this reviewer's enjoyment of the film did not quite approach the enthusiasm shown by the Italian paying customers, he must admit that the paying customers account for the profit. Elsa Merlini is the apex of a triangle which involves her husband and his best friend. The film solves the problem of how to untangle a situation in which a man's best friend falls in love with his pal's wife. It's Roman society at its best. Milton Douskkess' English titles help a lot.

ESTIMATE: *Roman holiday for Italian houses.*

Naples that Never Dies

FAMILY MELODRAMA 90M.

(Napoli Che Non Muore)

(Itala Films)

Maria Glory, Fosco Giacchetti, Paola Barbara, Bella Starace Sainati, Guiseppe Porelli, Cesare Bettarini, Armando Migliari, Ennio Cerlesi, Carla Sveva, Nicola Maldacca. Directed by Amleto Palermi.

A simple, true-to-life tale of Italy's social set, this entertaining melodrama should find a wide audience among the Italo-American movie-goers. Maria Glory, a lovely and vivacious French girl, falls victim to the romantic spell of a Naples music festival and weds aristocratic Fosco Giacchetti. His mother, a matriarchal dictator, does everything to make Glory's life miserable.

ESTIMATE: *Italian fans will go big for this.*

The Outsider

FAMILY MELODRAMA 90M.

(English-made)

George Sanders, Mary Maguire, Barbara Blair, Peter Murray Hill, Frederick Leister, P. Kynaston Reeves, Edmund Brown, Ralph Truman, Walter Hudd, Kathleen Harrison. Directed by Paul L. Stein.

Better than the average run of English imports, this proves that George Sanders is deserving of better roles than he has been given on this side. As Anton Ragatzy, a "quack" doctor who cures cripples through his electrical "rack," he contributes a good performance. While the picture is British, it should have appeal on this side, being strong on the dramatic and melodramatic values. Ragatzy is "the outsider," a practitioner without a degree, who learns about bone structure in the Chicago stockyards, and is held in contempt by the English medical leaders. Chief of the opponents is Joseph Sturdee, a surgeon whose daughter is an incurable cripple. Ragatzy, a braggard, arranges things so that the daughter, Mary Maguire, takes treatment from him. Ragatzy wants the publicity. During the year's treatment both fall in love. Final melodramatic punch comes when the doctors are present to see her walk. She fails, but when an emotional crisis arises, Ragatzy is threatened with jail, and she walks. The picture's big moments are generally telegraphed ahead, but Sanders' characterization keeps it all believable.

ESTIMATE: *High-rating English import.*

THE SHORTS PARADE

TWO-REEL

Comedy

PARDON MY BERTH MARKS. Columbia—Comedy. 18m. A fairly funny Buster Keaton offering, this will get enough laughs to keep it entertaining. Keaton is a glorified copy boy on a large newspaper, finally gets his chance to do some real reporting when the boss finds himself short-handed and sends Keaton out to trail the wife of a prominent man to Reno. Keaton gets into all sorts of jams in which he is always on the receiving end, most of the action taking place on the train to Reno. Finally the lady's husband, who is really a notorious gangster, overtakes his wife, finds her with Keaton and the chase is on. The nit-wit reporter captures the gangster, obtains a scoop for his paper and winds up a hero. FAIR. (1431). D. O.

A PLUMBING WE WILL GO. Columbia Comedy. 17m. Exonerated on charges of chicken-stealing, the Three Stooges go fishing in a pet store's aquarium and are chased by a cop. They make their getaway in a plumber's truck—and thereby hangs the tale of this typical exhibition of the antics of Larry, Moe, and Curly. GOOD. (1406). W. W.

Dramatic

CANADA AT WAR. RKO-March of Time, No. 8. 20m. Showing our neighbor nation at war, how preparations are being made, Prime Minister W. L. MacKenzie, King outlining the government measures, details of the war loan, activities of the National Defense Department, training, etc., speeding up of munitions, etc., departure of soldiers for overseas, this is timely, if not particularly exciting. GOOD. (03108). J.

Musical

INTERNATIONAL REVELS. Universal—Musical. 17m. Among the acts seen are Vyola Vonn, Sonny Chore, Dandridge Sisters, William G. Sabbot, Prince Modupe, a collection of native dancers performing on what looks like a night club set. Chinese, Russian, Negro, French and other dancers are seen, with the pace fast, the general result good. GOOD. (4227). H. M.

ONE-REEL

Color Cartoon

ADVENTURES OF TOM THUMB, JR. Universal—Walter Lantz Cartune. 9m. Tom Thumb gets into all sorts of adventures, accompanied by his grasshopper friend. They antagonize a cat, hen, and sardine, but escape in time. With good animation, some nice gags, this is in the better cartoon groove. GOOD. (4267). H. M.

BLACKBOARD REVUE. Columbia—Color Rhapsody. 7m. A good idea of bringing the drawing on the school to life, this offering is just another color cartoon which, while diverting, is little more than filler. FAIR. (1508). W. W.

ELMER'S CANDID CAMERA. Vitaphone—Merrie Melody. 7m. The Merrie Melodies' lunatic fringe comes to the fore again as a pixilated rabbit harasses Elmer's attempts to photograph wild life in their natural habitat. Funny in spots, but not sensational. FAIR. (5313). J. M.

MUCH ADO ABOUT NOTHING. 20th Century-Fox—Terry-Toon. 7m. The title describes it, with the little chick loving the "lucky duck." But they have a falling out, their parents fight, it winds up in a general brawl, and after it is all over the two still love each other. This has a pleasant spirit about it and the antics of the fowl should be responsible for laughs. The "lucky duck" is especially cute. GOOD. (055). H. M.

Cartoon

ALL'S WELL THAT ENDS WELL. 20th Century-Fox-Terry-Toon. 6m. The four little kittens have no milk, so the black member of the quartet does its best to outwit the dog. The latter, seeing the plight of the kittens, relents and brings them milk. FAIR. (0510). H. M.

FEMALES IS FICKLE. Paramount-Popeye. 7m. Popeye retrieves Olive's goldfish from the bottom of the sea only to find that Olive decides to free the fish, anyway. The trusty can of spinach enables Popeye to explode the jelly fish in which he was imprisoned and overcome other odds, as well. GOOD. (E9-3). H. M.

THE MOUSE EXTERMINATOR. Columbia—Phantasy. 6½m. Krazy Kat is called in by a frightened woman who has been terrified by a mouse. Krazy Kat brings along all his professional equipment and succeeds in catching the fellow who makes such a tearful plea that Krazy lets him go. Whereupon the mouse turns on his benefactor and wipes up the floor with him. FAIR. (1703). D. O.

WAY BACK WHEN A NAG WAS A HORSE. Paramount-Stone-Age Cartoon. 7m. Max Fleischer may have an idea in mind in this new series, but he doesn't seem to be able to get it into the cartoon. One of the Stone-Age series, this shows the prehistoric man and wife going shopping, the gags being adaptations of modern trends, with a commentator making remarks from time to time. All in all, this doesn't hit the mark, and if this series is to get anywhere it will have to show a definite improvement. FAIR. (B9-3). H. M.

Color Novelty

FASHION TAKES A HOLIDAY. Columbia—Cinescope. 11m. A fashion travelogue of the more or less usual variety, this suffers from poor color and stiff movement. A group of attractive models travel across the country, visiting the famous pleasure and vacation spots on the way and showing off the appropriate costumes for each place. Palm Springs, Grand Canyon, Los Angeles, a Colorado Dude Ranch, and a winter sports resort in California are the itinerary. FAIR. (1973). D. O.

Novelty

COLORED AMERICA ON PARADE, No. 1. Million Dollar-Sack Amusements. 10m. Grand entertainment for Negro customers, the first of a series of six "Colored America on Parade" subjects shows scenes from Negro Elks' convention; shots of prominent Negroes with Mayor Fiorello H. LaGuardia; Negro police in New York; etc. Negro fans will like it. GOOD. L.S.M.

Highlight Shorts

•

SERIAL

Drums of Fu Manchu—Republic
Flash Gordon Conquers the Universe—Universal.

ONE REEL

COLOR CARTOON

The Riveter—RKO-Disney

COLOR NOVELTY

Popular Science No. 4—Paramount

NOVELTY

A Door Will Open—Metro
County Fair—Central
Finland Speaks—Hoffberg
Inside the Federal Bureau of Investigation—Columbia
Northward Ho—Metro
Screen Snapshots No. 5—Columbia

COLOR SPORTS

Following the Hounds—20th Century-Fox

MISCELLANEOUS

Finland Fights—Yorke
Five Grand and a Girl—Wilding
Miracle of Milk—Principal

LIFE IN HARLEM. Million Dollar-Sack Amusements. Colored America On Parade, No. 2. 10m. One of the most outstanding documentaries to be offered for distribution, "Life In Harlem" touches upon a subject which seemed to have been verboten previously. In one exciting reel are seen the contrasts which make up the largest Negro metropolis in the world. First are seen the slum sections which breed the greatest racial proportion of unemployed; then the camera suddenly shifts to the "white collar" well-to-do neighborhoods. The lens searched out some amazingly good film material and presents it excellently. The final moments are given over to night life contrasts. First are seen jitterbugging and jazz as exemplified at the Savoy and Small's; then the more sedate and cultured entertainment media are seen. At times the photography suffers from poor lighting, but that technical flaw doesn't prevent it from being the most adult and entertaining all-Negro short subject to date. Theatres catering to white patrons will find it excellent enterainment although it isn't quite professional equal of the usual Hollywood subject. EXCELLENT. L. S. M.

NOT SO DUMB. Paramount-Paragraphic 10m. Paramount's excursion into the animal field, which brought it an Academy award ("Busy Little Bears"), continues with this short concerned with the intelligence of animals, in this case a cat, dog, penguin, and lion. The latter's tussle with its trainer is particularly exciting. Frank Crumit narrates Justin Herman's excellent commentary. This is in the higher bracket. EXCELLENT. (V9-7). H. M.

STRANGER THAN FICTION, No. 73. Universal. 9m. A man in Philadelphia who builds a stone castle in miniature; a school in New York State with only one pupil; a man in Kentucky who makes pictures of inlaid wood; a trained horse; a photographer in Texas who resembles Lincoln. FAIR. (4378). H. M.

Sport

COLORED CHAMPIONS OF SPORTS No. 3. Million Dollar-Sack Amusements. 10m. Outstanding Negro performers in fencing and track endeavors hold the screen in the exploitable one-reeler attuned to Negro customers. Opening with shots of members on an all-Negro fencing club going through their paces, the action shifts to the running track where Woodruff, Herbert, Peacock, and Giddings, four of the country's outstanding cinder-path athletes, exhibit the form with which they make shambles of track records. It's "fair" for the white customers, but tops for colored folk. EXCELLENT. L. S. M.

FLYING TARGETS. Columbia—News World of Sports. 10½m. After a series of out-of-the-ordinary shots of geese, ducks, and swans on the wing, "Flying Targets" becomes a routine hunting subject, with the narrator, at first sympathetic to the targets," finally deciding that might makes right. GOOD. (1804). W. W.

JOE LOUIS—"BROWN BOMBER" Million Dollar-Sack Amusements Colored Champions of Sports No. 2. 10m. An out-and-out natural for Negro houses, this day in a training camp with heavyweight champion Joe Louis might also prove fairly good entertainment for general theatres. It shows dead-pan Joe going through his training chores—vigorous and otherwise—and closes with shots of some of his more momentous moments in the ring. It deserves top rating for Negroes and "fair" for others, but since it is made for the former it will have to be considered along that line. EXCELLENT. L. S. M.

ROUGHOUSE FIESTA. Columbia—News World of Sports. 9m. It's a mad business, this rassle racket, but when Nick Lutz and Dropkick Murphy, as a team, battle it out with Hardboiled Haggerty and La Verne Baxter, also as a team, it becomes just about maddest, but the whole offering to the sports-minded—and the others, too—some of the most excrusiating fun that has been caught in many a moon (since the last rassle fest!) in a so-called sports subject. This is, indeed, a mad battle, wherein anything might happen, and does, but it is all fun straight through for the audience. EXCELLENT. (1805). W. W.

Color Travel

NEW HAMPSHIRE, The Ninth State. Columbia—Tour. 11m. A comprehensive but poorly integrated record of every major point of interest in this old New England state, this did not show up well in Cosmocolor. Concord, Portsmouth, Dartmouth Snow Carnival, Lake Winnipesaukee are among the well-known spots visited. FAIR. (1555). D. O.

Travel

GOING PLACES, No. 73. Universal. 9m. Sciences Rides the Rails; A Friend of the Family. First clip shows how rails are welded, making for smoother riding, while the last is devoted to a dog hospital and dogs in general. Interesting, but nothing out of the ordinary. FAIR. (4358). H. M.

Commercial

NOISELESS NEWS. Jam Handy. 10m. Through use of the stroboscopic camera, noise sources are located, and designs are changed to silence the racket in Chevrolet engines. GOOD. W. W.

Feature Production Number Listing, with National Release Dates

COLUMBIA

1003	His Girl Friday	Jan. 18
1004	Too Many Husbands	Mar. 21
1007	The Amazing Mr. Williams	Nov. 23
1010	U-Boat 29	Oct. 7
1011	Beware Spooks!	Oct. 24
1013	Blondie Brings Up Baby	Nov. 9
1014	Blondie on a Budget	Feb. 29
1015	Those High Grey Walls	Sept. 21
1018	Music in My Heart	Jan. 10
1019	The Lone Wolf Strikes	Jan. 26
1020	Five Little Peppers at Home	Feb. 8
1025	Hidden Power	Sept. 7
1026	Fugitive at Large	Dec. 7
1027	Outside the Three-Mile Limit	Mar. 7
1030	Cafe Hostess	Nov. 30
1031	Scandal Sheet	Oct. 16
1032	Miracle on Main Street	Oct. 29
1033	My Son Is Guilty	Dec. 28
1034	Convicted Woman	Jan. 31
1035	Men Without Souls	Mar. 14
1071	Lost Horizon (re-issue)	June 2
1072	The Awful Truth (re-issue)	June 16
1101	Mr. Smith Goes to Washington	Oct. 19
1110	I Married Adventure	Mar. 28
1201	Outpost of the Mounties	Sept. 14
1202	The Stranger From Texas	Nov. 2
1203	Two-Fisted Rangers	Jan. 4
1204	Bullets for Rustlers	Mar. 5
1205	Blazing Six Shooters	Apr. 4
1206	Texas Stagecoach	
1211	Taming of the West	Dec. 7
1212	Pioneers of the Frontier	Feb. 1
1213	Block "K" Rides Tonight	May 2

METRO-GOLDWYN-MAYER

1	The Women	Sept. 1
2	Henry Goes Arizona	Dec. 8
3	Dancing Co-Ed	Sept. 29
4	Thunder Afloat	Sept. 15
5	Blackmail	Sept. 8
6	Fast and Furious	Oct. 6
7	Ninotchka	Nov. 3
8	Marx Bros. "At the Circus"	Oct. 20
9	Babes in Arms	Oct. 13
10	Bad Little Angel	Oct. 27
11	Remember?	Nov. 10
12	The Secret of Dr. Kildare	Nov. 24
13	Another Thin Man	Nov. 17
14	Joe and Ethel Turp Call on the President	Dec. 1
15	Nick Carter, Master Detective	Dec. 15
16	Judge Hardy and Son	Dec. 22
17	Balalaika	Dec. 29
18	The Earl of Chicago	Jan. 5
19	Congo Maisie	Jan. 19
20	The Shop Around the Corner	Jan. 12
21	Broadway Melody of 1940	Feb. 9
22	Lambeth Walk	Jan. 26
23	Strange Cargo	Mar. 1
24	The Man From Dakota	Feb. 16
25	Northwest Passage	Feb. 23
26	I Take This Woman	Feb. 2
27	The Ghost Comes Home	Mar. 8
28	Young Tom Edison	Mar. 15
29	Florian	Mar. 22
30	Dr. Kildare's Girl	Mar. 29
31	New Moon	Apr. 5

MONOGRAM

1938-1939

3803	Mutiny in the Big House	Oct. 25
3815	Sky Patrol	Sept. 9
3816	Danger Flight	Nov. 1
3830	Raiders Over England (two reels)	Nov. 15
3831	Fight for Peace	Sept. 30
3856	Oklahoma Terror	Oct. 25
3857	Overland Mail	Oct. 31

1939-1940

3901	Rip Van Winkle	
3907	The Fatal Hour	Jan. 15
3911	Son of the Navy	Mar. 23
3912	The Gentleman From Arizona	Dec. 25
3916	The Human Monster	Mar. 8
3917	Chasing Trouble	Jan. 30
3918	The Secret Four (Four Just Men)	Jan. 15
3919	Heroes in Blue	Nov. 7
3922	Hidden Enemy	Jan. 20
3923	The Phantom Strikes	Nov. 15
3924	East Side Kids	Feb. 10
3936	Crashing Through	Oct. 1
3937	Fighting Mad	Nov. 5
3938	Yukon Flight	Dec. 5
3939	Danger Ahead	Jan. 10
3940	Murder on the Yukon	Feb. 25
3941	Phantom Pilot	Apr. 15
3951	Roll, Wagons, Roll	Nov. 25
3952	Westbound Stage	Dec. 15
3953	Rhythm of the Rio Grande	Mar. 2
3961	Pioneer Days	Jan. 25
3962	The Cheyenne Kid	Feb. 20
3963	Covered Wagon Trails	Apr. 10
	The Midnight Limited	Mar. 20
	Son of the Navy	Mar. 20
	Tom Boy	Apr. 5
	Missing People	Apr. 20

PARAMOUNT

3901	Death of a Champion	Sept. 1
3902	Beau Geste	Sept. 15
3903	$1,000 a Touchdown	Sept. 22
3904	Honeymoon in Bali	Sept. 29
3905	What a Life!	Oct. 6
3906	Jamaica Inn	Oct. 13
3907	Television Spy	Oct. 20
3908	Disputed Passage	Oct. 27
3909	The Cat and the Canary	Nov. 10
3910	Rulers of the Sea	Nov. 17
3911	Our Neighbors, the Carters	Nov. 24
3912	The Night of Nights	Dec. 1
3913	The Llano Kid	Dec. 8
3914	All Women Have Secrets	Dec. 15
3915	Gulliver's Travels	Dec. 22
3916	The Great Victor Herbert	Dec. 29
3917	Emergency Squad	Jan. 5
3918	Geronimo!	Jan. 12
3919	Remember the Night	Jan. 19
3920	Parole Fixer	Feb. 2
3921	The Light That Failed	Feb. 9
3922	The Sidewalks of London	Feb. 16
3923	Knights of the Range	Feb. 23
3924	Seventeen	Mar. 1
3925	Women Without Names	Mar. 15
3926	The Road to Singapore	Mar. 22
3927	The Farmer's Daughter	Mar. 29
3928	Adventure in Diamonds	Apr. 5
3929	Dr. Cyclops	Apr. 5
3930	French Without Tears	Apr. 19
3954	Range War	Sept. 8
3955	Law of the Pampas	Nov. 3
3956	Santa Fe Marshal	Jan. 26
3957	Showdown	Mar. 8
3958	Hidden Gold	June 7
3959	Stage Coach War	July 12
	Typhoon	May 17
	Opened by Mistake	May 10
	The Biscuit Eater	Apr. 26
	The Way of All Flesh	May 3
	The Light of Western Stars	May 24
	Buck Benny Rides Again	May 31

RKO-RADIO

1938-1939

934	Fifth Avenue Girl	Sept. 22
935	Conspiracy	Sept. 1
945	Escape to Paradise	Dec. 22
946	Everything's on Ice	Oct. 6
986	The Fighting Gringo	Sept. 8

1939-1940

001	Nurse Edith Cavell	Sept. 29
002	The Day the Bookies Wept	Sept. 15
003	Full Confession	Sept. 8
004	Three Sons	Oct. 13
005	Meet Dr. Christian	Nov. 17
006	Allegheny Uprising	Nov. 10
007	Vigil in the Night	Feb. 9
008	Reno	Dec. 1
009	Abe Lincoln in Illinois	
010	The Flying Deuces	Nov. 3
011	That's Right, You're Wrong	Nov. 24
012	Sued for Libel	Oct. 27
013	Two Thoroughbreds	Dec. 8
014	Married and In Love	Jan. 19
015	The Hunchback of Notre Dame	Dec. 29
016	Mexican Spitfire	Jan. 12
017	Isle of Destiny	Mar. 8
018	The Marines Fly High	Feb. 2
019	Swiss Family Robinson	Feb. 16
020	Little Orvie	Mar. 1
021	The Saint's Double Trouble	Jan. 26
022	Millionaire Playboy	Mar. 15
023	The Primrose Path	Mar. 22
024	Irene	Mar. 29
025	My Favorite Wife	May 3
026	(Not set)	
027	Curtain Call	Apr. 26
028	A Bill of Divorcement	Apr. 12
029	Tom Brown's Schooldays	May 10
030	The Courageous Dr. Christian	Apr. 5
031	Beyond Tomorrow	Apr. 19
061	Queen of Destiny	
081	Marshal of Mesa City	Nov. 3
082	Legion of the Lawless	Jan. 5
083	Bullet Code	Apr. 8
091	Pinocchio	Feb. 23

REPUBLIC

1938-1939

848	Rovin' Tumbleweeds	Nov. 16
857	Wall Street Cowboy	Sept. 6

1939-1940

905	Main Street Lawyer	Nov. 3
911	Flight at Midnight	Aug. 28
912	Calling All Marines	Sept. 21
913	Sabotage	Oct. 13
914	Jeepers Creepers	Oct. 27
915	The Covered Trailer	Nov. 10
916	Thou Shalt Not Kill	Dec. 22
917	Money to Burn	Dec. 28
918	Wolf of New York	Jan. 25
919	Village Barn Dance	Jan. 30
941	South of the Border	Dec. 15
942	Rancho Grande	Mar. 27
951	The Arizona Kid	Sept. 29
952	Saga of Death Valley	Nov. 22
953	Days of Jesse James	Dec. 20
961	The Kansas Terrors	Oct. 6
962	Cowboys From Texas	Nov. 29
963	Heroes of the Saddle	Jan. 12
964	Pioneers of the West	Mar. 12
	Forgotten Girls	Mar. 19
	Ghost Valley Raiders	Mar. 29
	The Dark Command	Apr. 5

20th CENTURY-FOX

1939-1940

001	Elsa Maxwell's Hotel for Women	Aug. 4
002	Chicken Wagon Family	Aug. 11
003	Stanley and Livingstone	Aug. 18
004	Quick Millions	Aug. 25
005	The Adventures of Sherlock Holmes	Sept. 1
006	Charlie Chan at Treasure Island	Sept. 8
007	Hollywood Cavalcade	Oct. 13
008	Stop, Look and Love	Sept. 22
009	Here I Am, a Stranger	Sept. 29
010	The Escape	Oct. 6
011	The Rains Came	Sept. 15
012	The Cisco Kid and the Lady	Dec. 29
013	20,000 Men a Year	Oct. 27
014	Pack Up Your Troubles	Oct. 20
015	Drums Along the Mohawk	Nov. 10
016	Too Busy to Work	Nov. 17
017	Swanee River	Jan. 5
018	Shipyard Sally	Oct. 20
019	Heaven With a Barbed Wire Fence	Nov. 3
020	Day-Time Wife	Nov. 24
021	Charlie Chan in City in Darkness	Dec. 1
022	Inspector Hornleigh on Holiday	Dec. 1
023	He Married His Wife	Jan. 19
024	The Honeymoon's Over	Dec. 15
025	The Bluebird	Mar. 22
027	City of Chance	Jan. 12
028	High School	Jan. 26
029	Everything Happens at Night	Dec. 22
030	The Man Who Wouldn't Talk	Feb. 2
031	Little Old New York	Feb. 9
032	Young as You Feel	Feb. 16
033	They Came by Night	Feb. 23
034	Earthbound	
035	Charlie Chan in Panama	Mar. 1
037	Free, Blonde and 21	Mar. 29
036	Star Dust	Apr. 5
038	I Was an Adventuress	Apr. 5
039	Viva Cisco Kid	Apr. 12
040	The Grapes of Wrath	Mar. 15
041	Shooting High	Apr. 26
042	Dance With the Devil	Apr. 19
061	The Road to Glory (re-issue)	Oct. 13
062	The First World War (re-issue)	Oct. 27

UNITED ARTISTS

GOLDWYN

They Shall Have Music	Aug. 18
The Real Glory	Sept. 29
Raffles	Dec. 29

KORDA

The Four Feathers	Aug. 4
The Lion Has Wings	Jan. 19
Over the Moon	Mar. 29

ROACH

The Housekeeper's Daughter	Oct. 26
Of Mice and Men	Jan. 12
A Chump at Oxford	Feb. 16
One Million B. C.	Apr. 5
Two's Company	

SELZNICK

Intermezzo, a Love Story	Sept. 22
Rebecca	Apr. 12

SMALL

The Man in the Iron Mask	Aug. 11
My Son, My Son!	Mar. 22

WANGER

Winter Carnival	July 28
Eternally Yours	Oct. 12
Slightly Honorable	Dec. 22
House Across the Bay	Mar. 1

UNIVERSAL

1939-1940

4001	It's a Date	Mar. 22
4002	Destry Rides Again	Dec. 29
4004	My Little Chickadee	Feb. 9
4009	The Invisible Man Returns	Jan. 12
4010	The Under-Pup	Sept. 1
4011	Charlie McCarthy, Detective	Dec. 22
4012	Tower of London	Nov. 17
4014	Rio	Sept. 29
4016	The Big Guy	Nov. 24
4017	Two Bright Boys	Sept. 15
4019	Little Accident	Oct. 27
4020	Call a Messenger	Nov. 3
4021	Oh, Johnny, How You Can Love	Jan. 5
4022	Ma! He's Making Eyes at Me	Mar. 15

4024 Hawaiian Nights ..... Sept. 8
4025 Zanzibar ..... Mar. 8
4026 Laugh It Off ..... Dec. 1
4027 The Witness Vanishes ..... Sept. 22
4028 Missing Evidence ..... Dec. 15
4030 One Hour to Live ..... Nov. 10
4032 Framed ..... Feb. 23
4033 Enemy Agent ..... May 3
4034 Double Alibi ..... Mar. 1
4035 Hero for a Day ..... Oct. 6
4038 Honeymoon Deferred ..... Feb. 16
4040 Half a Sinner ..... Apr. 5
4041 Green Hell ..... Jan. 26
4044 The Mikado ..... Sept. 8
4051 Mutiny on the Blackhawk ..... Sept. 1
4052 Tropic Fury ..... Oct. 13
4053 Legion of Lost Fliers ..... Nov. 3
4054 Man From Montreal ..... Dec. 8
4055 Danger on Wheels ..... Feb. 2
4058 Desperate Trails ..... Sept. 8
4059 Oklahoma Frontier ..... Oct. 20
4060 Chip of the Flying U ..... Nov. 24
4061 West of Carson City ..... Jan. 19
4062 Riders of Pasco Basin ..... Apr. 5
4071 My Man Godfrey (re-issue) ..... June 2
4072 The Old Dark House (re-issue) ..... June 2
4073 All Quiet on the Western Front (re-issue) ..... Sept. 29
4074 The Road Back (re-issue) ..... Nov. 3

No release ..... Oct. 20
No release ..... Jan. 19
If I Had My Way ..... Apr. 26
House of Seven Gables ..... Apr. 12
Ski Patrol ..... Apr. 19
Arlen-Devine ..... May 10
La Conga Nights ..... May 31
If I Had My Way ..... Apr. 26
Sandy Is a Lady ..... May 17
Black Friday ..... Mar. 29

WARNERS-FIRST NATIONAL

WARNERS

402 The Private Lives of Elizabeth and Essex ..... Nov. 11
403 The Roaring Twenties ..... Oct. 28
406 Brother Rat and a Baby ..... Jan. 13
408 Invisible Stripes ..... Dec. 30
411 Kid Nightingale ..... Nov. 4
413 "Dead End" Kids on Dress Parade ..... Nov. 18
415 A Child Is Born ..... Jan. 6
416 British Intelligence ..... Jan. 20
418 Pride of the Blue Grass ..... Oct. 7
419 Nancy Drew and the Hidden Staircase ..... Sept. 9
420 Calling Philo Vance ..... Feb. 3
421 Granny Get Your Gun ..... Feb. 10
Virginia City ..... Mar. 23
It All Came True ..... Apr. 6
Gambling on the High Seas ..... Apr. 13

FIRST NATIONAL

451 The Fighting 69th ..... Jan. 27
452 The Old Maid ..... Sept. 2
453 Four Wives ..... Dec. 25
457 The Story of Dr. Ehrlich's Magic Bullet ..... Mar. 2
458 We Are Not Alone ..... Nov. 25
459 Castle on the Hudson ..... Feb. 17
461 Dust Be My Destiny ..... Sept. 16
462 Espionage Agent ..... Sept. 30
463 On Your Toes ..... Oct. 14
464 The Return of Dr. X ..... Dec. 2
465 Three Cheers for the Irish ..... Mar. 16
469 No Place to Go ..... Sept. 23
470 Smashing the Money Ring ..... Oct. 21
471 Private Detective ..... Dec. 9
'Til We Meet Again ..... Apr. 20
An Angel From Texas ..... Apr. 27

VITAPHONE

481 The Mad Empress ..... Dec. 16

Alphabetical Guide

(*Continued from page* 498)

MIRELE EFROS—87m.—Credo Pictures 410
MISSING EVIDENCE—64m.—Universal 401
MR. SMITH GOES TO WASHINGTON—130m.—Col. .. 399
MR. MAX (Il Signor Max)—86m.—Esperia 402
MOTEL, THE OPERATOR—80m.—Cinema Service .. 457
MURDER IN THE AIR—58m.—Warners 483
MUSIC IN MY HEART—70m.—Columbia 439
MUTINY IN THE BIG HOUSE—83m.—Monogram .. 399
MUTINY ON THE BLACKHAWK—66m.—Universal 337
MY DARLIN'—see Macushla
MY FIFTH AVENUE GIRL—see Fifth Avenue Girl
MY HUSBAND IS LOST (Ho Perduto Mio Marito!)—87m.—Esperia 410
MY LITTLE CHICKADEE—84m.—Universal 473
MY MAN GODFREY—93m.—Universal (re-issue) .. 321
MY SON IS GUILTY—63m.—Columbia 447
MY SON, MY SON!—117m.—United Artists 493
MYSTIC CIRCLE MURDER—69m.—Fanchon Royer 402

N

NANCY DREW & HIDDEN STAIRCASE—60m.—WB 371
NAPLES THAT NEVER DIES (Napoli che Non Muore)—90m.—Itala Films 494
NAPOLI CHE NON MUORE—see Naples That Never Die
NAPOLI D'ALTRI TEMPI—see Love in Old Naples
NICK CARTER, DETECTIVE—60m.—Metro 440
NIGHT OF NIGHTS, THE—86m.—Paramount 432
NINOTCHKA—110m.—Metro 399
NO PLACE TO GO—56m.—Warners 381
NORTH SEA PATROL—69m.—Alliance Films 418
NORTHWEST PASSAGE—126m.—Metro 471
NOTORIOUS ELINOR LEE—104m.—Micheaux 461
NURSE EDITH CAVELL—98m.—RKO-Radio 380

O

OF MICE AND MEN—106m.—United Artists 448
OH, JOHNNY, HOW YOU CAN LOVE—63m.—Univ. 457
OKLAHOMA FRONTIER—58m.—Universal 401
OKLAHOMA TERROR—50m.—Monogram 379
OLD DARK HOUSE—74m.—Universal (re-issue) ... 321
OLD MAID, THE—95m.—Warners 363
ONE DARK NIGHT—81m.—Million Dollar Prod. .. 434
ONE HOUR TO LIVE—59½m.—Universal 387
ON HIS OWN—100m.—Amkino 388
ON YOUR TOES—94m.—Warners 402
$1,000 A TOUCHDOWN—73m.—Paramount 392
OUR FIGHTING NAVY—see Torpedoed
OUR NEIGHBORS, THE CARTERS—84m.—Para. .. 408
OUTPOST OF THE MOUNTIES—63m.—Columbbia .. 407
OUTSIDE THE THREE-MILE LIMIT—63m.—Col. .. 471
OUTSIDER, THE—90m.—Alliance Films 494
OVER THE MOON—78m.—United Artists 465
OVERLAND MAIL, THE—51m.—Monogram 416
OVERTURE TO GLORY—85m.—Elite 474

P

PACK UP YOUR TROUBLES—75m.—20th C.-Fox .386
PAID TO KILL—see Timberland Terror
PAL FROM TEXAS, THE—52m.—Metropolitan ... 483
PAROLE FIXER—59m.—Paramount 463
PEOPLE ETERNAL, A—65m.—Henry Lynn 418
PHANTOM RANCHER—60m.—Colony 457
PHANTOM STRIKES, THE—58m.—Monogram 423
PINOCCHIO—86m.—RKO-Radio 472
PIONEER DAYS—59m.—Monogram 472
PIONEERS OF THE FRONTIER—58m.—Columbia .. 471
PIONEERS OF THE WEST—56m.—Republic 492
POCOMANIA—65m.—Lenwal 434
PORT OF SHADOWS (Le Quai des Brumes)—90m.—Film Alliance of U. S. 403
PRIDE OF THE BLUE GRASS—65m.—Warners ... 393
PRIMROSE PATH—93m.—RKO-Radio 492
PRISONER OF CORBAL, THE—73m.—Syndicate ... 381
PRIVATE DETECTIVE—55m.—Warners 425
PRIVATE LIVES OF ELIZ. & ESSEX—106m.—WB 396

Q

QUAI DES BRUMES, LE—see Port of Shadows.
QUEEN OF DESTINY (60 Glorious Yrs.)—95m.—RKO .220

R

RAFFLES—71m.—United Artists 445
RAINS CAME, THE—103m.—20th Century-Fox ... 386
RANGE WAR—66m.—Paramount 369
RASPUTIN—93m.—Concord Films 410
REAL GLORY, THE—96m.—United Artists 386
RE DI DANARI—see King of Diamonds
REMEMBER?—83m.—Metro 415
REMEMBER THE NIGHT—94m.—Paramount 447
RENO—73m.—RKO-Radio 416
RETURN OF DOCTOR X, THE—62m.—Warners ... 425
RETURN OF THE FROG—71m.—Select Attractions 381
RHYTHM OF THE RIO GRANDE — 53m.—Monogram 491
RIDERS OF BLACK RIVER—54m.—Columbia ... 385
RIDERS OF PASCO BASIN—56½m.—Universal ... 442
RIDERS OF THE SAGE—56m.—Metropolitan 402
RIDIN' FOOL, THE—58m.—Metropolitan 402
RIO—77m.—Universal 393
ROAD BACK—79m.—Universal (re-issue) 417
ROAD TO GLORY—101m.—20th C.-F. (re-issue) .. 401
ROAD TO SINGAPORE, THE—85m.—Paramount ... 481
ROARING TWENTIES, THE—106m.—Warners ... 409
ROLL WAGON ROLL—54m.—Monogram 431
ROVIN' TUMBLEWEEDS—64m.—Republic 424
ROYAL DIVORCE—82½m.—Imperial 394
RULERS OF THE SEA—97m.—Paramount 385

S

SABOTAGE—69m.—Republic 400
SAGEBRUSH FAMILY TRAILS WEST—58m.—PDC 483
SAINT'S DOUBLE TROUBLE, THE—68m.—RKO ... 456
SAGA OF DEATH VALLEY—58m.—Republic 424
SANTA FE MARSHAL—68m.—Paramount 448
SCANDAL SHEET—67m.—Columbia 407
SCIPIONE L'AFRICANO—115m.—Esperia 394
SCIPIO AFRICANUS MAJOR—see Scipione l'Africano
SECOND BUREAU—66m.—Film Alliance of U. S. .410
SECRET FOUR (Four Just Men)—79m.—Mono. .. 431
SECRETS OF A MODEL—58m.—Time Pictures ... 474
SECRET OF DR. KILDARE, THE—82m.—Metro ... 423
SEVENTEEN—75m.—Paramount 408
SHE GOES TO WAR—55m.—Mitchell Leichter ... 417
SHIPYARD SALLY—79m.—20th Century-Fox 401
SHOOTNG HIGH—65m.—20th Century-Fox 492
SHOP AROUND THE CORNER, THE—100m.—Metro 453
SHORS—92m.—Amkino 425
SHOWDOWN, THE—65m.—Paramount 491
SIDEWALKS OF LONDON—86m.—Paramount ... 463
SIGNOR MAX, IL—see Mr. Max.
SIXTY GLORIOUS YEARS—see Queen of Destiny.
SKELETON ON HORSEBACK—78m.—C. Laemmle, Jr.474
SKY PATROL—61m.—Monogram 385
SLIGHTLY HONORABLE—85m.—United Artists ... 456
SMASHING THE MONEY RING—57m.—Warners ... 409
SMUGGLED CARGO—62m.—Republic 380
SOLDIER'S BRIDE (Jaakarin Morsian)—83m.—Werner F. Savela 442
SON OF INGAGI—66m.—Sack 457
SONG OF THE STREET—77m.—Mayer-Burstyn ... 381
SONGS AND SADDLES—65m.—Road Show Attr. .. 235
SORPRESE DI UN MATRIMONION, LE — see The Surprises of Matrimony.
SOS MEDITERRANEAN—78m.—Vedis Films 458
SOUTH OF THE BORDER—71m.—Republic 432
SPY BUREAU—same as Second Bureau, q. v.
SQUADRONE BIANCO (White Squadron)—98m.—Esp. 425
STANLEY AND LIVINGSTONE—101m.—20th C.-F. 354
STOP, LOOK AND LOVE—57m.—20th Century-Fox 380
STRAIGHT SHOOTER—60m.—Victory 418
STRANGE CARGO—113m.—Metro 481
STRANGER FROM TEXAS, THE—54m.—Columbia . 431
STREET OF MISSING WOMEN—same as Cafe Hostess, q. v.
SUED FOR LIBEL—66m.—RKO-Radio 406
SURPRISES OF MATRIMONY, THE (Le Sorprese di un Matrimonion)—118m.—Columba 410
SWANEE RIVER—86m.—20th Century-Fox 448
SWISS FAMILY ROBINSON—93m.—RKO-Radio ... 463

T

TAMING OF THE WEST—55m.—Columbia 399
TELEVISION SPY—59m.—Paramount 400
TELL YOUR CHILDREN—see The Burning Question
TEN NIGHTS IN A BARROOM—61m.—B. & M. ... 418
TEVYA—93m.—Mayman 458
TEXAS RENEGADES—56m.—Producers Distributing Corporation 484
THAT'S RIGHT, YOU'RE WRONG—95m.—RKO ... 424
THAT THEY MAY LIVE—73m.—Mayer-Burstyn ... 410
THESE GLAMOUR GIRLS—78m.—Metro 379
THEY CAME BY NIGHT—73m.—20th Cent.-F. ... 482
THEY SHALL HAVE MUSIC—101m.—United Artists 354
THEY WANTED PEACE—73m.—Amkino 458
THEY WENT TO WAR (Let's Pretend We're Sweethearts; Flirting With Death)—68m.—Imperial .. 321
THOSE HIGH GREY WALLS—82m.—Columbia ... 391
THOU SHALT NOT KILL—68m.—Republic 441
THREE CHEERS FOR THE IRISH—100m.—Warners 493
THREE SONS—72m.—RKO-Radio 392
THUNDER AFLOAT—94m.—Metro 391
THUNDER OVER PARIS—82m.—Transatlantic ... 425
TIMBERLAND TERROR (Paid to Kill)—66m.—Hoff. 474
TOO MANY HUSBANDS—80m.—Columbia 491
TORPEDOED (Our Fighting Navy)—75m. — Film Alliance of U. S. 387
TORPEDO RAIDER—60m.—Monogram 472
TORTURE SHIP—62m.—Producers Pictures 409
TOWER OF LONDON—92m.—Universal 424
TREACHERY ON THE HIGH SEAS—68m.—Times 394
TRIGGER FINGERS—53m.—Victory 381
TROPIC FURY—62½m.—Universal 370
20,000 MEN A YEAR—84m.—20th Century-Fox .. 409
TWO BRIGHT BOYS—70¼m.—Universal 387
TWO THOROUGHBREDS—62m.—RKO-Radio 432
TWO'S COMPANY—64m.—B. & D. 442
TWO-FISTED RANGERS—62m.—Columbia 447

U

U-BOAT 29—79m.—Columbia 391
ULTIMATUM—73m.—Hoffberg 474
UNCIVILIZED—see White Savage
UNDER-PUP, THE—88m.—Universal 380

V

VENGEANCE OF THE DEEP—62m.—Time Pictures 474
VIGIL IN THE NIGHT—96m.—RKO-Radio 472
VILLAGE BARN DANCE—74m.—Republic 464
VIRGINIA CITY—120m.—Warners 493

W

WALL STREET COWBOY—66m.—Republic 386
WE ARE NOT ALONE—112m.—Warners 417
WE WERE SEVEN WIDOWS (Eravamo Sette Vedove)—82m.—Esperia 484
WESTBOUND STAGE—58m.—Monogram 447
WEST OF CARSON CITY—55m.—Universal 424
WHAT A LIFE!—79m.—Paramount 385
WHY THIS WAR?—81m.—Samuel Cumings 409
WHITE SAVAGE (Uncivilized)—72m.—BO Attr. 445
WHITE SQUADRON, THE—see Lo Squadrone Bianco
WINTER CARNIVAL—91m.—United Artists 354
WITNESS VANISHES, THE—66m.—Universal 393
WOLF OF NEW YORK—68m.—Republic 464
WOMEN, THE—134m.—Metro 379
WOMEN WITHOUT NAMES—63m.—Paramount .. 482

Y

YOUNG TOM EDISON—86m.—Metro 471
YUKON FLIGHT—57m.—Monogram 431

Z

ZANZIBAR—69m.—Universal 482

ALPHABETICAL GUIDE TO 392 FEATURES

Reviewed since September, 1939

A

ABE LINCOLN IN ILLINOIS—110m.—RKO-Radio..455
ADVENTURE IN DIAMONDS—76m.—Paramount...455
ADVENTURES OF MASKED PHANTOM — 55m.—Equity 442
ADVENTURES OF S. HOLMES—82m.—20th C.-Fox 380
AFFAIR LAFONT (Conflict)—84m.—Transat.....402
ALL WOMEN HAVE SECRETS—70m.—Paramount..437
ALLEGHENY UPRISING—78m.—RKO-Radio 408
ALLERGI MASNADIERI (The Make-Believe Pirates) —72m.—Americo Pullini 402
ALL QUIET ON WESTERN FRONT—93m.—Univ...392
ALPINE PASSION (Amore sulle Alpi) — 74m. — Esperia 418
AMAZING MR. WILLIAMS, THE—86m.—Columbia 423
AMICIZIA—see Friendship
AMORE SULLE ALPI—see Alpine Passion.
ANOTHER THIN MAN—102m.—Metro 423
ARIA DEL CONTINENTE—see Continental Way
ARIZONA KID, THE—61m.—Republic 400
AWFUL TRUTH, THE—92m.—Columbia (re-issue) 29

B

BABES IN ARMS—94m.—Metro 391
BAD BOY—65m.—Atlas 442
BAD LITTLE ANGEL—72m.—Metro 407
BALALAIKA—102m.—Metro 439
BAKER'S WIFE, THE (La Femme du Boulanger)—99m.—The Baker's Wife, Inc. 465
BARRICADE—71m.—20th Century-Fox 429
BEASTS OF BERLIN—see Goose Step
BEAU GESTE—114m.—Paramount 353
BETE HUMAINE, LA—see Human Beast
BETRAYAL—80m.—World 393
BETWEEN TWO WORLDS (Una Donna tra Duo Mondi)—80m.—Esperia 474
BEWARE SPOOKS—68m.—Columbia 407
BIG GUY, THE—78m.—Universal 433
BILL OF DIVORCEMENT, A—93m.—RKO-Radio...492
BLACK FRIDAY—70m.—Universal 482
BLACK PIRATE, THE—see Il Corsaro Nero
BLACKMAIL—81m.—Metro 385
BLAZING SIX SHOOTERS—61m.—Columbia.....491
BLONDIE BRINGS UP BABY—69m.—Columbia...415
BLONDIE ON A BUDGET—73m.—Columbia.....481
BLUE BIRD, THE—83m.—20th Century-Fox.....464
BOMBS OVER LONDON—78m.—Film Alliance....387
BRITISH INTELLIGENCE—62m.—Warners 449
BRIVELE DER MAMEN, A (A Letter to Your Mother)—104m.—Sphinx 393
BROADWAY MELODY OF 1940—102m.—Metro...471
BROTHER RAT AND A BABY—87m.—Warners...449
BULLET CODE—58m.—RKO-Radio 482
BULLETS FOR RUSTLERS—58m.—Columbia 471
BURIED ALIVE—71m.—Producers 432
BURNING QUESTION, THE (Tell Your Children)—62m.—G. & H. Productions.....433

C

CAFE HOSTESS—63m.—Columbia 431
CALL A MESSENGER—65m.—Universal 392
CALLING ALL MARINES—66m.—Republic 386
CALLING PHILO VANCE—63m.—Warners.....449
CASTLE ON THE HUDSON—77m.—Warners 465
CAT AND THE CANARY, THE—74m.—Paramount 399
CHARLIE CHAN (IN)—20th Century-Fox:
CITY IN DARKNESS—74m. 408
PANAMA—67m. 456
TREASURE ISLAND—74m. 370
CHARLIE McCARTHY, DETECTIVE—78m.—Univ..441
CHASING TROUBLE—63m.—Monogram 455
CHEYENNE KID, THE—49m.—Monogram 491
CHICKEN WAGON FAMILY—64m.—20th Cent.-F..362
CHILD IS BORN, A—79m.—Warners.....363
CHILDREN OF THE WILD—57m.—Grand National 266
CHIP OF THE FLYING U—55m.—Universal.....416
CHUMP AT OXFORD, A—69m.—United Artists...473
CISCO KID AND THE LADY—73m.—20th C.-Fox. 432
CITADEL DE SILENCE—see Citadel of Silence
CITADEL OF SILENCE, THE (La Citadel de Silence) —90m.—Film Alliance of U. S. 449
CITY OF CHANCE, THE—57m.—20th Cent.-F....448
CONDOTTIERI (The Leaders)—same as Giovanni de Medici, the Leader, q. v.
CONFLICT—see The Affair Lafont.
CONGO MAISIE—70m.—Metro 455
CONQUESTS OF PETER THE GREAT—96m.—Amk. 387
CONTINENTAL WAY, THE (L'Aria del Continente) —82m.—Esperia 425
CONVICTED WOMAN—66m.—Columbia 463
CORSARO NERO (Black Pirate)—96m.—Esperia..442
COWBOYS FROM TEXAS—57m.—Republic 432
CRASHING THROUGH—55m.—Monogram 391

D

DANCING CO-ED—84m.—Metro 391
DANGER AHEAD—57m.—Monogram 472
DANGER FLIGHT—61m.—Monogram 415
DANGER ON WHEELS—61m.—Universal.....457
DAYS OF JESSE JAMES—63m.—Republic.....441
DAY THE BOOKIES WEPT, THE—64m.—RKO....381
DAY-TIME WIFE—72m.—20th Century-Fox 424
DEAD END KIDS ON DRESS PARADE—62m.—WB 417
DEATH OF A CHAMPION—67m.—Paramount.....379
DEATH RIDES THE RANGE—56m.—Colony 465
DEMON BARBER OF FLEET ST.—67m.—Select...381
DESPERATE TRAILS—58m.—Universal 380
DESTRY RIDES AGAIN—94m.—Universal.....433
DEVIL IS EMPRESS—(Jouer d'Echees)—75m.—Col.434
DISPUTED PASSAGE—91m.—Paramount 391
DR. ANTONIO (Dotter Antonio)—103m.—Itala....442
DR. CYCLOPS—77m.—Paramount 491
DR. EHRLICH'S MAGIC BULLET, THE STORY OF —103½m.—Warners 465
DONNA TRA 2 MONDI—see Between 2 Worlds
DOTTER ANTONIO, IL—see Doctor Antonio
DOUBLE ALIBI—60m.—Universal 482
DOUBLE DEAL—60m.—Internat. Road Shows.....473
DRUMS ALONG THE MOHAWK—103m.—20th C.-F. 408
DUST BE MY DESTINY—88m.—Warners.....370

E

EARL OF CHICAGO, THE—87m.—Metro.....447
EAST SIDE KIDS—62m.—Monogram 472
ELSA MAXWELL'S HOTEL FOR WOMEN—83m.—20th Century-Fox 362
EMERGENCY SQUAD—58m.—Paramount 440
END OF THE DAY (Fin du Jour)—95m.—Juno...387
ENTENTE CORDIALE—93m.—Concord 449
ERAVAMO SETTE VEDOVE—see We Were Seven Widows
ESCAPE, THE—58m.—20th Century-Fox 380
ESCAPE TO PARADISE—62m.—RKO-Radio 432
ESPIONAGE AGENT—83m.—Warners 393
ETERNALLY YOURS—91m.—United Artists 401
EVERYBODY'S HOBBY—54m.—Warners 387
EVERYTHING HAPPENS AT NIGHT—77m.—Fox..441
EVERYTHING'S ON ICE—66m.—RKO-Radio 386

F

FACE BEHIND THE SCAR, THE—73m.—Film Alliance of U. S. 494
FARMER'S DAUGHTER, THE—61m.—Paramount..472
FAST AND FURIOUS—73m.—Metro 399
FATAL HOUR, THE—68m.—Monogram 455
FEMME DU BOULANGER, LA—see The Baker's Wife
5TH AVE. GIRL (My 5th Ave. Girl)—88m.—RKO.370
FIGHT FOR LIFE, THE—69m.—U. S. Film Service 493
FIGHT FOR PEACE—63m.—Monogram 125
FIGHTING GRINGO, THE—59m.—RKO-Radio 380
FIGHTING MAD—55m.—Monogram 415
FIGHTING RENEGADE—54m.—Victory 387
FIGHTING 69th, THE—90m.—Warners 457
FIN DU JOUR—see The End of the Day.
FIRST FILM CONCERT, THE—52m.—World 418
FIRST LOVE—84m.—Universal 417
FIRST WORLD WAR—78m.—20th C.-F. (re-issue) 400
5 LITTLE PEPPERS AND HOW THEY GREW—60m.—Col. 381
FIVE LITTLE PEPPERS AT HOME — 65m. — Columbia 468
FLAMING LEAD—57m.—Monogram 347
FLIGHT AT MIDNIGHT—66m.—Republic.....380
FLIRTING WITH DEATH—see They Went to War
FLYING DEUCES, THE—68m.—RKO-Radio 400
FOUR FEATHERS, THE—115m.—United Artists...337
FOUR JUST MEN, THE—see The Secret Four
FOUR WIVES—99m.—Warners 433
FRAMED—60m.—Universal 448
FREE, BLONDE AND 21—75m.—20th Cent.-Fox .473
FRIENDSHIP (Amicizia)—75m.—Esperia 494
FUGITIVE AT LARGE—66m.—Columbia 361
FULL CONFESSION—78m.—RKO-Radio 370

G

GAMBLING ON THE HIGH SEAS—58m.—Warners. 483
GENTLEMAN FROM ARIZONA—71m.—Monogram..440
GERONIMO!—90m.—Paramount 423
GHOST CAMERA, THE—52m.—Olympic 474
GHOST COMES HOME, THE—79m.—Metro.....481
GIOVANNI DE MEDICI, LEADER—88m.—Esperia..457
GOLDEN BOY—101m.—Columbia 379
GOLDEN KEY, THE—70m.—Amkino 453
GONE WITH THE WIND—228m.—Metro.....439
GOOSE STEP (Hitler—Beast of Berlin; Beasts of Berlin)—85m.—Producers 409
GRANNY GET YOUR GUN—55m.—Warners.....449
GRAPES OF WRATH, THE—128m.—20th Cent.-F.464
GREAT COMMANDMENT—85m.—Cathedral Films..402
GREAT VICTOR HERBERT, THE—91m.—Para....432
GREEN HELL—87m.—Universal 448
GULLIVER'S TRAVELS—77m.—Paramount 440

H

HAWAIIAN NIGHTS—65m.—Universal 370
HE MARRIED HIS WIFE—83m.—20th Cent.-F....448
HEARTBEAT—88m.—French M. P. Corp. 388
HELL'S ANGEL—100m.—Astor 483
HEAVEN WITH A BARBED-WIRE FENCE—62m.—20th Century-Fox 400
HENRY GOES ARIZONA—67m.—Metro 431
HERE I AM A STRANGER—83m.—20th Cent.-F...392
HERO FOR A DAY—65m.—Universal 387
HEROES OF THE SADDLE—56m.—Republic 456
HEROES IN BLUE—58m.—Monogram 415
HIDDEN ENEMY—63m.—Monogram 472
HIDDEN POWER—60m.—Columbia 319
HIGGINS FAMILY (IN)—Republic:
COVERED TRAILER—66m. 424
MONEY TO BURN—69m. 448
HIGH SCHOOL—74m.—20th Century-Fox 433
HIS GIRL FRIDAY—92m.—Columbia.....447
HITLER—BEAST OF BERLIN—see Goose Step
HITLER'S REIGN OF TERROR—56m.—Cummins..425
HO PERDUTO MARITO!—see My Husband Is Lost
HONEYMOON IN BALI—96m.—Paramount.....385
HONEYMOON DEFERRED—59m.—Universal 473
HONEYMOON'S OVER, THE—70m.—20th Cent.-F. 416
HOLLYWOOD CAVALCADE—96m.—20th Cent.-F..400
HORRORS OF WAR—51m.—Merit 474
HOUSE ACROSS THE BAY—88m.—United Artists..492
HOUSE OF SEVEN GABLES, THE—89m.—Univ....493
HOUSEKEEPER'S DAUGHTER, THE—80m.—UA..386
HUMAN BEAST (Bete Humaine)—79m.—Juno Films 484
HUMAN MONSTER, THE—73m.—Monogram.....481
HUNCHBACK OF NOTRE DAME—117m.—RKO...440

I

IDEAL MARRIAGE (Matrimonion Ideals)—84m.—Esp.442
I MET A MURDERER—78m.—York Pictures.....402
I TAKE THIS WOMAN—98m.—Metro 463
IN SOVIET RUSSIA TODAY—100m.—Amkino.....393
INSP. HORNLEIGH ON HOLIDAY—74m.—20 C.-Fox 433
INTERMEZZO, A LOVE STORY—70m.—UA.....396
INVISIBLE KILLER, THE—60m.—Producers.....455
INVISIBLE MAN RETURNS, THE—81m.—Universal 449
INVISIBLE STRIPES—82m.—Warners 442
IRELAND'S BORDER LINE—65m.—Wm. Alexander 409
IRISH LUCK—58m.—Monogram 379
ISLE OF DESTINY—83m.—RKO-Radio.....456

J

JAAKARIN MORSIAN—see Soldier's Bride
JAMAICA INN—99m.—Paramount 392
JEEPERS CREEPERS—69m.—Republic 416
JOE AND ETHEL TURP CALL ON THE PRESIDENT—70m.—Metro 431
JOHNNY APOLLO—92m.—20th Century-Fox 492
JONES FAMILY (IN)—20th Century-Fox:
QUICK MILLIONS—61m. 363
TOO BUSY TO WORK—65m. 401
YOUNG AS YOU FEEL—59m. 456
JOUER D'ECHEES, LE—see The Devil Is an Empress
JUAREZ AND MAXIMILIAN—see The Mad Empress
JUDGE HARDY AND SON—90m.—Metro.....439
JUST LIKE A WOMAN—73m.—Alliance.....410

K

KANSAS TERRORS, THE—57m.—Republic 408
KATIA—80m.—Mayer-Burstyn 425
KEEP PUNCHING—81m.—M-O Pictures 433
KID NIGHTINGALE—57m.—Warners 393
KING OF DIAMONDS (Re di Danari) — 84m. — Esperia 453
KING OF THE LUMBERJACKS—61m.—Warners...483
KLIATSHE, DI—see Light Ahead
KNIGHTS OF THE RANGE—70m.—Paramount....481
KOL NIDRE—90m.—Joseph Seiden 388
KONGA, THE WILD STALLION—61m.—Columbia..385

L

LAMBETH WALK—80m.—Metro 371
LAND OF LIBERTY—138m.—MPPDA 347
LAST DESIRE—77m.—Transatlantic 457
LAW OF THE PAMPAS—74m.—Paramount.....407
LAUGH IT OFF—63m.—Universal 417
LEADERS, THE—see Condottieri (same as Giovanni de Medici, the Leader, q. v.)
LEGION OF LOST FLIERS—63m.—Universal.....392
LEGION OF THE LAWLESS—59m.—RKO-Radio...423
LET'S PRETEND WE'RE SWEETHEARTS—see They Went to War
LETTER TO YOUR MOTHER, A—see A Brivele der Mamen
LIFE ON THE HORTOBAGY—79m.—Jewel 465
LIGHT AHEAD (DI Kliatshe)—103m.—Carmel ...393
LIGHTNING STRIKES WEST—56m.—Colony.....483
LIGHT THAT FAILED, THE—99m.—Paramount...440
LION HAS WINGS, THE—73m.—United Artists...456
LITTLE ACCIDENT—65m.—Universal 409
LITTLE MISS MOLLY—64m.—Alliance Films 494
LITTLE OLD NEW YORK—100m.—20th Cent.-Fox 464
LITTLE ORVIE—66m.—RKO-Radio 482
LLANO KID, THE—70m.—Paramount 416
LONE WOLF STRIKES, THE—67m.—Columbia....461
LOST HORIZON—118m.—Columbia (re-issue)....1
LOST ON THE WESTERN FRONT—63m.—Standard 410
LOUISE—72m.—Mayer-Burstyn 474
LOVE IN OLD NAPLES (Napoli d'Altri Tempi)—93m.—Esperia 465

M

MA! HE'S MAKING EYES AT ME—61m.—Univ...493
MACUSHLA (My Darlin')—80m.—Transatlantic...457
MAD YOUTH—73m.—Willis Kent 402
MADEMOISELLE MA MERE—80m.—Hoffberg.....394
MAD EMPRESS, THE (Juarez and Maximilian)—72m.—Warners 305, 425
MAIN STREET LAWYER—72m.—Republic 416
MAKE-BELIEVE PIRATES, THE—see Allergi Masnadieri.
MAN FROM DAKOTA, THE—74m.—Metro.....476
MAN FROM MONTREAL—60m.—Universal 417
MAN IN THE IRON MASK, THE—111m.—UA.....347
MAN WHO WOULDN'T TALK—72m.—20th C.-F...441
MARINES FLY HIGH, THE—68m.—RKO-Radio...463
MARRIED AND IN LOVE—59m.—RKO-Radio.....441
MARSEILLAISE—80m.—World Pictures 418
MARSHAL OF MESA CITY, THE—62m.—RKO....400
MARX BROS. "AT THE CIRCUS"—87m.—Metro..407
MATRIMONIO IDEALE, UN—see Ideal Marriage
MEET DR. CHRISTIAN—70m.—RKO-Radio.....408
MEN WITHOUT SOULS—60m.—Columbia.....491
MERCY PLANE—71m.—Producers Dist. Corp.....483
MEXICAN SPITFIRE—67m.—RKO-Radio 441
MIDDLETON FAMILY AT THE WORLD'S FAIR, THE—50m.—Modern Talking Picture Service..396
MIKADO THE—91m.—Universal 281
MILLIONAIRE PLAYBOY—64m.—RKO-Radio 482
MILL ON THE FLOSS, THE—78m.—Standard 418
MIRACLE ON MAIN STREET—78m.—Columbia...415

(Continued on page 497)

THE EXHIBITOR'S ORIGINAL NATIONAL RELEASE DATE GUIDE

ANOTHER SERVICE OF THE JAY EMANUEL PUBLICATIONS CREATED IN THE INTERESTS OF BETTER MANAGEMENT

Pictures listed are in the order of their release by the several companies, placed as closely as possible to the correct date. This Guide is subject to changes in dates, titles, and casts, as made by the companies' home office. For convenience, series westerns are designated by a W following the title, not to be confused with (W) in the Warner-First National column, where the letter designates a Warner picture.

	COLUMBIA	METRO	MONOGRAM	PARAMOUNT	RADIO	REPUBLIC	20th-FOX	UNITED ARTISTS	UNIVERSAL	WARNERS FIRST NAT.
FEB 23	Blondie on a Budget P. Singleton, A. Lake, L. Simms	Northwest Passage S. Tracy, R. Young, W. Brennan, R. Hussey (Technicolor)	The Cheyenne Kid, W J. Randall, L. Stanley Murder on the Yukon J. Newill	Knights of the Range, W R. Hayden, J. Parker, J. MacDonald	Pinocchio W. Disney Feature-Length Cartoon (Technicolor)		They Came by Night W. Fyffe, A. Hulme, P. Calvert (English-made)		Framed J. Cowan, C. Moore, R. Armstrong	
MAR 1	Bullets for Rustlers, W C. Starrett, L. Grey	Strange Cargo C. Gable, J. Crawford, I. Hunter	Rhythm of the Rio Grande, W T. Ritter, S. Dale Torpedo Raider B. Balfour, B. Mackay (English-made)	Seventeen J. Cooper, B. Field, O. Kruger	Little Orvie J. Sheffield, E. Truex, A. Todd		Charlie Chan in Panama S. Toler, J. Rogers, L. Atwill	The House Across the Bay G. Raft, J. Bennett (Wanger)	Double Alibi W. Morris, M. Lindsay, W. Gargan	Dr. Ehrlich's Magic Bullet (FN) E. Robinson, R. Gordon, O. Kruger
8	Outside the Three-Mile Limit J. Holt, I. Ware, E. Cianello	The Ghost Comes Home F. Morgan, B. Burke, A. Rutherford	The Human Monster B. Lugosi (English-made)	Showdown, W W. Boyd, R. Hayden, J. Clayton	Abe Lincoln in Illinois R. Massey, M. Howard Isle of Destiny W. Gargan (Cosmocolor)	Pioneers of the West, W 3 Mesquiteers, B. Roberts			Zanzibar L. Lane, J. Craig, E. Cianelli	
15	Men Without Souls J. Litel, R. Hudson	Young Tom Edison M. Rooney, F. Bainter, G. Bancroft		Women Without Names E. Drew, J. Barrett, R. Paige	Millionaire Playboy J. Penner, L. Hayes	Forgotten Girls L. Platt, D. Woods, R. Armstrong	The Grapes of Wrath H. Fonda, J. Darwell, J. Carradine		Ma! He's Making Eyes at Me T. Brown, C. Moore	Three Cheers for the Irish (FN) P. Lane, D. Morgan, T. Mitchell
22	Too Many Husbands J. Arthur, F. MacMurray, M. Douglas	Florian R. Young, H. Gilbert, C. Coburn	The Midnight Limited M. Reynolds, J. King, P. Flaherty	Road to Singapore B. Crosby, D. Lamour, B. Hope	Primrose Path G. Rogers, J. McCrea, M. Mander	Rancho Grande, W G. Autry, S. Burnette, J. Storey	The Blue Bird S. Temple, S. Byington, N. Bruce (Technicolor)	My Son, My Son! B. Aherne, M. Carroll (Small)	It's a Date D. Durbin, K. Francis, L. Howard	Virginia City (W) E. Flynn, M. Hopkins, R. Scott
29			Son of the Navy J. Dunn, J. Parker, M. Spellman	The Farmer's Daughter M. Raye, C. Ruggles, W. Frawley	Irene A. Neagle, R. Milland, R. Young	Ghost Valley Raiders, W D. Barry, L. Andre, L. Mason	Free, Blonde and 21 L. Bari, J. Davis, H. Wilcoxon	Over the Moon M. Oberon, R. Harrison, U. Jeans (Technicolor) (Korda)		
APR 5	Blazing Six Shooters, W C. Starrett, I. Meredith	Two Girls on Broadway G. Murphy, L. Turner, J. Blondell		Adventure in Diamonds G. Brent, I. Miranda Dr. Cyclops A. Dekker, J. Logan (Technicolor)	The Courageous Dr. Christian J. Hersholt, D. Lovett, R. Baldwin Bullet Code, W G. O'Brien, V. Vale	The Dark Command J. Wayne, C. Trevor, W. Pidgeon	Star Dust L. Darnell, J. Payne, R. Young	One Million B. C. L. Chaney, Jr., C. Landis, V. Mature (Roach)	Half a Sinner H. Angel, J. King, C. Collier Riders of Pasco Basin, W J. Brown, B. Baker	It All Came True (W) A. Sheridan, J. Lynn, H. Bogart
12	The Man With Nine Lives B. Karloff, J. Sayre, R. Pryor	Dr. Kildare's Strange Case L. Barrymore, L. Ayres, L. Day	Covered Wagon Trails, W J. Randall, S. Cairns, D. Sharp		A Bill of Divorcement M. O'Hara, A. Menjou, F. Bainter	Young Buffalo Bill, W R. Rogers, G. Hayes, P. Moore	Viva Cisco Kid C. Romero, J. Rogers, C-P. Martin	Rebecca L. Olivier, J. Fontaine, G. Sanders (Selznick)	Black Friday B. Karloff, B. Lugosi House of Seven Gables M. Lindsay, G. Sanders, V. Price	Gambling on the High Seas (W) W. Morris, J. Wyman, G. Roland
19	I Married Adventure Mrs. O. Johnson	And One Was Beautiful J. Muir, L. Day, B. Burke	Tomboy J. Moran, M. Jones Phantom Pilot J. Newill	French Without Tears R. Milland, E. Drew (English-made)	Beyond Tomorrow C. Winninger, H. Carey, J. Parker	In Old Missouri Weaver Bros. and Elviry, J. Storey, L. Weaver	Johnny Apollo T. Power, D. Lamour, E. Arnold	Saps at Sea S. Laurel, O. Hardy (Roach)	Ski Patrol L. Deste, P. Dorn, K. Adams	'Til We Meet Again (FN) M. Oberon, G. Brent, P. O'Brien
26	The Doctor Takes a Wife R. Milland, L. Young, G. Patrick	Forty Little Mothers E. Cantor, R. Johnson, B. Granville	Missing People W. Fyffe (English-made)	The Biscuit Eater B. Lee, C. Hickman, R. Lane	Curtain Call B. Read, J. Archer, A. Mowbray		Shooting High J. Withers, G. Autry, M. Weaver		If I Had My Way B. Crosby, G. Jean, E. Brendel	An Angel From Texas (FN) E. Albert, W. Morris, R. Lane
MAY 3	Block "K" Rides Tonight, W B. Elliott		Ritter No. 4, W T. Ritter	The Way of All Flesh A. Tamiroff, W. Henry, G. George	My Favorite Wife I. Dunne, C. Grant, R. Scott				Enemy Agent R. Cromwell, H. Vinson, R. Armstrong	

Thank you Miss Babcock

STREET & SMITH PUBLICATIONS
INCORPORATED
SEVENTY-NINE SEVENTH AVENUE · NEW YORK, N. Y.

MURIEL BABCOCK · EDITOR · PICTURE PLAY

February 15, 1940

Dear Mr. Emanuel:

You deserve a big bouquet of orchids for The Exhibitor's Original National Release Date Guide. I have the Guide pasted up on the pull-out leaf of my desk where I can refer to it readily, which means several times a day.

Just thought you might like to know what a fine service feature it is for those of us in the movie industry who must be posted.

Sincerely yours,

Muriel Babcock

Muriel Babcock, Editor,
Picture Play.

mb/lw

Mr. Jay Emanuel,
The Exhibitor,
1225 Vine Street,
Philadelphia, Pa.

Showmen, Too Recognize the Superiority of

THE EXHIBITOR *Services*

That's one reason why—in the areas it serves—it DOMINATES all other Trade Journals in Paid Circulation.

THE EXHIBITOR

TELEVISION SELLING BOW STIRS LOCAL TRADE

"THE TIP-OFF" REPORTS ON CURRENT BUSINESS

THE COMPLETE FEATURE AND SHORTS CHECK-UP

EDITORIAL:

"SIDELIGHTS ON A SUCCESSFUL CAMPAIGN"

NEW YORK STATE EDITION

ENTERED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST OFFICE AT PHILADELPHIA, PA., UNDER THE ACT OF MARCH 3, 1879

MARCH 27, 1940
VOL. 23 No. 20 PRICE 10 CENTS

"NORTHWEST PASSAGE"
HELD OVER 3rd WEEK!
at the big Capitol, N. Y.

Yes, indeed—
March came in
like an M-G-M Lion
bringing a worthy
successor to
"Gone With The
Wind" at the
Capitol Theatre.
And now they're
packing Broadway's
big show-shop
all over again!
It's a Hold-Over
picture if ever
there was one
because Tom tells
Dick and Dick tells
Harry and every-
body flocks over
to enjoy the
Technicolorful
Thrills! Have you
arranged for
Extra Time yet?

"NORTHWEST PASSAGE" *(Book 1—Rogers' Rangers)* in Technicolor • Starring **SPENCER TRACY** with Robert Young, Walter Brennan, Ruth Hussey, Nat Pendleton Screen Play by Laurence Stallings and Talbot Jennings Based on the Novel by Kenneth Roberts • Directed by King Vidor • Produced by Hunt Stromberg • An M-G-M Picture

E D I T O R I A L

THE

EXHIBITOR

Vol. 23, No. 20 March 27, 1940

MEMBER AUDIT BUREAU OF CIRCULATIONS

A Jay Emanuel Publication. Covering the film territories in the Metropolitan East. Published weekly by Jay Emanuel Publications, Incorporated. Publishing office: 1225 Vine Street, Philadelphia, Pennsylvania. New York City office, 1600 Broadway. West Coast office, 1119 Poinsettia Drive, Hollywood, California Representatives in Washington, D. C.; Albany, Buffalo, Boston, New Haven. Jay Emanuel, publisher; Paul J. Greenhalgh, business manager; Herbert M Miller, managing editor. Subscription rates: $2 for one year; $5 for three years. Address all communications to 1225 Vine Street, Philadelphia, Pennsylvania.

Just In Passing

U IN THE BLACK

Universal's first quarter earnings of $460,631 is further evidence that the company is definitely on the right track. Exhibitors didn't have to read the financial pages to understand that U has definitely come back to the place it once held as one of the industry's leading companies; they could tell from the grosses of Universal pictures. The Cowdin-Blumberg-Work-Scully regime may not be grinding out artistic successes, but it is certainly answering the box-office call. The company promised that it would be guided by exhibitor desires and the production schedule proves it. Universal is out of the red for good, and in favor with its customers.

"BULLS AND BEARS"

What with the Walt Disney Productions stock being offered to the public, we wonder whether Donald Duck will shortly appear in a cartoon called "Bulls and Bears." We also think it won't be long before some folks who always look for such things will watch suspiciously for plugs in the cartoons which might send up the value of the stock.

CHURCH CO-OPERATION

Co-operation between church and theatre during Holy Week in the exhibition of "King of Kings" without cost is not surprising to those conscious of the place the theatre holds in the community sphere. More than 500 houses worked with their local church units this year and the total is expected to swell in 1941. We congratulate the exhibitors who further cemented the friendship between them and their local clergy by these moves.

SIDELIGHTS ON A SUCCESSFUL CAMPAIGN

Aboard the "Virginia City" special returning east—As this is being written, with the recollection of a gigantic exploitation and publicity idea successfully completed, one can not fail but be impressed by the institutional value of the campaign. This is the industry at its best, bringing directly to the people the glamour, excitement and scope of a business so close to every resident of this country.

That the "Virginia City" party was a triumph in every respect has already been recorded in the news columns. The press representatives, tradespapermen, syndicate writers and others taken from the East and West to Nevada for the festival have completed their job, the wires have carried their impressions and many stories will follow. What we are concerned with is the importance of this idea, the whirlwind premiere, pre-selling a picture to the country just before it opens in many key spots.

It creates enthusiasm and interest; it pulls a picture out of the general releases of the week and singles it out for special attention; it gives the production a head start on others.

All this makes for a healthier and better box office; it leads other producers to think along the same lines, and, finally, it awakens interest within the industry, itself.

True, there were a couple of times when all the arrangements didn't work out exactly as planned, but these were unimportant in view of the success of the whole idea and, in some instances, magnified. Personally, we believe that an enterprise of this type is wasted on towns as small as Virginia City and Reno, although the value to the two spots can't be estimated in dollars, but in history. We would like to see how well a publicity staff can tie up a large American city. We believe it can be done, with even greater exploitation and campaign success.

The brothers Warner didn't overlook a thing, except they may not have remembered that when a theatre has so many seats that's all there is, there isn't any more. But the spectacle was outside the theatre, not inside.

The usual bow of thanks goes to S. Charles Einfeld, Mort Blumenstock and their aides, East and West, who took care of the arrangements so nicely. They should be proud of their job. For ourselves, it just makes us feel that this business can do things like this better than any other, and should do it more often. Not only will it help the picture but the entire industry is benefitted.

Jay Emanuel

QUAD.

THEY CAN'T TIE THIS!

ERROL FLYNN and
MIRIAM HOPKINS
"VIRGINIA CITY"
RANDOLPH SCOTT
UMPHREY BOGART
NK McHUGH • ALAN HALE
N • BIG BOY • WILLIAMS
ted by MICHAEL CURTIZ
Screen Play by Robert Buckner
ment by Max Steiner
r Bros First National Picture

This Week 'VIRGINIA CITY' AND Next Week...

ANN SHERIDAN
"IT ALL CAME TRUE"
with JEFFREY LYNN
HUMPHREY BOGART
ZASU PITTS • UNA O'CONNOR
JESSIE BUSLEY • JOHN LITEL
Directed by LEWIS SEILER
Screen Play by Michael Fessier
and Lawrence Kimble
A Warner Bros First National Picture

Here's delivery! No company can match either– and WARNERS have both!

SHOWMANSHIP!

JACK L. WARNER
In Charge of Production
HAL B. WALLIS
Executive Producer

TERRITORIAL HIGHLIGHTS

Metropolitan Stores Plug Television Sets

First Blast of Ads Appears

NEW YORK CITY—Television competition to theatres broke out in the open March 20 when leading department and specialty stores, in addition to RCA, blossomed forth with huge newspaper advertisements plugging the sets, the prices and the advantages of owning a television receiver.

Ace in the series is the $395 receiver, with the range $99.95 to $295. Some of the attractions noted as being televised were grand opera, drama, musical comedy, baseball, spot news, fashion shows, boxing bouts, but motion pictures were not mentioned.

One chain of stores concentrated on the 10 percent down payment idea, while the others were content to plug the institutional side.

The famous "His Master's Voice" now becomes "His Master's Face," according to the announcement.

A few samples are produced on this page.

Booth Bill Introduced

ALBANY—Senator William S. Condon, Yonkers, last fortnight introduced an amendment to Section 210-A, General Business Law, to provide more rigid specification for fireproof projection booths.

The act doesn't apply to cities where local laws are in effect nor does it limit cities from adopting local laws to supplant the act.

Brooklyn Bally

BROOKLYN—Not to be out-done by the neighboring RKO Kenmore, Billy Brandt's Flatbush last week took advantage of the Kenmore's advertising to plug his own show.

The RKO house staged a terrific campaign on "The Fighting 69th," but the day it opened the Flatbush had atop its marquee a shrieking mazda sign reading:

IN PERSON
SAMMY COHEN
The Star of
"THE FIGHTING 69th"

306 Picketing Due

NEW YORK CITY—Local 306 last week announced that it would picket non-union houses in the metropolitan area, beginning this week.

Local Exhibs Pleased As NY Fair Plans Die

Industry Decides to Forget Participation

NEW YORK CITY — Local exhibitors breathed easier last week as the industry bigwigs decided to give up the idea of participating in the New York World's Fair.

The ITOA had already gone on record as being opposed to a free industry exhibit.

Limited time available and the expense were stumbling blocks.

NJ Wages-Hours Bill Defeated in Assembly

Mediation Board Measure Approved

TRENTON—New Jersey exhibitors were pleased to note last week the defeat of the Assembly Bill 40, wages and hours measure, which was voted down at the March 18 session of the state legislature.

New Jersey Allied was on record as opposing the bill.

The House of Assembly passed the Hanna bill, Assembly 58, to create a board of mediation for arbitration of labor strikes and disputes, at the same time.

Fox Decision Reserved

NEW YORK CITY—New York Supreme Court Justice Aaron J. Levy last week reserved decision on an application of Milton C. Weisman and Kenneth Steinreich as trustees of Fox Theatres Corporation to be discharged from their duties.

Application also sought approval of a plan of operation and of a budget of estimated rentals and expenditures for 1940. Trustees asked for an unstipulated amount as allowances.

Report shows cash at hand in the sum of $168,248, of which $87,528 is reserved for taxes, allowances and payment of certain claims. A claim of William Fox against the company is to be settled for $1,000,000, the trustees state, and on this sum Fox will receive a regular eight per cent dividend of $80,000.

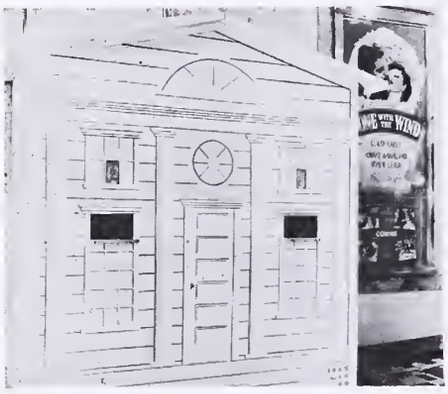
INDUSTRY'S HEADACHE, 1940 STYLE
Here are samples of the first local ads plugging television sets.

IN THE SPOTLIGHT

HARRY TIERNEY, composer of the music for the RKO-Radio film, "Irene," visits the rehearsal hall of Radio City Music Hall to play some of his tunes for the Rockettes. "Irene" will open shortly at the Music Hall.

FRED G. SLITER, veteran theatre man and 20th Century-Fox salesman out of Albany, studies the Dynamo with his son, Harold F. Sliter, head of the Schine circuit advertising, publicity department.

HALLY "MURPH" CHESTER and Harris "Sailor" Berger, the original "Little Tough Guys" and two of Hollywood's younger screen stars, under contract to Universal, were presented in a vaudeville show at the RKO Capitol, Union City, New Jersey. They donated to the local Boy Scout drive.



JERRY BOOKBINDER, Majestic, Perth Amboy, New Jersey, built this small model of a Southern home for the box-office for "Gone With the Wind."

GLOBE, NEW YORK CITY, used this highly effective front for the opening of Monogram's "East Side Kids." A banner 23 feet by 31 feet covered the entire Broadway facade.

BOOKS AS MOVIE PLOTS was discussed by Colonel Theodore Roosevelt, publisher, and Brian Aherne at the Associated Motion Picture Advertiser's luncheon at Jack Dempsey's recently. Aherne's latest book picture is RKO's filmization of A. J. Cronin's novel, "Vigil In the Night."

LATE NEWS HIGHLIGHTS

Commerce Department Releases Trade Figures

Report Covers Industry Activity

NEW YORK CITY—The Department of Commerce last week announced the release of a new bulletin which embodies a comprehensive statistical survey of all branches of the American motion-picture industry.

In every instance, the figures presented were obtained from sources within the industry.

Following are a few outstanding statistical facts as revealed in the survey: The financial worth of the American motion-picture industry is conservatively estimated as in excess of $2,000,000.000. One hundred firms are engaged in producing motion pictures in this country, producing an annual average of 500 feature films and 800 "shorts," at an estimated aggregate cost of $165,000,000. California accounts for 95 percent of the total production, the remaining 5 percent being produced in New York. Approximately 28,500 people in the United States are employed in motion picture production, with Hollywood's annual payroll amounting to about $129,000,000. Between 100 and 250 prints of each feature film are required for initial distribution in this country, and 276 separate industries, arts and professions are involved in the making of a single feature picture.

In the exhibition field, 241,000 people are employed in 17,000 theatres operating in the United States which have a seating capacity of 10,462,208. Average weekly attendance at these theatres approximates 85,000,000 persons who contribute more than $1,000,000,000 in yearly revenues at the box office. Film rentals paid by these theatres to distributors of motion pictures average over $250,000,000 yearly. For newspaper and magazine advertising, the motion picture industry spends over $77,000,000 annually in the United States and an additional $33,000,000 in foreign countries.

United States productions account for 65 percent of all the motion pictures exhibited in theatres throughout the world and approximately 35 percent of total revenues received by American film producers for their productions is derived for foreign sources.

The report is comprehensive in every respect, and represents complete research on the part of the Department, it is said.

Hays Gives Report

NEW YORK CITY—The vitality and promise of American industry under freedom to dare and to develop in the American way, Will H. Hays, in his yearly report last week, told motion-picture producers, distributors and exhibitors in the United States, are proved by the succession of exceptional pictures now flowing from American studios. Some of these films, he said, marked a new high in the screen's achievements. His report as president of the Motion Picture Producers and Distributors of America was made public on the occasion of the annual meeting of this association.

"V City," "Singapore" Best Broadway Bets

"House Across Bay," "It's a Date" Good

NEW YORK CITY—"Virginia City," which is topping the take of "Dodge City" at the Strand with a very big $27,369 for Friday, Saturday, Sunday, was the big news on Broadway this week. Close on its heels was "The Road to Singapore," Paramount, which snared $19,000 on Saturday, Sunday of its second week.

"IT'S A DATE" (Universal)—Will do $45,000 or thereabouts on the first week at the Rivoli, good.

"PRIMROSE PATH" (RKO)—A pretty good $23,000 for this one on Friday, Saturday, Sunday at the Roxy, with stage show.

"YOUNG TOM EDISON" (Metro)—$48,000 on Thursday, Friday, Saturday, Sunday of the second week at the Music Hall, fair.

"VIRGINIA CITY" (Warners) — A very big $27,369 for Friday, Saturday, Sunday at the Strand, with stage show, topping "Dodge City."

"THE HUMAN MONSTER" (Monogram) — Only fair with $3,700 for Friday, Saturday, Sunday at the Globe.

"THE HOUSE ACROSS THE BAY" (United Artists)—First run of this Wanger production at the State, with stage show, is adding up to $31,000 on the week, big.

"THE ROAD TO SINGAPORE" (Paramount) —Terrific with $19,000 on Saturday, Sunday of the second week at the Paramount, with stage show.

"GONE WITH THE WIND" (Metro)—Still doing $20 000 on the week at the Astor.

"NORTHWEST PASSAGE" (Metro)—Extremely satisfactory with $28,000 for the third week at the Capitol.

"GANG BUSTERS OF AMERICA" (Time) and "TEXAS STAGECOACH" (Columbia)—$1,300 for Saturday, Sunday at the Central, fairish.

Film Service Ending

WASHINGTON—With the House Appropriations Committee last week refusing to continue funds for the Federal Security Agency's Film Service, it is expected that this branch of the government will cease to function.

FCC Suspends Tele Commercial Approval

Reopens Hearings April 8

WASHINGTON—The Federal Communications Commission March 23 suspended its order that would have permitted limited commercial sponsorship of television after September 1. Criticizing the Radio Corporation of America, the commission said it acted because the corporation's marketing campaign was at variance with its findings and recommendations on television.

FCC ordered its television hearings reopened April 8 to determine whether RCA and associated companies were unduly retarding research experimentation and development of television transmission and whether the start of limited commercial operation should be further delayed.

The FCC held that public participation in television at this time was desirable only if the public understood that it was experimenting and not investing, and asserted that present-day receivers might become obsolete overnight.

The FCC recalled that it had refused to establish television transmission standards on the ground that the art was in a "fluid state" and that research and experimentation were continuing. Its intent, it said, was "to give the industry further opportunity to move forward in an orderly manner and upon a sound scientific basis without causing injury to the the public and resultant injury to the new industry itself, particularly other manufacturers co-operating in experimentation."

David Sarnoff, president, RCA, issued a statement denying any intention of flouting the commission's recommendations.

Coast Charity Film Set

HOLLYWOOD—Dr. A. H. Giannini, campaign chairman of the Los Angeles Community Chest, revealed last week that plans are under way for the production of a feature-length motion picture, proceeds of which will be donated to charitable organizations in this country and abroad. Film will be made by a group of prominent French and English actors, directors, writers and producers who have volunteered to donate their services.

While in New York recently, Wilcox is understood to have made arrangements with George J. Schaefer, president, RKO, for a loan to finance production. The film company also is understood to have agreed to undertake distribution of the picture at cost. All proceeds will be contributed to American charities, while in England and France exhibition profits will be donated to the British Red Cross and the French Red Cross.

Suit Dismissal Denied

NEW YORK CITY—State Supreme Court Justice Samuel Hofstadter last week end denied application by Standard Pictures Distributing Corporation and George Leganas to dismiss a suit of Harry Segal for $32,400 breach of employment contract. Defendants were ordered to file answers.

Para Nets $1,030,000

NEW YORK CITY—Paramount Pictures Inc., last week estimated its earnings after interest and all charges for the fourth quarter ended December 30, 1939, at $1,030,000. These earnings do not include $245,000 representing the amount of dividends received by the corporation and its consolidated subsidiaries from non-consolidated subsidiaries in excess of Paramount's direct and indirect net interest as a stockholder in the combined earnings for the quarter, such excess representing a partial distribution of share of earnings of previous quarters.

Estimated earnings for the year ended December 30, 1930 are $3,870,000 including $1,110,000 share of undistributed earnings of partially owned non-consolidated subsidiaries. After deducting $1,201,074 of dividends accrued for the year on these preferred shares, the remaining $2,668,926 of estimated combined consolidated and share of undistributed earnings for the year represent $1.08 per share on the 2,465,927 shares of common stock outstanding December 30, 1939.

Pasternak in Philly

PHILADELPHIA—Joe Pasternak, Universal producer, en route to New York for a short vacation after completing "It's a Date," his seventh consecutive Durbin success, arrived in Philadelphia March 24 to remain to attend a testimonial luncheon given in his honor at the Philadelphia Variety Club the following day. Local theatre-men as well as many of the leading city dignitaries attended. Later Pasternak played host to the Philadelphia press.

Warren Conner Promoted

PHILADELPHIA — Warren Conner, local ERPIite, was last week appointed district manager of a new Cincinnati zone, including Pittsburgh, Cincinnati and Kentucky, effective April 1.

David Peterson was appointed district supervisor of Washington and Virginia territories.

W. Russ Widener succeeds Conner in the Eastern Pennsylvania and New Jersey area as district supervisor.

Brown Educational Trustee

NEW YORK CITY—William S. Brown is the trustee of Educational Films Corporation, having been appointed at a creditors' meeting last week end. Sole assets of the company are 16mm. rights to about 1000 pictures now in the Grand National trustee's hands. Next creditors' meeting is April 5.

UA Making 30

NEW YORK CITY—UA will make at least 30 pictures during 1940-1941, Murray Silverstone announced last week end, upon his return from the Coast. Total budget will be $29,000,000, with 14 producers represented. The Charles Chaplin show, "The Great Dictator" will probably be the first feature.

Empire Operators Dine

NEW YORK CITY—The 15th anniversary dinner and dance of the Empire State Motion Picture Operators' Union will be held at the Murray Hill Hotel March 29. It will be in the nature of a testimonial to President Abraham I. Kindler.

Coast Engineers on Jaunt

HOLLYWOOD—Major studio sound directors will be guests of Electrical Research Products, Inc., on a trip to New York for a week's study of recent and pending improvements in sound film recording and reproducing, including demonstrations of improved equipment, it was announced last week.

Group pulls out for the East April 5 on the Super Chief, with daily technical discussions slated at Bell Telephone Laboratories and ERPI headquarters. A highlight of the trip will be attendance by the party at the first demonstration of stereophonic sound reproduction by Tell Telephone Laboratories at Carnegie Hall New York City April 9. Visit to the Western Electric manufacturing plant at Kearny, New Jersey, and other points of technical interest are also scheduled.

Clifford W. Smith, Hollywood, vice-president of ERPI, will be in charge of the trip.

"Dark Command" April 4

NEW YORK CITY—Republic's Raoul Walsh production, "Dark Command," will have its world premiere in simultaneous performances at the Granada, Dickinson, Lawrence, Kansas, April 4, it was announced last week by J. R. Grainger, president of Republic.

The Board of Trade and other civic organizations are co-operating with William Saal, Republic's representative now on the ground, in developing the program intended to focus national attention on Lawrence, Kansas, the film's locale, and on "Dark Command."

Home Office and west coast executives will also be in attendance, as well as franchise holders and branch managers.

Boston Depositions Taken

BOSTON—Depositions of Norman Ayres, Warners' branch head, and Harry Rogovin, Columbia exchange chief, were taken last week, winding up last week end. Move was in connection with the suit of Clarence Milett and Frank Lepage, who filed an anti-trust suit against the distributors and others recently.

THE EXHIBITOR

VOLUME 23, NUMBER 20 MARCH 27, 1940

Advance Shots on Coming Reviews ... 13
Better Management ... 14, 16
The Check-Up (THE EXHIBITOR's Servi-section) ... Yellow Section
Editorial Page ... 3
Hints on Newspaper Advertising ... 17
In the Spotlight ... 6
Late News Highlights ... 7, 8
National Mirror ... 9, 10
National Mirror Picture Page ... 12
National Release Date Guide ... Inside Back Cover
News of Territory ... 19 et seq.
Production Happenings ... 18
Territorial Highlights ... 5
The Tip-Off ... 15
Warren Stokes Hollywood Newsreel ... 13

Material contained in the Late News Highlights section often represents new developments in stories to be found on other pages of this issue. If the reader will bear this in mind it will avoid possible confusion. This section of THE EXHIBITOR goes to press last, with latest developments within the industry, where available.

Advance Shots

AMERICAN GANG BUSTERS (Captain A. F. Dion)—64m. Tacking together newsreel shots, stills, and enacted sequences, Captain A. F. Dion has readied this celluloid which can be sold to houses going in for sensational entertainment and even more sensational bally. Shown are tabloid biographies of the lives and deaths of public enemies.

TEAR GAS SQUAD (Warners)—Dennis Morgan, John Payne, Gloria Dickson, George Reeves. 58m. Lacking in marquee names, but nevertheless possessing some entertaining moments, this one will fit okay as a companion feature. Outstanding is the singing of Morgan who more than satisfied the audience with an oldie, "When Irish Eyes Are Smiling." Audience reaction was good.

TEXAS STAGECOACH (Columbia)—Charles Starrett, Iris Meredith, Bob Nolan. 59m. Injecting a minor novel angle, but retaining most of the tested action formula, this was well received by a fair-sized audience in a metropolitan theatre. It is the fastest moving Starrett in a long time and should satisfy action fans anywhere.

Shorts

ANTS IN HIS PLANTS (Paramount—Color Classic). 7m. Good.

THE BIG PREMIERE (Metro—Our Gang). 10m. Fair.

CLIMBING THE SPIRIT'S HOME (20th Century-Fox—Father Hubbard's Adventures). 10m. Excellent.

CROSS COUNTRY DETOUR (Vitaphone—Merrie Melody). 7m. Excellent.

THE DOMINEERING MALE (Metro—Pete Smith Specialty). 10m. Excellent.

DONALD'S DOG LAUNDRY (RKO-Radio—Walt Disney). 8m. Excellent.

THE FLAG SPEAKS (Metro—Special). 20m. Excellent.

GEORGE OLSEN AND HIS MUSIC (Paramount—Headliner). 10m. Good.

HOME ON THE RANGE (Metro—Rudolf Ising Cartoon). 9m. Good.

INFORMATION PLEASE, No. 8 (Ruth Gordon). RKO-Pathe. 10m. Good.

JACK POT (Metro—Crime Doesn't Pay). 19m. Excellent.

XXXMEDICO (Metro—Passing Parade). 9m. Excellent.

MOLLY CURES A COWBOY (RKO-Radio—Ray Whitley Musical). 19m. Fair.

PILGRIM PORKY (Vitaphone—Looney Tune). 7m. Excellent.

STEALIN' AIN'T HONEST (Paramount—Popeye) 7m. Fair.

UNUSUAL OCCUPATIONS No. 4 (Paramount) 10m. Good.

VYVYAN DONNER'S FASHION FORECAST "FOR OUTDOORS" (20th Century-Fox). 10m. Excellent.

YOUNG AMERICA. Atlas. 10m. Good.

THE NATIONAL MIRROR

S. A. Progress Depends On Quality, Says Zukor

Below Equator Conditions Discussed

NEW YORK CITY—Back in New York after a nine-week business tour through South America, Adolph Zukor, Paramount board chairman, and John W. Hicks, vice-president in charge of foreign sales, reported during a press conference in Zukor's office last week that business in South America was better than last year, but that it doesn't offer a market large enough to recoup the losses caused by the European war.

While foreign managers and executives of other producing and distributing organizations are asserting they will have to make up for the European loss by greater concentration upon the Latin American markets, Hicks sounded a different note by saying that American film business and the motion picture business in general has reached a high state of development in South America and that "business will go up and down in proportion to the quality of the product to be sold."

Although South Americans find their best film entertainment in Hollywood films, Zukor claimed they also like better French pictures and the better domestic product. "In other words," he said, "if you give them entertainment, they're satisfied. The exhibitors there are good showmen and they know a good picture when they see it."

No censorship or discriminatory taxes exist in any of the South American countries, according to the Messrs. Zukor and Hicks. They noted during their visit that there is a lot of theatre building activity despite the temporary poor economic conditions.

Spiking rumors that American film companies are planning to sell only their most outstanding offerings to foreign exhibitors, Zukor stated: "We have a product to sell and it's our business to sell it. Who is to tell what is and what is not a good picture? We'll sell as many of our pictures as possible and we'll try to get as much money as we can for them."

Adolph Zukor denied reports that his 760-acre estate at New City, New York, has been sold.

Estate, which has been operated since 1933 as the Mountain View Golf and Country Club, will be operated during 1940 as in the past and will continue to be open to the public.

Sane Schedule

NEW YORK CITY—During a press conference in his office here last week, Adolph Zukor was asked to outline his immediate plans. The answer forthcoming from the chairman of the Paramount board was:

"Three meals a day—breakfast, a bigger breakfast, and dinner."

Film Training Used By Census Department

Four-Part Picture Included in Work

WASHINGTON—Motion pictures will be used for training workers on the 1940 census, it was announced last week by Roscoe Wright, chief of public relations, Department of Commerce. At 500 focal points throughout the country, the 120,000 census-takers will be shown a four-reel film dealing with various aspects of the work before them.

The picture is divided into four parts, including "The 1940 Census," "The 1940 Census of Population," "The 1940 Census of Housing," and "The 1940 Census of Agriculture."

In many cases, typical interviews are shown, which are intended to familiarize the census-takers with the proper approach and also with the various census schedules.

This is believed to be one of the most important utilizations of visual education ever undertaken by private business or government.

Blumenstock, Wilk to Coast

NEW YORK CITY—Mort Blumenstock, eastern advertising and publicity director for Warners, and Jacob Wilk, a story editor for the company, conferred last week with studio executives at the Warner studios in Burbank, California

Blumenstock confabbed with S. Charles Einfeld, director of advertising and publicity, on selling plans for "It All Came True," "'Til We Meet Again," "An Angel from Texas" and "The Sea Hawk."

"Personal History" Changed

HOLLYWOOD—Walter Wanger announced last week that his forthcoming picture suggested by Vincent Sheean's best seller, "Personal History," will not be released under that title.

World Theatre Figure Hits 67,129, Report Shows

Commerce Department Reveals Total

NEW YORK CITY—As of January 1, 1940, there were approximately 67,129 motion picture theatres in 98 countries throughout the world as compared with 92,816 theatres January 1, 1939, according to a world market survey prepared last week by Nathan D. Golden, chief of the Motion Picture Division of the Bureau of Foreign and Domestic Commerce.

In explanation of this large decrease, Golden points out that in the 1939 compilations nearly 30,000 so-called theatres in Russia which were nothing more than meeting halls for workers where pictures were shown, have been dropped as motion picture theatres and only such theatres in Russia where an admission charge is made have been incorporated into the survey.

The number of theatres wired for sound throughout the world during 1939 shows a decrease of 1,356 installations. On January 1, 1940, 65,006 theatres were wired as compared with 66,362 theatres wired as of January 1, 1939.

On January 1, 1940, a total of 35,936 theatres were in operation in Europe with 34,694 wired for sound, as compared with 63,043 of which 37,578 were wired for sound on January 1, 1939. This decrease, as noted above, is due to the elimination as theatres of the many halls in Russia.

Latin American countries show an increase in new theatres and those wired for sound during 1939. On January 1, 1940, there were 5,403 motion picture theatres operating of which 4,884 were wired for sound as compared with 5,239 theatres of which 4,571 were wired for sound films on January 1, 1939.

The Far East also shows an upward trend in theatre construction. As of January 1, 1940, 6,568 motion picture theatres were in operation of which 6,220 theatres were wired for sound, as against 6,201 theatres of which 5,796 were wired on January 1, 1939.

Canadian expansion of theatres while slight, records 1,251 theatres, all of which were wired on January 1, 1940, as compared with 1,224 for the corresponding date of 1939.

In the Near East and Africa, theatre expansion has kept pace with other world markets. On January 1, 1940, 968 theatres were in operation with 954 wired for sound, as against 881 theatres of which 856 were wired for sound on January 1, 1939.

Trade paper and industry estimates indicate on January 1, 1940, 17,003 theatres, all wired for sound, were open and in operation in the United States as compared with 16,251 motion picture theatres on January 1, 1939.

Anti-Neely Air Rap Off

NEW YORK CITY—It was reliably reported last week that plans for an air blast against the Neely Bill had been called off.

First thought a good idea, it was discarded after certain disadvantages to the plan were pointed out, it is said.

Schenck, Skouras, Freeman on the Stand

Pre-Trial Information Revealed

New York City—Examination of Joseph M. Schenck in connection with the pre-trial activity in the government equity action was a highlight last week.

Schenck, who is chairman of the 20th Century-Fox board, told of the company's loaning policy, maintaining that the ability to exploit the picture is the "very last consideration" when loaning is discussed. This was in answer to a query which sought to show independent companies had little chance of borrowing. 20th Century-Fox rarely loaned, said Schenck, and when it did the director, story and part were important. What the borrowing company could give in return was deemed an important factor.

Factors in loaning, such as salaries, etc., were also discussed. The affiliation of 20th Century-Fox with National Theatres was also brought up, as well as his relationship with his brother.

The next day, Spyros Skouras, claiming that National Theatres was in competition with every other affiliated theatre company, answered the government charge that major exhibitors have divided the United States territory among themselves. Skouras named a large number of cities where National Theatres competes with other majors.

Skouras' answer came at an examination held in conjunction with the current action, in response to questions directed by Special Assistant Attorney General Robert L. Wright.

Skouras also stated that one policy of his company is not to enter territories where other exhibitors have been established for a long time. "You probably don't believe it, but that's our policy," he said. In addition to this, his company, after purchasing a theatre, often finds it has been paying more for film than the previous owner, Skouras asserted.

The Chase National Bank owns 58 percent of 20th Century-Fox stock, according to Skouras, while Skouras himself has 5,000 shares, plus some shares in radio and television companies.

Y. Frank Freeman, Paramount studio executive head, testified last week at a pre-trial examination in the government's equity suit, maintaining that the producer-theatre tie is essential. Every picture is a gamble, Freeman stated, and it is important for a production company to be affiliated with a group of theatres sympathetic towards its efforts.

Freeman also answered suggestions by Wright, who conducted the examination, to the effect that, in loaning players to other companies, Paramount considered the amount of exploitation the film would receive, the amount of money to be spent, and the possibilities of a reciprocal deal.

Freeman contended that the company was guided by five factors in loaning players: an investigation of the story, what other personalities were being used in the film, whether the script gave the actor an important part, who the director would be, and the importance of the story itself.

Denying that there was a fixed arrangement on price for the loanouts of players, Freeman said, "You simply pay each studio what they would have to pay the star for the picture."

Freeman also stated that the various departments of Paramount have a definite rule not to interchange information on business relations.

A description of his service with the company was also given by Freeman during his day-long testifying.

Other film executives scheduled to testify are Neil F. Agnew, Paramount general sales manager; Metro's Nicholas M. Schenck; J. Robert Rubin, and Louis B. Mayer.

Seldes on Television

NEW YORK CITY—Asserting that television will compete with motion pictures in much the same manner as movies compete with radio, reading, bridge, or any other form of entertainment, Gilbert Seldes, director of television programs for CBS, addressed about 75 persons in attendance at the AMPA meeting held in Jack Dempsey's Restaurant last week.

"If we truly can compete with you," he said, "it will have to be from the angle on which we're best suited. Our chief production problem is what to put on programs. Up to now, the chief point in our favor is the immediacy with which we can transmit news into the home."

Seldes claimed that he could not say how much television in the future would compete with movies or vice versa, but he stated that he knew of many methods of mutual co-operation between the two fields.

He intimated that the development of large screen television "may be the ways and means of solving the double-feature problem."

Columbia Surprise Awards

New York City — Special "surprise awards" on short subjects and serial sales have been set in Columbia's "Montague 15th Anniversary Campaign" it was announced last week. Campaign is scheduled to end May 10 and the "surprise awards" will be given to the bookers of the six branch offices leading in billings on shorts and serials.

Quota established is based on total branch billings for the fiscal year ending June 30, 1939, and the awards will be made by bookers of the six branches showing the greatest improvement by May 10 as compared to the quota set.

Helprin in Production

New York City—Alexander Korda announced the appointment of Morris Helprin as his assistant in production. Helprin was for the past four years American publicity and advertising representative for Korda.

Larger Field Staff Follows "Cyclops" Test

Agnew Announces Expansion in Field

New York City—Following the pre-release test engagements of "Dr. Cyclops," Paramount has enlarged its exploitation staff to handle the picture in forthcoming key city engagements, Neil F. Agnew, vice-president in charge of sales, announced last week.

Under the new plan field men will be divided in two groups—the western division operating under Cliff Lewis, studio publicity and advertising manager, and the eastern group ,in charge of Alec Moss, home office manager of exploitation.

In the group under Lewis' supervision will be Ben Hill, Carl Kreuger, Bill Lansburg and Leon Benson. Alec Moss will supervise the work of A. Maxwell Joice, Bud Getschall, Thomas Jefferson and two additional men.

Each of these men will handle a separate sales district working directly under the local district manager.

Alec Moss has made the following assignments of the men in his division: A. Maxwell Joice will cover Harry Goldstein's territory with headquarters in Pittsburgh; Bud Getschall has been assigned to H. F. Wilkes' district with headquarters in Atlanta; the New England territory under district manager William Erbb will be covered by an exploiteer to be selected later, and Thomas Jefferson of the home office staff has been assigned to Milt Kusell's district with headquarters in New York City. Because of its size, an additional man will be assigned to this territory later.

New Guides Ready

New York City—Guides to the discussion of the following photoplays are being nationally distributed by Educational and Recreational Guides, Inc., it was announced last week.

"Northwest Passage," "Gone With the Wind," "Seventeen," "Abe Lincoln in Illinois," "The Blue Bird," "Pinocchio," "Harvest."

In preparation are guides to "Pride and Prejudice," "The Dark Command," "Tom Brown's School Days," "Our Town," "Flotsam," "Edison the Man," "House of the Seven Gables."

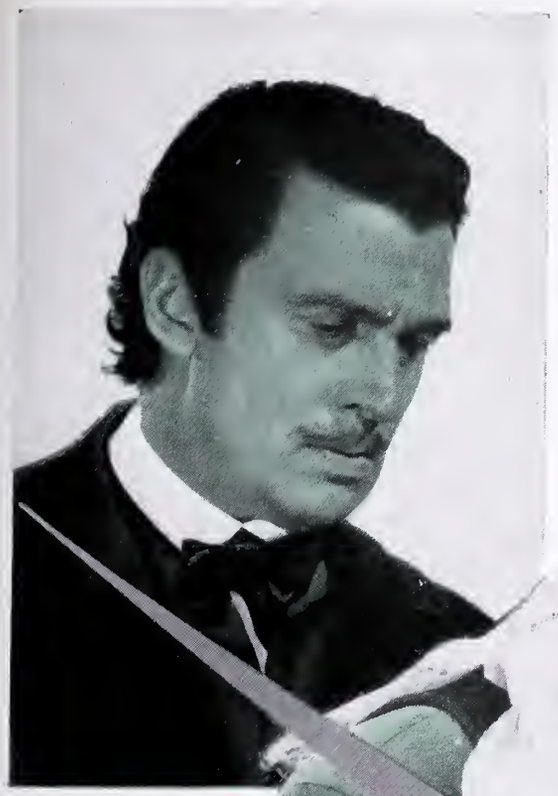
Murray Silverstone Back

New York City—Murray Silverstone, chief of world-wide operations for United Artists, arrived March 22 from Hollywood.

"Virginia City" Starts Fast

NEW YORK CITY—Midweek openings of Warners' "Virginia City" in Springfield, Worcester, Massachusetts, and New Haven, Hartford, Bridgeport, Connecticut topped "Dodge City" opening grosses in every spot, despite the Lenten period, it was reported last week end.

A DRAMA OF UNDYING LOVE



DARK COMMAND

RAOUL WALSH—DIRECTOR

with

CLAIRE TREVOR · JOHN WAYNE · WALTER PIDGEON

ROY ROGERS • GEORGE HAYES • PORTER HALL

MARJORIE MAIN • RAYMOND WALBURN

A *Republic* PICTURE

World Premiere

April 4th

GRANADA THEATRE • DICKINSON THEATRE

LAWRENCE, KANSAS

National Legion of Decency List March 28, 1940

UNOBJECTIONABLE FOR GENERAL PATRONAGE—"It's a Date," (Universal); "Viva Cisco Kid," (20th Century-Fox); "Oh Johnny, How You Can Love," (Universal).

UNOBJECTIONABLE FOR ADULTS —"Free, Blonde and 21," (20th Century-Fox); "Men without Souls," (Columbia); "The Outsider," (Alliance).

CONDEMNED — "Strange Cargo," Metro).

Advance Shots On COMING REVIEWS

New Pictures Tersely Cited

PHILADELPHIA — Received at the home office of THE EXHIBITOR since last week's edition of the Blue Section was printed have been reviews of the following pictures. Complete Six-Point Reviews will be printed in the next Blue Section.

THE COURAGEOUS DOCTOR CHRISTIAN (RKO-Radio)—Jean Hersholt, Dorothy Lovett, Robert Baldwin, Tom Neal. 67m. Here is a picture that would make a pleasing associate feature on any dualler. It has human interest and packs a lot of entertainment. For the provinces and smaller nabes it might advantageously be top-spotted or single-billed.

FRENCH WITHOUT TEARS (Paramount—English made)—Ray Milland, Ellen Drew, Roland Culver. 66m. This English-made picture version of a Broadway play success of several years ago turns out to be pleasing comedy fare.

HALF A SINNER (Universal)—Heather Angel, John King, Constance Collier, Emma Dunn, Walter Catlett. 59m. A lightweight for the bottom of the duallers. The cast is pleasant enough, but the whole thing is strictly for the nabes. Heather Angel, John King and Constance Collier stand out, but the script doesn't give them much chance.

IT ALL CAME TRUE (Warners)—Ann Sheridan, Jeffrey Lynn, Humphrey Bogart, ZaSu Pitts, Una O'Connor, Grant Mitchell, Felix Bressart. 87m. Louis Bromfield's story is the basis for a programmer loosely woven in the first half, but which winds up enough speed toward the end to send audiences out with a happy "everything all right in the end" spirit. It also allows "oomph girl" Ann Sheridan to act, and she acquits herself creditably. All in all, this is a different type of show.

IT'S A DATE (Universal)—Deanna Durbin, Kay Francis, Walter Pidgeon, Eugene Pallette, Henry Stephenson, Samuel S. Hinds, Fritz Feld, Lewis Howard, Cissie Loftus. 105m. Number seven in the Deanna Durbin series from Universal will not only prove lucky for the company but also for the exhibitors who play it. Made in the swelegant Universal manner, this has all the angles, and is as pleasant a bit of film as seen in many moons. Number seven rings the bell.

RANCHO GRANDE (Republic)—Gene Autry, Smiley Burnette, June Storey, Mary Lee, Dick Hogan. 68m. Taking advantage of the tremendous success of "South of the Border," the Gene Autry oatie based upon the popular song hit, Republic follows through with another song hit as a title tab in this one. It should keep Autry fans happy.

REBECCA (United Artists)—Laurence Olivier, Joan Fontaine, George Sanders, Judith Anderson, Nigel Bruce, Reginald Denny. 127m. This is sombre, psychological drama, and expert piece of screen craftsmanship, exceptionally well directed and produced, but largely for the class trade and will need selling to garner the returns it richly deserves.

VIVA CISCO KID (20th Century-Fox) —Cesar Romero, Jean Rogers, Chris-Pin Martin. 71m. Just another picture, with Cesar Romero making a valiant attempt to impersonate Warner Baxter as the personable Robin Hood of the sagebrush and tumbleweed. When it is all over, the main accomplishment seems to be the expenditure of 71 minutes and a few scenes of the Western wilds, stern and rock-bound.

Warren Stokes' HOLLYWOOD NEWSREEL

• TICKET BUYING in the first-run situations screening "Grapes of Wrath," and "Dr. Ehrlich's Magic Bullet" is already influencing the producers. Watching these and other current vehicles creates in the minds of the picture makers what they believe to be a barometer by which this industry can gauge its future production activities.

A Change Due

• IT DOES SIGNIFY, perhaps, that the public is ready for a change in cinema entertainment. It definitely does not, however, signify that the public is ready and willing to accept another proverbial cycle. We think these pictures prove that the danger point in such subject matter has been sucessfully dealt with. It should also prove that Hollywood's main problem is to avoid its usual custom of overdoing a good thing. These pictures are good pictures and they are free and apart from the current formula. They have injected a certain amount of variety into the otherwise routine releases.

Door Is Open

• THE DOOR HAS BEEN OPENED, we are told, for many other subjects that studios have feared. True, the doors of the first-run theatres have been swinging to a favorable response on this type pictures but Hollywood has too long made the mistake of immediately wagering its future on first-run reports. It has seldom, if ever, concerned itself with the box office returns in the second, third and subsequent runs. It has not yet learned the significance of the old adage, "One man's meat is another man's poison." Neither has it learned that the antidote for the poison can be found only after the major portion of the patrons have been subjected to the new story germ. It seems, therefore,Hollywood should await a more general diagnosis, before jumping to the conclusion that they have discovered a box-office cure, which might, through such hasty judgment, launch the industry on a cycle of sociological subjects, bringing on an epidemic of box-office jitters, through an overdose of the same medicine.

Following the Leader

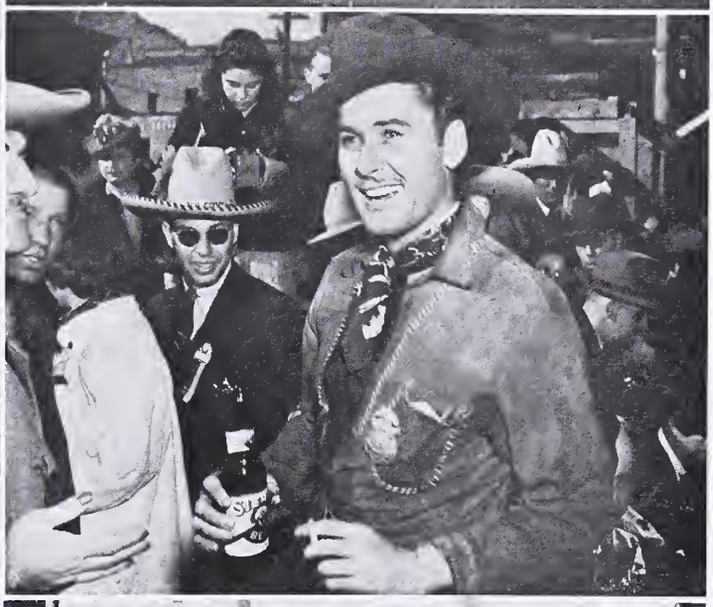
• SOCIOLOGICAL SUBJECTS are no exception to the rule. Hollywood's rule of follow the leader who dares to use a new theme, usually breeds just another cycle of carbon-copy celluloid. This holds true with an overdose of sea stories, adventure, autobiographical matter, or any other matter used as a film pattern which happens to click mostly because it is out of the cinema rut. This success is largely due to a change from the commonplace. It makes for variety in screen entertainment, the keynote of successful showmanship. Too often, that which is new in pictures becomes old and commonplace, losing its true value to the industry because it is immediately duplicated on a wholesale basis. Variety, the life's blood of successful showmanship, ceases to exist the moment the cycles come in.

• THE LITTLE MAN who wasn't there seems to be the second, third and subsequent run exhibitor. Hollywood has always figured on getting the negative cost out of the first runs, politely referring to the rest of the situations as velvet. That is good business logic, provided one can count on the velvet. In this industry, however, it is next to impossible to count on the first runs making the velvet pathway possible. In some cases, the little men of the exhibition field pay off the mortgage on the big city flops, and they have to make up the negative cost as well as the velvet. By the same token, the big city chaps have had to reverse the situation. In the long run, however, it is the little fellow that must be counted on for a more accurate consensus of the movie-goers' like and dislikes. He represents the mass, the class is a minority. Celluloid entertainment is still the entertainment fodder of the masses. When the votes are in from the rural precincts, that will be time enough to consider the real value of the merchandise.

The Real Gauge

• BOX-OFFICE RECEIPTS, warranting public interest in a certain type of entertainment, are the safest gauge for this industry to follow. It still holds, however, that such interest can only be retained when that type of entertainment is varied with that of a different pattern. It is a fallacy for Hollywood to play follow the leader with hopes of cashing in on what is so erroneously termed *The Public Trend in Entertainment*. The current need of the production end of his industry is variety in its celluloid fare, more leaders in the production end and less followers in Hollywood.

A PICTORIAL REPORT ON THE WARNER PILGRIMAGE TO RENO AND "VIRGINIA CITY"



Warners held their super "Virginia City" premiere March 16, and pictured here are some of the stars enjoying themselves for the delectation of Nevada fans. Among them, the keen-eyed observer will recognize Errol Flynn, Rosemary Lane, Alan Hale, Jane Wyman, Ronald Reagan, Wayne Morris, Gilbert Roland, May Robson, Guy Kibbee, Patricia Ellis, Ken Murray, Jeffrey Lynn, Binnie Barnes, Mary Astor, Humphrey Bogart, Lillian Bond, Joan Day, Hobart Bosworth, Frances Robinson, Martha Brown, Bill Boyd, Carol Grant, Mayo Methot, June Storey and Patricia Lane. In the top left picture, the Hollywood contingent lines up on the stage of the Majestic, Reno. Ken Murray is the M. C. Center and bottom left show the general festive spirit prevalent. Top right shows another star group on display in front of the Reno Wigwam, just before the start of the premiere showing. In the center right photo, Errol Flynn obligingly smiles for the cameraman (note that he has changed his costume since his first appearance—top left). Bottom right, in wagons vaguely resembling tumbrils, a merry group takes a ride through the streets. All in all, it was a gay day both for the stars and for the Virginia City and Reno fans, ending up with the first public glimpse of the Warner special, "Virginia City," with Flynn and Miriam Hopkins. Then the stars went home to Hollywood, there to work and remember their trip and lead their normal lives and rest—until the next gala premiere.

BETTER MANAGEMENT

Harp Tieup Important For Warners "Irish" Selling

SYRACUSE, NEW YORK—Manager Gene Curtis, RKO-Schine Paramount, was successful in having notice of play dates, stars and picture announced at meeting of the AOH week before opening. Through tie-up with a music company, a young lady was seated in the store window playing an Irish harp. Card displayed gave " 'Three Cheers For the Irish' who originated the harp."

WFBL plugged the picture from angle of appearance of William Lundigan. One downtown restaurant gave picture credit through window card with "Three Cheers For the Irish who gave us corned beef and cabbage." Another used the same slogan, ending with "Irish Stew." A display of Irish linen in a store window was tie-up with the picture as well as a display of green carnations in floral shop. Two men's and two women's clothing stores featured green wearing apparel. An announcement was made in Post-Standard offering free passes to Irish couples longest wed.

"Rebecca"

PROVIDENCE, RHODE ISLAND—Ed McBride, Loew's State, used the teaser approach on this one. Ads with lines such as "Who's Rebecca?", "You'll Love Rebecca" and "Rebecca's Coming to Town" were planted several days in advance of opening. Regular theatre ads and teasers also carried the line "Watch the Skies at Noon Thursday," this being a build-up for the release of 500 balloons from the roof of the theatre day ahead of opening. Twenty-five of the balloons carried passes for the show, others were tagged with plugs for the film. McBride also tied in with a gas company on a co-op ad for refrigerator, and with the furriers, using pictures of Joan Fontaine.

Picture, McBride discovered, was a natural for book store tie-ups and several of the big downtown book stores had window displays.

"Congo Maisie"

NEW YORK CITY—Phil Laufer, Loew publicity man, and his assistants get credit for placing a 300-pound cake of ice in front of the Criterion during the run of "Congo Maisie." A near-by sign read, "Cool Off—You are invited to sit on this cake of ice after seeing 'Congo Maisie'." It was surprising, it was declared, how many cynical New Yorkers removed their gloves and touched the cake of ice to make certain it was on the level.

'Gables' - 'Friday' Twin Strong In Syracuse Plug

SYRACUSE, NEW YORK—Manager Bill Burke, RKO-Schine Eckel, sold this double bill as Mystery Drama Week. Through promotion of 170 lines of free space in a daily paper he offered $5 each to a man and woman who would dare to sit through screening at midnight before opening in a completely darkened house, where the only persons were the projectionists in booth and Burke in the office. Woman to sit down stairs and the man in the balcony.

During the screening flash-light pictures were taken of the two persons to get reaction. These were published in the paper. Seventeen hundred fifty plugs for the Mystery Drama week were promoted over the free time service conducted by local auto agency.

"The Bluebird"

HARRISBURG, PENNSYLVANIA — Manager Jack O'Rear, Colonial, secured study guides for distribution in schools and 1000 "Lucky Feather" novelties on which certain feathers turned blue when dampened. The latter were also handed out to schools, and free tickets given to those with the "lucky feathers."

Heralds were stuffed in all copies of Liberty magazine through a tie-up with McFadden Publications on a story of Shirley Temple in Movie Mirror. Liberty boys paraded to the theatre for free show the opening night.

PAUL TERRY'S "Lucky Duck" is beginning to shape up as the central theme in Terry-Toons promotion plans for the coming season. "Lucky Duck" made his bow early this season in the Technicolor Terry-Toon, "The Orphan Duck."

"Pinocchio" Reports Show Many Extensive Angles

PROVIDENCE, RHODE ISLAND—Adaptability of the Disney feature for tie-ups and co-operative ads resulted in just one of the most ambitious campaigns this town has seen in years. Arranged by manager George French and press agent Bill Morton, aided by Ed Rowland, RKO home office, ballyhoo was everywhere.

Going outside Providence, they supplied art and press matter to all papers in the State and in nearby Massachusetts. The Evening Bulletin film editor, Garry Byrnes, reported opening of picture in New York about a month ago, the story breaking about a month in advance of playdate. Sunday roto used picture of Disney and Pinocchio characters.

WEAN, WPRO, WJAR were provided with music from film three weeks in advance. Music also was supplied to bands in the local hotels and night spots. All hotel magazine stands were bannered.

Biggest tie-up was with the largest department store in the state. Store used Pinocchio as Easter theme rather than the traditional bunny. Store discovered it had 15 different lines of merchandise with Disney imprints. Theatre furnished figures, window cards, and about five dozen stills. Departments involved bought a large co-op ad. Photo department tied in, using throwaways on films and offering a reduced rate for portraits of youngsters. Store had six windows of Pinocchio stuff.

Other principal department stores also arranged windows and departmental displays.

RCA dealers, 75 in number throughout the state, tied in on the sale of the "Pinocchio" record album. A blades tie-in roped in 50 stores; a milk company took 50 displays for stores handling their ice cream.

To another milk company went 10,000 collars for milk bottles to be distributed on opening morning and 96 trucks were bannered on both sides.

WATERBURY, CONNECTICUT—Manager Ed Fitzpatrick, Loew-Poli, lined up a sock campaign.

In tie-up with a large department store, distribution of several thousand souvenir color photos to children was arranged; 12 beautiful window displays tied in with all licensed merchandise; Bronson library co-operated with a huge still display, bulletin board notices and distribution of colorful book-marks; all local book stores gave prominent display space; News company bannered their delivery trucks, sniped magazine covers; newsstands displayed imprinted slip sheets and tack cards. Seal-Test co-operated by bannering both sides of 10 delivery trucks, placing attractive window streamers in 40 of their stores, and in addition used special collars on all milk distributed throughout this territory; theatre attendants in "Pinocchio" costumes attended big display in lobby. WBRY plugged songs on daily morning organ broadcasts; soda fountain tie-ins were numerous; vacant stores were turned into assets with attractive displays of stills and other press matter.

The TIP-OFF

Another Exclusive Service of Jay Emanuel Publications

A Consensus of box office results, kept as factually correct as possible, as culled by the field news staff of THE EXHIBITOR in this and neighboring territories.

PICTURE	START (First Runs)	TURN (Sub. Runs)	STRETCH (Neighborhoods)	PAYOFF (Consensus)	REMARKS
ABE LINCOLN IN ILLINOIS (RKO)	Fair				First few engagements drew critics' raves but not much business.
BALALAIKA (Metro)	Spotty	Spotty	Good	Good	Wound up as generally okay.
BROADWAY MELODY OF 1940 (Metro)	Fair	Good			Not breaking records, but running okay.
DR. EHRLICH'S MAGIC BULLET (Warners)	Fair				If they paid off on praise, this would be a smash.
THE FIGHTING 69th (Warners)	Fast	Fast	Fast		The biggest from this company in years.
GRAPES OF WRATH (20th Century-Fox)	Good				Big towns seem to go for it more than small towns.
THE GREAT VICTOR HERBERT (Paramount)	Good	Good	Good	Spotty	A good release, however.
GREEN HELL (Universal)	Slow	Fair	Fair	Spotty	All in all, it didn't make the grade.
HIS GIRL FRIDAY (Columbia)	Good	Good	Good	Good	Columbia's best in many months.
HOUSE ACROSS THE BAY (UA)	Fair				First returns just fair.
HUNCHBACK OF NOTRE DAME (RKO)	Fast	Good	Good	Good	This seems to have wound up right well.
I TAKE THIS WOMAN (Metro)	Fair	Fair			The odds seem to be against it, the pre-publicity not helping.
THE LIGHT THAT FAILED (Paramount)	Fair	Fair	Fair	Spotty	An in-and-outer.
LITTLE OLD NEW YORK (20th Century-Fox)	Fair	Fair	Fair		It isn't doing what the star values call for.
OF MICE AND MEN (UA)	Spotty	Spotty			Nothing to cheer about.
MY LITTLE CHICKADEE (U)	Fair	Fair			The combination should be drawing stronger.
NORTHWEST PASSAGE (Metro)	Fast				In the better money.
PINOCCHIO (RKO)	Good				In its first few engagements, no smash but generally good.
RAFFLES (UA)	Slow	Slow			It misses.
REMEMBER THE NIGHT (Paramount)	Good	Good			Pleasant program, ranging from fair to good.
ROAD TO SINGAPORE (Paramount)	Good				First returns credit the name draw.
SIDEWALKS OF LONDON (Paramount)	Slow				Even "Scarlett" isn't helping.
STRANGE CARGO (Metro)	Good				The name draw is responsible.
SWISS FAMILY ROBINSON (RKO)	Fair	Fair			This isn't doing it.
TOO MANY HUSBANDS (Columbia)	Fair				Fair to good in first engagements.
VIGIL IN THE NIGHT (RKO)	Good				Tendency to spottiness in some sectors, but good in others.
VIRGINIA CITY (Warners)	Fast				First openings ahead of "Dodge City."
YOUNG TOM EDISON (Metro)	Good				First engagements satisfactory.

Co-Ops, Antiques Big In "Tom Edison" Selling

WILKES-BARRE, PENNSYLVANIA—Manager Edgar Simonis, assistant Bill Walsh and Ed Gallner, Metro representative, electrified the city with their exploitation. Wilkes-Barre Record ran essay contest on Edison in co-operation with three city schools with winner getting $25. Radio tie-up was the reading of Edison's letter to his mother and then offering tickets for the best 10 letters written in tribute to mothers. Co-operative ads included those of Edison products along with bakery, candy shop, department store, photography shop. Twelve 24-sheets and 200 two-sheets were put out. Book-marks were also furnished libraries and book stores.

Special animated displays constructed by Art Bullock and aides attracted passerbys to outside display windows. One listed Edison's achievements and interesting facts about him along with huge picture of Rooney with eyes blinking.

NEW YORK CITY—In connection with the premiere of "Young Tom Edison," Radio City Music Hall, the Museum of Science and Industry, Rockefeller Center, is featuring a special exhibit devoted to the scientific and inventive achievements of Thomas Alva Edison.

Display of Edisoniana includes several models of the phonograph to illustrate the development of "the talking machine" from the very first model to the streamlined phonographs and business dictation machines of the present day.

Prominent among the many objects are the "printing telegraph" or early stock ticker; the "Edison effect lamp," forerunner of the modern radio tube; a model of Edison's first electric locomotive built in 1882; a model of "The Black Maria," first motion picture studio; and a series of colored slides which present some of the incidents in the life of Thomas Edison.

A stunt saw Radio City Music Hall and the Rockefeller Museum of Science and Industry conducting a search for a "young Tom Edison of 1940," in conjunction with the showing of the Metro feature at the Hall. Ambitious youngsters who have models or samples of their inventions are asked to bring them to the Rockefeller Museum, where they will be placed alongside Edison's early products and viewed by visitors to the Museum. First prize of contest, which is open to all boys under 16, is $50 plus an engraved bronze plaque to be awarded by the Thomas A. Edison Laboratory of West Orange, New Jersey. Tickets and passes to theatre and museum are also offered in contest, which holds promise of possible fame or commercial backing for youthful inventors.

Quite a few of the country's leading business institutions are responding eagerly to the multitude of exploitation angles provided by "Young Tom Edison," declares William R. Ferguson, of Metro's exploitation department. From all sides comes news of big tie-ups being made. One of these is an attractive 14x22 card being distributed by the General Electric Company, showing a scene from the picture and comparing the first primitive bulb with the modern type. According to R. P. Burroughs, GE's office, Nela Park, Cleveland, the cards have already been shipped to 30,000 GE agents. General Electric is including also material in a number of its house organs which have a combined circulation of 280,000.

"Northwest Passage"

GETTYSBURG, PENNSYLVANIA—Syd Poppay, manager, Majestic, had an intensive campaign. Book store gave him a window display on the book, five days before the opening and a big gasoline station gave him a display and placed special programs in all cars.

Announcements were placed on bulletin boards in the college, the high school and the seminary, and arrows, pointing to the theatre, were placed at center square. A special display, made from Life magazine clippings, was on display in the lobby, and letters announcing the picture went to all the teachers in Gettysburg and the county. Announcement was made at the meeting of the Mothers Club and the Women's Club. Programs were distributed at the schools in Gettysburg and Emmitsburg, Maryland, and the surrounding villages.

THE OUTSIDER. Mary Maguire, George Sanders and Barbara Blair may be seen in Alliance Films' release of the Dorothy Brandon novel.

O'Rear Attracts 'Teens For Para's "Seventeen"

HARRISBURG, PENNSYLVANIA — To exploit the screen version of Booth Tarkington's story, manager Jack O'Rear, Colonial, tied in with the opening session of a Saturday Night Swing Club at a local ballroom. He promoted a contest called the "Seventeen Drag" and offered two cash prizes and tickets to the runners-up. Announcement of the contest was printed on the back of notices distributed in advance by the ballroom.

Colonial also used a park bench in front of the theatre with a collegiate sign reading "Wait for your date here to see 'Seventeen'."

Additional items featured a radio contest in which telephone subscribers whose numbers totaled 17 wrote to the station and received free tickets to the show. Manager O'Rear reported at least 250 answers. Following the Orson Welles' program on which Jackie Cooper, guest, starred in "Huckleberry Finn," an announcement of his appearance at the Colonial and the dates were made over WHP.

"The Mummy"

FALL RIVER, MASSACHUSETTS—In a build up, manager William S. Canning, Interstate Empire, dressed all his ushers up in black hoods and capes on which were painted in luminous paint the name of the picture. One of the ushers in hood and cape costume with the picture name painted on in white, was used for ballyhoo outside the box office. A large mummy was placed in a case in the lobby with green spotlight playing on it, and all lobby lights in green. Incense was burned in the mummy case until some over zealous boys stole the incense burner. The mummy in the coffin, all taped up, was fixed so that its head moved.

Although "The Mummy" is not a new Universal release, chances are a lot of spots can bring it back to advantage, particularly on "home-made" horror shows. Reports from the territory say managers are dualling their own horror selections.

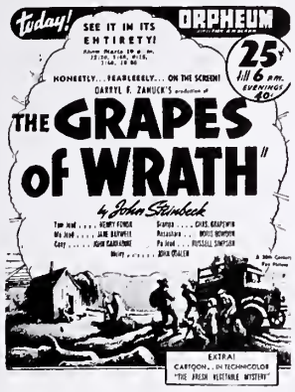
"Dr. Ehrlich's Magic Bullet"

SYRACUSE, NEW YORK—Manager Harry Unterfort, RKO-Schine Keith's, tied up with the Onondaga Health Association and used their facilities in reaching people and organizations. Letters were sent to all doctors, dentists, laboratory staffs, medical college, and health educators.

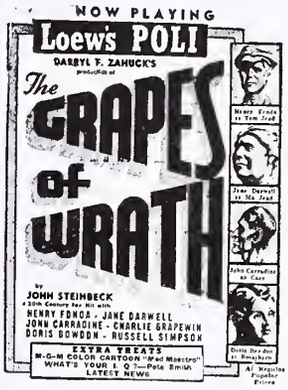
A spot announcement was promoted tying up with the Edward G. Robinson's "Big Town" program for play dates. Radio workshop at Syracuse University plugged the picture on their program.

"Strange Cargo"

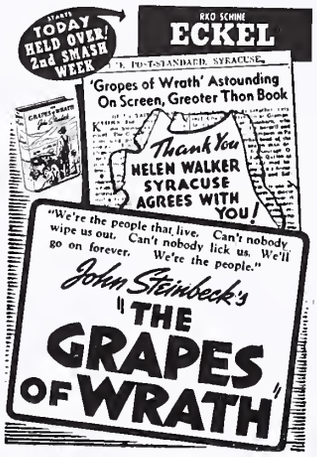
FALL RIVER, MASSACHUSETTS — Manager Chris Joyce, Interstate Durfee, and his assistant, Joe Bean, secured an excellent window display in a large downtown furniture store. A large replica of an old two-masted schooner, nautical to say the least, with life preservers and oars, etc., displayed to advantage an old chest. People were invited to guess what strange cargo was carried by the ship, in connection with the showing of the picture.



OMAHA

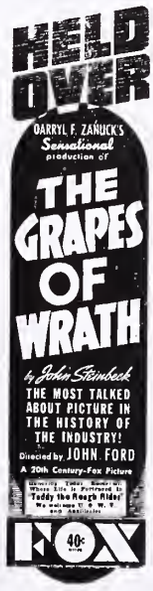


SPRINGFIELD, MASSACHUSETTS

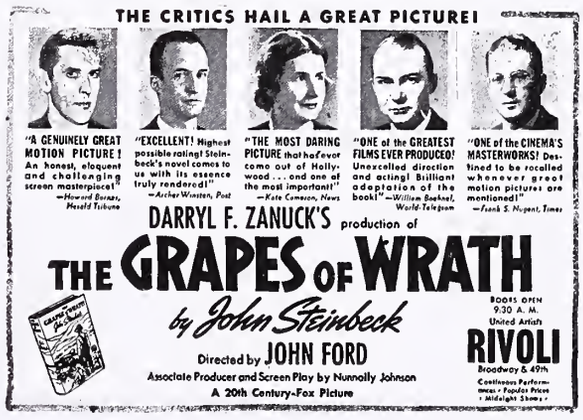


SYRACUSE, NEW YORK

CHICAGO



SAN FRANCISCO



NEW YORK CITY

INDIANAPOLIS

SCRANTON, PENNSYLVANIA

HINTS ON NEWSPAPER ADVERTISING

No. 125—"Grapes of Wrath" (20th Century-Fox)

No question but that the pre-selling campaign given this picture was, in a large measure, responsible for the initial grosses. It's that kind of a picture, where the opening has to be sock because there is a tendency for business to fall off later.

We have purposely avoided using too many of the ace ads found in Charlie McCarthy and staff's swell pressbook, although a few are present here.

For variety, note the Chicago idea, which is suitable where the newspaper can handle it, but not many can.

Adaptation of a pressbook ad is seen in the Scranton contribution, while use of the critics, which also can be localized, is a novel note from New York City. Two holdover ads are interesting, while the Syracuse "second week" ad has been localized to good advantage.

For the subsequent runs, there remains a selling job to be done, but with this page and the pressbook, the way should be paved.

Brief Glances At PRODUCTION HAPPENINGS

West Coast News Items

HOLLYWOOD—So that its readers may keep abreast of the times, be in the know on the major developments and interesting sidelights, THE EXHIBITOR offers the following items from the various lots.

Columbia

Larry Darmour has purchased Albert De Mond's original, "Keep 'Em Alive," which will serve as the next Jack Holt feature for Columbia release. . . . "The Lone Wolf Meets a Lady" starring Warren William, is now under way with Sidney Salkow directing. Supporting players so far signed include Jean Muir, Eric Blore, Thurston Hall, Victor Jory, Fred Kelsey, Warren Hull, Roger Pryor, Robert Emmett Keane, William Forrest and Bruce Bennett.

Goldwyn

Samuel Goldwyn has loaned Zorina, who is under long term contract to him, to Irving Berlin and Buddy DeSylva for the starring role in their forthcoming Broadway musical comedy, "Louisiana Purchase." This will mark Zorina's first Broadway appearance since her starring role in "I Married An Angel."

Metro-Goldwyn-Mayer

Cecil Broadhurst, six-foot six-inch Canadian singing cowboy, is signed for a featured role in "Susan and God," with Joan Crawford and Fredric March. . . . "Dr. Jekyll and Mr. Hyde" has been purchased by this studio as a starring vehicle for Academy Award Winner Robert Donat. . . . Marjorie Rambeau joins Wallace Beery in "Twenty-Mule Team" forming a battling duo reminiscent of Beery's teaming with the late Marie Dressler. . . . Don Wilson, popular radio announcer, will play himself in a scene of "Two Girls On Broadway," featuring Joan Blondell, George Murphy and Lana Turner.

Paramount

Charles Boyer has been signed on a two-picture deal. His first picture will be the Arthur Hornblow, Jr., production, "The Golden Door," an original story by Ketti Frings, formerly titled "Memo to a Movie Producer." . . . Gloria Dickson, who recently announced she would journey to Reno for a divorce from her make-up expert husband, Perc Westmore, has been signed by this studio for a featured role in "I Want a Divorce." . . . "Honeymoon Island," the tropical garden of Eden located off the coast of Florida and much in the news lately, will be brought to the screen under this company's banner by director Joseph Santley.

RKO-Radio

Elsa Lanchester has been signed here to appear with Charles Laughton in "Half a Rogue." . . . Lee Tracy is scheduled to star in "Millionaires in Prison," an original story by Martin Mooney, for production by Howard Benedict. . . . "Men Against the Sky," an original story by John Twist, will be brought to the screen as a starring vehicle for Richard Dix. . . . Sam Wood, ace director borrowed from Samuel Goldwyn, has reported to this lot to begin preparation on "Rangers of Fortune." This is a story of the Texas-Mexican border in the days following the civil War.

Republic

Kay Griffith, formerly under contract to 20th Century-Fox, gets the feminine lead in a new Three Mesquiteer picture, "Arizona Outlaws." George Sherman is directing. . . . Henry Wilcoxon and Claire Carleton will be featured in "The Crooked Road," with Edmund Lowe and Irene Hervey in the top spots.

20th Century-Fox

Linda Darnell has been assigned the lead opposite Tyrone Power in "The Great Commandment." . . . Allan Dwan has been set to direct "The Young People," next Shirley Temple starrer, with Arleen Whalen, Jack Oakie and Charlotte Greenwood. . . . New story purchase here is "Rain or Shine," an original by Vina Delmar.

Mix

Tom Mix erstwhile cowboy star of the silent films, is planning a return to pictures with the formation of his own company to be known as Tom Mix Productions. Present production plans call for six pictures a year.

Universal

Universal has purchased "Black Diamonds," an original by Sam Robin. Yarn will serve as the next Dick Arlen-Andy Devine picture.

Warners

Marie Wilson, Janet Shaw and John Arledge get important roles in "Flight 8." Other principals in this feature include Virginia Bruce, Ralph Bellamy, Wayne Morris, Ronald Reagan and Jane Wyman. . . . A new starring contract goes to Ann Sheridan.

Thomas Mitchell, winner of the Academy "Oscar" as the best supporting player for his work in Walter Wanger's "Stagecoach," has signed a Warner contract to make three pictures during the year. . . . "The College Widow," George Ade musical comedy, has been acquired. . . . "The Life of Freud," a film play based on the life of the late great psychoanalyst, is announced as an Edward G. Robinson starring vehicle.

The Frank Capra production will be called "The Life of John Doe." . . . Ann Sheridan will be "The College Widow." . . . Bill Marshall, young singer who has been leading his own band, has been signed to a term contract. . . . Allen Jenkins goes into the cast of "Brother Orchid."

NEWS OF THE TERRITORY

NEW YORK CITY

Crosstown

Selznick office's Doris Orr became Mrs. William Doig over the week end and for good. . . . Music Hall treasurer Gus Eyssell is driving through the south with his mother. . . . Radio film commentator Radie Harris' sister, Patricia Harris, is playing a supporting role in the new Burgess Meredith-Ingrid Bergman legit, "Liliom."

Charles Clement Jahrblum, French Cinema Center, announced that Arthur Honegger's musical score for "Harvest," the picture that won the latest Film Critics' award, will have its world radio premiere on April 5. Event will take place over WOR under the baton of Alfred Wallenstein.

Bert Gold, and not Bob Kohn (as was reported in the March 13 issue), is manager of the 55th Street Playhouse. Kohn is general manager of that and two other theatres.

The exotic "Beachcomber" night club was the scene of a still more exotic display of garments last week when United Artists, in association with Pacific Mills, presented a spring preview of Thief of Bagdad fashions. Inspired by Alexander Korda's Technicolor production, soon to be released through United Artists, these fashions embraced almost every type of women's and children's ready-to-wear.

Ace, Metro and Vogue, three Bronx houses opened some months ago by Max Felder and Sig Wittman, closed simultaneously last week. Talk on the street has Interboro circuit taking over the theatres.

Pete Harrison, major domo, Harrison's Reports, is vacationing in Palm Beach. . . . Herman Pett, Saint George Playhouse, is still shooting all over town in his new convertible. . . . Republic studio chief M. J. Seigel and Herbert Yates are in town from the coast. . . . Attorney Louis Nizer is recouping from the grippe.

Conferences between the American Guild of Variety Artists and the representatives of the local vaudeville presentation houses began last week regarding terms, etc. . . . Scheduled to open April 14 is "The Gay Lothario," a revised version of the 1930 Tiffany picture, "The Medicine Man," with Jack Benny. A two-a-day policy is planned. . . . ITOA held its annual ball here March 23 at the Astor. Dave Weinstock was general chairman. . . . Max A. Cohen, who took over the Savoy, 34th Street, is back from Florida.

To promote better understanding between students of this country and France, and in an effort to supplement the classroom work and introduce French as more than just academic study, the newly organized Cinema Guild of the French American Students League, in co-operation with the Board of Education and the Ascot, Bronx, announces first annual French film appreciation contest, open to all Junior and Senior High School students in the Bronx, with cash scholarships awards totaling $250. . . . Lawrence A. Wilkins, director, and Dr. Theodore Huebener, assistant director of foreign languages, Board of Education, have co-operated with the French American Students League in formulating the form of the project and the educational outline. Arrangements have been made to show six leading French films during the spring term at the Ascot. Contest will be directly based upon these films, with cue work and synopsis material worked out in the classrooms by 200 French teachers in the borough.

Walter Wanger's "House Across the Bay," playing its first run at Loew's State, promised to break every house record with the exception of a Cantor personal several years ago.

Brooklyn

Ben Tendler, who operated the Weequahic, Newark, and was last in Washington, is back in town after some four or five years. He's principal of the Rend Amusement Corporation, operating the Grove.

CIRCUITS

Brandt

San Bran Operating Company, Inc., supervised by Brandt, opened the Elton, New Utrecht Avenue March 23. . . . Garden, another New Utrecht Avenue house, was recently closed by the circuit and has been taken over by A. Lochs.

Century

A. H. Hovell winter season drive ended its 12-week engagement over the circuit. . . . The "Win a Live Man" stunt which Jack Weinstein put over so successfully at the Avalon a short while ago upped the grosses at the Mayfair where manager MacEhern has chalked up some terrific business during the run of the gag.

Loew's

Home office exec Sam H. Meinhold is in a local hospital recovering from a minor operation. . . . Publicist Jerry Sager is in Florida where co-incidence may find him meeting up with his Brooklyn lady friend. . . . Manager Phyllis Paige, Sheridan, recently underwent an operation at the John Hopkins Hospital in Baltimore. It is the latest of a series of hospital sieges resulting from an automobile smash-up some time ago. . . . Dick Dann, publicity department, has resigned. His future plans are unknown. . . . Marvin Schenck is back from Hot Springs.

Advance sale of tickets for night shows of "Gone With the Wind" in Loew neighborhood theatres reached the total of nearly $175,000, according to tabulations just made public by Loew auditors.

RKO

Second of the Holy Week Lenten services sponsored by the Brooklyn Church and Mission Federation, was held before a huge gathering at the Albee, Brooklyn.

HOME OFFICES

Alliance

Budd Rogers, vice-president and general manager, left for the Coast accompanied by Maxwell Setton. Rogers and Setton plan a series of conferences with Erich Pommer and Charles Laughton with whom Setton was associated in England.

Columbia

Maurice Bergman, ad chief, went to the Coast for conferences.

Metro

Metro basketball team will play National Screen Service for the championship of the motion picture industry March 30. In addition to the game, a dance, sponsored by the Metro quintet, will be held to encourage the good will among companies of the movie industry.

Sam Forgoston, Metro advertising department, became the father of a boy last week. The seven and three-quarter-pound boy made his debut at Jewish Memorial Hospital where mother and baby Forgoston were also doing very well at this writing.

Monogram

W. Ray Johnston, prexy, is back at his desk after a six-weeks' visit in Hollywood where he went over plans with Scott R, Dunlap, production chief, for the company's forthcoming high budget picture, "Son of the Navy." . . . He came in two days after Eddie Golden, genial general sales manager, who is proudly displaying new picture of his granddaughter whom he saw for the first time on his trip to the film capital. . . . Johnny Harrington, accessory manager, is catching up on sleep which he missed on all the overnight jumps which he has been making visiting exchanges throughout the country. . . . Carol Dorsa, daughter of Charlie Dorsa, eastern art director, had a party to celebrate her fifth birthday. . . . National League teams are challenging the American League for heavy cash prizes in Monogram's "Spirit of Independence" playdate drive.

Natlie Cooper, bookkeeping department, has been home ill with the grippe. . . . Joseph G. Linett has joined Monogram's bookkeeping department, having come over to the home office from the exchange. . . . Monogram's entrance foyer has been handsomely decorated in honor of the "Spirit of Independence" playdate drive, with banners, etc. . . . Ask Ray Johnston's secretary, Madeleine White, how to join the D.T. club. According to reports, its membership is very exclusive.

Ross-Federal

B. E. Jolley, formerly research production manager, has been made director of research planning and production. His new position will afford him more direct supervision over all research production throughout Ross Federal's nation-wide organization. John Holzapfel succeeds to the position of research production manager.

NEW JERSEY

Bayonne

Friends of Jerry Rose, manager, Strand, who is to be married, gave him a bachelor party. . . . George Kelly, manager, Stanley, Jersey City, acted as toast master, presented Jerry with a console radio and victrola. Among those present were: Dick Hill, Tony Williams, Bob Paskow, Jack Levy, Nat Mutnick, Jack Jovans, Art Scola, Charles Carey, G. Welsh, Harold Bennett, Leto Hill, Sr., Arthur Manfredonia, Frank Holler, Dan Lee, Bob Dietch, Jerry Baker, Marty Johnson.

Bergen County

Plaza, Englewood, donated prizes for winners of costume contest at ball at Dwight Morrow High School, Englewood. . . . Fox, Hackensack, presented special Easter show for children with two features and extra shorts. Each child attending received free candy.

—P. C.

Elizabeth

Strand Theatre Operating Company, owned by Walter Reade, Plainfield, has been sued for $10,000 by a woman who allegedly fell down the unlighted stairway of the Oxford, Plainfield. . . . Broad, Elizabeth, closed temporarily, was about to open under new management. . . . Manager Clement Murphy, Ritz, Elizabeth, advertises programs through means of blotters.

Fort Lee

Charging that the pressmen's union at the local plant of Consolidated Film Industries, Inc., has actually become a company union, John J. Sweeny, one of the eastern agents of the American Federation of Labor, said the federation is planning an investigation of the union. Sweeney charged the present union at the plant, although affiliated with the AF of L, is part of a union setup supervised by the company.

Hoboken

Warner Brothers' Hudson County theatres, Rudy Kuehn, district manager, held their annual party at the Union Club. Members and guests attended the dinner and dance and a gay time was had.

Hudson County

Rudy Kuehn, Warner Brothers Hudson County district manager, was honored at the recent banquet celebrating the 25th anniversary of Local 384, when he was presented with a gold membership card. Signal honor has been gained by only seven other persons. . . . Eddie Fisher, electrician, Lincoln, Union City, is to be wed soon to Miss Anne McDonald.

Jersey City

Palace gave away 30 bags of groceries. . . . With the arrival of spring and baseball days,Ted Meyn, organist, Loew's Jersey City, is again looking over newspapers sports pages. . . . Notis Kamenos, manager, State, will vacation for a week. . . . Herman Starr, Skouras New Jersey executive, has returned from cruise to Cuba with the missus.

—P. C.

JOE JOEL SAYS:

Among Other Things . . .

Frank Gelber, formerly with the Five Boro circuit, was given a testimonial dinner by the entire staff of all the theatres in the circuit March 15. A marvelous time was had by all. . . .

It is with deep regret that I announce the death of the mother of Charles Wishnew, State Film Delivery. She died March 12. I extend to the family my sincere sympathy. . . . Ben Barry, formerly with the Art, Brooklyn, is now managing the New Bergen, Tenafly, New Jersey. . . . Nat Olshan, proprietor, Les-Ray Luncheonette, Film Center Building, celebrated his 41st birthday March 15 by having a special dinner for his employees. Nat is quite a favorite with those in the film industry.

Harold Klein, Cocalis circuit, and president, Bookers Association, was married March 21. He says the only booking he has done on his honeymoon was when he booked the bridal suite for Mr. and Mrs. Klein. . . . Ben Tendler, old-time New York exhibitor, who has been in Washington for the past five years, is now proprietor of the Grove, Brooklyn. He is making extensive alterations. . . . Louis Kaufman, business agent, Local 244, Operators' Union, Newark, and Henry Oppenheimer, secretary, have returned after spending a six-weeks' vacation in Florida. Now that they are back, Andy Ghering, assistant business agent, is going to take his vacation. . . . I felt very happy when I was informed that my esteemed friend, Charles Stern, United Artists, had recovered from his illness and was now convalescing at his home. Here's hoping we may see his smiling face at the New York exchange in a very short time. . . . One of the old-time managers in the days of Mayer and Schneider died March 12. I refer to Eddie Cantor. He had been ill for quite a long time. He had been connected in the film industry for over 25 years. . . . One of the old-time poster display men known as Morris, formerly with Regal Studios, is now with the King Displays, 525 West 45th Street. Unit specializes in photographic enlargements.

Irving Goldstein, well-known accountant, is now connected with A. H. Zucker, who has done work for Hornstein for a number of years. . . . Bob Ellsworth, head booker, Metro, is enjoying a two-weeks' vacation. He would not state where he was going as he said postal cards to send to your friends take up your time and money. . . . Motion Picture Bookers Club is to be congratulated for appointing Max Fried, Warners, and Moe Rose, Metro, as their press representatives as they both have vast experience in writing columns for numerous newspapers. . . . Occupants of stores on West 44th Street, now occupied by a sporting club, have all been notified to vacate by April 15. They are finding it very hard to secure places. . . . I wonder what Abe Lincoln would say if he was alive, to find himself doubled up with Shirley Temple? . . . Watch for the great surprise Merit exchange will have, in a very short time, which will interest all exhibitors and bookers. . . . I paid a visit to the Rivoli, Brooklyn, and I must take my hat off to Ben Schrieber, manager, for his marvelous Easter display. The interior of the theatre resembled a flower market. . . . To my knowledge, I do not believe any theatre has a better staff of assistants than Harold Fisher, Brooklyn Paramount. Ralph Percy, assistant manager, and John Murray, treasurer, are certainly a credit for their remarkable way of working.

Long Branch

Mrs. Margaret Browning, manager, Reade's Strand, created an interesting atmosphere for "A Child Is Born."

Morristown

A fire in the Palace darkened the theatre, temporarily, at least.

Newark

Through the courtesy of A. A. Adams, Paramount, Peter Vlahakes and Charles Vezos, service chiefs, lent a hand to manager Bill Phillips during the run of "GWTW." . . . Ted Rodis, assistant manager, Paramount, spent an evening at the Hotel Edison with Curly Howard of the Three Stooges when they appeared in Newark recently. . . . Martin D'Arcy, manager, Paramount, is back at his desk. . . . Bruno Kern, publicity man, Branford, a second lieutenant in the reserves, resigned to undergo a six month's intensive training period in the U. S. Quartermasters Corps, Fort Benning, Georgia.

Central, Sam Goldman, manager, completed the construction of a brand new marquee. This is the latest of a number of improvements and alterations. . . . Bob Flex, manager, Hawthorne, is to be married. . . . Bernard R. Goodman, Warner ad sales manager and Manny Gross, New York ad sales manager, visited the local Warner office to present the first views of the new Vitagraph screen process materials.

Motion Picture Operators of Essex County, Local 244, held their annual dance. Harry Oppenheimer, chairman, arrangements committee, secured, through the courtesy of A. A. Adams, owner, Paramount, a stage show. More than 2500 persons attended.

Perth Amboy

Metro's Elliot Foreman and manager Jerry Bookbinder, Majestic, conceived and used for "Gone With the Wind" a small model southern home as a box office.

Union City

Jerry Baker, manager, RKO Capitol, Union City, had the largest Robinson family in North Hudson as his guest at showing of "Swiss Family Robinson." Father and Mother Robinson and all their sons and daughters attended film's opening night showing and also were dinner guests before show in a restaurant. . . . Persons who wrote best synopsis of story of "Swiss Family Robinson" without reading the book again, were given cash awards. . . . United States, Hoboken, presented magician on stage and gave away six rabbits. . . . Stars of screen, stage and radio attended 25th anniversary celebration of Local 384 Operators Union, Union City. Representatives of theatre circuits and independent theatre owners in Hudson County were present and gifts were given charter members of local and those who have been in organization 25 years. Stage show was presented. Committee in charge included George Wedemeyer, chairman;

Thomas McCarty and Al Schaler. Frank Mandrake is president; Fred Hopke, vice-president; Charles May, treasurer; Al Katz, recording secretary; Vincent Sapanor, sergeant-at-arms; Abe Boscarelli, business representative.

—P. C.

NEW YORK STATE

Albany

Owen Holmes and John Gatelee, Springfield, Massachusetts, have started to erect a 459-car open-air theatre just outside the city, opening May 15.

Si Fabian was in. . . . Lieutenant Commander Larry Cowen, supervisor Fabian circuit's Grand, Harmanus-Bleecker Hall and Leland, was snapped by a Knickerbocker news photographer in act of presenting Governor Lehman with an honorary membership in local Reserve Officers Association. . . . Albany streets were thronged with crowds trying to nab local "Raffles" as result of Andy Roy's tie-up with morning Times-Union for five-day plug during Strand engagement of the UA flicker.

Eddie Selette, Albany, is back on the job after a hospital visit due to a badly wrenched knee. . . . C. A. Smakwitz, Warner theatres district manager, is now Florida's biggest booster, making it his hobby to sell the southern resort state to all comers, upon his return from his winter vacation.

Sunday movies were authorized by a vote of 268 to 67 in the village of Ravena, in which Mitch Conery operates the Ravena, flagship of his circuit of small-town theatres. . . . Daylight saving time was adopted in an election in the village of Delanson by a vote of 22 to 11.

Binghamton

Harry Van Tassel, maintenance man, Riviera, trades in his diamond ring every year. . . . James Fitzpatrick, Riviera, is resting comfortably at home following his operation. . . . Ditto Laura Getter, cashier, Symphony. . . . Ray, son of Dave Cohen, is following his Dad and older brother in physical appearance. . . . Marie Lake, cashier, Strand, is getting all ready for the coming date. . . . Charlie Sumberg and Jake Ruppenthal, sign artist, put out some neat lobby displays for the theatre's Easter attractions. . . . Buddy Kornblite wore a green hat Saint Patrick's Day.

Marian Hillsinger, main office, Strand, confined to a hospital bed, is greatly missed by all theatre folks who visit the main office. . . . Tommy Manifan, manager, Strand, had a three-hour reunion with an old pal recently at the American Legion, when he was supposed to be bowling with the managers' team. . . . Jerry Burke, manager Star, has been nicknamed "two-gun Burke." . . . Tom Cary, Riviera, promoted free newspaper art for "Pinocchio."

—F. D. R.

Buffalo

Bob Murphy, Chief Barker, Variety Club, and its heart committee extends thanks and appreciation to Murray Whiteman and Ben Kernan for the successful Saint Pats night dance at the Broadway Auditorium where 2600 people swang and swayed to the antics of Cab Calloway. Net proceeds were for the benefit of the charitable activities of the club. Film row was well represented. . . . Ken Robinson, local Paramount branch manager, tells us recent screenings of their technicolor productions, "Dr. Cyclops," and "Typhoon," were very well attended by exhibitors. . . . Response from exhibitors on Paramount's Robinson drive, starting May 5 and ending May 18 has been fine. . . . Mrs. Harold Jonasson, wife of Advertising Accessories manager, has joined the film colony. . . . Bill Rosenow, chief booker, Paramount, has been hitting the hiways eastward. . . . Allie and Lydia Behling, Buffalo exhibitors, in Florida, are surprised at the many filmites in and around Miami from western New York. . . . Frank Leonard is busy selling memberships in the Taxpayers League. . . . Marvin Atlas, Capitol, Niagara Falls, is accepting bids for the remodeling of front of theatre and marquee. . . . Charlie Boasberg's local office is still on the top rung in the Ned Depinet RKO drive.

That was a fine party at Lancaster. Thanks are extended to Menno (Williamsville) Dykstra. . . . Irving Price, Aurora, East Aurora, has returned after a vacation in the Bahamas. . . . Boys along film row are getting the golf urge. . . . George Hanny, Jr., Capitol, Maxine, was seen at the local Marine Mart Show. . . . Mr. and Mrs. Frank Smith entertained at a cocktail party in honor of the Behlings, who operate the Ellen Terry and Sylvia, Buffalo, upon their arrival in Florida. . . . Local film folks are glad to see Spencer Balser, Basil brothers circuit booker, back on the job again. . . . It is rumored that plans are being made for a 900-seat house on the present site of the Masque. . . . George Biehler, Palace, Hamburg, has returned from Florida and is confined at present with a cold. . . . Syd Lehmans, United Artists, postcarded from Florida. . . . It is rumored George Rosing, Roosevelt, gave up bowling, so that he can get an earlier start Monday nights. . . . Spotted along Buffalo's film row, after his return from Florida vacation, Ralph Blouvet, Leroy, Brockport. . . . Frank Tate, Wilson, reports business improving. . . . Exhibitors-in-town booking were Richard DeTota, Ray Pashley, Bill Tischkoff, Howard Lurie, Sam Slotnick, Morris Slotnick.

Ed Miller, Shea organization tells us he's declaring himself out of the Shea golf club tourneys this year, but we understand he's really getting in some secret practice. . . . Floyd Scott, United Artists publicity representative, after completing his work on "Of Mice and Men," remained in Buffalo to work on "Rebecca," Shea's Buffalo. . . . Mr. and Mrs. Bill (Shea publicity) Brereton, are counting the days till they can move back to their Summer home. . . . Manny Woronov, Metro, is trying to determine Emmie Dickman's secret of perennial youth. . . . Vincent R. McFaul, general manager, Shea circuit, never misses!—This time he booked "Three Cheers For the Irish" Saint Pat's Day. . . . Alice McCarthy, Shea office staff, was off on a week-end jaunt to Honeoye Falls to celebrate the first birthday of her twin nephews. . . . Deepest sympathy to John Magner, assistant manager, Shea's Hippodrome on the sudden passing of his father. . . . Condolences go to William Scully, general sales manager, Universal, and to his brother John, branch manager, Universal, upon their recent bereavement. Film row was sorry to learn of the death of their mother March 14. . . . Local manager Charlie Boasberg made a flying trip to New York to confer with A. W. Smith,

Our Mr. Mentlik Goes College With "JOHNNY APOLLO"

Dear Chief:

This is gonna be a short letter on accounta us college guys usually limit our missives to a "Dear Mom and Pop: Howzabout adding a few bucks to my allowance?" and call it a day. You can't accuse me of making all my letters brief, but the other night was spent in the company of several dozen college newspaper editors, and, being very susceptible to things of that sort, I just upped and began feeling like a campus cowboy.

The event was a sneak preview of 20th Century-Fox's "Johnny Apollo," to which Charley McCarthy invited a mess of the aforementioned embryo scriveners and us time (?)-hardened (?) trade press babies. The evening started off fairly early in Earl Wingart's suite at the St. Moritz (headquarters for the bookworms) where we imbibed heavily of Coca-Cola and ice-water (s'help me, boss). Then came a delicious meal at the hostelry's Terrace Room. Photographer Jimmy Sileo and assistant, Henry, were climbing ladders and tripping shutters all over the jernt.

After the horde of hungry wolves put away the food, we climbed into brand new cars and started a procession northward to Ossining, the home of Sing Sing and the setting for the sneak. Ossining, Bill Chambliss informs me, was chosen as the second best bet seeing as how the prison officials didn't think it advisable to show their guests a picture featuring a jail break even though it fizzled in the breaking. The seven huge cars rolled up in front of Skouras' Victoria (the lobby was decorated with a ham display) much to the bewilderment of the townsfolk. They must have thought either of two things: (1) It was one helluva funeral, or (2) Sing Sing was receiving some added population.

The picture was shown and the patrons rushed home to fill out their preview comment cards. I gabbed a while with manager Harry Knoblauch who told me that "Johnny Apollo" was the first prison picture he had played in ages. It seems as if the Ossining natives, being so close to Warden "Warner" Lawes' cozy clubhouse, just won't accept them. However, the reaction was pretty much on the enthusiastic side. Lest I forget, chief, Knoblauch, a former Philadelphian, wants to be remembered to Jay Emanuel. So back into the limousines we went.

On the way back to New York town, we stopped off in Tarrytown for a bit of refreshment. Seated at the bar in the hundred-year old inn was Bob Goldblatt, operator of Tarrytown's Music Hall. Goldblatt, in a few off-the-record remarks, wasn't too complimentary concerning some of the films he's been playing recently. As we were going out, he reminded us to give his regards to Fox's Bill Sussman who used to book for him.

And then back to Noo Yawk for some shuteye. If I forgot to thank McCarthy, Wingart, Kahn, Rodney Bush, Chambliss, and the rest of the 20th Century-Fox boys, it was merely an oversight. They won their varsity letters. "Rah-Rah!!!"

Love and kisses,

LEW MENTLIK,

Your New York Correspondent.

(Wisconsin '36)

eastern sales manager. . . . Joe Stein, former operator, Artistic, announces a new gas and oil station at 12 Elmwood, near Virginia. . . . Nick Basil, Basil brothers circuit, is off to Florida.

It's a snappy coupe Bill Bork, Universal, is sporting. . . . Joe Friedman, National Screen Service, was snowed in in Cortland. . . . Jim Holden is recuperating in a local hospital, having just undergone an eye operation and we are pleased to report doing nicely. . . . Jules Jasper, former UA salesman, spent a week in New York City. . . George Sussman, 20th Century-Fox booker, returned from a week end in New York City. . . . Murray Briskin, Groton, Homer, Waterloo, couldn't use his car last week, snowbound. . . . Jim Kelley, manager, Strand, Cataract, Niagara Falls, resigned. Jim will announce his new connection very shortly. His successor will not be named until Charlie Hayman's return. . . . Congratulations to Frank Curro, Columbia assistant booker, who is the proud father of a baby girl. . . . Five-year-old son of Harold Randall, Columbia shipper, had an appendectomy and local office staff sent toys to the hospital. . . . Dorothy Gammel witnessed her first wrestling match at the Broadway Auditorium. With her were Elmer and Nina Lux, and Charlie Boasberg, RKO. . . . Ray Pashley, Lakes, Interlaken; Colonial, Moravia, has served notice that hereafter when film salesmen hold forth in his private office he intends to get a "cut."

Ralph Maw, Metro branch manager, addressed 600 students during the past week at Niagara University, rendering a talk on salesmanship, distribution, and operation of a film exchange. . . . Bud Schaefer, American Seating Company, returned from his Florida vacation. . . . Happy to hear from George Sussman, 20th Century-Fox, that his wife is recuperating nicely. . . . Jane Holloran, former film board secretary, now connected with the Department of Justice, Washington, is recovering. . . . George Rosing, manager, Shea's Roosevelt, caught a candy thief in the act of using a slug in the machines. . . . Bill Brereton, Shea publicity department, was at home for a few days. . . . Mary Fridrich, Shea's Buffalo switchboard operator, is back on the job after undergoing an operation. . . . Margaret Adrian, Shea's Buffalo office, was confined to her home for more than a week. . . . Chuck McKernan's son Dennis was in the Buffalo office the other day. . . . Henry C. Fruecht, Shea auditor, soon will be sporting a new car. . . . Mr. and Mrs. Cecil C. (Shea's Buffalo operator) Franklin, announce the engagement of their daughter, Jean Lucille, to Henry E. Kieft.

Chester Fenyvessy, former Rochester exhibitor, went to New York City for the week end. . . . Jack Bellman, Republic branch manager, is clearing the decks for "Dark Command," the big Republic special. He reports the picture great! . . . Al Teschemacher, former office manager and booker, Grand National, is doing a nice job on his new assignment as booker at Republic. . . . What Buffalo circuit exhibitor, after all these years, is starting to send his charming wife "gardenias"? . . . Charles Freeman, Century, Rochester, left for Florida. . . . George and Dorothy Gammel, Gammel circuit; Bill and Eva Bork, Universal; Menno Dykstra and wife, Glen, Williamsville, Kensington, Buffalo; George, Lou Ferguson, Columbia; Clarence Ross, Konczakowski circuit, and the Davis' all attended the Saint Patrick party at Meadowbrook Country Club. . . . Ray Pashley's little girl, Sally, was taken to the hospital with appendicitis. . . . Professor and Mrs. Nevins, Alfred, Alfred University, leave April 5 for a two-weeks' vacation in New York City. . . . They tell me Charles (Mike) O'Rich, was in rare form at the "Three Cheers For the Irish" nite Warner party at the Variety Club. . . . Mr. and Mrs. Tom Walsh, Comerford circuit, Binghamton, are house hunting.

—M. G.

(Editor's Note—This department is in receipt of an anonymous communication from "Exhibitors" having reference to an article appearing in the Buffalo Evening News March 14, and which quoted what was supposed to have been the remarks of a local exchange manager who stopped in Washington, D. C., on his way south. The letter to this department asks further comment from us. It continues: "As a subscriber to you EXHIBITOR, I, as well as other subscribers in this zone deeply resent remarks made slandering exhibitors in this zone and for that reason am calling this to your attention." The letter says that an open apology by the exchange manager in question is due. Although we think that anyone who writes a letter should have the courage to sign his name as a mark of good faith, and although we usually disregard anonymous communications, we have in this case taken steps to contact the gentleman in question to get his viewpoints on the matter. Further developments will be covered later.)

Cazenovia

N. L. Googin, enlarging, remodelling, and re-seating his Town Hall, to complete the modernization contracted with RCA Photophone for new sound equipment.

Ellenville

Weather conditions held up progress on the completion of the new Nobury, to be operated by Eddie Scholemson, Woodbourne. Architect Sydney Schleman reports progress and the house should be ready for opening by the latter part of April or the first part of May.

Gloversville

Schine Home Office News

Bud Gray, RKO public relations counsel, was a Schine home office visitor, helping the advertising and publicity department to plan its circuit-wide campaign on "Pinocchio." . . . Bill Tubbert, district manager, was in from Watertown, as was Bud Silverman, Schine-RKO city manager, from Rochester. . . . Schine Comptroller and Mrs. John May are back from their vacation at Miami, John sporting a healthy tan. They stopped off on the return trip for a visit to Washington. . . . Artie Newman, Albany branch manager, RKO, was in for conferences with booker Bill Kraemer. Roy Haines and Eddie Schneitzer, both with Warners, were in from New York City for conferences with film buyer George V. Lynch. Other visitors included RKO's Charlie Boasberg from Buffalo and Universal's Joe Engell from Albany. . . . Bill Graham, sound engineer, attached to the home office, is back from a check-up trip through the Maryland territory. . . . Dewey Lederer, home office, made a trip to New Haven, Connecticut, where he visited his folks. . . . Harold F. Sliter, advertising and publicity maestro, visited Albany where he enjoyed birthday festivities in honor of his popular dad, Fred G. Sliter, 20th Century-Fox salesman. Elder Sliter admitted the natal day was his 54th. . . . Dorothy Hart, wife of Hipp manager Lou S. Hart, was the center of toasts at the Elms Country Club on Saint Patrick's Day. that being Dotty's birthday.

—J. B.

Hornell

After expiration of the Warner lease on the Majestic, March 14, Fred Peters, owner, opened up next day with first-run policy. . . . J. P. Faughnan, Albany accounting department, Warners, was in Hornell taking charge of legal matters of theatres, with district manager Ralph Crabill. . . . William Leggiero, city manager, Hornell, was in charge of giveaway of automobile prior to Holy Week including the Steuben, Majestic, Strand; and Babcock, Temple, Wellsville, managed by C. L. Hollister. . . . Hornell theatres cooperated by postponing their Good Friday opening until 3 P. M.

Howard Beach

Murray Ginsberg closed the Howard.

Jamestown

Orville Morrell, 51, former Winter Garden projectionist, died after a long illness. . . . Theatre managers in Jamestown complied with mayor's resolution in closing down 12 to 3 P. M. Good Friday. . . . Al Newhall, Palace, forgets his diet schedule when the dinner invitations come along. . . . Ralphie Crabill, son of district manager, is now taking up the violin and mandolin. . . . George Anderson, Palace service staff, resigned. . . . Allen Newhall, Palace, held a special kids matinee showing series of historical short subjects. . . . Arthur Kahle, Palace doorman, chauffeured district manager around the territory. . . . Joe Florio, sound engineer, arrived with a new Spring attire.

Monticello

Super-Simplex projector mechanisms at the Rialto have been overhauled and equipped with the new front and rear shutters. . . . Arthur Rademacher, Altec branch manager, and Jack Carroll, Altec territory engineer, were in town and performed a major operation on the sound equipment at the Rialto. Amplifier system was modified to produce results equivalent to the latest equalized standard systems, and the new Hollywood type sound apertures were installed to eliminate flutter. Many favorable comments were received from both theatre staff and patrons.

Newburgh

Among recent visitors were Art Rademacher, Altec branch manager; Harry Rubin, Paramount projection director; Bob Weitman, New York Paramount manager; Sonny Liggett, Universal.

During their recent engagement at the Ritz, Tommy Dorsey and Red Skelton attended the luncheon of the local Lions Club. . . . Eugene Levy has been placed on the publicity committee of the Chamber of Commerce. . . . It looks like the Netco (Insomnia) Bowling League has gone with the wind, the boys are losing interest and are not showing up at the mid-nite sessions. . . . Anne Carroll has been confined with a severe case of grippe. . . . Gene Levy recently returned from his vacation at Hot Springs and is completely ensconced in his new office which was re-built. . . . Harry Deimer, Ritz service staff, is back on the job.

NEW YORK CITY EXCHANGE LISTING

ADVANCE

630 Ninth Avenue—CIrcle 6-6765

President—Emil Rosenbaum.

Salesmen—Mike Thomas, New York and Brooklyn; Al Spector, New Jersey.

ALLIANCE

630 Ninth Avenue—CIrcle 6-6660

Vice-President—Budd Rogers.

General Manager—Arthur Greenblatt.

Salesmen—Julius Levine, Brooklyn and Long Island; Jack Farkas, New York City and Upstate; Sidney Hess, New Jersey.

Booker—Louis Solkoff.

COLUMBIA

630 Ninth Avenue—CIrcle 6-0900

District Manager—Nat J. Cohen.

New York and Brooklyn Supervisor—Saul Trauner.

New Jersey, Upstate, Long Island Supervisor—Irving Wormser.

Office Manager—Edward Helouis.

Salesmen—Jack Sokoloff, Brooklyn; Moe Fraum, New Jersey, Upstate; John Wenisch, New Jersey; Seymour Schussell, Long Island, Upstate.

Bookers—Sam Feinblum, Head Booker; William Katz, Brooklyn; Jack Safer, New Jersey; Gilbert Fillet, Upstate, Long Island; Ira Michaels, city.

HOFFBERG PRODUCTIONS, Inc.

1600 Broadway—CIrcle 6-9031-32

President—J. H. Hoffberg

Sales Manager—Oliver Unger

Salesmen—Irving Grossman, Robt. Snyder.

Booker—Walter Klee

MERIT

630 Ninth Avenue—CIrcle 6-0271

Office Manager—Etta V. Segall.

Salesmen—Jack Farkas, Jerry Wilson.

Booker—Etta V. Segall.

Asst. Service Manager—Jerry Thomas.

METRO

630 Ninth Avenue—CIrcle 6-6200

District Manager—E. K. O'Shea.

New Jersey, Long Island, Upstate Manager—Ben Abner.

New York, Brooklyn Branch Manager—Jack Bowen.

Office Manager—Harold Goldgraben.

Salesmen—Harry Miller, Brooklyn; Howard Levy, New York City; Lou Allerhand, New Jersey; H. L. Ripps, Long Island, Upstate.

Bookers—Eddie Richter, New Jersey; Moe Rose, New York City; Johnny Cuniff, Brooklyn; Al Arnswalder, New Jersey; Harry Margolis, Upstate, Long Island.

Head Booker—Robert Ellsworth.

MONOGRAM

630 Ninth Avenue—CIrcle 6-8886

Branch Manager—Joseph J. Felder.

Office Manager—Sol Kravitz.

Salesmen—Irving Landes, Upstate and New Jersey; Charles Penser, Manhattan, Bronx; Ben Schwartz, Brooklyn, Long Island.

Booker—Sol Kravitz.

NATIONAL SCREEN SERVICE

630 Ninth Avenue—CIrcle 6-5700

Salesmen—Harold Bennett, Joe Friedman, Jack Judd, L. George Ross, Henry Reiner, Louis W. Vogel, Arnold Cohen, Charles Ost, Stanley Neal, Herman L. Booth, E. Feldberg, A. J. Edman.

PARAMOUNT

331 West 44th Street—CIrcle 6-6160

New York State District Manager—Milt Kusell.

Brooklyn Branch Manager—Henry Randel.

New York Branch Manager—Myron Sattler.

New Jersey Branch Manager—Edward Bell.

Salesmen—Ted Aber, Max Mendel, Brooklyn; Irwin Lesser, Jack Tuohy, New York; Herbert Kaufman, Albert Gebhardt, New Jersey.

New York Bookers—Kitty Flynn, Nat Stern, Irving Baron, Victor Bikel.

Brooklyn Bookers—L. Bergson, Sam Lake, Ruby Greenberg.

New Jersey Bookers—Jack Perley, Seymour Berkowitz, Richard Magan.

PRODUCERS DISTRIBUTING CORP.

630 Ninth Avenue—CIrcle 6-8866

Eastern District Manager—Harry Rathner.

Salesmen—Bert Kulick, Melvin M. Hirsh, Sidney Kulick, Larry Kulick.

Booker—Larry Kulick; assistant, Dora Fried

RKO

630 Ninth Avenue—CIrcle 6-4700

Branch Manager—R. S. Wolff.

Assistant Manager—F. L. Drumm.

Sales Manager—Phil Hodes.

Salesmen—Jack Ellis, New York City; Louis Kutinsky, Ed Carroll, New Jersey; John Dacey, short subjects; Harry Zeitels, Long Island, Upstate.

Bookers—F. Laurie, New York City; Jean Slade, Brooklyn; D. Post, Long Island, Upstate; H. Silverman, New Jersey.

REPUBLIC

630 Ninth Avenue—CIrcle 6-0760

Exchange Head—Herman Gluckman.

General Sales Manager—Morris Epstein.

Office Manager—Sidney Picker.

Salesmen—Anthony Ricci, New Jersey; David Black, Brooklyn; Dave Sohmer, New York City; Robert J. Fannon, Long Island, Upstate.

Bookers—Jen Dennett, Anna Plisco, Pearl Goldstein.

SACK AMUSEMENT

723 Seventh Avenue

In charge—Lester J. Sack.

SYNDICATE

630 Ninth Avenue—CIrcle 6-8866

President—Melvin Hirsh.

Salesmen—Bert Kulick, Larry Kulick, Sidney Kulick.

Booker—Larry Kulick.

TIMES PICTURES

630 Ninth Avenue—CIrcle 6-0980

Managers—Moe Kerman, Dave Rosengarten.

Salesmen—Harry Goldstone, New York; Lenny Rosengarten, Brooklyn; Morris Cohen, Jersey.

Booker—"Dixie" Birstein.

TREO FILM EXCHANGE

630 Ninth Avenue—CIrcle 6-4724

Ben Levine.

20th CENTURY-FOX

345 West 44th Street—CIrcle 6-6700

Branch Manager—H. H. Buxbaum.

Sales Manager—J. J. Lee.

Office Manager—Moe Sanders.

Salesmen—Moe Kurtz, New Jersey; Seymour Florin, Upstate; J. St. Clair, Long Island; Willie Schutzer, Brooklyn; Abe Blumstein, New York City.

Bookers—George Blenderman, head booker; Al Mendelson, New Jersey; Lou Kuttler, New York City; Pete Fishman, Brooklyn, Long Island; Norma Bernstein, newsreels.

UNITED ARTISTS

630 Ninth Avenue—CIrcle 6-5480

District Manager—Charles Stern.

Branch Manager—Clarence Eisman.

Assistant Branch Manager—Nat Beier.

Office Manager—Eddie Mullen.

Salesmen—Sam Rifkin, New Jersey; Dave Burkan, New York City; S. Stern, Brooklyn; Larry Brown, New York State.

Bookers—Herb Richek, Ben Levine, Tony Agoglia.

UNIVERSAL

630 Ninth Avenue—CIrcle 6-4747

District Manager—A. J. Herman.

Branch Manager—David A. Levy.

Sales Manager—Max Cohen.

Assistant Manager—Nat Goldberg.

Salesmen—Ben Price, Bronx, New York City; Phil Winnick, New Jersey, Staten Island; Jules "Sonny" Liggett, Upstate, Long Island; Harry Furst, Brooklyn.

Bookers—Sam Phillips, Harold Weisenthal, New York City; Leo Simon, New Jersey; James Cummings, Brooklyn, Long Island.

WARNERS

315 West 44th Street—CIrcle 6-1000

District Manager—Edward M. Schnitzer.

Metropolitan Manager—Sam Lefkowitz.

Supervisor Brooklyn—Harry P. Decker.

Supervisor New York City—Leo Jacobi.

Supervisor New Jersey—Gus Solomon.

Supervisor Long Island and Upstate—Irving Rothenberg.

Office Manager—S. Macomber.

Short Subjects Sales Supervisor—

Salesmen— , New York and Brooklyn; I. Rothenberg, Upstate, Long Island and Brooklyn; New Jersey.

Bookers— , head booker; Max Fried, Upstate and Long Island; Dan Ponticelle, New Jersey; Peter Saglembeini, New York; Al Blumberg, Brooklyn. P. Levine, non-theatrical.

WORLD PICTURES CORPORATION

729 Seventh Avenue — MEdallion 3-2943

President—Irvin Shapiro.

Sales Manager—Archie Mayers.

Asst. Sales Manager—Ed Barison.

Booker—Ann Litman.

EVERY WEDNESDAY

THERE WILL BE A NEW ISSUE OF THIS PUBLICATION COMPLETE IN COVERAGE SERVICE AND A LAST MINUTE REPORT ON WHAT'S DOING IN THIS INDUSTRY OF OURS

Rochester

Lester Pollock, Loew's, had an eye-catching lobby display for "Young Tom Edison," including early models of film camera, called kinetescope, phonograph and telegraph instruments, rare and valuable, obtained by co-operation of Rochester Museum. . . . Max Fogel, Webster, booked "Gone With the Wind" for week beginning Easter Day. . . . Manager Jay Golden, RKO Palace, spotted "Pinocchio" story in Democrat and Chronicle as build-up. . . . Howard G. Carroll, Strand, is trying amateur shows Wednesday nights beginning March 27. . . . Local Finnish Relief Fund committee headed by Carl Potter is mapping a benefit show at the Eastman including feature film and Rochester Civic Orchestra. Downtown theatre managers are co-operating.

Max Fogel, Webster, denies the rumor theatre will be sold to Schines, but it is reported Schines have standing offers out for the Webster, Embassy and Strand. . . . Rochester friends will miss visits of Harry Addison. . . . Charlie Freeman, Century; Louis Mayer, Temple; Francis Anderson, Palace; George Krolich, Regent, attended luncheon celebrating re-opening of Mayflower restaurant. . . . Carl Redfern, operator, Palace, has returned from his trip to Texas and Mexico. Cal Bornkessel, also, Palace, is expected back from Florida April 1. . . . With all theatres in city now open, projectionists are steadily employed. . . . Both Schines and RKO-Para-Comerford theatres gave away autos Easter week to pep bo.

Schenectady

Bill Shirley is blessed-eventing, And to celebrate the event Bill handed out the cigars to his friends. "Was it a boy or girl or twins?" his friends wanted to know. "Nothing of the sort," Bill hastily replied as he passed out another cigar. "It was quadruplets. My dog 'Moe' just had four pups."

South Fallsburgh

Arch and Jack Kaplan, Rivoli, vacationed in Florida.

Syracuse

Gus Lampe rates a full page in Roy Andrews and associates' book describing outstanding and civic and business leaders, "Builders of Syracuse." . . . John, son of Gene Curtis, won first prize in a radio name contest. . . . Mel Denny is investigating possibility of a new arm for Woodford's easy chair. . . . Harry (fancy pants) Burgess prefers to sit on the spot. . . . Applications for the "400" of Local 376 will be received by Roe, Wilcox and Denny families. . . . THE EXHIBITOR advertising pays—ask Joe Fitzer, the "Bingo" card king. . . . Fred Donohue's magic brought out the Easter lilies on time. . . . John Ecclees believes the truth hurts no one. . . . Ray Roe is hailed as Liebowitz No. 2 of Local 376. . . . Jack Kerly is reported having trouble getting the new car under the Avon marquee. . . . Morris Fitzer spending 10 days in Atlantic City. . . . Local 376 extends condolences to family of James Lemke, member, Local 29 and past president, IATSE, who died in Troy. . . . Mrs. Harry Unterfort returned from a visit to New York City. . . . President, vice-president, secretary and treasurer (Fay Woodford) made business trip to New York for the Star Decorating Service. . . . F. J. Daut acknowledges notice in THE EXHIBITOR from Brown and Company, but thinks there are still a few loose ends. How about it, George?

Fire Marshal Charles Wilkes is reported resting at Saint Joseph Hospital following his collapse. . . . Sid Grossman, playing "Gulliver's Travels" and "Judge Hardy and Son" is going after business with daily mats at the Elmwood. . . . Wonder if he will seek another term in office (we don't mean F. D. R.) . . . Frank J. Daut (Altec New York City) sends regards to the boys with whom he met and talked at Brown and Company's office. . . . Jack Bartle is reported carrying service men applications in his pocket. . . . That welcoming smile of Joe Boyle chases thoughts of the hard winter away. . . . Line of applicants at Charles Martina's New Empire reminded us that there are still a lot of people out of work. . . . Motto of Eckel ushers bowling team: "Man who rolls 300 has no time spare."

After hearing the song dedicated to Harry Burgess, Sr., two of the local boys sat down at piano and here is who the following songs reminded them of:

The Little Man Who Wasn't There, Floyd Lewis; Go To Sleep (what again) My Baby, Bill Doss; Lucky, Lucky Me, Lloyd Tracy; All Alone, I'm So All Alone, Phil Rossomando; Deep in a Dream, George Raaflaub; An Apple for the Teacher, Bob Sardino; I Married an Angel, Ken Wilcox; All God's Chillun Got Shoes, Lynn Goff; If I Had My Way, Ray Roe; The Hay Loft Gang Is Here, Claude Linstruth; Eighteenth Dining Room, Louis Boyd; Chatterbox, John Eccles; If I Didn't Care, Bill Meany; Can't You, Won't You Hurry Home, Lionel Wilcox; Roll (Wheel) Out the Barrel, Jim Mosher; Daring Young Man on the Flying Trapeze, Joe Cecile; Are You Having Any Fun, Fay Woodford; I'm Sorry for Myself, Larry Sherman; Wishing, Frank Brodock; I Wanna Be in Winchell's Column, Howie Kennar; Take a Number From One to Ten, Jack Seeley; Shivering in My Winter Underwear, Walt Scarfe; Whistle While You Work, Jack Meany; There's a Far Away Look in Your Eye, Harry Burley; Is There Still Room for Me Neath the Old Apple Tree, Harry (Old English) Burgess; The Donkey Serenade, George (Short Wave) Brown; Stop Beating Round the Mulberry Bush, M. (Brunno) Pickrel; Hi, Ho Silver, "Spooks" McNulty.

Troy

Leo Rosen, Troy, received a letter from former Proctor manager Joe Lefkowitz, now a theatre operator of Clifton, New Jersey. . . . Charlie Wilson and his brother are busy with the alterations to their Lansing, North Troy. Pair operate the Biiou, recently remodeled extensively. . . . Adolph Kohn, Rivoli, has brought his family to town. Mrs. Kohn renewed an old friendship. . . . Leo Rosen was appointed chairman of the amusement division of the Retail Merchants Association. . . . Mrs. Irving Liner, wife of the popular manager, Fabian's Proctors, gave a recital at a meeting of the Hadassah. She is also active in the Monday Musical Club of Albany. . . . Shirley Albee, Troy cashier and secretary to manager Leo Rosen, picked Easter Sunday as her wedding day, while another who will shortly middle-aisle it is Lottie Grimes, cashier, American. . . . Al Bothner, manager, Hellman circuit's Palace, has raised his Sunday prices. . . . Jack Keenan, Troy assistant, expects May to be a big month—wonder why?

Wappingers Falls

New Academy was opened by Fiore Marasco. A Simplex Four-Star E System was furnished by National Theatre Supply and installation supervised by Jack Carroll and Martin Bender, Altec. Simplex projectors, Brenkert Enarcs, Baldor rectifiers, and other equipment were furnished by Joe Hornstein, seating by American Seating Company.

Woodridge

Sidney Cohen and family vacationed at Miami Beach. During Sid's absence Eli Kagan managed the Lyceum.

The Feature Check-Up

Of All Pictures Released Nationally Since September 22, 1939

COLUMBIA

(1939-1940 releases from 1001 up.)

AMAZING MR. WILLIAMS, THE—C—Melvyn Douglas, Joan Blondell, Edward S. Brophy — Top-ranking comedy—86m.—see Nov. 29 issue—(1007).
BEWARE SPOOKS!—C—Joe E. Brown, Mary Carlisle—So-so Brown—68m.—see Nov. 15 issue—(1011).
BLAZING SIX SHOOTERS — W—Charles Starrett, Iris Meredith, Dick Curtis, Al Bridge—Just fair—61m.—see March 20 issue—(1205).
BLONDIE BRINGS UP BABY—CD—Penny Singleton, Arthur Lake, Larry Simms—Top-half of duallar, or nabe single feature—69m. — see Nov. 15 issue—(1013).
BLONDIE ON A BUDGET—CD—Penny Singleton, Arthur Lake, Larry Simms—Tops for Blondie—73m.—see March 6 issue—(1014).
BULLETS FOR RUSTLERS—W—Charles Starrett, Lorna Gray, Bob Nolan—Very good Starrett—58m.—see Feb. 21 issue—(1204).
CAFE HOSTESS—MD — Preston Foster, Ann Dvorak, Douglas Fowley—Bottom duallar—68m.—see Dec. 13 issue—(1030)—(A).
CONVICTED WOMAN—MD—Rochelle Hudson, Lola Lane, Frieda Inescort—Just a duallar—66m.—see Feb. 7 issue—(1034).
FIVE LITTLE PEPPERS AT HOME — Edith Fellows, Dorothy Ann Seese, Clarence Kolb—Dual fare for the kinds, women—65m.—see Feb. 7 issue—(1020).
FUGITIVE AT LARGE—MD—Jack Holt, Patricia Ellis—Okay for Holt fans — 66m. — see Aug. 9 issue—(1026).
HIS GIRL FRIDAY—CD—Cary Grant, Rosalind Russell, Ralph Bellamy—Should hit high grosses—92m.—see Jan. 10 issue—(1003).
LONE WOLF STRIKES, THE — MY—Warren William, Joan Perry, Alan Baxter—Mediocre programmer for the nabes—67m.—see Jan. 24 issue—(1019).
MEN WITHOUT SOULS—MD—John Litel, Barton MacLane, Rochelle Hudson — Run-of-the-mill action drama, okay for nabes, duals—62m.—see March 20 issue—(1035).
MIRACLE ON MAIN STREET—MD—Margot, Walter Abel—Weak duallar—78m.—see Nov. 15 issue—(1032).
MR. SMITH GOES TO WASHINGTON—CD—Jean Arthur, James Stewart, Claude Rains — Sure-fire money-maker—130m.—see Oct. 18 issue—(1101).
MUSIC IN MY HEART—MDMU—Tony Martin, Rita Hayworth, Andre Kostalanetz—Pleasing musical duallar—70m.—see Dec. 27 issue—(1018).
MY SON IS GUILTY—D—Bruce Cabot, Jacqueline Wells, Harry Carey—Lower-half nabe duallar—63m.—see Jan. 10 issue—(1033).
OUTSIDE THE THREE-MILE LIMIT—Jack Holt, Harry Carey, Sig Rumann—Top-notch Holt—65m. — see Feb. 21 issue—(1027).
PIONEERS OF THE FRONTIER—W—Bill Elliott, Linda Winters, Dick Curtis—Actionful western—58m.—see Feb. 21 issue—(1212).
SCANDAL SHEET—MD—Otto Kruger, Ona Munson, Edward Norris—Pleasing newspaper meller — 67m.—see Nov. 1 issue—(1031)
STRANGER FROM TEXAS, THE—W—Charles Starrett, Lorna Grey, Sons of the Pioneers—Near the top for Starrett—54m.—see Dec. 13 issue—(1202).
TAMING OF THE WEST—W—Bill Elliott, Iris Meredith—Plenty fast Elliott opus—55m.—see Oct. 18 issue—(1211)
TEXAS STAGECOACH—W—Charles Starrett, Iris Meredith—Much better than average Starrett—59m.—see April 3 issue—(1206).
TOO MANY HUSBANDS—C—Jean Arthur, Fred MacMurray, Melvyn Douglas—All frothy fun—84m.—see March 20 issue—(1004).
TWO-FISTED RANGERS — W — Charles Starrett, Iris Meredith, Bob Nolan—A good Starrett getting better—62m.—see Jan. 10 issue—(1208).
U-BOAT 29—D—Conrad Veidt, Valerie Hobson, June Duprez—Exploitable British program—79m. — see Oct. 4 issue—(English-made)—(1010).

TO BE REVIEWED OR IN PRODUCTION

BLOCK "K" RIDES TONIGHT—Bill Elliott—(1213).
DEAD MAN'S ISLE—Peter Lorre, Rochelle Hudson, Robert Wilcox.
DOCTOR TAKES A WIFE, THE—Loretta Young, Ray Milland, Gail Patrick
FUGITIVES FROM A PRISON CAMP—Jack Holt, Marian Marsh, Robert Barrat.
I MARRIED ADVENTURE—Jungle picture produced by Osa (Mrs. Martin) Johnson—(1110).
LONE WOLF MEETS A LADY, THE—Warren William.
MAN WITH NINE LIVES, THE—Boris Karloff, Roger Pryor, Jo Ann Sayres.
PASSPORT TO ALCATRAZ—Jack Holt, Cecelia Callejo, Noah Beery, Jr., C. Henry Gordon.
10 DAYS IN PARIS—Rex Harrison, Keren Verne.
TREE OF LIBERTY—Joan Fontaine, Cary Grant.

METRO

(1939-1940 releases from 1 up)

ANOTHER THIN MAN—CD—William Powell, Myrna Loy, C. Aubrey Smith—In the better grosses—102m.—see Nov. 29 issue—(13).
BABES IN ARMS—CDMU—Mickey Rooney, Judy Garland, Charles Winninger—Top-notch attraction—97m.—see Oct. 4 issue—(9).
BAD LITTLE ANGEL—D—Virginia Weidler, Gene Reynolds—Good entertainment for family trade; preachment is softened with delightful comedy—72m.—see Nov. 1 issue—(10).
BALALAIKA—DMU—Nelson Eddy, Ilona Massey, Charles Ruggles—Expensive production; exploit for best box-office returns — 102m.—see Dec. 27 issue—(17).
BROADWAY MELODY OF 1940—CMU—Fred Astaire, Eleanor Powell, George Murphy—Good program with plenty to sell—102m.—see Feb. 21 issue—(21).
CONGO MAISIE—MD—Ann Sothern, John Carroll, Rita Johnson—Duallar with selling angles—70m.—see Jan. 24 issue—(19).
DANCING CO-ED—Lana Turner, Richard Carlson, Artie Shaw and Orchestra—Better-than-average dual support—84m.—see Oct. 4 issue—(3).
EARL OF CHICAGO, THE—CD—Robert Montgomery, Edward Arnold, Reginald Owen—Highly exploitable program—87m.—see Jan. 10 issue—(18).
FAST AND FURIOUS—MY—Franchot Tone, Ann Sothern—Good comedy-mystery program—73m. — see Oct. 18 issue—(6).
GHOST COMES HOME, THE—C—Frank Morgan, Billie Burke, Ann Rutherford—Just a filler—79m.—see March 6 issue—(27).
GONE WITH THE WIND — D — Clark Gable, Vivien Leigh, Olivia de Havilland, Leslie Howard, Thomas Mitchell—Par excellence—228m.—see Dec. 27 issue—(Technicolor)—(A).
HENRY GOES ARIZONA—W—Frank Morgan, Virginia Weidler, Guy Kibbee — Pleasing western-comedy duallar—67m.—see Dec. 13 issue—(2).
I TAKE THIS WOMAN—MD—Spencer Tracy, Hedy Lamarr, Verree Teasdale—For the women; Lamarr will get the men—97m.—see Feb. 7 issue—(26).
JOE AND ETHEL TURP CALL ON THE PRESIDENT—CD—Ann Sothern, William Gargan—Pleasing nabe duallar—70m.—see Dec. 13 issue—(14).
JUDGE HARDY AND SON—CD—Lewis Stone, Mickey Rooney, Cecilia Parker—Top-ranking Hardy—90m.—see Dec. 27 issue—(16).
LAMBETH WALK—C—Lupino Lane, Sally Gray—Just a duallar-importation—66m. — see Aug. 23 issue, under Foreign—(22).
MAN FROM DAKOTA, THE—MD—Wallace Beery, John Howard, Dolores Del Rio—Okay for the duallers—74m.—see Feb. 21 issue—(24).
MARX BROS. "AT THE CIRCUS"—F—Marx Brothers, Kenny Baker, Florence Rice, Nat Pendleton—Headed for the higher grosses—87m.—see Nov. 1 issue—(8).
NICK CARTER, MASTER DETECTIVE—MD — Walter Pidgeon, Rita Johnson, Henry Hull—Fast-moving action meller; duallar—60m.—see Dec. 27 issue—(15).
NINOTCHKA—CD—Greta Garbo, Melvyn Douglas, Ina Claire—Garbo smiles; ditto for the exhibitor—110m.—see Oct. 18 issue—(7).
NORTHWEST PASSAGE (Book One: Rogers' Rangers)—D—Spencer Tracy, Robert Young, Walter Brennan, Ruth Hussey—Production is tops but this needs strong selling—126m.—see Feb. 21 issue—(25).

ADVANCE SHOTS on features listed herein for next week's Blue Section will be found on other pages of this or last week's issue of THE EXHIBITOR.

REMEMBER?—C—Robert Taylor, Greer Garson, Lew Ayres—Will have to be sold—88m.—see Nov. 15 issue—(11).
SECRET OF DR. KILDARE, THE — D — Lew Ayres, Lionel Barrymore, Helen Gilbert—Standard Kildare—82m.—see Nov. 29 issue—(12).
SHOP AROUND THE CORNER, THE—CD—Margaret Sullavan, James Stewart, Frank Morgan—Good entertainment with box-office names—100m.—see Jan. 10 issue—(20).
STRANGE CARGO—MD—Clark Gable, Joan Crawford, Ian Hunter—High-rating program — 113m. — see March 6 issue—(23).
YOUNG TOM EDISON—D—Mickey Rooney, Fay Bainter, George Bancroft—A high rating film; sell to the limit for top returns—85m.—see Feb. 21 issue—(28).

TO BE REVIEWED OR IN PRODUCTION

AND ONE WAS BEAUTIFUL—Jean Muir, Laraine Day, Billie Burke.
ANDY HARDY MEETS DEBUTANTE — Lewis Stone, Mickey Rooney, Fay Holden, Diana Lewis.
BOOM TOWN—Clark Gable, Spencer Tracy, Claudette Colbert, Hedy Lamarr.
DR. KILDARE'S STRANGE CASE — Lionel Barrymore, Lew Ayres, Laraine Day—(30).
EDISON, THE MAN—Spencer Tracy, Charles Coburn, Gene Reynolds.
FLORIAN—Robert Young, Helen Gilbert, Charles Coburn—(29).
FORTY LITTLE MOTHERS—Eddie Cantor, Rita Johnson, Bonita Granville.
MORTAL STORM, THE—Margaret Sullavan, James Stewart, Robert Young.
NEW MOON—Jeanette MacDonald, Nelson Eddy, Dick Purcel—(31).
PRIDE AND PREJUDICE—Greer Garson, Laurence Olivier, Maureen O'Sullivan.
SUSAN AND GOD—Joan Crawford, Fredric March, Rita Hayworth.
TO OWN THE WORLD—Lew Ayres, Lana Turner.
TWENTY MULE TEAM—Wallace Beery, Leo Carrillo, Noah Beery, Jr.
TWO GIRLS ON BROADWAY — George Murphy, Lana Turner, Joan Blondell.
WATERLOO BRIDGE — Vivien Leigh, Robert Taylor, Maria Ouspenskaya.

MONOGRAM

(1938-1939 releases from 3801 up; 1939-1940 releases from 3901 up.)

CHASING TROUBLE — MD — Frankie Darro, Marjorie Reynolds, George Cleveland—Weak dual support—63m.—see Jan. 24 issue—(3917).
CHEYENNE KID, THE—W—Jack Randall, Louise Stanley—Below-average western—49m.—see March 20 issue—(3962).
CRASHING THRU — AD—James Newill, Warren Hull, Jean Carmen, Milburn Stone — Saturday matinee filler—55m.—see Oct. 4 issue—(3936).
DANGER AHEAD—AD—James Newill, Dorothea Kent, Dave O'Brien—Good action Renfrew — 57m. — see Feb. 21 issue—(3939).
DANGER FLIGHT—MD—John Trent, Marjorie Reynolds, Tommie Baker—Nice action show for the family trade—61m.—see Nov. 15 issue—(3816).
EAST SIDE KIDS — D — Leon Ames, Dennis Morgan, Vince Barnett—Okay for the nabes, duallers—62m.—see Feb. 21 issue—(3924).
FATAL HOUR, THE—MY—Boris Karloff, Grant Withers, Marjorie Reynolds—Wong wows 'em—68m.—see Jan. 24 issue—(3907).
FIGHT FOR PEACE—Documentary—Story by Hendrik Willem Van Loon, narration by David Ross—Highly saleable topical picture — 63m.—see 1st May, 1938, issue, under Miscellaneous—(3881)—(A).
FIGHTING MAD—AD—Jimmy Newill, Sally Blane—The kids should like it—55m.—see Nov. 15 issue—(3937).
FOUR JUST MEN, THE—see The Secret Four.
GENTLEMAN FROM ARIZONA, THE—WMU—J. Farrell MacDonald, Joan Barclay, John King—Pleasing dual supporting fare; color should help—71m.—see Dec. 27 issue—(Cinecolor)—(3912).
HEROES IN BLUE—MD—Dick Purcell, Bernadene Hayes—Cops-and-robbers for the family—58m.—see Nov. 15 issue—(3919).

HIDDEN ENEMY—MD—Werren Hull, Kay Lineker, William von Brincken—Nebe dual fare; plug timelliness—63m.—see Feb. 21 issue—(3922).
HUMAN MONSTER, THE—MD—Bela Lugosi, Hugh Williams, Greta Gynt—Excellent horror show—73m.—see March 6 issue—(English-made)—(3916).
MIDNIGHT LIMITED—MY—John King, Marjorie Reynolds—Fair support on nabe duals — 61m. — see April 3 issue—(3921).
MURDER ON THE YUKON—AD—James Newill, Polly Ann Young, Dave O'Brien—Routinely good Renfrew—56m.—see April 3 issue—(3942).
MUTINY IN THE BIG HOUSE—MD—Charles Bickford, Barton MacLane—One of Monogram's best—83m.—see Oct. 18 issue—(3808).
OVERLAND MAIL, THE—W—Jack Randall, Claire Rochelle—Just about tops for Randall end Monogram—51m.—see Nov. 15 issue—(3857).
PIONEER DAYS—W—Jack Randall, June Wilkins, Frank Yaconelli—Not so hot—59m.—see Feb. 21 issue—(3961).
PHANTOM STRIKES, THE—MY—Wilfrid Lawson, Sonnie Hale, Louise Henry—Okay English mystery program—58m.—see Nov. 29 issue—(3923).
RAIDERS OVER ENGLAND — see Shorts Check-Up—(3830)
RHYTHM OF THE RIO GRANDE—W—Tex Ritter, Suzan Dale—Good Ritter—53m.—see March 20 issue—(3953).
ROLL WAGONS ROLL—W—Tex Ritter, Nelson McDowell, Muriel Evens—Standard Ritter — 54m. — see Dec. 13 issue—(3951).
SECRET FOUR, THE (The Four Just Men)—MY—Hugh Sinclair, Griffith Jones, Francis L. Sullivan—High-rating English melodrama—79m.—see Dec. 13 issue—(English-made)—(3918).
TORPEDO RAIDER—MD—John Mills, Barry Mackay, Betty Balfour—Topical British entrant—60m.—see Feb. 21 issue—(English-made).
WESTBOUND STAGE — W — Tex Ritter, Nelson MacDowell, Muriel Evans—Good Ritter — 58m.—see Jan. 10 issue—(3952).
YUKON FLIGHT—MD—James Newill, Louise Stanley, Dave O'Brien—Standard bottom dualler—57m.—see Dec. 13 issue—(3938).

TO BE REVIEWED OR IN PRODUCTION

COLORADO TRAIL—Tex Ritter—(3954).
COVERED WAGON TRAILS—Jack Randall, Sally Cairns, David Sharp—(3963).
PHANTOM PILOT—James Newill—(3941).
RIP VAN WINKLE—Marcia Mae Jones, Mertin Spellmen, Jackie Moran—(3901).
SON OF THE NAVY — Martin Spellman, Jean Parker, James Dunn.
TOMBOY — Jackie Moran, Marcia Mae Jones, Grant Withers.

PARAMOUNT

(1939-1940 releases from 3901 up.)

ADVENTURE IN DIAMONDS—MD—George Brent, Isa Miranda, John Loder—Miranda's possibilities should help—76m.—see Jan. 24 issue—(3928).
ALL WOMEN HAVE SECRETS—CD—Virginia Dale, Joseph Allen, Jr., Jean Cegney—Lower-half dualler—70m.—see Dec. 13 issue—(3914)—(A).
CAT AND THE CANARY, THE—CMY—Bob Hope, Paulette Godderd, John Beel—Okay programmer for the kids end mystery fans—74m.—see Oct. 18 issue—(3909).
DISPUTED PASSAGE—D—Dorothy Lamour, Akim Tamiroff, John Howard—Can do big biz, if sold properly—91m.—see Oct. 4 issue—(3908).
DR. CYCLOPS — MD — Albert Dekker, Janice Logan, Thomas Coley—Field day for the exploiters—77m.—see March 20 issue—(Technicolor)—(3929).
EMERGENCY SQUAD — AD — William Henry, Louise Campbell, Richard Denning—Lower nabe dualler—58m.—see Dec. 27 issue—(3917).
FARMER'S DAUGHTER, THE—Martha Raye, Cherles Ruggles, Richard Denning — Entertaining comedy program, sell Raye and Ruggles—61m.—see Feb. 21 issue—(3927).
FRENCH WITHOUT TEARS — C—Ray Milland, Ellen Drew, Roland Culver—Okay English-made program comedy; build up title—66m.—see April 3 issue—(3930)—(English-made).
GERONIMO!—MD—Preston Foster, Ralph Morgan, Andy Devine, Ellen Drew—Highly exploitable—90m.—see Nov. 29 issue—(3918).
GREAT VICTOR HERBERT, THE—DMU—Walter Connolly, Allen Jones, Mary Martin—Can ba sold big—91m.—see Dec. 13 issue—(3916).
GULLIVER'S TRAVELS—Fantasy—Full-length cartoon, produced by Max Fleischer—Can be exploited for big returns—77m.—see Dec. 27 issue—(Technicolor)—(3915).
HONEYMOON IN BALI—CD—Fred MacMurray, Madeleine Carroll, Akim Tamiroff—Profit-making laugh carnival—96m.—see Sept. 20 issue—(3904).
JAMAICA INN—COD—Charles Laughton, Leslie Banks, Maureen O'Hara—Deserving of best selling facilities—99m.—see Oct 4 issue—(English-made)—(3906)—(A).
KNIGHTS OF THE RANGE—AD—Russell Hayden, Victor Jory, Jean Parker—Western fans will thoroughly enjoy this one—70m.—see March 8 issue—(3923).
LAW OF THE PAMPAS—W — William Boyd, Russell Hayden, Sidney Toler—Top-notch western—74m.—see Nov. 1 issue—(3955).
LIGHT THAT FAILED, THE — MD—Ronald Colman, Walter Huston, Muriel Angelus—Sell Colmen, Kipling names—99m.—see Dec. 27 issue—(3921).
LLANO KID, THE—MD—Tito Guizar, Gale Sondergaard—Highly saleable western—70m.—see Nov. 15 issue—(3913).
NIGHT OF NIGHTS, THE—MD—Pat O'Brien, Olympe Bradna, Roland Young—Good cast helps make this pleesing dualler — 86m. — see Dec. 13 issue—(3912).
OUR NEIGHBORS, THE CARTERS—CD—Fay Bainter, Frank Craven, Edmund Lowe—High-rating fara for small town and nabe housas—84m.—see Nov. 1 issue—(3911).
PAROLE FIXER—MD—William Henry, Virginia Dale, Robert Paige—Anemic dualler—59m.—see Feb. 7 issue—(3920).
REMEMBER THE NIGHT—D—Barbara Stanwyck, Fred MacMurray, Beulah Bondi—Sell this for good grossas—94m.—see Jan. 10 issue—(3919).
ROAD TO SINGAPORE, THE — CMU — Bing Crosby, Dorothy Lamour, Bob Hope—Sell the names—85m.—see March 6 issue—(3926).
RULERS OF THE SEA—D—Douglas Fairbanks, Jr., Will Fyffe, Margaret Lockwood—Can ba sold for tha money; get bahind it—97m.—see Sept. 20 issue—(3910).
SANTA FE MARSHAL—W—William Boyd, Russell Hayden, Bernadene Hayes—Standard Hopalong—68m.—see Jan. 10 issue—(3956).
SEVENTEEN — C — Jackie Cooper, Betty Field, Otto Kruger — Pleasing program — 78m. — see Nov. 1 issue—(3924).
SHOWDOWN, THE—W—William Boyd, Russell Hayden, Britt Wood—High standard Hopalong—65m.—see March 20 issue—(3957).
SIDEWALKS OF LONDON—CD—Cherlea Laughton, Vivien Leigh, Rex Harrison—Sell tha names—86m.—see Feb. 7 issue—(3922).
TELEVISION SPY—MD—William Henry, Judith Barrett, William Collier, Sr.—Exploitable lowar-half dualler—59m.—see Oct. 18 issue—(3907).
WHAT A LIFE!—CD—Jackie Cooper, Betty Field—Juvanile program; can ba sold—79m.—see Sept. 20 issue—(3905)
WOMEN WITHOUT NAMES—MD—Ellen Drew, Robert Paige, Judith Barrett — Above-average supporting fare—63m.—see March 6 issue—(3925).

TO BE REVIEWED OR IN PRODUCTION

BISCUIT EATER, THE—Billy Lee, Cordell Hickman, Helene Millard, Richard Lane.
BUCK BENNY RIDES AGAIN—Jack Benny, Eddie Anderson, Ellen Drew, Phil Harris, Andy Devine—88m.
DESTINY—Basil Rathbone, John Howard, Ellen Drew, Kitty Kelly, Ralph Morgan.
DOWN WENT McGINTY—Brian Donlevy, Akim Tamiroff, Muriel Angelus.
GHOST BREAKERS, THE—Bob Hope, Paulette Goddard, Paul Lukas.
GOLDEN GLOVES—Richard Denning, Jean Cegney, Robert Paige.
HENRY ALDRICH, No. 1—Jackie Cooper, Leila Ernst, Eddie Brecken.
HIDDEN GOLD—William Boyd, Russell Heyden, Britt Wood, Ruth Rogers—(3958).
I WANT A DIVORCE—Joan Blondell, Dick Powell, Frank Fay.
LIGHT OF WESTERN STARS—Victory Jory, Jo Ann Sayres, Russell Hayden, Noah Beery, Jr.—66m.
NORTH WEST MOUNTED POLICE—Gary Cooper, Madeleine Carroll, Preston Foster—(Technicolor).
OPENED BY MISTAKE—Charles Ruggles, Janice Logen, Robert Paige, William Frawley—67m.
QUEEN OF THE MOB—Ralph Bellamy, William Henry, Paul Kelly, Jean Cagney.
SAFARI—Madeleine Carroll, Douglas Feirbenka, Jr., Tullio Carminati—81m.
STAGE COACH WAR—William Boyd, Russell Hayden, Britt Wood, Julie Carter—(3959).
THOSE WERE THE DAYS — William Holden, Bonita Granville, Judith Barrett, Vaughan Glaser.
TYPHOON — Dorothy Lamour, Robert Preston, Lynne Overmen—(Technicolor)—71m.
UNTAMED—Ray Millend, Patricia Morison, Akim Tamiroff—(Technicolor)—83m.
VIRGINIA—Carolyn Lee.
WAY OF ALL FLESH, THE—Akim Tamiroff, William Henry, Gladya George, Muriel Angelua.

RKO-RADIO

(1938-1939 releases from 901 up; 1939-1940 releases from 001 up.)

ABE LINCOLN IN ILLINOIS — D — Raymond Massey, Gene Lockhert, Mary Howard, Ruth Gordon — A great picture; to ba exploited to tha limit—110m.—see Jan. 24 issue—(009).
ALLEGHENY UPRISING — MD — Claire Trevor, John Wayne, George Sanders—Exploitable frontier drama—81m.—see Nov. 1 issue—(006)
BEYOND TOMORROW — D — Harry Carey, C. Aubrey Smith, Charles Winninger, Richard Carlson, Jean Parker—A hard one to predict, but give it every breek; it may be a surprise at the boxoffice—89m.—(031).
BILL OF DIVORCEMENT, A — D — Maureen O'Hara, Adolphe Menjou, Fay Bainter, Herbert Marshall—Strong drame; sell title reputation end names—74m.—see March 20 issue—(028)—(A).
BULLET CODE—W — George O'Brien, Virginia Vale, Robert Stanton—Fair O'Brien—58m.—see March 6 issue—(060)
COURAGEOUS DOCTOR CHRISTIAN, THE—MD—Jean Hersholt, Dorothy Lovett, Robert Baldwin—Tops in the series; good dualler—67m.—see April 3 issue—(030).
ESCAPE TO PARADISE—CDMU—Bobby Breen, Kent Taylor, Marla Shelton — Mild offering for lower brackets—62m.—see Dec. 13 issue—(945).
EVERYTHING'S ON ICE—CD—Irene Dare, Edgar Kennedy, Roscoe Karns—Pleasant programmer, ballyhoo Irene Dare—67m.—see Sept. 20 issue—(946).
FLYING DEUCES, THE—C—Stan Laurel, Oliver Hardy, Jean Parker—Lower-bracket attraction; will satisfy confirmed Laurel end Hardy fans—69m.—see Oct. 18 issue—(010).
HUNCHBACK OF NOTRE DAME, THE — D — Charles Laughton, Sir Cedric Hardwicke, Thomas Mitchell—Immensa production, worthy of elaborete exploitation—117m.—see Dec 27 issue—(015)—(A)
IRENE — CDMU — Anna Neagle, Ray Milland, Roland Young, Alan Marshall, May Robson, Billie Burke—Sell this big—99m.—see April 3 issue—(024).
ISLE OF DESTINY—MD—William Gargan, Wally Ford, June Lang—Weak dual offering—83m.—see Jan. 24 issue—(Cosmocolor)—(017).
LEGION OF THE LAWLESS—W—George O'Brien, Virginia Vale—Okay for O'Brien fans—59m.—see Nov. 29 issue—(082).
LITTLE ORVIE — MD — John Sheffield, Ernest Truex, Dorothy Tree—Pleasant for the family, dual trede—66m.—see March 6 issue—(020).
MARINES FLY HIGH, THE—AD—Richard Dix, Lucille Ball, Chester Morris—Strong duel support; small situation feature—68m.—see Feb. 7 issue—(018).
MARRIED AND IN LOVE—MD—Alan Marshall, Berbara Read, Petric Knowles—Program; dualler, chiefly for women—59m.—see Dec. 27 issue—(014).
MARSHAL OF MESA CITY, THE—W—George O'Brian, Virginia Vale—Top-notch O'Brien—62m.—see Oct. 18 issue—(081).
MEET DR. CHRISTIAN—D—Jean Hersholt, Dorothy Lovett—Good family end nabe entertainment; radio following should help at box office—70m.—sea Nov. 1 issue—(005)
MEXICAN SPITFIRE—C—Lupe Velez, Leon Errol, Donald Woods—Good slapstick comedy—67m. — sea Dec 27 issue—(016).
MILLIONAIRE PLAYBOY—C—Joe Penner, Linda Hayes, Russ Brown—Satisfactory Penner offering—64m.—see March 6 issue—(022).
NURSE EDITH CAVELL — D — Anna Neagle, George Sanders, Edna Mae Oliver—Vary timely; can be sold for the money if properly hendlad—97m.—see Sept. 6 issue—(001)
PINOCCHIO — Fantasy — Feature-length cartoon, produced by Walt Disney—A natural all the way—87m.—see Feb. 21 issue—(Technicolor)—(001).
PRIMROSE PATH — D — Ginger Rogers, Joel McCrea, Miles Mander, Marjorie Rambeau—Off the beaten path; it should be handled with care—93m.—see March 20 issue—(023)—(A).
QUEEN OF DESTINY (Sixty Glorious Years) — D — Anna Neagle, Anton Walbrook, C. Aubrey Smith—Box-office importation, if exploited—95m.—see Nov. 30, 1938, issue—(Technicolor)—(English-made)—(061).
RENO—D—Richard Dix, Gail Patrick—Nica program; okay top dualler — 73m.—see Nov. 15 issue—(008)
SAINT'S DOUBLE TROUBLE, THE—MY—George Sanders, Jonathan Hale, Helene Whitney—Good Saint entry—68m.—see Jan. 24 issue—(021).
SIXTY GLORIOUS YEARS—see Queen of Destiny.
SUED FOR LIBEL—MY—Kent Taylor, Linda Hayes—Exploitable dualler—66m.—see Oct. 18 issue—(012)
SWISS FAMILY ROBINSON — MD — Thomas Mitchell, Edna Best, Freddie Bartholomew—It has the angles; get behind it—93m.—see Feb. 7 issue—(019).
THAT'S RIGHT, YOU'RE WRONG—CMU—Kay Kyser & Orchestra, Adolphe Menjou, Lucille Ball—Money musical—95m.—see Nov. 29 issue—(011).
THREE SONS—D—Edward Ellis, William Gargan, Kent Taylor—Dualler—72m.—see Oct. 4 issue—(004).
TWO THOROUGHBREDS—D—Jimmy Lydon, Joan Brodel, Arthur Hohl — Vary nica family dualler; a sleeper which might surprise—62m.—see Dec. 13 issue—(013)
VIGIL IN THE NIGHT — D — Carole Lombard, Brian Aherne, Doris Lloyd—One of the best, but it needs selling—96m.—see Feb. 21 issue—(007).

TO BE REVIEWED OR IN PRODUCTION

ANNE OF WINDY POPLARS—Anne Shirley, James Ellison, Patric Knowles.
CURTAIN CALL — Barbara Read, John Archer, Alan Mowbray—(027).
HEART OF DARKNESS—Orson Welles, Edgar Barrier, Everett Sloan, Ray Collins.
MY FAVORITE WIFE—Irene Dunne, Cary Grant, Randolph Scott, Gail Patrick—(025).
PASSPORT TO LIFE—Cary Grant
SAINT TAKES OVER, THE — George Sanders, Wendy Barrie, Paul Guilfoyle.
TOM BROWN'S SCHOOLDAYS—Sir Cedric Hardwicke, Freddie Bartholomew, Jimmy Lydon—(029)
VILLAIN STILL PURSUED HER, THE—Buster Keaton, Hugh Herbert, Anita Louise.
YOU CAN'T FOOL YOUR WIFE—James Ellison, Lucille Ball, Emma Dunn.

REPUBLIC

(1938-1939 releases from 801 up; 1939-1940 releases from 901 up.)

ARIZONA KID, THE—W—Roy Rogers, George Hayes, Sally March—Okay Rogers western—61m.—see Oct. 18 issue—(951).

COVERED TRAILER, THE, THE HIGGINS FAMILY IN—CD—James, Lucile, Russell Gleason, Tommy Ryan—Entertaining Higgins entry—66m.—see Nov. 29 issue—(915).

COWBOYS FROM TEXAS—W—Robert Livingston, Raymond Hatton, Duncan Renaldo, Carole Landis—How are the great fallen!—57m.—see Dec. 13 issue—(962).

DAYS OF JESSE JAMES — W — Roy Rogers, George Hayes, Donald Barry—Rogers' best—63m.—see Dec. 27 issue—(953).

FORGOTTEN GIRLS—MD—Louise Platt, Donald Woods, Eduardo Ciannelli, Robert Armstrong, Wynne Gibson—Support on nabe duals—68m.—see April 3 issue—(920).

HEROES OF THE SADDLE—W — Robert Livingston, Raymond Hatton, Duncan Renaldo, Patsy Lee Parsons—Sub-par Mesquiteers—56m.—see Jan. 24 issue—(963).

JEEPERS CREEPERS—C—Weaver Brothers & Elviry, Roy Rogers, Maris Wrixton—Strictly for the provinces—69m.—see Nov. 15 issue—(914).

KANSAS TERRORS, THE—W—Robert Livingston, Raymond Hatton, Duncan Renaldo—Okay western—57m.—see Nov. 1 issue—(961).

MAIN STREET LAWYER — D — Edward Ellis, Anita Louise, Robert Baldwin—Pleasing family program—72m.—see Nov. 15 issue—(905).

MONEY TO BURN, THE HIGGINS FAMILY IN—C—James, Lucile, Russel Gleason, Harry Davenport—Pleasing nabe dualler—69m.—see Jan. 10 issue—(917).

PIONEERS OF THE WEST—W—Robert Livingston, Raymond Hatton, Duncan Renaldo—Best of the recent Mesquiteers—56m.—see March 20 issue—(964).

ROVIN TUMBLEWEEDS—W—Gene Autry, Smiley Burnette, Mary Carlisle—Week Autry—64m.—see Nov. 29 issue—(848).

SABOTAGE — MD — Arleen Whelan, Gordon Oliver, Charles Grapewin—Lower-half dualler; plug timelness—69m.—see Oct. 18 issue—(913).

SAGA OF DEATH VALLEY—W—Roy Rogers, George Hayes, Doris Day—One of Rogers' best—58m.—see Nov 29 issue—(952)

SOUTH OF THE BORDER — W—Gene Autry, Smiley Burnette, June Storey—Auspicious entry for the new series—71m.—see Dec. 13 issue—(941).

THOU SHALT NOT KILL—D—Charles Bickford, Owen Davis, Jr., Doris Day—Dualler—68m.—see Dec. 27 issue—(916).

VILLAGE BARN DANCE — MDU — Richard Cromwell, Doris Day, George Barbier—Darned good musical for the sticks and slicks; sell radio draw—74m.—see Feb. 7 issue—(919).

WOLF OF NEW YORK—MD—Edmund Lowe, Rose Hobart, James Stephenson—Good program; top dualler—68m.—see Feb. 7 issue—(918).

TO BE REVIEWED OR IN PRODUCTION

COVERED WAGON DAYS—Robert Livingston, Raymond Hatton, Duncan Renaldo.

CROOKED ROAD, THE—Irene Hervey, Edmund Lowe.

DARK COMMAND, THE—John Wayne, Claire Trevor, Walter Pidgeon, Roy Rogers

DOCTORS DON'T TELL—Charles Coburn.

GHOST VALLEY RAIDERS—Donald Barry, Lona Andre, Leroy Mason.

GRANDPA GOES TO TOWN, THE HIGGINS FAMILY IN—James, Lucile, Russell Gleason, Harry Davenport.

IN OLD MISSOURI—Weaver Brothers & Elviry, June Storey, Loretta Weaver.

OLD MILL STREAM, THE—Gene Autry, Smiley Burnette.

RANCHO GRANDE—Gene Autry, Smiley Burnette, June Storey—(919).

WOMEN IN WAR—Elsie Janis, Wendy Barry, Patric Knowles.

YOUNG BUFFALO BILL—Roy Rogers, George Hayes, Pauline Moore—(954).

20th CENTURY-FOX

(1939-1940 releases from 001 up.)

BARRICADE—MD—Alice Faye, Warner Baxter—Just a programmer—71m.—see Nov. 29 issue—(026).

BLUE BIRD, THE—Fantasy—Shirley Temple, Spring Byington, Nigel Bruce—Must be sold in the "different" manner—83m.—see Feb. 7 issue—(Technicolor)—(025).

CHARLIE CHAN IN CITY IN DARKNESS—MD—Sidney Toler, Lynn Bari, Harold Huber—Run-of-the-mill Chan dualler—74m.—see Nov. 1 issue—(021).

CHARLIE CHAN IN PANAMA—MD—Sidney Toler, Jean Rogers, Lionel Atwill—High-rating Chan—67m.—see Jan 24 issue—(035).

CISCO KID AND THE LADY, THE—W—Cesar Romero, Cris-Pin Martin, Virginia Fields—Pleasing outdoor drama—73m.—see Nov. 13 issue—(012).

CITY OF CHANCE, THE — MD—Lynn Bari, Donald Woods, C. Aubrey Smith—Pleasing dualler—57m.—see Jan 10 issue—(027)

DAY-TIME WIFE—C—Tyrone Power, Linda Darnell—Sell the names—72m.—see Nov. 29 issue—(020)

DRUMS ALONG THE MOHAWK—MD—Claudette Colbert, Edna May Oliver, Henry Fonda—High rating—103m.—see Nov. 1 issue—(Technicolor)—(015).

ESCAPE, THE—D—Kane Richmond, Amanda Duff, Edward Norris—Well-knit, tear-jerking dualler—58m.—see Sept. 6 issue—(010).

EVERYTHING HAPPENS AT NIGHT—CD—Sonja Henie, Ray Milland, Robert Cummings—Can be sold—77m.—see Dec. 27 issue—(029).

FIRST WORLD WAR, THE—Compilation — Edited by Laurence Stallings, narration by Pedro de Cordoba—Depends on selling—78m.—see Oct. 18 issue—(reissue)—(062)—(A).

FREE, BLONDE AND 21—D—Lynn Bari, Mary Beth Hughes, Joan Davis—Okay for the lower brackets—75m.—see Feb. 21 issue—(037).

GRAPES OF WRATH, THE—D — Henry Fonda, Jane Darwell, John Carradine — Superb photoplay, but has to be sold—128m.—see Feb. 7 issue—(040)—(A).

HE MARRIED HIS WIFE — CD—Joel McCrea, Nancy Kelly, Mary Boland—Fair program; plug the cast—83m.—see Jan. 10 issue—(023).

HEAVEN WITH A BARBED-WIRE FENCE—D—Jean Rogers, Raymond Walburn—Just a filler—62m.—see Oct 18 issue—(019)

HERE I AM, A STRANGER—MD—Richard Greene, Richard Dix, Brenda Joyce — Strong program — 83m.—see Oct. 4 issue—(009).

HIGH SCHOOL—CD—Jane Withers, Joe Brown, Jr., Lloyd Corrigan—Swell for the 'teen-agers—74m.—see Dec 13 issue—(028)

HOLLYWOOD CAVALCADE — D—Don Ameche, Alice Faye, J. Edward Bromberg — Highly exploitable everywhere—96m.—see Oct. 18 issue — (Technicolor)—(007)

HONEYMOON'S OVER, THE—CD—Stuart Erwin, Marjorie Weaver—Okay dual program — 70m. — see Nov 15 issue—(024).

INSPECTOR HORNLEIGH ON HOLIDAY—CMY—Gordon Harker, Alastair Sim, Linden Travers—Pleasant English murder mystery—74m.—see Dec. 13 issue—(English made)—(022)

JOHNNY APOLLO—D—Tyrone Power, Dorothy Lamour, Edward Arnold—The Power-Lamour combo can be sold for good returns—92m.—see March 20 issue—(042).

LITTLE OLD NEW YORK—MD—Alice Faye, Fred MacMurray, Richard Greene—Title and names in cast will help sell this; push it—100m.—see Feb. 7 issue—(031).

MAN WHO WOULDN'T TALK, THE—MD—Lloyd Nolan, Jean Rogers, Richard Clarke—Well-made dramatic dualler—72m.—see Dec. 27 issue—(030).

PACK UP YOUR TROUBLES—C—Ritz Brothers, Jane Withers—Good comedy offering, with timely angle—75m.—see Sept. 20 issue—(014).

ROAD TO GLORY, THE—MD—Fredric March, Lionel Barrymore, Warner Baxter, June Lang—Big production throughout—101m.—(re-issue)—(061).

SHIPYARD SALLY—CMU—Gracie Fields, Sydney Howard—Just a nabe dualler—79m.—see Oct. 18 issue—(English-made)—(018)

SHOOTING HIGH—W—Jane Withers, Gene Autry, Marjorie Weaver—Dualler for family trade—65m.—see March 20 issue—(041).

SWANEE RIVER—DMU—Don Ameche, Al Jolson, Andrea Leeds—Should do well, if sold properly—86m.—see Jan 10 issue—(Technicolor)—(017).

THEY CAME BY NIGHT—MD—Will Fyffe, Phyllis Calvert, Anthony Hulme—High-rating English meller—73m.—see March 6 issue — (English-made)—(033).

TOO BUSY TO WORK, THE JONES FAMILY IN—CD—Jed Prouty, Spring Byington, Ken Howell—Jones get more life—65m.—see Oct 18 issue—(016).

20,000 MEN A YEAR—MD—Randolph Scott, Margaret Lindsay, Preston Foster—Exploitable air dualler—84m.—see Nov. 1 issue—(Cosmopolitan)—(013).

VIVA CISCO KID—MD—Cesar Romero, Jean Rogers, Chris-Pin Martin—Strictly for Cisco's fans—71m.—see April 3 issue—(039).

YOUNG AS YOU FEEL, THE JONES FAMILY IN—CD—Jed Prouty, Spring Byington, Russell Gleason—Weaker Jones family effort—59m. — see Jan. 24 issue—(032).

TO BE REVIEWED OR IN PRODUCTION

CHARLIE CHAN'S MURDER CRUISE — Sidney Toler, Marjorie Weaver, Robert Lowery.

EARTHBOUND — Warner Baxter, Andrea Leeds, Lynn Bari—(034).

GIRL MUST LIVE, A—Margaret Lockwood, Lilli Palmer, Renee Houston—(English-made).

I WAS AN ADVENTURESS — Vera Zorina, Richard Greene, Peter Lorre, Eric von Stroheim—(038).

LILLIAN RUSSELL — Alice Faye, Don Ameche, Henry Fonda, Edward Arnold.

MARYLAND — Walter Brennan, John Payne, Brenda Joyce—(Technicolor)

MILLION DOLLAR DIAMOND—Florence Rice, Kent Taylor, Joan Valerie, Marguerite Chapman.

MODERN 39ERS, THE JONES FAMILY IN—Jed Prouty, Spring Byington, Henry Armetta.

ON THEIR OWN, THE JONES FAMILY IN—Spring Byington, Henry Armetta.

ROGUE OF THE RIO GRANDE—Cesar Romero, Mary Beth Hughes, Evelyn Venable.

SAILOR'S LADY—Jon Hall, Nancy Kelly, Joan Davis.

SO THIS IS LONDON—Robertson Hare, Alfred Drayton, George Sanders, Berton Churchill—(English-made).

STAR DUST — Linda Darnell, John Payne, Roland Young

YOUNG PEOPLE, THE—Shirley Temple, Jack Oakie, Arleen Whalen.

UNITED ARTISTS

CHUMP AT OXFORD, A — C — Stan Laurel, Oliver Hardy, Forrester Harvey—Just dual support—63m.—see Feb. 21 issue—(Roach).

ETERNALLY YOURS—CD—Loretta Young, David Niven, Hugh Herbert—High-ranking comedy—91m. — see Oct. 18 issue—(Wanger).

HOUSE ACROSS THE BAY—MD—George Raft, Joan Bennett, Walter Pidgeon, Lloyd Nolan — Okay meller for supporting spot; sell the names—89m.—see March 20 issue—(Wanger).

HOUSEKEEPER'S DAUGHTER, THE—C—Joan Bennett, John Hubbard, Adolphe Menjou—Too-hracket comedy—89m.—see Sept. 20 issue—(Roach).

LION HAS WINGS, THE—Documentary—Merle Oberon, Ralph Richardson, June Duprez—Propaganda piece; will need selling—73m. — see Jan. 24 issue—(Korda).

MY SON, MY SON!—D—Madeleine Carroll, Brian Aherne, Louis Hayward—Box-office, if sold properly—117m.—see March 20 issue—(Small).

OF MICE AND MEN—D—Burgess Meredith, Betty Field, Lon Chaney, Jr.—May be a big surprise, if properly sold—106m.—see Jan. 10 issue—(Roach)—(A).

OVER THE MOON—CD—Merle Oberon, Rex Harrison, Ureula Jeans—Very good British program; sell Oberon—78m.—see Feb. 7 issue—(British-made)—(Technicolor)—(Korda).

RAFFLES—CD—David Niven, Olivia de Havilland, Dame May Whitty—Light meller—71m.—see Dec. 27 issue—(Goldwyn).

REAL GLORY, THE—AD—Gary Cooper, Andrea Leeds, David Niven—High-rating action program—96m.—see Sept. 20 issue—(Goldwyn).

SLIGHTLY HONORABLE—MD — Pat O'Brien, Edward Arnold, Jean Terry, Broderick Crawford—Not too strong murder yarn; play up cast—85m.—see Jan. 24 issue—(Wanger).

TO BE REVIEWED OR IN PRODUCTION

ONE MILLION B. C.—John Hubbard, Victor Mature, Carol Landis, Lon Chaney, Jr.—(Roach).

OUR TOWN—Frank Craven, Thomas Mitchell, William Holden, Martha Scott—(Lesser).

PRODUCTION No. 6—Charles Chaplin, Paulette Goddard, Reginald Gardner—(Chaplin).

REBECCA—Laurence Olivier, Joan Fontaine, Judith Anderson, George Sanders—(Selznick).

SAPS AT SEA—Stan Laurel, Oliver Hardy, James Finlayson—(Roach).

THIEF OF BAGDAD, THE—Sabu, Conrad Veidt, Jean Duprez—(technicolor)—(English-made)—(Korda).

TURNABOUT—John Hubbard, Adolphe Menjou, Carol Landis—(Roach).

UNTITLED — Joel McCrea, Herbert Marshall, Laraine Day—(Wanger).

WESTERNER, THE—Gary Cooper, Walter Brennan, Fred Stone, Dorie Davenport—(Goldwyn).

UNIVERSAL

(1939-1940 releases from 4001 up.)

ALL QUIET ON THE WESTERN FRONT — D — Louis Wolheim, Lew Ayres, John Wray—To be seen—93m.—see Oct. 4 issue—("Uncensored Version")—(4073).

BIG GUY, THE—MD—Victor McLaglen, Jackie Cooper, Edward Brophy—Top dualler, okay for McLaglen following—78m.—see Dec. 13 issue—(4016).

BLACK FRIDAY—D—Boris Karloff, Stanley Ridges, Bela Lugosi — Top-ranking horror program — 70m.—see March 6 issue.

CALL A MESSENGER—CD—Billy Halop, Huntz Hall, Robert Armstrong, Mary Carlisle—Nabe dual filler 65m.—see Oct. 4 issue—(4020).

CHARLIE McCARTHY, DETECTIVE—CMD—Edgar Bergen, Charlie McCarthy, Robert Cummings, Constance Moore—Okay for the Bergen-McCarthy fans—77m.—see Dec. 27 issue—(4011).

CHIP OF THE FLYING U—W—Johnny Mack Brown, Bob Baker, Doris Weston—Up to the series' high standard—55m.—see Nov. 15 issue—(4060).

DANGER ON WHEELS—AD—Richard Arlen, Andy Devine, Peggy Moran — Okay Arlen-Devine entry—61m.—see Jan. 24 issue—(4055).

DESTRY RIDES AGAIN—W—James Stewart, Marlene Dietrich, Charles Winninger, Mischa Auer, Brian Donlevy—High-rating, highly exploitable—94m.—see Dec. 13 issue—(4002).

DOUBLE ALIBI—MD—Wayne Morris, Margaret Lindsay, William Gargan—Just a dualler—60m.—see March 6 issue—(4034).

FRAMED—AD—Frank Albertson, Frances Robinson, Sidney Blackmer—Adequate bottom-dualler—60m.—see Jan. 10 issue—(4032).

GREEN HELL—D—Douglas Fairbanks, Jr., Joan Bennett, John Howard—Highly exploitable program—87m.—see Jan. 10 issue—(4041)—(A).

HALF A SINNER—C—Heather Angel, John King, Walter Catlett—Lightweight bottom dualler—59m.—see April 3 issue—(4040).

HERO FOR A DAY—D—Anita Louise, Dick Foran—Just a dualler—66m.—see Sept. 20 issue—(4036).

HONEYMOON DEFERRED—MY—Edmund Lowe, Margaret Lindsay, Elisabeth Risdon — Okay mystery dualler—59m.—see Feb. 21 issue—(4038).

HOUSE OF SEVEN GABLES, THE—D—George Sanders, Margaret Lindsay, Vincent Price—Okay dual fare—89m.—see March 20 issue.

INVISIBLE MAN RETURNS, THE — MD — Sir Cedric Hardwicke, Vincent Price, Nan Grey—Can be sold —81m.—see Jan. 10 issue—(4009).

IT'S A DATE—CMU—Deanna Durbin, Kay Francis, Walter Pidgeon, Eugene Pallette, Henry Stephenson, Samuel S. Hinds, Fritz Feld, Lewis Howard—No. 7 rings the bell—105m.—see April 3 issue—(4001).

LAUGH IT OFF—C—Constance Moore, Johnny Downs, Marjorie Rambeau—Pleasing duallier — 63m.—see Nov. 15 issue—(4026).

LEGION OF LOST FLIERS—AD—Richard Arlen, Andy Devine, Anne Nagel—Okay action yarn for duals—63m.—see Oct. 4 issue—(4053).

LITTLE ACCIDENT—C—"Baby Sandy," Richard Carlson, Joy Hodges — Family program, lower-half duallier—65m.—see Nov. 1 issue—(4019).

MAI HE'S MAKING EYES AT ME—MDMU—Tom Brown, Constance Moore, Richard Carle, Anne Nagel, Jerome Cowan—Okay nabe duallier—61m.—see March 20 issue—(4022).

MAN FROM MONTREAL—AD — Richard Arlen, Andy Devine, Anne Gwynne—Nabe duallier—60m.—see Nov. 15 issue—(4054).

MISSING EVIDENCE—MY—Preston Foster, Irene Hervey, Inez Courtney—Nabe dual support—64m.—see Oct. 18 issue—(4028).

MUTINY ON THE BLACKHAWK—MD—Richard Arlen, Andy Devine, Constance Moore—Duallier—66m.—see June 28 issue—(4051).

MY LITTLE CHICKADEE—C—Mae West, W. C. Fields, Joseph Calleia, Dick Foran—Sell the names—84m.—see Feb. 21 issue—(4004).

OH, JOHNNY, HOW YOU CAN LOVE—MDMU—Tom Brown, Peggy Moran, Juanita Quigley — Pleasing musical duallier — 68m. — see Jan. 24 issue—(4021).

OKLAHOMA FRONTIER—W—Johnny Mack Brown, Bob Baker, Fuzzy Knight—Good—58m.—see Oct. 18 issue—(4059).

ONE HOUR TO LIVE—MY—Charlee Bickford, Doris Nolan—Strong duallier—59m.—see Sept. 20 issue—(4030).

RIDERS OF PASCO BASIN—W—Johnny Mack Brown, Bob Baker, Fuzzy Knight, Frances Robinson—High-rating member of the series—56m.—see Dec. 27 issue—(4062).

RIO—MD—Basil Rathbone, Sigrid Gurie, Victor McLaglen, Leo Carrillo—Below par; will have to be sold —77m.—see Oct. 4 issue—(4014).

ROAD BACK, THE—MD—John Emery, Spring Byington, Andy Devine, John King—Topical version has selling angle—79m.—see Nov. 15 issue—("Outspoken Version")—(4074)—(A).

TOWER OF LONDON—MD—Basil Rathbone, Boris Karloff, Barbara O'Neill—Exploitable for best returns—92m.—see Nov. 29 issue—(4012).

TROPIC FURY — AD — Richard Arlen, Andy Devine, Beverly Roberts—Strong duallier—62½m.—see Aug 23 issue—(4052).

WEST OF CARSON CITY—W—Johnny Mack Brown, Bob Baker, Fuzzy Knight—High-rating western—55m.—see Nov. 29 issue—(4061).

ZANZIBAR — MD—Lola Lane, James Craig, Eduardo Cianelli—Okay for the nabes, duallers—69m.—see March 6 issue—(4025).

TO BE REVIEWED OR IN PRODUCTION

ALIAS THE DEACON—Bob Burns, Mischa Auer, Peggy Moran, Dennis O'Keefe.

BLACK DIAMONDS—Richard Arlen, Andy Devine.

DOUBLE SADDLED LAW—Johnny Mack Brown, Bob Baker—(4063).

ENEMY AGENT—Richard Cromwell, Helen Vinson, Robert Armstrong—61m.—(4033).

I CAN'T GIVE YOU ANYTHING BUT LOVE, BABY—Johnny Downs, Peggy Moran, Broderick Crawford.

IF I HAD MY WAY—Bing Crosby, Gloria Jean, Charles Winninger.

LA CONGA NIGHTS—Hugh Herbert, Constance Moore, Dennis O'Keefe.

SANDY IS A LADY—Sandra (Baby Sandy) Henville, Mischa Auer, Billy Lenhart.

SKI PATROL—Lulu Deste, Philip Dorn, Kathryn Adams.

WARNERS-FIRST NATIONAL

(1939-1940 releases from 401 up.)

(FN)—First National; (W)—Warners
(V)—Vitagraph, not on either split

BRITISH INTELLIGENCE—MD—Boris Karloff, Margaret Lindsay, Bruce Lester—Average programmer, duallier —62m.—see Jan. 10 issue—(W)—(416).

BROTHER RAT AND A BABY—C—Eddie Albert, Wayne Morris, Priscilla Lane—Pleasing comedy program—87m.—see Jan. 10 issue—(W)—(406).

CALLING PHILO VANCE — MD — James Stephenson, Margot Stevenson, Henry O'Neill—Better than average dual fare—62m.—see Jan. 10 issue—(W)—(420).

CASTLE ON THE HUDSON — D — John Garfield, Ann Sheridan, Pat O'Brien — Can do okay business — 77m.—see Feb. 7 issue—(FN)—(459).

CHILD IS BORN, A—Jeffrey Lynn, Gladys George, Geraldine Fitzgerald, Gale Page—Well made; it deserves handling of a special nature — 79m.—see Aug 9 issue—(W)—(415)—(A)

"DEAD END" KIDS ON DRESS PARADE, THE—MD—Dead End Kids, John Litel, Frankie Thomas—Okay dual program—62m.—see Nov 15 issue—(W)—(413).

DR. EHRLICH'S MAGIC BULLET, THE STORY OF—D—Edward G. Robinson, Ruth Gordon, Otto Kruger —Great biographical drama; to be exploited for high returns—103½m.—see Feb. 7 issue—(FN) —(457).

ESPIONAGE AGENT—MD—Joel McCrea, Brenda Marshall, Jeffrey Lynn, George Bancroft—High-rating exploitable programmer—83m.—see Oct. 4 issue—(FN)—(462).

FIGHTING 69th, THE—D—James Cagney, Pat O'Brien, George Breut—A blue-chip special—90m.—see Jan. 24 issue—(FN)—(451).

FOUR WIVES—CD—Claude Rains, May Robson, Jeffrey Lynn, the Lane Sisters—Good domestic fare; should sell big to screen Lane fans—99m.—see Dec. 13 issue—(FN)—(453).

GAMBLING ON THE HIGH SEAS—MD—Wayne Morris, Jane Wyman, Gilbert Roland—Okay for the action, dual fans—58m.—see March 6 issue—(W).

GRANNY GET YOUR GUN—CD—May Robson, Harry Davenport, Hardie Albright—Nice duallier—56m.—see Jan. 10 issue—(W)—(421).

INVISIBLE STRIPES—D — George Raft, Jane Bryan, William Holden—Sell names in cast for good grosses —82m.—see Dec. 27 issue—(W)—(408).

IT ALL CAME TRUE—CD—Ann Sheridan, Jeffrey Lynn, Humphrey Bogart, Zasu Pitts, Una O'Connor, Grant Mitchell, Felix Bressart—Fair program—87m.—see April 3 issue—(W).

JUAREZ AND MAXIMILIAN—see The Mad Empress.

KID NIGHTINGALE—C—John Payne, Jane Wyman, Walter Catlett—Okay for dual support—57m.—see Oct. 4 issue—(W)—(411).

KING OF THE LUMBERJACKS — MD — John Payne, Gloria Dickson, Stanley Fields — Okay program meller—61m.—see March 6 issue.

MAD EMPRESS, THE (Juarez and Maximilian)—D—Mede Novara, Conrad Nagel, Lionel Atwill—Duallar —72m.—see May 8 issue, under Miscellaneous, and Nov. 5 issue—(V)—(481).

MURDER IN THE AIR—MD—Ronald Reagan, Lya Lys, Eddie Foy, Jr.—Duals and nabes—58m.—see March 6 issue.

ON YOUR TOES—CMU—Vera Zorina, Eddie Albert, Alan Hale—Good entertainment—94m.—see Oct. 18 issue—(FN)—(463).

PRIDE OF THE BLUE GRASS—MD—Edith Fellows, James McCallion — Good entertainment for the family trade—65m.—see Oct. 4 issue — (W) — (418).

PRIVATE DETECTIVE—MY—Jane Wyman, Dick Foran —Okay for dual support—55m.—see Nov. 29 issue —(471).

PRIVATE LIVES OF ELIZABETH AND ESSEX, THE—COD—Bette Davis, Errol Flynn, Olivia de Havilland—Celluloid masterpiece; get behind it—106m. —see Oct. 4 issue—(Technicolor)—(W)—(402).

RETURN OF DOCTOR X, THE—MD—Wayne Morris, Humphrey Bogart, Rosemary Lane—Enjoyable action-packed melodrama—62m.—see Nov. 29 issue—(FN)—(464).

ROARING TWENTIES, THE—MD—James Cagney, Priscilla Lane, Humphrey Bogart—Top-notch meller, needed for big returns—106m.—see Nov. 1 issue—(W)—(403).

SMASHING THE MONEY RING—MD—Ronald Reagan, Margot Stevenson—Good action duallier—57m.—see Nov. 1 issue—(FN)—(470).

TEAR GAS SQUAD—AD—Dennis Morgan, John Payne, Gloria Dickson, George Reeves—Okay action supporting fare—58m.—see April 3 issue.

THREE CHEERS FOR THE IRISH—MD—Priscilla Lane, Thomas Mitchell, Dennis Morgan—High rating family program—100m.—see March 20 issue—(FN)—(465).

TORCHY PLAYS WITH DYNAMITE—MD—Jane Wyman, Allen Jenkins—Neat, swift Torchy yarn—59m.—see Aug. 9 issue—(W)—(326).

WE ARE NOT ALONE—D—Paul Muni, Jane Bryan, Flora Robson—Excellent drama for discriminating audiences—112m.—see Nov. 15 issue — (FN)—(458).

TO BE REVIEWED OR IN PRODUCTION

ALL THIS AND HEAVEN, TOO—Bette Davis, Charles Boyer, Jeffrey Lynn—(FN).

ANGEL FROM TEXAS, AN—Eddie Albert, Wayne Morris, Rosemary Lane.

BAD BOY — John Garfield, Brenda Marshall, Donald Crisp.

BROTHER ORCHID—Edward G. Robinson, Ann Sothern, Humphrey Bogart.

FLIGHT 8—Virginia Bruce, Wayne Morris, Ralph Bellamy.

FUGITIVE FROM JUSTICE — Morgan Conway, Roger Pryor, Sheila Bromley.

SATURDAY'S CHILDREN—Ann Shirley, Claude Rains, Frank McHugh, Lee Patrick.

SEA HAWK, THE — Errol Flynn, Brenda Marshall, Claude Rains.

'TIL WE MEET AGAIN—Merle Oberon, George Brent, Pat O'Brien, Binnie Barnes—(FN).

TORRID ZONE—James Cagney, Pat O'Brien, Ann Sheridan.

MISCELLANEOUS

Listed here are only those independently produced pictures, not handled by companies of nation-wide scope. Addresses of producers or distributors will be furnished on request.

ADVENTURES OF THE MASKED PHANTOM, THE—W —Monte Rawlins, Larry Mason, Betty Burgess—Low-grade western—55m.—see Dec. 27 issue—(Equity).

AMERICAN GANG BUSTERS—Documentary—For sensational salesmanship only—64m.—see April 3 issue.

BAD BOY—D—Johnny Downs, Rosalind Keith, Helen MacKellar—Very weak indie, sell Downs—65m.—see Dec. 27 issue—(Atlas)—(A).

BEASTS OF BERLIN—see Goose Step.

BEYOND BENGAL—Travel—Produced by Harry Schenck —Maybe yes, and maybe no—70m.—see July 26 issue—(Showmen's Pictures).

BURIED ALIVE—MD—Beverly Roberts, Robert Wilcox —Exploitable prison duallier—71m.—see Dec. 13 issue, under PDC.

BURNING QUESTION, THE (Tell Your Children)—MD —Lilian Miles, Dave O'Brien, Thelma White—Exploitable anti-marijuana film—62m.—see Dec. 13 issue—(G. & H. Productions).

CHAMPIONS OF THE GRIDIRON—Sports Commercial —Players, coaches, executives of the National Professional Football League—Excellent sports film—50m. (also a 10m. abridgment)—see Apr. 10 issue —(Industrial Pictures).

CITY, THE—Documentary—From an original by Pare Lorentz, with narration by Morris Carnovsky—Excellent; can be exploited—44m.—see May 31 issue —(World).

CODE OF THE CACTUS — W — Tim McCoy, Dorothy Short, Ben Corbett—Top-rating McCoy western—57m.—see May 17 issue—(Victory).

DAUGHTER OF THE TONG—AD—Evelyn Brent, Grant Withers—Minor nabe duallar support—56m.—see Aug. 23 issue—(Metropolitan).

DEATH GOES NORTH — AD—Edgar Edwards, Sheila Bromley, Dorothy Bradshaw, Jameson Thomas—Better-than-average independent action drama—61m.—see May 31 issue—(Warwick).

DEATH RIDES THE RANGE—W—Ken Maynard, Fay McKenzie, Charles King—Good Maynard—56m.—see Feb. 7 issue—(Colony).

DOUBLE DEAL—MD—Jeni LeGon, Monte Hawley, F. E. Miller—High-rating all-Negro entertainment—60m.—see Feb. 21 issue — (International Road Shows).

DUKE IS TOPS, THE—MU—Ralph Cooper, Lena Horne —High-rating all-Negro musical—72m.—see June 28 issue—(Million Dollar Productions).

FIGHT FOR LIFE, THE—Documentary-D—Myron McCormick, Dudley Digges, Will Geer, Storrs Haynes—Tops for its type—69m.—see March 20 issue—(U. S. Film Service).

FIGHTING RENEGADE—W—Tim McCoy, Joyce Bryant —High in horse-opera scale—54m.—see Sept. 20 issue—(Victory).

FLAMING LEAD—W—Ken Maynard, Eleanor Stewart—Okay indie oatie—57m.—see July 12 issue—(Colony)

FLIRTING WITH DEATH—see They Went to War.

GANG SMASHERS—MD—Nina Mae McKinney, Mantan Moreland, Laurence Criner—Nice all-Negro meller for colored theatres—56m.—see June 14 issue—(Million Dollar Productions).

GREAT COMMANDMENT, THE—D—John Beal, Maurice Muscovich, Albert Dekker—Worth watching; has universal appeal—85m.—see Oct. 18 issue—(Cathedral Films).

GOOSE STEP (Hitler—Beast of Berlin; Beasts of Berlin)—MD—Roland Drew, Steffi Duna—Exploitable, topical meller, with obvious selling angles—85m.—see Nov. 1 issue, under PDC.

HELL'S ANGELS—AD—Ben Lyon, James Hall, Jean Harlow—Okay re-issue—100m.—see March 6 issue—(Astor).

HITLER—BEAST OF BERLIN—see Goose Step.

HITLER'S REIGN OF TERROR — Documentary—Narrated by Edwin C. Hill, photographed by Cornelius Vanderbilt, Jr.—Exploitation offering—56m.—see Nov. 29 issue—(Samuel Cummins).

HORRORS OF WAR—Documentary—Produced by Maple Attractions—Dual preachment picture; can be exploited—51m.—see Feb. 21 issue—(Merit).

INVISIBLE KILLER, THE—MD—Grace Bradley, Roland Drew, William Newell—Fast-moving duallier—60m. —see Jan. 24 issue, under PDC.

KEEP PUNCHING — MDMU — Henry Armstrong, Mae Johnson, Willie Bryant—Should gross okay in Negro nabes—81m.—see Dec 13 issue—(M-C Pictures)

LIGHTNING STRIKES WEST—Ken Maynard, Claire Rochelle, Charles King—Standard Maynard—56m.—see March 6 issue—(Colony).

LOST ON THE WESTERN FRONT—D—Paul Cavanaugh, Marcelle Chantel—Exploitable duallier—63m.—see Nov. 1 issue—(Standard).

MAD YOUTH—MD — Mary Ainslee, Betty Compson—Saleable sexer—60m.—see Oct. 18 issue—(Willis Kent)—(A).

MARIJUANA MADNESS (The Pace That Kills)—MD—Lois January, Noel Madison—Only for sensational type exploitation—65m.—see Aug. 9 issue—(Kent) —(A).

MERCY PLANE—AD — James Dunn, Frances Gifford, Matty Fain—For the dual, action houses—71m.—see March 6 issue—(Producers Dist. Corp.).

MESQUITE BUCKAROO—W—Bob Steele, Carolyn Curtis—Low grade western—59m.—see Aug 23 issue —(Metropolitan).

MIDDLETON FAMILY AT THE WORLD'S FAIR, THE—MD—Marjorie Ford, James Lydon—Might be tried as filler with high-bracket feature—50m.—see Oct. 4 issue—(Technicolor)—(Modern Talking Picture Service).

MOON OVER HARLEM—MD—Bud Harris, Cora Green—Weak, even for all-Negro audiences—67m.—see July 26 issue—(Meteor).

MYSTIC CIRCLE MURDER—MY—Betty Compson, Robert Fiske—Weak dueller—69m.—see Oct. 18 issue—(Fanchon Royer).

NOTORIOUS ELINOR LEE, THE—MD—Edna Mae Harris, Carman Newsome, Gladys Williams—Weak offering for all-Negro houses—104m.—see Jan. 24 issue—(Micheaux Productions).

ONE DARK NIGHT—DMU — Mantan Moreland, Betty Treadville, Josephine Pearson—Tops for Negro audiences—81m.—see Dec. 13 issue—(Million Dollar Productions).

PACE THAT KILLS, THE—see Marijuana Madness.

PAL FROM TEXAS, THE—W—Bob Steele, Claire Rochelle, Josef Swickard—Our Bob is done better by —52m.—see March 6 issue—(Metropolitan).

PHANTOM RANCHER — Ken Maynard, Dorothy Short, Harry Harvey—Actionful Maynard—60m.—see Jan. 24 issue—(Colony).

POCOMANIA—MD—Nina Mae McKinney, Jack Carter, Ida James—Top Negro entry—65m.—see Dec. 13 issue—(Lenwal).

PORT OF HATE—MD—Polly Ann Young, Kenneth Harlan—Weak indie for bottom of nabe duals—57m.—see Aug. 23 issue—(Metropolitan).

REFORM SCHOOL—MD—Louise Beavers, Harlem's Tuff Kids, Monte Hawley—Top product for Negro houses —76m.—see June 28 issue—(Million Dollar Productions).

RIDERS OF THE SAGE—W—Bob Steele, Claire Rochelle—Run of the mill—56m.—see Oct. 18 issue —(Metropolitan).

RIDIN' FOOL, THE—W—Bob Steele, Francis Moore—Low grade western—58m.—see Oct. 18 issue—(Metropolitan).

SAGEBRUSH FAMILY TRAILS WEST, THE—W—Bobby Clark, Earl Hodgins, Joyce Bryant—Just another western, with a kid star—58m.—see March 6 issue —(PDC).

SECRETS OF A MODEL — MD — Sharon Lee, Harold Daniells, Julieu Madison—Very low-rating dueller —58m.—see Feb. 21 issue—(Time Pictures)—(A).

SHE GOES TO WAR—MD—Eleanor Boardman, John Holland—War from the women's angle—55m.—see Nov. 15 issue—(Mitchell Leichter).

SMOKY TRAILS—W—Bob Steele, Jean Carmen—Okay Steele—56m.—see Apr. 19 issue—(Metropolitan).

SON OF INGAGI—MD—Alfred Grant, Daisy Bickford, Laura Bowman—Exploitable for the Negro trade—66m.—see Jan. 24 issue—(Sack).

SPECIAL INSPECTOR—MD—Charles Quigley, Rita Hayworth—Pleasing action programmer—62m. — see Apr. 5 issue—(Warwick).

STRAIGHT SHOOTER—W—Tim McCoy, Julie Sheldon, Ben Corbett, Ted Adams—All McCoy and an hour long!—60m.—see Nov. 15 issue—(Victory).

TELL YOUR CHILDREN—see The Burning Question.

TEN NIGHTS IN A BARROOM—MD—Hal Skelly, Zita Johann—Those nights are here again!—61m.—see Nov. 15 issue—(B&M Pictures).

TEXAS RENEGADES — W — Tim McCoy, Nora Lane, Harry Harvey—Tim McCoy returns — 56m. — see March 6 issue—(Producers Distributing Corp.).

TEXAS WILDCATS—W—Tim McCoy, Joan Barclay, Ben Corbett, Ted Adams—Top-rating McCoy—56m.—see June 28 issue—(Victory).

THEY WENT TO WAR (Let's Pretend We're Sweethearts; Flirting With Death)—CD—Lola Lane, Chic Chandler, George Meeker—Better than average independent—68m.—see May 31 issue—(Imperial).

TORTURE SHIP—MD—Lyle Talbot, Jacqueline Wells, Irving Pichel—Entertaining indie programmer—62m. see Nov. 1 issue, under PDC.

TRIGGER FINGERS—W—Tim McCoy, Ben Corbett—Okay western—53m.—see Sept. 6 issue—(Victory).

TWO GUN TROUBADOUR—W—Fred Scott, Claire Rochelle—Speedy indie oatie entry—58m.—see July 26 issue—(Spectrum).

TUMBLEWEEDS—W—William S. Hart, Barbara Bedford—Revival which can get results if exploited—88m.—see May 17 issue—(Astor).

WHY THIS WAR?—Documentary—No credits—Exploitable documentary—81m.—see Nov. 1 issue—(Samuel Cumins).

FOREIGN

Listed here are imported productions and all foreign-language pictures of whatever origin, when such pictures are not a part of the regular release schedule of an independently listed producer-distributor.

ADVENTURE OF GIACOMO CASSANOVA—see Avventura di Giacomo Cassanova.

AFFAIR LAFONT, THE (Conflict)—D—Corinne Luchaire, Annie Ducaux—For the arty—84m.—see Oct. 18 issue—(Trans-Atlantic Films)—(A).

ALEXANDER NEVSKY—SP—Nicolai, N. P. Okhlopkov —Box office for foreign, art houses—94m.—see Apr. 5 issue—(Amkino).

ALLERGI MASNADIERI (The Make-Believe Pirates)—CMU—Assia Noris, C. Pilotto—Very good Italian comedy—72m.—see Oct. 18 issue—(Americo Pullini).

ALPINE PASSION (Amore sulle Alpi)—MD—Gustave Diesel, Simona Bourday—Esperia has done better—74m.—see Nov. 15 issue—(Esperia)—(A).

AMANGELDY—D—Elubai Umurzakov, Shara Dzhandarbekova—Inferior Russian film—79m.—see June 28 issue—(Amkino).

AMICIZIA—see Friendship.

AMORE SULLE ALPI—see Alpine Passion.

ARIA DEL CONTINENTE, L'—see The Continental Way.

AVVENTURA DI GIACOMO CASANOVA (Adventure of Giacomo Casanova) — CD—Nerio Bernardi, Leda Gloria—Best for Italian houses, audiences—70m. —see June 14 issue—(Amerital).

BAKER'S WIFE, THE (La Femme du Boulanger)—MD —Raimu, Ginette Leclerc, Charles Moulin—Corking French success; can reap a box-office harvest among the arty—99m.—see Feb. 7 issue — (The Baker's Wife, Inc.)—(A).

BATTELLER DE LA VOLGA, LE—see The Volga Boatman.

BATTLES IN THE SHADOW (Lotta nell' Ombra)—MD —Antonio Centa, Renato Cialante—Pleasing Italian thriller—86m.—see June 28 issue—(Esperia).

BETE HUMAINE, LA—see Human Beast.

BETRAYAL—D—Annie Vernay, Suzy Prim, Pierre-Richard Willm—French box-office success—80m.—see Oct. 4 issue—(World).—(A).

BETWEEN TWO WORLDS (Una Donna tra Duo Mondi) —MD—Isa Miranda, Vassa Prihoda, Assia Noris—Very satisfactory Italian fare—80m.—see Feb. 21 issue—(Esperia).

BIZARRE BIZARRE—F—Louis Jouvet, Francoise Rosay —Rib-tickler for French fans—see Apr. 5 issue—(World).

BLACK LIMELIGHT — MY — Raymond Massey, Joan Marion—Routine murder mystery for houses that can play English product—63m.—see July 12 issue—(English-made)—(Alliance).

BLACK PIRATE, THE—see Il Corsaro Nero.

BOMBS OVER LONDON—AD—Charles Farrell, Fritz Kortner—Plug timeliness and Farrell for best results—78m.—see Sept. 20 issue—(Film Alliance).

BOYS' SCHOOL (Les Disparus de Saint Agil)—MY—Erio von Strobeim, Michael Simon, Armand Bernard, Serge Grave—Outstanding Gallic show—91m.—see June 14 issue, under Columbia—(Columbia).

BRIVELE DER MAMEN, A (A Letter to Your Mother)—D—Lucy Gehrman, Alexander Stein—Yiddish cinematic triumph—104m.—see October 4 issue—(Sphinx).

CHALLENGE, THE—D—Robert Douglas, Joan Gardner —High-rating importation—77m.—see May 17 issue—(Film Alliance).

CITADEL OF SILENCE, THE (Le Citadel de Silence)—D—Annabella, Pierre Renoir, Bernard Lancret—Swell art and French stuff—90m.—see Jan. 10 issue—(Film Alliance)—(A).

CONCENTRATION CAMP—D—O. Jakov, S. Shirokova—Too much Communist propaganda for the average house—66m.—see Apr. 5 issue—(Amkino).

CONDOTTIERI (The Leaders) — Same as Giovanni de Medici, the Leader, q. v.

CONFLICT—see The Affair Lafont.

CONQUESTS OF PETER THE GREAT, THE—D—Nikolai Simonov, Alla Tarasova—For Soviet houses only—96m.—see Sept. 20 issue—(Amkino).

CONTINENTAL WAY, THE (L'Arie del Continente)—CD—Angelo Musco, Leda Gloria—Excellent Italian comedy—82m.—see Nov. 29 issue—(Esperia).

CORSARO NERO, IL (The Black Pirate)—MD—Ciro Verrati, Silvana Jachino — For foreign-language, particularly Italian, houses—96m.—see Dec. 27 issue—(Esperia).

CURTAIN RISES, THE (Entree des Artistes)—MD—Louis Jouvet, Janine Darcey—Pleasing French import —85m.—see May 3 issue—(Kassler).

DEAD MEN TELL NO TALES—MD—Emlyn Williams, High Williams, Marius Goring—Tops for murder—70m.—see May 31 issue—(Alliance).

DEMON BARBER OF FLEET STREET, THE—MD—Tod Slaughter, Eve Lister—British entrant, strictly for the "horror" trade—67m.—see Sept. 6 issue—(Select Attractions)—(A).

DENARO E D'AMORE (Money and Love)—CD—Elsa Merlini, Tina Lattanzi—Pleasing Italian comedy-drama—86m.—see July 12 issue—(Amerital).

DEVIL IS AN EMPRESS, THE (Le Jouer d'Echees)—D —Conrad Veidt, Francoise Rosay, Micheline Francey—Among the better French films—75m.—see Dec. 13 issue—(Columbia).

DOCTOR ANTONIO (Il Dottor Antonio)—D — Ennio Cerlesi, Maria Gambarelli, Lamberto Picasso—Box-office success for Italian nabes—103m.—see Dec. 27 issue—(Itala Films).

DONNA TRA DUO MONDI, UNA — see Between Two Worlds.

DOTTER ANTONIO, IL—see Doctor Antonio.

DOUBLE CRIME ON THE MAGINOT LINE—D—Victor Francen, Vera Korene—Excellent for art, French houses; exploitation — 85m.—see May 3 issue—(Tower Pictures).

END OF THE DAY, THE (Fin du Jour)—D—Victor Francen, Louis Jonvet—Superb Gallic production—95m.—see Sept. 20 issue—(Juno Films).

ENTENTE CORDIALE—D—Victor Francen, Gaby Morlay, Arlette Marchal—Timely Gallic import—93m. —see Jan. 10 issue—(Concord).

ENTREE DES ARTISTES—see The Curtain Rises.

ERAVAMO SETTE VEDOVE — see We Were Seven Widows.

ESCAPE FROM YESTERDAY—D—Jean Gabin, Annabella—Infinitely superior French product—95m.—see May 17 issue—(Hoffberg)—(A).

FACE BEHIND THE SCAR, THE—MD—Griffith Jones, Rosalyn Boulter, Ellis Jeffreys—Bottom dueller—73m.—see March 20 issue—(Film Alliance of U. S.).

FAMILLE LEFRANCOIS, LE—see Heroes of the Marne.

FEMME DU BOULANGER, LA—see The Baker's Wife.

FIN DU JOUR—see The End of the Day.

FIRST FILM CONCERT, THE—MU — No production credits available—Extremely attractive fare for the arty—52m.—see Nov. 15 issue—(World).

FOR MEN ONLY (Per Uomini Soli)—CD—Carlo Buti, Paola Barbara—Great show for Italian nabes—78m. —see May 17 issue—(Esperia).

FRIENDSHIP (Amicizia)—CD—Elsa Merlini, Nino Besozzi, Enrico Viarisio—Roman holiday for Italian houses—75m.—see March 20 issue—(Esperia).

GANG'S ALL HERE, THE—CD—Jack Buchanan, Georgie Winters—Just fair comedy; nabs lower-half dueller —75m.—see Apr. 19 issue—(Associated British).

GHOST CAMERA, THE—MD—Ida Lupino, Henry Kendall, John Mills—British import for the nabes and duals—52m.—see Feb. 21 issue—(Olympia).

GIOVANNI DE MEDICI, THE LEADER (Condottieri [The Leaders])—D — Lula Trenker, Loris Gizzi, Laura Nucci—Okay for Italian audiences—88m.—see Jan. 24 issue—(Esperia).

GOLDEN KEY, THE—Fantasy—Puppets and voices operated by A. Shagin, et al.—Corking foreign fantasy —70m.—see Jan. 10 issue—(Amkino).

GREAT LIGHT, THE (Montevergine)—D—Amadeo Nazzari, Leda Gloria, Carlo Duse—Great fare for Italians and Catholics—88m. — see April 3 issue—(Esperia).

HARVEST (Regain)—MD—Gabriel Gabrio, Edouard Delmont—For the art customers—80m.—see Aug. 9 issue—(French Cinema Center)—(A).

HE MARRIED A SPY (Spy of Napoleon)—MD—Richard Barthelmess, Dolly Haas—For class spots, nabs with limitation—77m.—see May 17 issue—(Standard).

HEARTBEAT—MD—Orane Domazia, Fernandel — Fair Gallic product—88m.—see Sept. 20 issue—(French Motion Picture Corporation)—(A).

HEROES OF THE MARNE (Le Famille Lefrancois)—Raimu, Germaine Dermoz—Chiefly for foreign, art houses—88m.—see May 4 issue—(French Cinema Center)—(A).

HO PERDUTO MIO MARITO—see My Husband Is Lost.

HOMME ET SA FEMME, UN—see A Man and His Wife.

HOUSEMASTER—CD—Otto Kruger, Diana Churchill—Fair support for duals; plug American names—85m. see Apr. 19 issue—(Associated British).

HUMAN BEAST (La Bete Humaine)—D—Jean Gabin, Simone Simon, Ledoux—For art houses; for others, sell sex, Simon, and Gabin—79m.—see March 6 issue—(Juno Films)—(A).

I MET A MURDERER—D—James Mason, Sylvia Coleridge—Artistic success; can be exploited—78m.—see Oct. 18 issue—(York).

IDEAL MARRIAGE (Un Matrimonio Ideale) — CD — Assia Noris, Umberto Melnati, Gino Cervi—Very good Italian product—84m.—see Dec. 27 issue—(Esperia).

IN SOVIET RUSSIA TODAY—Documentary—No credits —Propaganda for radical audiences—100m. — see Oct. 4 issue—(Amkino).

INDISCRETIONS—CD—Sascha Guitry, Betty Daussmond —For art, French houses, exclusively—80m.—see May 17 issue, under Foreign—(Tri-National)—(A).

IRELAND'S BORDER LINE—CD—Jimmy O'Dea, Myrette Morven—Top Irish product—64½m.—see Nov. 1 issue—(William Alexander).

JAAKARIN MORSIAN—see Soldier's Bride.

JOUER D'ECHEES, LE—see The Devil Is an Empress.

JUST LIKE A WOMAN—CD—Gertrude Michael, John Lodge—Fair English production—73m.—see Nov. 1 issue—(Alliance).

KATIA—D—Danielle Darrieux, John Loder—Superb Gallic production; exploitable—80m. — see Dec. 13 issue—(Mayer-Burstyn)—(A).

KING OF DIAMONDS (Re de Denari)—CD — Angelo Musco, Rosina Anselmi, Mario Pisu—Great Italian comedy—84m.—see Jan. 10 issue—(Esperia).

KLIATSHE, DI—see Light Ahead.

KOL NIDRE—MD—Lili Liliana, Leon Leibgold—Well-titled show for Yiddish audiences—90m.—see Sept. 20 issue—(Joseph Seiden).

LAST DESIRE—D—Raimu, Jacqueline Delubac, Pierre Brasseur—Sell sex—77m. — see Jan. 24 issue—(Transatlantic)—(A).

LEADERS, THE—see Condottieri (same as Giovanni de Medici, the Leader, q. v.).

LETTER TO YOUR MOTHER, A—see A Brivela der Mamen.

LENIN IN 1918—D—B. V. Shchukin, M. G. Gelovani—Outstanding Soviet motion picture — 130m. — see July 12 issue—(Amkino)

LET'S PRETEND WE'RE SWEETHEARTS — see They Went to War

LIFE ON THE HORTOBAGY—Documentary—Janos Cinega, Mrs. Janos Cinega, Istvan Kanyasi—Exploitable Hungarian bit — 79m.—see Feb. 7 issue—(Cummins).

LIGHT AHEAD (DI Kilatshe)—D—Izidore Casher, Helen Beverly—Superb Yiddish photoplay—103m. — see Oct. 4 issue—(Carmel).

LITTLE MISS MOLLY—MD—Maureen O'Hara, Binkie Stuart, Tom Burke—Pleasant Irish offering—64m. —see March 20 issue—(Alliance Films).

LOST ATLANTIS, THE—MD—No cast credits—Just film —70m.—see June 14 issue—(Road Show Attractions).

LOTTA NELL' OMBRA—see Battles in the Shadow.

LOVE IN OLD NAPLES (Napoli d'Altri Tempi)—MDMU —Emma Grammatica, Vittorio de Sica, Elisa Cegani—Excellent Roman fare—93m.—see Feb. 7 issue—(Esperia).

The Shorts Check-Up

Of All Pictures Released Nationally Since September 22, 1939

COLUMBIA

Two Reel
COMEDIES
'39-'40 (26)

All American Blondes (G)
A. Clyde Oct. 20 17m.
Andy Clyde Gets Spring Chicken (F)
A. Clyde Dec. 15 19m.
A-Plumbing We Will Go (G)
3 Stooges .....Apr. 19 17m.
Awful Goof, The (G)
C. Chase .....Dec. 22 17m.
Four-Thirds Off
B. Keaton ..... —m.
Glove Slingers (G)
N. Beery, Jr. .....Nov. 24 18m.
Heckler, The (G)
C. Chase .....Feb. 16 17m.
His Bridal Fright
C. Chase ..... —m.
Mr. Clyde Goes to Broadway (G)
A. Clyde .....Feb. 2 18m.
Nothing But Pleasure (G)
B. Keaton .....Jan. 5 17½m.
Olly to Bed, Olly to Rise (G)
3 Stooges Oct. 6 18½m.
Pardon My Berth Marks (F)
B. Keaton .....Mar. 22 18m.
Rockin' Thru the Rockies (G)
3 Stooges .....Mar. 8 18m.
Teacher's Pest (G)
C. Chase ... Nov. 3 16½m.
Three Sappy People (E)
3 Stooges Dec. 1 18½m.
To Beef or Not to Beef
A. Clyde .....Apr. 5 —m.
You Nazi Spy (E)
3 Stooges .....Jan. 19 18m.

SERIALS
'39-'40 (4)

Deadwood Dick ..... — ep.
Green Archer, The ..... — ep.
Terry and the Pirates...Apr. 12 15 ep.
Shadow, The (E)
V. Jory, V. Borg.....Jan. 5 15 ep.

One Reel
CINESCOPES
'39-'40 (6)

Berth of a Queen, The (F) ..... 10m.
Fashion Takes a Holiday (F) ..... 11m.
(Color)
Threads of a Nation, The (F) .....Feb. 9 11m.
(Cinecolor)
World of 1960 (E)....Dec. 22 9m.

COLOR RHAPSODIES
'39-'40 (16)

Blackboard Revue (F)..Mar. 15 7m.
Boy, a Gun and Birds, A (F) .....Jan. 12 7½m.
Dreams on Ice (F) Oct. 20 6½m.
Greyhound and the Rabbit, The Apr. 19 —m.
Happytots' Expedition, The (G) ... Feb. 9 6½m.
Mother Goose in Swingtime (G) .... Dec. 8 7m.
Mountain Ears (G) ....Nov. 3 7m.

COMMUNITY SINGS
'39-'40 (10)

No. 3—College Songs (G).Oct. 13 10m.
No. 4—Stephen Foster Songs (E) .....Nov. 17 11m.
No. 5—Gypsy Songs (F).Dec. 29 10m.
No. 6 .....Mar. 8 —m.
No. 7 .....Apr. 19 —m.

FABLES
'39-'40 (6)

Little Lost Sheep (F) Oct. 6 7m.
Park Your Baby (F) .. Dec. 22 6m.
Practice Makes Perfect..Apr. 5 6m.

FOOLS WHO MADE HISTORY
'39-'40 (6)

Goodyear, Charles, The Story of (G).....Oct. 6 10½m.

HAPPY HOUR SPECIALS
'39-'40

Building of Boys (E) Oct. 12 11m.
Book of Books, The (E).Oct. 6 10m.

LOUISE—Opera — Grace Moore, Georges Thill, Andre Pernet—Worthy of playing time anywhere—72m.—see Feb. 21 issue—(Mayer-Burstyn).

MACUSHLA (My Darlin')—MD—Pamela Wood, Jimmy Magoon, Max Adrian—Can be sold nicely to sons and daughters of Erin—80m.—see Jan. 24 issue—(Transatlantic).

MADEMOISELLE MA MERE—F—Danielle Darrieux, Marcel Simon—Breezy Gallic affair; Darrieux tops exploitation possibilities—80m.—see Oct. 4 issue—(Hoffberg)—(A).

MAKE-BELIEVE PIRATES, THE — see Allergi Masnadieri.

MAN AND HIS WIFE, A (Un Homme et Sa Femme)—MD—Harry Baur, Suzy Vernon—Fair for French, arty; lower-half dueller for nabes—77m.—see Apr. 5 issue—(French Film Exchange)—(A).

MARSEILLAISE — D — Pierre Renoir, Lise Delamare—Fair French cinema—80m.—see Nov. 15 issue—(World Pictures).

MATRIMONIO IDEALE, UN—see Ideal Marriage.

MILL ON THE FLOSS, THE—D—Geraldine Fitzgerald, Frank Lawton — Outstanding British attraction—78m.—see Nov. 15 issue—(Standard).

MIO DESTINO, IL (My Destiny)—D—Emma Gramatica, Luigi Cimari — For Italian and foreign-language houses—76m.—see July 26 issue—(Roma Film).

MIRELE EFROS—MD—Berta Gersten, Michael Rosenberg—Should pull tears and cash—87m.—see Nov. 1 issue—(Credo Pictures).

MR. MAX (Il Signor Max)—C—Vittoria DeSico, Assia Noris—Outstanding Italian comedy—86m.—see Oct. 18 issue—(Esperia).

MONEY AND LOVE—see Denaro e d'Amore.

MONTEVERGINE—see The Great Light.

MOTEL, THE OPERATOR—DMU—Chaim Tauber, Malvina Rappel, Seymour Rechzeit—Mediocre Yiddish celluloid—80m.—see Jan. 24 issue—(Cinema Service Corporation).

MUSICA IN PIAZZA—CD—Milly, Enrico Viarisio—For Italian audiences only—66m.—see July 12 issue—(Amerital).

MY DARLIN'—see Macushla.

MY DESTINY—see Il Mio Destino.

MY HUSBAND IS LOST (Ho Perduto Mio Marito)—CD—Nino Besozzi, Paola Borboni—Okay Italian comedy—87m.—see Nov. 1 issue—(Esperia)—(A).

MY SON—DMU—Gustav Berger, Fanny Kubina—High-rater for Yiddish consumption—91m.—see May 31 issue—(Jewish Talking Picture)

NAPLES THAT NEVER DIES (Napoli che Non Muore)—Maria Glory, Fosco Giacchetti, Paola Barbara—Italian fans will go big for this—90m.—see March 20 issue—(Itala Films).

NAPOLI CHE NON MUORE—see Naples That Never Dies.

NAPOLI D'ALTRI TEMPI—see Love in Old Naples.

NEW HORIZONS—D—Boris Chirkov, Vera Kibardina—For radical houses only—92m.—see May 31 issue—(Amkino)

NORTH SEA PATROL—MD—Geoffrey Toone, Judy Kelly—Pleasing, timely programmer that can be sold—69m.—see Nov. 15 issue—(Alliance Films).

ON HIS OWN—D—V. O. Massalitinova, M. Troyanovsky—Okay for left-wingers—100m.—see Sept. 20 issue—(Amkino)

OPPENHEIM FAMILY, THE—D—V. F. Balashov, I. M. Tolchanov, A. I. Voitsik—Exploitable U. S. S. R. product; deserves playing time—97m.—see June 14 issue—(Amkino).

OUR FIGHTING NAVY—see Torpedoed.

OUTSIDER, THE—MD—George Sanders, Mary Maguire, Barbara Blair—High-rating English import—90m.—see March 20 issue—(Alliance Films).

OVERTURE TO GLORY—D—Moishe Oysher, Florence Weiss, Baby Winkler—Fair tear-jerker; sell Moishe Oysher—85m.—see Feb. 21 issue—(Elite).

PEOPLE, ETERNAL, A—D—Conrad Veidt, Marie Ney—Weak Yiddish offering—65m.—see Nov. 15 issue—(Henry Lynn).

PER UOMINI SOLI—see For Men Only.

PORT OF SHADOWS (Le Quai des Brumes)—MD—Jean Gabin Michel Simon—Beautiful, well worth seeing; a 7-award film—90m.—see Oct. 18 issue—(Film Alliance of U. S.).

PRISONER OF CORBAL, THE—COD—Nils Asther, Noah Beery—Nabs dual filler—73m.—see Sept. 6 issue—(English-made)—(Syndicate)

QUAI DES BRUMES, LE—see Port of Shadows.

RANGLE RIVER—"W"—Victor Jory, Margaret Dare—Pleasing Australian import with a "western" flavor—72m.—see May 17 issue—(Hoffberg).

RASPUTIN—D—Harry Baur, Marcelle Chantal—Superb Gallic production—93m.—see Nov. 1 issue—(Concord Films)—(A).

RE DI DENARI—see King of Diamonds.

REGAIN—see Harvest.

RETURN OF THE FROG, THE—MY—Gordon Harker, Una O'Connor—Okay British mystery programmer—71m.—see Sept. 6 issue—(Select Attractions).

ROYAL DIVORCE — D — Ruth Chatterton, Pierre Blanchar—Worthwhile dueller—82½m.—see Oct. 4 issue—(Select Attractions).

SCIPIO AFRICANUS MAJOR—see Scipione l'Africano.

SCIPIONE L'AFRICANO (Scipio Africanus Major)—D—Annibale Niuchi, Camillo Pilotti, Isa Miranda, Frances Francesca—Bonanza for Italian customers—115m.—see Oct. 4 issue—(Esperia).

SECOND BUREAU—D—Marta LaBarr, Charles Oliver—Okay spy drama—66m.—see Nov. 1 issue—(Film Alliance of U. S.).

SHORS—D—E. Samoilov, I. Skuratov — For left-wing audiences—92m.—see Nov. 29 issue—(Amkino).

SIGNOR MAX, IL—see Mr Max.

SKELETON ON HORSEBACK—D—Hugh Haas, Zdanek Stepanek, Bedrich Karen—Exploitable Czecho-Slovak attraction—78m.—see Feb. 21 issue—(Carl Laemmle, Jr.).

SOLDIER'S BRIDE (Jaakarin Morsian)—MD—Tuulikki Paananen, Ritva Aro, Tuli Arjo — Should make dough for Finnish houses—83m.—see Dec. 27 issue—(Werner F. Savela).

SONG OF THE STREET—D—Vladimir Sokoloff, Madeleine Ozeray—Weak foreign offering — 77m. — see Sept. 6 issue—(Mayer-Burstyn).

SONG OF YOUTH—Documentary—Produced in U. S. S. R. by Soyuz Film Chronica—Superior Russian documentary—58m.—see June 28 issue — (Amkino).

SORPRESE DE UN MATRIMONION, LE—see The Surprises of Matrimony.

SOS MEDITERRANEAN — MD — Pierre Fresnay, Rolf Wanka, Kim Peacock, Nadine Vogel—Should make money for foreign and art theatres—78m.—see Jan. 24 issue—(Vedis Films).

SOTTO LA CROCE DEL SUD—see Under the Southern Cross

SPY BUREAU—Same as Second Bureau, q. v.

SPY OF NAPOLEON—see He Married a Spy.

SURPRISES DE MATRIMONY, THE (Le Sorprese de un Matrimonion)—CD—Vittorio DeSica, Elisa Cegani—For Italians only—118m.—see Nov. 1 issue—(Columba)—(A)

SQUADRONE BIANCO, LO (The White Squadron)—D—Fosco Giachetti, Antonin Centa, Fulvia Lanzi—Good drama for the art-foreign, Italian houses—98m.—see Nov 29 issue—(Esperia).

TEVYA—MD—Maurice Schwartz, Miriam Riselle, Rebecca Weintraub—Box office for Yiddish houses—93m —see Jan. 24 issue—(Mayman).

THAT THEY MAY LIVE—D—Victor Francen, Line Noro, Marie Lou, Jean-Max—Spectacular French anti-war piece—73m.—see Nov. 1 issue—(Mayer-Burstyn)—(A).

THEY WANTED PEACE — D—F. Begashvili, Tamara Markarova, S. Smirnova—Left-wing fare—73m.—see Jan 24 issue—(Amkino)

THREE WALTZES—Operetta—Yvonne Printemps, Pierre Fresnay—Natural for art, foreign-policy theatres—92m.—see May 3 issue—(Vedis Films)

THUNDER OVER PARIS—D—Erich von Stroheim, Mareille Balin—Plug timeliness and Von Stroheim—82m.—see Nov 29 issue—(Transatlantic)—(A).

TIMBERLAND TERROR (Paid to Kill) — AD — Frank Leighton, Shirley Ann Richards, Campbell Coplin—Good action dual support—66m.—see Feb. 21 issue—(Hoffberg).

TORPEDOED (Our Fighting Navy)—AD—H. B. Warner, Richard Cromwell, Noah Beery—Must ride on its timeliness; plug Americans—66m.—see Sept. 20 issue—(Film Alliance).

TREACHERY ON THE HIGH SEAS—MY—Bebe Daniels, Ben Lyon, Charles Farrell—Okay British for nabs dual support—68m.—see Oct. 4 issue—(Film Alliance).

TWO'S COMPANY—C—Ned Sparks, Mary Brian, Patric Knowles—Bottom dueller for houses which can play British product—64m.—see Dec. 27 issue — (B. & D.).

TYPHOON TREASURE—MD—Campbell Copelin, Gwen Munro—Adventure yarn for lower half on duals—68m.—see July 12 issue — (Australian-made)—(Commonwealth).

ULTIMATUM—D—Erich von Stroheim, Dita Parla, Bernard Lancret—Excellent Gallic cinema—73m.—see Feb. 21 issue—(Hoffberg).

UNDER THE SOUTHERN CROSS (Sotto la Croce del Sud)—D—Doris Duranti, Antonio Centa—Tops for Italian houses — 81m.—see June 28 issue—(Esperia).

U. S. S. R. ON THE SCREEN, 1939—Documentary—No credits given—Left wing attraction—94m.—see Aug. 23 issue—(Amkino).

VENGEANCE OF THE DEEP—MD—Lloyd Hughes, Shirley Richards, Sidney Wheeler—Poor English-made offering—62m.—see Feb. 21 issue — (Time Pictures).

VOLGA BOATMAN, THE (Le Batelier de la Volga)—D—Pierre Blanchar, Vera Korene—Best for foreign, art houses—78m.—see Apr. 5 issue—(Hoffberg).

WALLY, LA—DMU—Germana Paolieri, Carlo Minchi—For Italian audiences only—83m.—see July 26 issue—(Amerital).

WE WERE SEVEN SISTERS (Eravamo Sette Sorelle)—CD—Nino Besozzi, Antonio Gandusio, Sergio Tofano—Excellent for Italian audiences—87m.—see June 28 issue—(Esperia)—(A).

WE WERE SEVEN WIDOWS (Eravamo Sette Vedove)—CD—Antonio Gandusio, Nino Taranto, Vincent Scarpetta — Great for Italian audiences — 82m. — see March 6 issue—(Esperia).

WINGS OVER AFRICA—MD—Joan Gardner, Ian Colin—Weak dueller; may be exploited—62m.—see Aug. 9 issue—(Merit).

WHITE SQUADRON, THE—see Lo Squadrone Bianco.

WHITE SAVAGE (Uncivilized)—D—Dennis Hoey, Margot Rhys, Ashton Jarry—Dueller, but can be exploited to advantage—72m.—see Dec. 27 issue—(Box-Office Attractions)—(A).

WITHOUT A HOME—D—Alexander Marten, Vera Gran—For strictly Yiddish-policy houses — 90m.—see Apr. 19 issue—(Foreign Cinema Arts).

WORLD IS OURS, THE—CD—Voskovec, Werich—Excellent foreign product—96m.—see Aug. 23 issue—(Kassler)

YOUTH IN REVOLT—MD—Jean-Louis Barrault, Fabien Loria, Charles Dauriot—Fair art entry—91m.—see May 31 issue, under Columbia—(Columbia).

NEWS WORLD OF SPORTS

'39-'40 (12)

Bows and Arrows (E) . . Oct. 6 9m.
Flying Targets (G) . . . . Feb. 16 10½m.
Jai Alai (G) . . . . . Nov. 30 8½m.
Roughouse Fiesta (E) . . Mar. 8 9m.
Skiing Technique (G) . . Jan. 19 10m.

PHANTASIES

'39-'40 (10)

Man of Tin (F) . . . . . Feb. 23 6m.
Millionaire Hobo (B) Nov. 24 7m.
Mouse Exterminator, The (F) . . . . . Jan. 26 6½m.

SCREEN SNAPSHOTS

'39-'40 (12)

No. 2 — Animal Actors and Trainers (E) . . Nov. 10 10m.
No. 3—Outdoor Parties (G) Dec. 1 10m.
No. 4—Behind the Scenes in Hollywood (G) Jan. 5 10m.
No. 5 — Art and Artists (E) . . . . . Feb. 23 11m.
No. 6 . . . . . Mar. 29 —m.
No. 7 . . . . . May 3 —m.

TOURS

'39-'40 (8)

Beautiful Switzerland (G) . Nov. 17 10m.
Historic Cities of India (G) . . . . . Oct. 27 10m.
Life in Paris (E) Dec. 22 11m.
New Hampshire, the Ninth State (F) . . . . . Feb. 9 11m.
(Cosmocolor)
Unveiling Algeria . . . . . Mar. 1 —m.

WASHINGTON PARADE

'39-'40 (6)

No. 1—Smithsonian Institution (G) Nov. 10 11m.
No. 2—U. S. Treasury, Bureau of Printing and Engraving (G) Dec. 29 11m.
No. 3—Inside the Federal Bureau of Investigation (E) . . . . . Feb. 9 11m.

METRO

Two Reel

SPECIALS

(Technicolor)

Flag Speaks, The (E) . . 20m.

CRIME DOESN'T PAY (6)

Drunk Driving (E) . . . . . Oct. 28 21m.

'39-'40 (6)

Jack Pot (E) . . . . . Mar. 9 20m.
Know Your Money (E) . Jan. 27 21m.
Pound Foolish (E) . . . . . Dec. 23 20m.

One Reel

CARTOONS (11)

(Technicolor)

Blue Danube, The (E) Dec. 16 7m.
One Mother's Family (E) Sept. 30 9m.

'39-'40 (18)

Fishing Bear, The (G) . Jan. 10 8m.
Home on the Range . . . . Mar. 23 —m.
Mad Maestro, The (G) . . Dec. 30 8m.
Peace on Earth (E) Dec. 9 8m.
Puss Gets the Boot (G) . Feb. 10 9m.

FITZPATRICK TRAVELTALKS

(Technicolor)

'39-'40 (12)

Calling on Colombia (G) Mar. 16 10m.
Land of Alaska Nellie (F) . . . . . Dec. 23 9m.
Natural Wonders of Washington State (E) . . . Oct. 7 9m.
Night Descends on Treasure Island (E) . . . . Jan. 26 9m.
Old Natchez on the Mississippi (G) . . . . . Dec. 30 9m.
Seattle, Gateway to the Pacific Northwest (G) . Feb. 17 9m.
Quaint Saint Augustine (E) . . . . . Nov. 4 9m.
Vailent Venezuela (G) . Nov. 25 9m.

MINIATURES

'39-'40 (9)

Door Will Open, A (E) . 11m.
Failure At Fifty, A (E) . Oct. 7 10m.
Mendelssohn's Wedding March (G) . . . . . Nov. 4 8m.
(Technicolor)
Miracle at Lourdes (E) Dec. 30 11m.
Northward Ho! (E) . . . . Feb. 10 9m.
Old South, The (E) . Jan. 20 10m.
When Turf Meets Surf (G) . . . . . Jan. 6 11m.

OUR GANG COMEDIES

'39-'40 (8)

Alfalfa's Double (F) Jan. 20 11m.
Big Premiere, The (F) . . Mar. 9 10m.
Dad for a Day (G) . . . . Oct. 21 11m.
Time Out for Lessons (G) . . . . . Dec. 2 11m.

PASSING PARADE

'39-'40 (8)

Forgotten Victory (E) . Dec. 9 11m.
XXX Medico (E) . . . . . Mar. 23 9m.

PETE SMITH SPECIALTIES (15)

Set 'Em Up (E) . . . . . Oct. 7 10m.

'39-'40 (13)

Domineering Male, The (E) . . . . . Mar. 30 10m.
Let's Talk Turkey (G) Oct. 28 10m.
Maintain the Right (G) . Jan. 13 10m.
Romance of the Potato (G) . . . . . Dec. 9 9m.
Ski Birds (E) . . . . . Nov. 18 8m.
Stuffie (G) . . . . . Mar. 2 9m.
What's Your I. Q.? (G) Feb. 10 8m.

ROBERT BENCHLEYS

'39-'40 (4)

Home Movies (G) . . . Feb. 17 7m.
See Your Doctor (G) . Dec. 16 8m.
That Inferior Feeling (G) . Jan. 20 9m.

PARAMOUNT

One Reel

COLOR CLASSICS

(Technicolor)

'39-'40 (6)

Ants in the Plants (G) . Mar. 15 7m.
Fresh Vegetable Mystery, The (G) . . . . Sept. 29 7m.
Kick in Time, A . . . . . May 3 —m.
Little Lambkin (G) . . . . Feb. 2 7m.

COLOR CRUISES

(Cinecolor)

'39-'40 (7)

Argentina . . . . . Apr. 5 —m.
Chile (B) . . . . . Nov. 10 10m.
Cuba (B) . . . . . Jan. 5 9m.
Isle of Columbus (F) . . . Feb. 9 10m.
Peru (F) . . . . . Oct. 6 9m.

HEADLINERS

'39-'40 (10)

Dorsey, Jimmy, & Orchestra (G) . . . . . Feb. 2 11m.
Flo Rito, Ted, and Orchestra (G) . Oct. 6 11m.
Have You Met Yvette? P. Baron and Orchestra . . . . . Apr. 12 —m.
Here's Hal (E) H. Kemp & Orchestra . Nov. 24 10m.
Moments of Charm of 1940 (E) P. Spitalny & All-Girl Orchestra . . . . . Oct. 27 10m.
(Technicolor)
Olsen, George, and His Music (G) . . . . . Mar. 8 10m.
Paramount Presents Frankie Masters (F) F. Masters & Orchestra . . . . . Dec. 29 11m.

PARAGRAPHICS

'39-'40 (10)

Bits of Life (G) . . . . . Nov. 17 11m.
Busy Little Bears (F) . . Oct. 20 10m.
Not So Dumb (E) . . . . . Mar. 15 10m.
Paramount Pictorial (F) Feb. 16 11m.
Touchdown Review (G) Dec. 22 10m.
Sugar Wind (F) . . . . . Jan. 19 9m.

POPEYE CARTOONS

'39-'40 (12)

Females Is Fickle (G) . . Mar. 8 7m.
Me Feelin's Is Hurt . . . . Apr. 19 —m.
Never Sock a Baby (G) . Nov. 3 6m.
Onion Pacific . . . . . May 10 —m.
Shakespearean Spinach (G) . Jan. 19 7m.
Stealin' Ain't Honest (F) Mar. 29 7m.
Wimmin is a Myskery May 13 —m.

POPULAR SCIENCE

(Cinecolor)

'39-'40 (6)

No. 2 (E) . . . . . Nov. 3 11m.
No. 3 (G) . . . . . Dec. 15 11m.
No. 4 (E) . . . . . Feb. 16 10m.
No. 5 . . . . . Apr. 19 —m.

SPORTLIGHTS

'39-'40 (13)

Aqua-Rhythm (G) . . . . Nov. 24 10m.
Blue Streak, The . . . . . Apr. 19 —m.
Bowling Skill (G) . . . . Jan. 26 10m.
Catching Whoppers (F) . Oct. 13 10m.
Dog Is Born, A (G) . . . . Nov. 3 10m.
Human Fish (G) . . . . . Feb. 23 10m.
Judo Experts (G) . . . . . Dec. 15 10m.
Two of a Kind (G) . . Mar. 22 10m.

STONE AGE CARTOONS

'39-'40

Foul Ball Player, The . . . May 10 —m.
Granite Hotel . . . . . Apr. 26 —m.
Ugly Dino, The . . . . . May 24 —m.
'Way Back When a Night Club Was a Stick Mar. 15 —m.
'Way Back When a Nag Was Only a Horse (F) Apr. 5 7m.
'Way Back When a Triangle Had Its Points (G) . . . . . Feb. 9 8m.

SYMPHONIC SERIES

'39-'40 (3)

Blue Danube, The (E) Sept. 29 10m.
Merry Wives of Windsor (E) . . . Oct. 27 9m.
William Tell (E) . . . . Nov. 24 11m.

UNUSUAL OCCUPATIONS

(Cinecolor)

'39-'40 (6)

No. 1 (G) . . . . . Oct. 13 11m.
No. 2 (E) . . . . . Nov. 17 11m.
No. 3 (G) . . . . . Jan. 19 10m.
No. 4 (G) . . . . . Mar. 22 10m.
No. 5 . . . . . May 24 —m.

RKO-RADIO

Two Reel

EDGAR KENNEDY COMEDIES

'39-'40 (6)

Act Your Age (G) Oct. 6 18m.
Kennedy the Great (G) Dec. 8 19m.
Mutiny in the County . . . May 3 17m.
Slightly at Sea (F) Feb. 9 16m.

LEON ERROL COMEDIES

'39-'40 (6)

Scrapplly Married (F) . Mar. 1 20m.
Truth Aches (G) . Nov. 3 19m.

THE MARCH OF TIME

'39-'40 (13)

No. 2—The Battle Fleets of England (E) Sept. 29 19m.
No. 3 — Uncle Sam, the Farmer (G) . Oct. 27 18m.
No. 4 — Newsfronts of War, 1940 (E) Nov. 24 19m.
No. 5—Crisis in the Pacific (G) Dec. 22 17m.
No. 6—The Republic of Finland, 1919-1940 (E) Jan. 19 18m.
No. 7 — The Vatican of Pius XII (G) Feb. 16 18m.
No. 8 — Canada at War (G) . . . . . Mar. 15 18m.
No. 9 . . . . . Apr. 12 —m.
No. 10 . . . . . May 10 —m.

RADIO FLASH COMEDIES

'39-'40 (8)

Blamed for a Blonde (F) R. Atwill . . . . . Oct. 20 16m.
Chicken Feed (B) B. Gilbert . . . . . Jan. 19 18m.
Coat Tales (G) J. Prouty Nov. 17 18m.
Goodness! A Ghost (F) H. Langdon . . . . . July 5 16m.
Twincomplets (G) Stroud Twins . . . . . Apr. 12 20m.

WESTERN MUSICALS

'39-'40 (4)

Bandits and Ballads (F) Dec. 29 17m.
Corralling a School Marm June 14 20m.
Molly Cures a Cowboy . . Mar. 22 19m.

One Reel

INFORMATION PLEASE

'39-'40 (13)

No. 2—Gene Tunney (E) Oct. 6 11m.
No. 3—Clarence Budington Kelland (G) Nov. 3 10m.
No. 4 — Deems Taylor (E) Dec. 1 11m.
No. 5—Christopher Morley (G) . . . . . Dec. 29 10m.
No. 6 — Gene Tunney (G) . . . . . Jan. 26 11m.
No. 7 — Clarence Budington Kelland (G) . Feb. 23 10½m.
No. 8—Ruth Gordon . . . Mar. 22 —m.
No. 9 . . . . . Apr. 19 —m.
No. 10—Deems Taylor . . May 17 —m.
No. 11—Christopher Morley . . . . . June 14 —m.
No. 12—Ruth Gordon . . July 12 —m.
No. 13 . . . . . Aug. 9 —m.

REELISMS

'39-'40 (13)

Acres of Plenty (F) . . . . Oct. 13 9m.
American Royal (G) . . . . Nov. 10 9m.
Hollywood . . . . . July 19 —m.
Men of Muscle (G) . . . . Jan. 5 9m.
Navajo Land (F) . . . . . Mar. 1 10m.
Pursuit Planes . . . . . June 21 —m.
Siege (E) . . . . . Mar. 29 10m.
Stray Lamb . . . . . May 24 —m.
Streamlined . . . . . Apr. 26 —m.
Unarmed . . . . . Aug. 16 —m.
Vacation Diary (G) . . . . Feb. 2 10m.
West Wall, The (E) . Dec. 8 10m.

SPORTSCOPES

'39-'40 (13)

Aqua Poise (G) . . . . . Jan. 19 9m.
Court Favorites (G) . . . . Apr. 12 9m.
Flycasting (E) . . . . . Mar. 15 9m.
Hunting Hounds (G) . Sept. 29 9m.
Hurdle Hoppers . . . . . May 10 —m.
Ice Cutters (F) Oct. 27 9m.
Pennant Chasers (G) . . . Feb. 16 9m.
Quail . . . . . Mar. 15 —m.
Sky Game (E) . . . . . Dec. 22 9m.
Sky Sailors . . . . . July 5 —m.
Wind Blown . . . . . June 7 —m.
Winter Playground (E) Nov. 24 9m.

WALT DISNEY CARTOONS (18)

(Technicolor)

'39-'40 (18)

Billposters, The . . . . . May 17 —m.
Day in a Dog's Life . . . . —m.
Donald's Dog Laundry . . Apr. 5 8m.
Donald's Outboard Motor . June 28 —m.
Donald's Vacation . . . . . —m.
Magician Mickey . . . . . —m.
Mr. Bush Steps Out . . . . June 7 —m.
Riveter, The (E) . . . . . Mar. 15 7m.
Tugboat Mickey . . . . . Apr. 26 —m.

REPUBLIC

SERIALS (4)

Zorro's Fighting Legion R. Hadley, S. Daroy . . Dec. 16 12 ep.

'39-'40 (4)

Adventures of Red Ryder 12 ep.
Drums of Fu Manchu (E) H. Brandon . . . . . Mar. 15 15 ep.
King of the Royal Mounted . . . . . 12 ep.
Lone Texas Ranger, The. 15 ep.

20th CENTURY-FOX

One Reel

ADVENTURES OF A NEWSREEL CAMERAMAN

'39-'40 (4)

Filming the Fleet (E) . . Oct. 27 11m.
Sky Fighters (E) . . . . . Dec. 8 10m.

DRIBBLEPUSS PARADE

'39-'40 (6)

Labor Savers . . . . . Apr. 12 9m.
"Monkies Is the Cwaziest People" (G) . . . . . Sept. 29 10m.
Silly Season, The (F) . . Jan. 5 10m.

FASHION FORECAST

(Technicolor)

'39-'40 (4)

No. 6—Winter Fashions (E) . Dec. 22 10m.
No. 7—Spring Fashions . Mar. 29 —m.

MAGIC CARPET OF MOVIETONE

'39-'40 (6)

Aghileen Pinnacles, The (G) Nov. 10 11m.
Climbing the Spirit's Home . . . . . May 10 —m.
Evergreen Empire, The (G) Oct. 13 11m.
Flying Stewardess (G) . Mar. 15 10m.
Valley of Ten Thousand Smokes (E) . Feb. 16 10m.
Kangaroo Country (F) . . Feb. 2 10m.

SPORTS REVIEWS

'39-'40 (6)

Clocking the Jockies (G) Nov. 24 11m.
Following the Hounds (E) Mar. 1 10m.
(Technicolor)
Over the Seven Seas....Apr. 26 10m.
Topnotch Tennis (F) . Jan. 19 10m.

TERRYTOONS

'39-'40 (26)

Black and White

All's Well That Ends Well (F) .....Mar. 8 6m.
Dog in a Mansion (B)..Jan. 12 7m.
Edgar Runs Again (F).Jan. 26 6m.
Hare and Hounds (F)..Feb. 23 7m.
Hitch-Hiker, The .....Dec. 1 7m.
Ice Pond, The (F).....Dec. 15 7m.
It Must Be Love.....Apr. 5 —m.
One Mouse in a Million (F) .....Nov. 3 7m.
Watchdog, The (F) Oct. 20 7m.
Wot's All the Shootin' Fer .....May 3 —m.

Technicolor

Catnip Capers .....May 31 —m.
First Robin, The (F)..Dec. 29 7m.
Harvest Time (F).....Feb. 9 7m.
Just a Little Bull.....Apr. 19 —m.
Much Ado About Nothing (G) .....Mar. 22 6m.
Orphan Duck, The (G) Oct. 6 7m.
Wicky-Wacky Romance (F) .....Nov. 17 7m.

UNIVERSAL

Two Reel

COMEDY RE-ISSUES

Ooh, La, La (F)
S. Summerville .... Jan. 1 19m.
We, We, Marie (F)
S. Summerville .....Jan. 1 20m.

MUSICALS

'39-'40 (13)

Bullets and Ballads (F)
Fanchonettes, Armida Feb. 14 17½m.
Folies Parisienne .....Apr. 17 —m.
International Revels (G)
W. Sabbot, J. Collins. Mar. 13 17m.
Rhumba Land (G)
W. Shaw .....Nov. 15 18m.
Rhythm Jamboree (E)
J. Starr .....Jan. 17 18m.
Snow Follies (F)
L. Roth, King Sisters. Dec. 13 18m.
Swing Hotel (G)
D. Daly and Orchestra. Oct. 18 18m.

SERIALS

'39-'40 (4)

Flash Gordon Conquers the Universe (E)
L. Crabbe .....Apr. 9 12 ep.
Green Hornet, The (G)
G. Jones, A. Negel..Jan. 9 13 ep.
Phantom Creeps, The (G)
B. Lugosi, D. Arnold. Oct. 17 12 ep.

One Reel

GOING PLACES

'39-'40 (15)

No. 66 (G) .....Sept. 23 9m.
No. 67 (F) .....Oct. 16 9m.
No. 68 (G) .....Nov. 13 9m.
No. 69 (G) .....Dec. 11 8m.
No. 70 (G) .....Dec. 25 8m.
No. 71 (G) .....Jan. 15 9m.
No. 72 (G) .....Feb. 5 9m.
No. 73 (F) .....Feb. 26 8m.
No. 74 (E) .....Mar. 18 9m.
No. 75 .....Apr. 29 —m.
No. 76 .....May 13 —m.
No. 77 .....May 20 —m.

STRANGER THAN FICTION

'39-40 (15)

No. 67 (G) .....Oct. 9 9m.
No. 68 (F) .....Nov. 6 9m.
No. 69 (G) .....Dec. 4 9m.
No. 70 (G) .....Dec. 18 9m.
No. 71 (G) .....Jan. 8 9m.
No. 72 (F) .....Jan. 29 8½m.
No. 73 (F) .....Feb. 19 9m.
No. 74 (G) .....Mar. 11 8½m.
No. 75 .....Apr. 15 —m.
No. 76 .....May 6 —m.
No. 77 .....May 27 —m.

WALTER LANTZ CARTUNES

(Technicolor)

'39-'40 (13)

Adventures of Tom Thumb, Jr. (G) ... Mar. 4 9m.
Andy Panda Goes Fishing (F) .....Jan. 22 8m.
Kittens Mittens (G)...Feb. 12 8m.
Life Begins for Andy Panda (G) .....Oct. 9 8½m.
Scrambled Eggs (G)...Nov. 20 9m.
Sleeping Princess, The (G) .....Dec. 4 9m.

VITAPHONE

Two Reel

BROADWAY BREVITIES

'39-'40 (10)

Alex in Wonderland (G)
W. Catlett, C. Foy...Mar. 9 14m.
Double or Nothing (E)
L. Dixon, Doubles...Apr. 20 19m.
Ice Frolics (G)
E. Gardner, Marry Mecs .....Oct. 28 17m.
One for the Book (F)...Feb. 3 20m.
Remember When? (E)
Eton Boys, R. Regland. Jan. 20 20m.
World's Fair, Jr. (F)
Kiddie Revue .....Dec. 9 20m.

TECHNICOLOR PRODUCTIONS

'39-'40 (8)

Monroe Doctrine, The (E)
J. Stephenson, S. Blackmer .....Oct. 14 22m.
Old Hickory (E)
H. Sothern, V. Killian. Dec. 23 17m.
Royal Rodeo (E)
J. Payne .....Nov. 25 15m.
Singin' Dude, The
D. Morgan, L. Fairbanks .....Apr. 6 —m.
Teddy the Roughrider (E)
S. Bleckmar .....Feb. 24 19m.

One Reel

COLOR PARADE

'39-'40 (10)

American Saddle Horses (E) .....Nov. 11 10m.
Mechanix Illustrated
No. 1—(G) .....Sept. 30 10m.
No. 2—(G) .....Dec. 2 10m.
No. 3—(G) .....Feb. 17 10m.
Men Wanted .....Mar. 23 —m.
New Horizons (F) ....Jan. 6 10m.

LOONEY TUNES

'39-'40 (16)

Africa Squeaks (E) ...Jan. 27 7m.
All Babe Bound (G) ..Feb. 10 7m.
Film Fan, The (F) ....Dec. 16 7m.
Jeepers Creepers (G)...Sept. 23 7m.
Naughty Neighbors (F) Oct. 7 7m.
Pied Piper Porky (G). Nov. 4 7m.
Pilgrim Porky (E) ....Mar. 16 7m.
Porky's Last Stand (F).Jan. 6 7m.
Porky the Giant Killer (F) .....Nov. 18 7m.
Slap Happy Pappy.....Mar. 30 —m.
You Ought to Be in Pictures .....Apr. 27 —m.

MELODY MASTERS

'39-'40 (10)

Apollon, Dave, & Orchestra (F) .....Mar. 2 10m.
Coquettes, The (F)
F. Carroll ....Feb. 17 10m.
Hoff, Carl, & Orchestra. Mar. 23 —m.
Lopez, Vincent, and Orchestra (G) .....Sept. 30 10m.
Rubinoff and His Orchestra (G) .....Nov. 11 8m.
Shaw, Artie, and Orchestra in "Symphony of Swing" (E) .....Dec. 30 10m.

MERRIE MELODIES

(Technicolor)

'39-'40 (26)

Beers' Tale, The .....Apr. 13 —m.
Busy Bakers (F) .....Feb. 10 7m.
Confederate Money . Mar. 30 —m.
Cross Country Detours (E) Mar. 16 7m.
Curious Puppy, The (F) Dec. 30 7m.
Early Worm "Gets the Bird," The (G) Jan. 13 7m.
Elmer's Candid Camera (F) .....Mar. 2 7m.
Fagin's Freshman (G)..Nov. 18 7m.
Fresh Fish (E) .....Nov. 4 7m.
Good Egg (F) .....Oct. 21 7m.
Hardships of Miles Standish .....Apr. 27 —m.
Land of the Midnight Fun (E) .....Sept. 23 7m.
Little Lion Hunter (G). Oct. 7 7m.
Mighty Hunters (G) ...Jan. 27 7m.
Screwball Football (F).Dec. 16 7m.
Sniffles and the Bookworm (G) .....Dec. 2 7m.

VARIETIES

'39-'40 (6)

No Parking Grouch Club .....Apr. 13 —m.
Organ Novelty, An (G)
The Crawfords .....Jan. 13 9m.
Sword Fishing (E)
H. Hill .....Oct. 21 10m.
Vote Trouble (G)
Grouch Club .....Sept. 9 10m.

COMMERCIAL

Addresses of the producers or distributors will be furnished on request.

All in One (G)—Handy 10m.
Behind the Mike (E)—Handy ..... 9m.
Beauty in Bail (G)—Bell Bre Company.... (16 mm. only) 19m.
Circus Deza (G)—Handy 9m.
Five Grand and a Girl (E) — Wilding Picture Productions ... 15m.
Free and Easy (G)—Jam Handy ..... 9m.
Life is What You Make It (F)—Stark Films 10m.
Miami Miracle (F)—Peremount ..... 10m.
Miracle of Milk, The (E)—Principal Productions ..... 10m.
Modeled for Distinction (G)—Handy ..... 10m.
More Power to You (E)—Handy ..... 10m.
New England, Yesterday and Today (E) — Handy ..... 20m.
(Also: 1-reel version)
Noiseless News (G)—Handy ..... 10m.
Radio Blockade (E)—Handy ..... 9m.
See Food (G)—Patha.. 12m.
Vacuum Control (E) — Handy . 11m.
Washington (G)—Baltimore & Ohio Railroad 10m.

MISCELLANEOUS

Addresses of the producers or distributors will be furnished on request.

Adventures in the Jungle (G)—Continental 26m.
Afternoon at a Bull Fight (F)—Emanuel 10m.
Anti-Mutual Talk — Soc. Prev. of Crime . 3m.
Aquabatics (G)—Carrick
Birth of a Champion (G)—Fistic Films 14m.
Birth of the Movies (E)—Alliance .. 18m.
Broken Earth (G)—Seck Amusement .. 8m.
California Today (F)—Modern .... .. 10m.
Calling on Cairo (G)—Central .... 8m.
China Fights On (F)—Amkino .... . 18m.
Chinook's Children (E)—Central .. .. 10m.
Colored America on Parade (G) — Million Dollar-Sack ..... 10m.
Colored Champions of Sports, No. 3 (E)—Million Dollar-Sack 10m.
Country Fair (E)—Central Films . . 10m.
Daoestan (F)—Amkino 10m.
Diamond Minds (F)—National Cinema . 10m.
Disinherited, The (G)—Children's Aid Society of N. Y. . . . 15½m.
Finland Fights (E)—Emerson Yorke—Finnish Relief Fund 5½m.
Finland Speaks (E)—Hoffberg .. . . .. 10¾m.
Flying Frogs, The (G)—Amkino ..... 10m.
Footsteps of Saint Patrick (F)—Guaranteed 25m.
Fountain of Bakhchisaral, The (G)—Amkino .. 10m.
Future Admirals (G)—Philip Provenza .... 11m.
Gems of the Orient (E)—Modern ..... 10m.
Great Train Robbery, The (—)—Klein ... 10m.
Happy Landing, A (F)—Imperial ..... 8m.
Highlights of London (G)—Central ..... 10m.
Homes of Today (E)—Fed. Housing Administration ..... 11m.
Honoring a People's Port (B)—Amkino ..... 5m.
In Old Morocco (G) — Central ..... 9m.
Irish Isle, The (F — Central ..... 10m.
Island of Love (F) — Principal ..... 10m.
Joe Louis — "Brown Bomber" (E) — Million Dollar-Sack .... 10m.
Journey to Normandy, A (G)—Central ... 10m.
Kilmainham Jail (G)—Alexander ..... 28m.
Let My People Live (G)—N. Y. Tuberculosis Association ..... 19m.
Life in Harlem (E)—Million Dollar-Sack .. 10m.
Louis-Godoy Fight Pictures (G)—Benner .. 29m.
Makassar (G) — Devlin 10m.
Met Maulers (E)—Sonnenschein ..... 10m.
Memory Lingers On, The, No. 2 (G)—Ennis . 11m.
Miracles of Modernization (F) — Federal Housing Adm. ..... 9m.
Monsters of the Deep (F)—Talking Picture Epics ..... 26m.
Montmartre (F) — French Cinema Center 15m.
Mother, The (G)—Astor 10m.
Musical Moments (F)—Alliance . ..... 20m.
News Comics (F)—Ideal 9m.
1939 — Year of Dark Contrasts (E)—Paramount News .. .... 16m.
One Night Before Christmas (G)—Syndicate. 13m.
Paper Hanger, The (F)—King of Comedy . 19m.
Peasant's Wedding, The (F)—Polish Pictures 35m.
Pyramids of Mexico, The (E)—Atlas ..... 11m.
Raiders Over England (F)—Monogram ... 18m.
Recovery Road (G) — Children's Aid Society 9m.
Rembrandt (E) — Melchin ..... 10m.
(Also: 2-reel version)
School of Talent (G)—Amkino ..... 10m.
Seabiscuit (G) — Howard ..... 19m.
Service in Submarines—U. S. N. ..... 10m.
Serum to Windham (G)—N. Y. State Department of Health .. 9m.
She Shall Have Music (F) — Imperial .. 35m.
Southern Beauties (F)—Imperial .... .. 10m.
Spy Menace, The (F)—Screen Classics .. .. 11m.
Story of Our Flag, The (F) — Screen Classics 11m.
Swing's the Thing (G)—Imperial ..... 18m.
Terzo Annuale dell' Impero col Discorso del Duce (G)—Esperia 10m.
Warning, The (G)—Alliance .... 36m.
What Goes Up (G)—Sepia Art Pictures... 20m.
Wild Innocence (—)—Garfield ..... 34m.
Winners of the International Violin Contest (G) — Amkino 10m.
With These Weapons (E)—Amer. Social Hygiene Assn. ..... 11m.
Xochmilco (G)—Atlas 11m.
Your Town (G)—Modern Talking Picture Service ..... 10m.
Zoo in Manhattan (G)—Central ..... 18m.

THE EXHIBITOR'S ORIGINAL NATIONAL RELEASE DATE GUIDE

ANOTHER SERVICE OF THE JAY EMANUEL PUBLICATIONS CREATED IN THE INTERESTS OF BETTER MANAGEMENT

Pictures listed are in the order of their release by the several companies, placed as closely as possible to the correct date. This Guide is subject to changes in dates, titles, and casts, as made by the companies' home office. For convenience, series westerns are designated by a W following the title, not to be confused with (W) in the Warner-First National column, where the letter designates a Warner picture.

	COLUMBIA	METRO	MONOGRAM	PARAMOUNT	RADIO	REPUBLIC	20th-FOX	UNITED ARTISTS	UNIVERSAL	WARNERS FIRST NAT.
MAR 1	**Bullets for Rustlers, W** C. Starrett, L. Grey	**Strange Cargo** C. Gable, J. Crawford, I. Hunter	**Rhythm of the Rio Grande, W** T. Ritter, S. Dale **Torpedo Raider** B. Balfour, B. Mackay (English-made)	**Seventeen** J. Cooper, B. Field, O. Kruger	**Little Orvie** J. Sheffield, E. Truex, A. Todd		**Charlie Chan in Panama** S. Toler, J. Rogers, L. Atwill	**The House Across the Bay** G. Raft, J. Bennett (Wanger)	**Double Alibi** W. Morris, M. Lindsay, W. Gargan	**Dr. Ehrlich's Magic Bullet (FN)** E. Robinson, R. Gordon, O. Kruger
8	**Outside the Three-Mile Limit** J. Holt, I. Ware, E. Cianello	**The Ghost Comes Home** F. Morgan, B. Burke, A. Rutherford	**The Human Monster** B. Lugosi (English-made)	**Showdown, W** W. Boyd, R. Hayden, J. Clayton	**Abe Lincoln in Illinois** R. Massey, M. Howard **Isle of Destiny** W. Gargan, J. Lang (Cosmocolor)	**Pioneers of the West, W** 3 Mesquiteers, B. Roberts			**Zanzibar** L. Lane, J. Craig, E. Cianelli	
15	**Men Without Souls** J. Litel, R. Hudson	**Young Tom Edison** M. Rooney, F. Bainter, G. Bancroft		**Women Without Names** E. Drew, J. Barrett, R. Paige	**Millionaire Playboy** J. Penner, L. Hayes	**Forgotten Girls** L. Platt, D. Woods, R. Armstrong	**The Grapes of Wrath** H. Fonda, J. Darwell, J. Carradine		**Ma! He's Making Eyes at Me** T. Brown, C. Moore	**Three Cheers for the Irish (FN)** P. Lane, D. Morgan, T. Mitchell
22	**Too Many Husbands** J. Arthur, F. MacMurray, M. Douglas		**The Midnight Limited** M. Reynolds, J. King, P. Flaherty	**Road to Singapore** B. Crosby, D. Lamour, B. Hope	**Primrose Path** G. Rogers, J. McCrea, M. Mander	**Rancho Grande, W** G. Autry, S. Burnette, J. Storey	**The Blue Bird** S. Temple, S. Byington, N. Bruce (Technicolor)	**My Son, My Son!** B. Aherne, M. Carroll (Small)	**It's a Date** D. Durbin, K. Francis, L. Howard	**Virginia City (W)** E. Flynn, M. Hopkins, R. Scott
29		**Florian** R. Young, H. Gilbert, C. Coburn	**Son of the Navy** J. Dunn, J. Parker, M. Spellman	**The Farmer's Daughter** M. Raye, C. Ruggles, W. Frawley	**Irene** A. Neagle, R. Milland, R. Young	**Ghost Valley Raiders, W** D. Barry, L. Andre, L. Mason	**Free, Blonde and 21** L. Bari, J. Davis, H. Wilcoxon	**Over the Moon** M. Oberon, R. Harrison, U. Jeans (Technicolor) (Korda)		
APR 5	**Blazing Six Shooters, W** C. Starrett, I. Meredith	**And One Was Beautiful** J. Muir, L. Day, B. Burke		**Adventure in Diamonds** G. Brent, I. Miranda **Dr. Cyclops** A. Dekker, J. Logan (Technicolor)	**The Courageous Dr. Christian** J. Hersholt, D. Lovett, R. Baldwin **Bullet Code, W** G. O'Brien, V. Vale	**The Dark Command** J. Wayne, C. Trevor, W. Pidgeon	**Star Dust** L. Darnell, J. Payne, R. Young	**One Million B. C.** L. Chaney, Jr., C. Landis, V. Mature (Roach)	**Half a Sinner** H. Angel, J. King, C. Collier **Riders of Pasco Basin, W** J. Brown, B. Baker	**It All Came True (W)** A. Sheridan, J. Lynn, H. Bogart
12	**The Man With Nine Lives** B. Karloff, J. Sayre, R. Pryor	**Dr. Kildare's Strange Case** L. Barrymore, L. Ayres, L. Day	**Covered Wagon Trails, W** J. Randall, S. Cairns, D. Sharp		**A Bill of Divorcement** M. O'Hara, A. Menjou, F. Bainter	**Young Buffalo Bill, W** R. Rogers, G. Hayes, P. Moore	**Viva Cisco Kid** C. Romero, J. Rogers, C-P. Martin	**Rebecca** L. Olivier, J. Fontaine, G. Sanders (Selznick)	**Black Friday** B. Karloff, B. Lugosi **House of Seven Gables** M. Lindsay, G. Sanders, V. Price	**King of the Lumberjacks (W)** J. Payne, G. Dickson, S. Fields
19	**I Married Adventure** Mrs. O. Johnson	**Two Girls on Broadway** G. Murphy, L. Turner, J. Blondell	**Tomboy** J. Moran, M. Jones **Phantom Pilot** J. Newill	**French Without Tears** R. Milland, E. Drew (English-made)	**Beyond Tomorrow** C. Winninger, H. Carey, J. Parker	**In Old Missouri** Weaver Bros. and Elviry, J. Storey, L. Weaver	**Johnny Apollo** T. Power, D. Lamour, E. Arnold	**Saps at Sea** S. Laurel, O. Hardy (Roach)	**Enemy Agent** R. Cromwell, H. Vinson, R. Armstrong	**'Til We Meet Again (FN)** M. Oberon, G. Brent, P. O'Brien
26	**The Doctor Takes a Wife** R. Milland, L. Young, G. Patrick	**Forty Little Mothers** E. Cantor, R. Johnson, B. Granville	**Missing People** W. Fyffe (English-made)	**The Biscuit Eater** B. Lee, C. Hickman, R. Lane	**Curtain Call** B. Read, J. Archer, A. Mowbray		**Shooting High** J. Withers, G. Autry, M. Weaver		**If I Had My Way** B. Crosby, G. Jean, E. Brendel	**An Angel From Texas (FN)** E. Albert, W. Morris, R. Lane
MAY 3	**Block "K" Rides Tonight, W** B. Elliott		**The Cowboy From Sundown, W** T. Ritter	**The Way of All Flesh** A. Tamiroff, W. Henry, G. George	**My Favorite Wife** I. Dunne, C. Grant, R. Scott		**So This Is London** B. Churchill, G. Sanders (English-made)		**Ski Patrol** L. Deste, P. Dorn, K. Adams	
10				**Opened by Mistake** C. Ruggles, J. Logan, R. Paige	**Tom Brown's Schooldays** C. Hardwicke, J. Lydon, F. Bartholomew		**I Was an Adventuress** V. Zorina, R. Greene, P. Lorre		**Black Diamonds** R. Arlen, A. Devine	

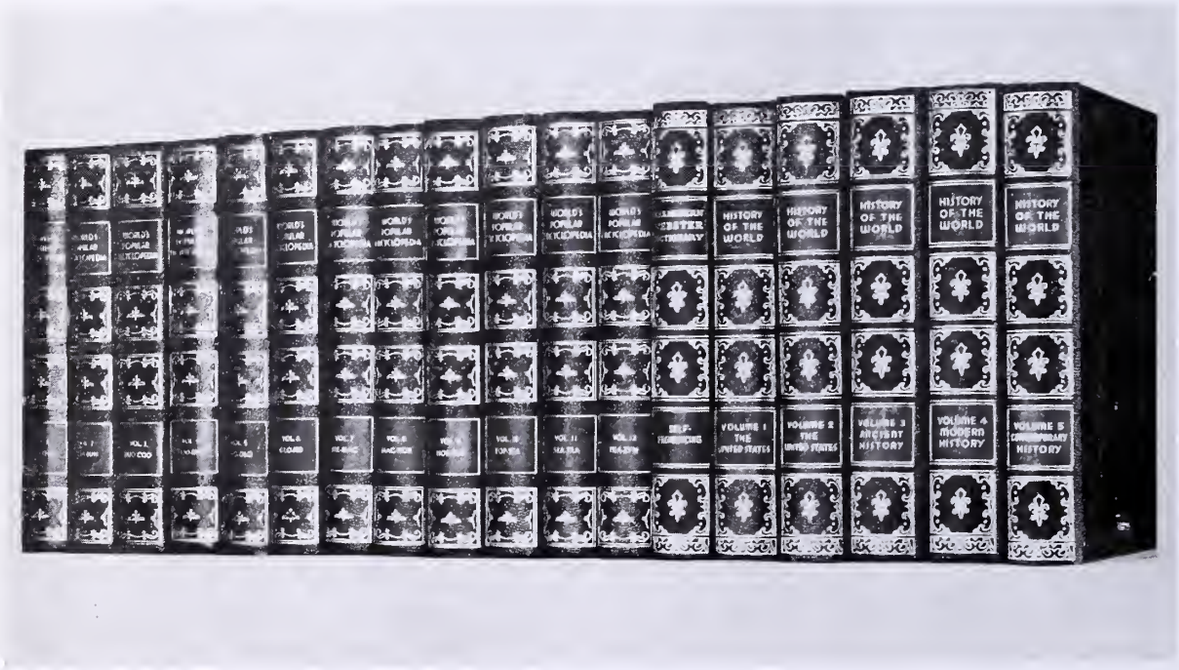
It's Amazing!

BOX-OFFICE RECORDS ARE BEING SMASHED!

with

The Genuine Original

"WORLD'S POPULAR ENCYCLOPEDIA"



Our Encyclopedia Plan is the original and still the leader! We are the largest Theatre Premium Distributors in the world. In two weeks we have booked 55,000 sets!

EXHIBITORS:

We are not publishers but our buying power is so tremendous that we can compete against any other company.

PRICE THEATRE PREMIUMS CORP.

New York: 358 W. 44th STREET — Philadelphia: 1237 VINE STREET

OFFICES IN: BOSTON, CHICAGO AND ALL KEY FILM CENTERS

We haven't enough room in this sheet to list all the theatres that are operating the only successful World's Popular Encyclopedia

ALDEN	N. Y. C.
ANNETTA	Cicero, Ill.
APOLLO	Phila., Pa.
ARGMORE	Chicago, Ill.
ASTOR	E. Hartford, Co
ASTOR	Newark, N. J.
BELEVEDERE	B'klyn, N. Y.
BERWICK	Easton, Pa.
BROAD	Phila., Pa.
BROAD	Newark, N. J.
BROAD ST.	Nazareth, Pa.
BROADWAY	Camden, N. J.
BROADWAY STRAND	Chicago, Ill.
BUCKINGHAM	Chicago, Ill.
BURKE	Bronx, N. Y.
CAMBRIA	St. Albans, L. I
CALIFORNIA	California, Ill.
CANARSIE	B'klyn, N. Y.
CAPITOL THEATRE	R. I.—Pawtucke
CARLTON	Jamaica, N. Y.
CASTLEHILL	Bronx, N. Y.
CEDAR	Phila., Pa.
CENTRAL	Yonkers, N. Y.
CHELTEN	Phila., Pa.
COLONIAL	Nashua, N. H.
COLONY	N. Y. C.
COLONY	B'klyn, N. Y.
COLONY	White Plains, N
COMMUNITY	Rhode Island
COSMO	N. Y. C.
CRAWFORD	Chicago, Ill.
DALE	N. Y. C.
DE LUXE	Bronx, N. Y.
DEVON	Chicago, Ill.
DIAMOND	Hazelton, Pa.
DITMARS	Astoria, L. I.
EAGLE	N. Y. C.
EARLE	Jackson Heights
EDGEMONT	Phila., Pa.
ELMO	Chicago, Ill.
ELMORA	Elizabeth, N. J.
EMBASSY	Dobbs Ferry, N.
EMBASSY	Mt. Vernon, N.
EMPIRE	B'klyn, N. Y.
FAVINI	Scranton, Pa.
FENWAY	Bronx, N. Y.
FOWLER	Keansburg, N. J
FREEMAN	Bronx, N. Y.
GABLES	Merrick, L. I.
GARRICK	Norristown, Pa.
GLOBE	B'klyn, N. Y.
GRAND	Bristol, Pa.
GREENWAY	Phila., Pa.
HAMILTON	Phila., Pa.
HARBOR	B'klyn, N. Y.
HEIGHTS	N. Y. C.
HOBART	Woodside, L. I.
HOLLYWOOD	Milwaukee, Wis
INTERBORO	Bronx, N. Y.
ISLAND	Hollis, L. I.
JEWEL	B'klyn, N. Y.
KIMBALL	Yonkers, N. Y.
LARCOM	Beverly, Mass.
LAURELTON	Laurelton, L. I.
LAWNDALE	Phila., Pa.
LEHIGH	Phila., Pa.
LIBERTY	Poughkeepsie, N
LIDO	Bronx, N. Y.
LINCOLN	B'klyn, N. Y.
LINDEN	St. Albans, L. I
LITTLE NECK	Little Neck, L.
LYRIC	Minersville, Pa.
LYRIC	Tuckahoe, N. Y
MAYFAIR	West N. Y., N.
MODERN	Marlboro, Mass.
MONROE	N. Y. C.
MUSIC HALL	Lansdale, Pa.
NATIONAL	Milwaukee, Wis.
NEW BROADWAY	Phila., Pa.
NEW LYRIC	Phila., Pa.
NEWTOWN	Elmhurst, L. I.
OGDEN	Bronx, N. Y.
OLYMPIC	Cicero, Ill.
PARAMOUNT	No. Adams, Mas
PARK	Newark, N. J.
PARK LANE	N. Y. C.
PARKWAY	Milwaukee, Wis
PELHAM	Bronx, N. Y.
PHILLIPS	Springfield, Mas
PLAZA	Fall River, Mass
PLAZA	Stamford, Conn.
RAHWAY	Rahway, N. J.
RANDOLPH	Randolph, Mass.
RIALTO	Woonsocket, R.
RIALTO	Rockford, Ill.
RIALTO	Newark, N. J.
RIALTO	New Britain, Co
RIVOLI	B'klyn, N. Y.
RIVOLI	West Haven, Co
RIVOLI	West N. Y., N.
ROSEDALE	Bronx, N. Y.
ROSELLE PARK	Roselle Park, N
ROYAL	Elizabeth, N. J.
SAVOY	Milwaukee, Wis
SCHUYLER	N. Y. C.
SQUARE	Bronx, N. Y.
STAR	Bronx, N. Y.
STATE	West Orange, N
STATE	Paterson, N. J.
ST. ALBANS	St. Albans, L. I
STRAND	Elizabeth, N. J.
STRAND	Norwich, Conn.
STRAND	Holyoke, Mass.
STRAND	Winsted, Conn.
TERRACE	N. Y. C.
TIOGA	Phila., Pa.
TOWNE	Bronx, N. Y.
TOWER	N. Y. C.
TREMONT	Bronx, N. Y.
TRENT	New Rochelle, N
UNIQUE	Phila., Pa.
WAKEFIELD	Bronx, N. Y.
WEST ALLEGHENY	Phila., Pa.
WEST END THEATRE	Chicago, Ill.

THE EXHIBITOR

CIRCUITS GIVE LOCAL 306 15 PERCENT RAISE

ALPHABETICAL INDEX TO 1939-1940 FEATURES

SERVISECTION: 51 SHORTS, FEATURES REVIEWED

EDITORIAL:

"HOLD YOUR HATS BOYS, HERE WE GO AGAIN"

NEW YORK STATE EDITION

ENTERED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST OFFICE AT PHILADELPHIA, PA., UNDER THE ACT OF MARCH 3, 1879

APRIL 3, 1940
VOL. 23 No. 21 PRICE 10 CENTS

MARCH CAME IN LIKE A LION!

MARCH GOES OUT LIKE A LION!

"NORTHWEST PASSAGE" THE WORD-OF-MOUTH HOLD-OVER SENSATION!

4th Week Chicago, Portland, Seattle
3rd Week New York, San Francisco, Worcester
2nd Week Denver, Louisville, Spokane, Cincinnati, Pittsburgh, Philadelphia, Washington, D. C., Wilmington, New Haven, Harrisburg, Bridgeport, Boston (*Day and Date at State and Orpheum*), Los Angeles. Salt Lake City 11 days. More Hold-Overs Reported Daily!

"NORTHWEST PASSAGE" (*Book I—Rogers' Rangers*) in Technicolor Starring SPENCER TRACY with Robert Young, Walter Brennan, Ruth Hussey, Nat Pendleton • Screen Play by Laurence Stallings and Talbot Jennings • Based on the Novel by Kenneth Roberts Directed by King Vidor • Produced by Hunt Stromberg
A Metro-Goldwyn-Mayer Picture

"STRANGE CARGO" IS BOX-OFFICE SUCCESSOR TO "NORTHWEST PASSAGE"!

Another *powerful* M-G-M Show! It's what the ticket-buyers want! Packing Theatres everywhere! Clark Gable in the kind of role they love! Joan the way they want her! M-G-M showmanship gets the dough again!

CLARK GABLE, JOAN CRAWFORD in "STRANGE CARGO" with Ian Hunter, Peter Lorre, Paul Lukas, Albert Dekker, J. Edward Bromberg, Eduardo Ciannelli • A Frank Borzage Production • Screen Play by Lawrence Hazard • Based on the Book "Not Too Narrow, Not Too Deep" by Richard Sale • Directed by Frank Borzage Produced by Joseph L. Mankiewicz • *A Metro-Goldwyn-Mayer Picture*

E D I T O R I A L

THE

EXHIBITOR

Vol. 23, No. 21 April 3, 1940

MEMBER AUDIT BUREAU OF CIRCULATIONS

A Jay Emanuel Publicatinn. Cnvering the film territories in the Metropnlitan East. Published weekly by Jay Emanuel Publications, Incorpnrated. Publishing office: 1225 Vine Street, Philadelphia, Pennsylvania. New Ynrk City office, 1600 Broadway. West Coast nffice, 1119 Poinsettia Drive, Hollywood, California Representatives in Washington, D. C.; Albany, Buffalo, Boston, New Haven. Jay Emanuel, publisher; Paul J. Greenhalgh, business manager; Herbert M. Miller, managing editor. Subscription rates: $2 for nne year; $5 for three years. Address all communications to 1225 Vine Street, Philadelphia, Pennsylvania.

Just In Passing

AMERICANIZATION PROBLEM

Metro's contribution to the Americanization motif in two-reel subjects is "The Flag Speaks," a Technicolor treatise on the growth of freedom as it would be related if the flag could speak.

It is well-made and belongs in the same niche as the Vitaphone subjects of the same calibre but after all the applause has died down we wonder whether the reception given it will be any better than that accorded the Vitaphone themes. We understand that there are still sections of the country where this type of short doesn't book and what we think of this lack of spirit on the part of the exhibitor can't be put into words. With pressure from patriotic, civic and military groups, one wonders how a theatreman can withstand the barrage, but we're told it's being done.

MISLEADING ADVERTISING

The department which notes how first-run pictures are being sold throughout the land calls our attention to the fact that never before have there been so many "world premieres" on the same picture in so many cities. It seeks a solution for what obviously is false advertising except in the one spot where the premiere takes place.

We suggest that perhaps modification of the term to "Pennsylvania World Premiere," "New York World Premiere," "Connecticut World Premiere," "Florida World Premiere," etc., would do the trick.

HOLIDAY NOTE

After noting the recent cold spell during the Easter holidays, one wag said it would have been much better if the Rooseveltian holiday-changing technique had been applied to that time instead of Thanksgiving.

HOLD YOUR HATS BOYS; HERE WE GO AGAIN

With exhibitors paying so much necessary attention to the Neely Bill and the government suit these days, it is not surprising that the first protests against high prices during the 1940-1941 season have not yet been recorded. But with all due respects to the above major problems, we believe that the matter of increased film rentals deserves the No. 1 spot on any exhibitor's problem parade.

During the last fortnight, this department has been informed that a major company which last year asked no higher than 35 percent in its top bracket, is asking 40 percent for four top pictures on its 1940-1941 lineup, with usual increases all down the line. The record of this company, usually with the industry's best, was nothing to cheer about this season, and when the complete 1939-1940 records have been compiled, it is probable that it will be no better. Furthermore, it is reported that some exhibitors have already gone for the increase to 40 percent. Demanding high rentals is not unfair if the distributor recognizes the exhibitor's right to a profit on these pictures, especially since the opportunity to recuperate contract losses through an occasional "sleeper" is practically impossible these days.

Now, mind you, this is only one company. It is not too much to expect that if this distributing organization, which never asked 40 percent on such a scale in the past, gets that from exhibitors, as much more will be demanded by the distributors whose product this year has been admittedly of a much higher calibre than the first organization. What of the distributors who have now been getting 40 percent?

To be sure, there are still some sections where theatremen have fought the growth of high percentage, but, on the whole, the distributors have been successful in breaking down this antagonism in most of the U. S. Even where the top pictures are outright buys, the scale should be proportionately higher.

To the exhibitors for and against the Neely Bill; to the theatremen who bank so much on the outcome of the government suit; to those who have filed their own actions in the hope of remedying conditions in their own back yards—continue your programs but don't forget the problem of high film prices won't be solved by the courts, governmental legislation or prayers. It can only be handled by a united front of exhibitors.

We have said this many times and we say it again. No one can do for the exhibitor what he can accomplish with his fellow theatre owner. There isn't a distributor in this country who doesn't know that the most formidable weapon he will ever have to face is a united front of exhibitors, fighting for their lives in their own back yard. The world will long remember how little Finland stood off Russia for so many weeks.

While we do not think the parallel is exact, we feel that exhibitors who trust each other and believe that this endless chain of film rental increases must stop somewhere will find that the buying power they possess can be turned into something vastly more important than what they are doing with it now.

Jay Emanuel

QUAD.

IT'S RUNNING AHEAD OF "STAGECOACH" EVERYWHERE!

2 HOUSE RECORDS...4 HOLD-OVERS IN THIS FLASH NEWS OF GREAT PERFORMANCE IN THE

FIRST 7 OPENINGS!

ATLANTA, LOEW'S GRAND
Opening day biggest in two years. Three hundred dollars better than "Stagecoach"!

MIAMI BEACH, LINCOLN
Top Wanger gross in history of the house. Business 150% of "Stagecoach"!

PHILADELPHIA, ALDINE
HELD OVER for second sensational week following biggest opening gross in six months—which was $600 over "Stagecoach"!

SAN FRANCISCO, UNITED ARTISTS
GOES TWO WEEKS as first week zooms to $1,500 better than "Stagecoach"!

SEATTLE, LIBERTY
SECOND WEEK OF S.R.O. "It's big!" reports Variety

CHARLESTON, W. VA., KEARSE
NEW HOUSE RECORD set on opening day with small $2,412.

NEW YORK CITY, LOEW'S STATE
NEW OPENING DAY RECORD...beating every first day in recent years with single exception of Eddie Cantor personal appearance! HELD OVER!

TERRITORIAL HIGHLIGHTS

Circuits Give 306 15 Percent Increase

Other Concessions Recorded in Deal

NEW YORK CITY—A 15 percent wage increase for 700 motion-picture machine operators of the local affiliated circuits spread out over a period of time was announced last week following three months of negotiations by an arbitration board of two men representing the circuits, two representing Local 306, and Professor M. J. Handler, Columbia University, as chairman.

Operators will receive approximately $105,000, representing eight percent in the 15 percent increase, retroactive to September 1, 1938. The eight percent increase will continue until September 1, 1941, when an additional five percent will be granted, to continue until September 1, 1943. Another two percent will be added from that date to September 1, 1945.

The agreement provides also for two weeks' vacation with pay and includes various changes in working conditions.

Van Schmus Handles Center

NEW YORK CITY—W. G. Van Schmus, managing director, Radio City Music Hall, took over the management of the Center last week following the run of "Pinocchio." He said the future policy of the theatre probably would be determined soon.

Sodikman in Albany

ALBANY—Nate Sodikman, formerly the Monogram sales manager in Rochester and Syracuse, was last fortnight promoted to the managership of the Monogram office here.

Rochester Raps

ROCHESTER — Local theatres unwittingly are taking some behind-the-scenes raps, it developed last week.

Certain churches opposed by city buildings department in a move to restore "Bingo" on the grounds of overcrowding buildings point out theatres are using the game. When told that's different, they reply, "All right, we'll run pictures, too, and that'll make us theatres, same as those using 'Bingo'."

Council of Church Women were much disturbed over automobile giveaways during Holy Week. No attempt was made to stop the giveaway, but it was brought to the attention of members as causing unnecessary harm to pre-Easter religious activities.

"Parole Fixer" Ad Followed by Arrest

Manager Jaffa Haled into Court

GLOVERSVILLE—The Schine home office legal department under Attorney Howard Antevil went quickly to the defense of Garson M. Jaffa, manager, Schine's Cortland, Cortland, who was arrested last fortnight on a charge of "causing to be published untrue, deceptive and misleading advertising." Charge grew out of the fact that Jaffa used teaser ads in advance of Paramount's "Parole Fixer." Ads are reported to have offended a member of the New York Parole Board, and on his complaint Jaffa was picked up. Such lines as "Do You Want a Parole—and Do You Know How to Get It?" and other interest-arousing phases containing the words "fix" and the title of the picture "Parole Fixer" were condemned by Parole Commissioner Frank L. Hanscom who made the complaint as "the cheapest kind of cheap advertising."

Jaffa, however, whose home is in New Bergen, New Jersey, pointed out in his report to the Schine home office that the lines and suggestions were taken from the Paramount press book. He had no intention of offending anyone, and did not believe any person would assume from the ads that parole could be fixed or were for sale.

Arraigned before City Judge Donald W. J. Yager, he pleaded innocent and asked for time to prepare his defense. He was to appear in court again March 29 for argument of the case.

Meanwhile, it was learned that a public apology would be offered the Parole Board and Parole Commissioner Hanscom, with an effort being made to have Paramount join in it.

Case was looked upon here as an unfortunate combination of circumstances. Investigation showed that no trouble probably would have resulted except that newspapers containing ads were received at nearby Attica prison. These were read by prisoners who were gullible enough to believe that they actually offered the services of a parole fixer. According to Arthur Denno, chief clerk at the prison, several of them started to raise a fund whereby they might answer the ad. It was this situation, brought to the attention of the Parole Commissioner Hanscom, which aroused his anger and resulted in his complaint to Cortland County Attorney Louis A. Folmer.

"Pinocchio" Dualling Brings Local Protests

School Committee Complains to RKO

NEW YORK CITY—Exception was last week taken to the double-billing of Walt Disney's "Pinocchio" and "The Saint's Double Trouble" at RKO neighborhood theatres by the Schools Motion Picture Committee, a voluntary organization composed of parents and teachers, which weekly recommends film programs for children between the ages of 8 and 14 years.

In a letter of protest issued by Mrs. William Barclay Parsons, Jr., vice chairman of the committee, regret was expressed that the showing of "Pinocchio," which the letter said "has been eagerly awaited" at neighborhood houses, could not be recommended because it was coupled with "a Class B melodrama featuring a sinister gem smuggler, a waterfront den, a hail of police bullets and three murders." A copy of the letter was sent to Will H. Hays, president, Motion Picture Producers and Distributors of America, Inc.

John J. O'Connor, vice-president and general manager, RKO theatres, said in reply to the protest that "The Saint's Double Trouble" had been approved by the Legion of Decency.

Snow Upstate Headache

NEW YORK CITY—Reports from the upstate area indicated that the big snow last week was severe headache to theatres and the film delivery services.

Film salesmen were snowed in, but, generally, most theatres had film.

Upstaters say this was the worst winter in years.

Billboard Bill Defeated

ALBANY—The Assembly defeated last week, by a vote of 87 to 48, the Wright bill providing for State regulation of outdoor advertising on public highways.

Pasternack on Neely

NEW YORK CITY—That the Neely Bill or any other media which would limit creative work would result in inferior pictures, was the feeling expressed by Universal producer Joe Pasternak upon his arrival here last week on a vacation visit. In response to a vague question concerning his personal reaction to the proposed anti-block booking legislation, he asserted:

"The moment you limit creative work to formula, you're licked. . . . Nothing can hurt the motion-picture business but bad pictures. The bill, as I understand it, would mean that if an exhibitor booked a film from script, the finished product will have to be exactly like the original script. Something like that is impossible. There has never been a picture in which the director followed the original story religiously. It is those little touches not in the script that go to make a great picture."

IN THE SPOTLIGHT

PINOCCHIO, Walt Disney's creation and star of the RKO feature bearing his name, poses with Kay Williams, Miss Outdoor Girl of 1940.

MRS. JOHN SCHEEPERS, who introduced Pinocchio tulips at the International Flower Show, presents them to Kay Williams, in honor of the RKO-Disney production, "Pinocchio."

JULES FIELDS, manager, Lincoln, Union City, New Jersey, arranged this Paramount's "Gulliver's Travels' tie-up in a local store window.

THE SOCIETY OF ILLUSTRATORS hold a dinner party at their clubhouse prior to leaving for the Center, New York City, to attend a performance of "Pinocchio," the RKO-Disney feature. Kay Williams, Miss Outdoor Girl of 1940, is surrounded by the Illustrators. The stunt was arranged by Center manager John Kenneth Hyatt.

THIRTY MEMBERS of the Society of Illustrators, invited to the Center, New York City, for a showing of "Pinocchio," the RKO-Disney feature, pose with Kay Williams, Miss Outdoor Girl of 1940. The stunt was arranged by Center manager John Kenneth Hyatt and the RKO-Radio office.

JOE DiLORENZO, Proctor's, New Rochelle, arranged this clever lobby display to publicize the showing of the 20th Century-Fox Terrytoon, "Harvest Time" at his house. The attractive display gave a brief summary of how animated cartoons are made, using actual drawings as examples and pointing out that the Terry Toons are made in the town.

LATE NEWS HIGHLIGHTS

Commerce Dept. Plan Reaches Second Stage

Many Hurdles Still to Be Cleared

NEW YORK CITY—THE EXHIBITOR learned from what it believed to be authentic sources last week end that a plan, which, if satisfactory to all sides, might mean the end of the government suit, and prepared by the Department of Commerce after conferences with industry executives, had reached the stage where a second draft was being considered.

The plan, it is understood, was still in the stage where the Department of Justice had not entered the picture. If a satisfactory outline could be arranged by the Department of Commerce and industry leaders, there still remained the Department of Justice, independent exhibitors, the Court and plaintiffs in the government suit to satisfy.

Briefly, the Commerce plan would include a three-man arbitration committee, with the Department of Commerce represented by one man, the other two being distributor and exhibitor members. It was also said that blind selling would be eliminated, block booking restricted to a degree, with other reforms also included.

The arbitration feature was believed the strongest part of the arrangement, with practically all disputes between distributor and exhibitor to be ironed out through this method.

The arbitrator authority would have power to award costs and inflict penalties.

In short, it is believed that the plan would include reform of many of the present headaches of the industry.

Just how far the idea has advanced is not known, but even if it gets by the present hurdle, it has some tough obstacles to overcome, in the opinion of observers.

More Execs to Be Heard

NEW YORK CITY—Scheduled to be heard this week in the pre-trial examination series were William Kupper, William Sussman, 20th Century Fox; A. Montague, Columbia; with possibility of Adolph Zukor and Darryl Zanuck also appearing if in the East.

Film Carriers to Meet

NEW YORK CITY—National Film Carriers, Inc., will hold its annual convention May 12-14, preceded by an executive committee meeting May 12, it was announced last week.

Philly Walkout Off

PHILADELPHIA—It was announced last week end that the stagehands and operators would not walkout of the Stanley-Warner theatres April 1 in support of the musicians, who have been tiffing with the circuit. Previously, the IATSE units were expected to aid the musicians in their battle.

A. Rex Riccardi, secretary, musicians local, announced an "indefinite postponement."

U, Exhibs, Trade Fete Joe Pasternak

Producer Meets Metropolitan Leaders

NEW YORK CITY—More than 100 of the leading metropolitan exhibitors, circuit operators and representatives of the trade press turned out to honor Joe Pasternak, Universal producer, at a luncheon in the Hotel Astor March 28.

William A. Scully, Universal general sales manager, introduced Pasternak who, however, took little credit for the successes to himself.

At the center table, with Pasternak, were seated Nate Blumberg, J. Cheever Cowdin, William A. Scully, William J. Heineman, Joe Seidelman, John J. O'Connor, Fred Meyers, John Wright, Arthur Mayer, Harry Brandt and Clayton Bond.

Among the theatre men who attended were:

John J. O'Conner, Fred Meyers, Max Fellerman, Harry Mandel, RKO theatres; Oscar Doob, Eugene Picker, Loew theatres; George Skouras, John Benas, William Powers, Milton Hossfeld, William White and E. Zabel, Skouras theatres; Clayton Bond, Ed Hinchy, Leonard Schlesinger, Don Jacocks, Harry Goldberg, I. J. Hoffman, Warner theatres; Fred Schwartz, Sam Goodman, Al Hovel, Century.

Also Leo Justin, Morris Jacks, Walter Reade theatres; William P. Phillips, United Artists theatres, and John Wright and James Dunn, Rivoli; Joseph M. Seider, Prudential circuit; Arthur Mayer, Rialto; Leo Brecher, Plaza; Joe Philipson, Paramount; Sam Rinzer, Irving Kapan, Manny Frisch, Randforce; J. J. Thompson, Cocalis.

Also Si Fabian, Harry Brandt, Jack Hattem, Harold Eskin, Harry Katz.

From the Universal home office were Blumberg, Cowdin, Scully, Seidelman, Heineman, C. D. Prutzman, S. Machnovitch, Peyton Gibson, F. T. Murray, J. J. Jordan, Leo Abrams, Louis Pollock, Hank Linet, Morris Alin, Andy Sharick, Larney Goodkind, E. Winer, D. A. Levy, Max Cohen, C. C. Margon, Fortunat Baronat.

Edington in East

NEW YORK CITY—Harry Edington, executive producer for RKO. arrived from the Coast this week and met the trade press at a cocktail party April 1.

Easter Business Helps Broadway Gross Spurt

"Rebecca" in the Big Money

NEW YORK CITY—Easter proved a great break for local houses, with business spurting upward. Highlights were "Rebecca," "Road to Singapore," "It's a Date," "Virginia City," and "Primrose Path."

"IT'S A DATE" (Universal)—Will do estimated $28,000 on the second week at the Rivoli; good.

"BROADWAY MELODY" (Metro)—Expects to hit in the neighborhood of $40,000 at the Capitol; good.

"HUMAN MONSTER" (Monogram)—Did $2,850 Saturday and Sunday of the second week at the Globe after a good first week, earning the holdover.

"THE SHOWDOWN" (Paramount) "KILLERS OF THE WILD" (Times)—Did $1600 Saturday and Sunday; good, at the Central.

"PINOCCHIO" (RKO)—Recorded a neat $25,000 gross at the Center, thanks to the Easter business.

"REBECCA" (UA)—Opening day broke all records, with $76,000 Thursday, Friday, Saturday, Sunday, with expectation of an $110,000 first week at the Radio City Music Hall; excellent, with stage show.

"GONE WITH THE WIND" (Metro)—Still knocking off $21,000 weekly at the Astor.

"VIRGINIA CITY" (Warners)—About $21,000 Friday, Saturday, Sunday of the second week, after $45,000 first week, with stage show.

"PRIMROSE PATH" (RKO)—Did about $25,000 Friday, Saturday, Sunday of the second week at the Roxy; good, with stage show.

"ROAD TO SINGAPORE" (Paramount)—Did $19,000 Saturday, Sunday at the Paramount, with stage show, third week; good.

Theatre Changes

EMAUS, PENNSYLVANIA—Jack Miller last week took over the local State from J. Foreman Corbett. Miller formerly handled the Lenox, Philadelphia.

SMITHFIELD, VIRGINIA—Pitts-Roth Corporation last week took over the Smithfield from Mr. and Mrs. Jesse J. Scott. Deal involves the land and building, with the latter to be remodelled.

Cortland Manager Fined

CORTLAND, NEW YORK—Garson Jaffa, Schine manager was fined $50 here last week after pleading guilty following his arrest on complaint of the State Parole Board that classified teaser ads for "Parole Fixer" resulted in misleading advertising. Ads were taken seriously by convicts in Attica State Prison, it was charged.

Boston RKOite Passes

BOSTON—Funeral of William Lillis, RKO head shipper, was held March 28 at East Pepperell, with full military honors.

Lillis leaves one son.

Philly Union Meets

PHILADELPHIA—A special meeting of local bookers in Local B17 will be held tomorrow night (April 4) in the Vine Street Projection Room, it was announced last week.

Floods in Pennsylvania

PHILADELPHIA — Reports from the upstate area received here early this week said that many theatres in the district had already been affected by floods resulting from a heavy rain and melting snows.

RKO Meets May 27

NEW YORK CITY—RKO will hold its annual convention May 27-30 at the Waldorf-Astoria, it was announced last week, with division, district and branch heads as well as home office chiefs in attendance.

Republic Bookings in 12,132 Situations, Report

Consolidated Stockholders Told Condition

NEW YORK CITY—Republic played its pictures in 12,132 situations in 1939, stockholders of Consolidated Film Industries were informed last week by M. J. Siegel, president and chairman of the board of Republic Productions, Inc., at their annual meeting.

Domestic revenue in 1939 was $6,169,057 with $1,793,277 from foreign sorces, a seven percent increase over the year before.

Production costs at the studios, Siegel stated, were brought down from 32½ percent in 1938 to 29 7/10 percent in 1939.

Republic's revenue from the British Isles showed a gain in 1939 over 1938.

James R. Grainger and the productivity of sales policies set up by him are seen largely accountable for the increased number of outlets Republic attractions played in 1939, which totaled 12,132 U. S. theatres, compared with 10,856 in 1938.

Herbert J. Yates, CFI president, told the stockholders that he expects Republic to show a profit this year.

Yates declared that the stock investment of CFI in Republic amounted to $900,000, and that 48 percent of Republic's stock is owned by CFI. The $900,000 is represented by 150,000 shares at $5, and 75,000 at $2. The 52 percent remaining interest in Republic is owned principally by Cajo Company, Inc., Setay Corporation, and Nat Levine. A loan by CFI to Republic, amounting to some $3,250,000, is less than a year old. Republic's pointing in 1939 represented about 18 percent of CFI volume.

CFI stockholders re-elected Herbert J. Yates, Ralph I. Poucher, W. W. Vincent and W. P. Stevens to serve as directors for a period of three years.

Poucher, vice-president, elaborated on the company's annual report for the year ended December 31, which showed a $628,297.11 net, after charges, as against $616,696.94 for 1938.

Total sales, he asserted, amounted to $6,183,305 in 1939 as against $5,921,489, including various sources of revenue, of which Magnacolor provided some $14,541 as compared to $26,571 in 1938.

Poucher also outlined improvements in both the Fort Lee and Hollywood plants.

Annual report for the year 1939 shows total current and working assets of CFI amounting to $5,973,224.77; properties and plants, $3,892,577.54, after deducting reserves for depreciation in the amount of $1,595,206.23.

Waldo Suit Motions Heard

PORTLAND, MAINE—Motions brought by three of the defendants in the Waldo Theatre Corporation's $250,000 anti-trust suit against several producers, distributors and exhibitors were heard by Judge John A. Peters in United States District Court last week. Decision was reserved.

Motions, brought by Loew's, 20th Century-Fox Film and RKO asked that the claims that they have violated the Clayton Anti-Trust Act be stricken from the plaintiff's bill of complaint.

The action, which also seeks preliminary and final injunctions to restrain the motion picture interests from continuing an alleged "combination and conspiracy" and from refusing to enter into contracts with the plaintiff for the delivery of their films "until after their exhibition at Rockland" is based on both the Sherman and Clayton Acts.

The plaintiff, independent operator of the Waldo, Waldoboro, since December 10, 1936, declares that the Park, Strand, Rockland, are operated by the Rockland Amusement Company, capital stock of which is controlled by Joseph Dondis, manager, and by New England Theatres, Inc.

Gilbert Fleischman Passes

PHILADELPHIA — The trade this week mourned the passing of one of its most beloved members, Gilbert Fleischman, for more than two decades in the business, and for many years booker at 20th Century-Fox. He died March 30 at the age of 43 after several weeks' illness.

He was a member of Emile Zola Lodge, Brith Sholem, and of Clare Post 37, American Legion, and a former director of Beth-An Israel Congregation.

He is survived by his wife, Sarah, and a daughter, Ilene. Funeral services were held April 1, followed by burial in Mount Sharon Cemetery, Springfield, Delaware county.

Loew Suit Answers April 15

BOSTON—United States District Court last week granted permission for time for the answers to interrogatories in the E. M. Loew anti-trust suits to be extended to April 15.

THE EXHIBITOR

VOLUME 23, NUMBER 21 APRIL 3, 1940

Advance Shots on Coming Reviews ... 18
Better Management ... 14, 15
Editorial Page ... 3
Hints on Newspaper Advertising ... 16, 20
In the Spotlight ... 6
Late News Highlights ... 7, 8
National Mirror ... 9, 10, 11
National Release Date Guide ... Inside Back Cover
News of the Territory ... 21, et seq.
Brief Glances at Production Happenings ... 18
Servisection (Reviews) ... SS-1–SS-10
Territorial Highlights ... 5
Warren Stokes Hollywood Newsreel ... 19

Material contained in the Late News Highlights section often represents new developments in stories to be found on other pages of this issue. If the reader will bear this in mind it will avoid possible confusion. This section of THE EXHIBITOR goes to press last, with latest developments within the industry, where available.

Mass. "Bank Night" Test

LOWELL, MASSACHUSETTS—First step in establishing in a Massachusetts Superior Court of Middlesex county a test case on "Bank Night" was taken last week end by the Tower, when Michael J. Hurney was fined $50 in District Court on a charge of being concerned with the setting up and managing of a lottery.

Case was appealed to the superior court, Cambridge, where the test will be made, leading up to the final test before the Supreme Court.

Hurney, it was announced at the trial in the Lowell district court, was allowed to operate "Bank Night" after the district attorney's order had been given, so that a test could be made. Assistant District Attorney John Corbett Donohoe was the prosecuting attorney.

Loew's Answers Filed

NEW YORK CITY—Loew's, Inc., last week filed its answers to government equity suit interrogatories in Federal Court, revealing details of its financial condition.

Loew's states that it has a fixed indebtedness of $16,081,000 and no current outstanding loans. The indebtedness consists of $3,750,000 in two and three-quarter percent notes maturing in 1944 and payable at the rate of $375,000 semi-annually beginning February 1, 1940. In addition, the answers state there is outstanding $12,331,000 in three and one-half percent sinking fund debentures, maturing in 1946, for the purchase or redemption of which semi-annual payments of $375,000 are being made into a sinking fund.

There are 4,000,000 shares of common stock authorized, with 1,665,713 outstanding and also an authorized issuance of 300,000 shares of $6.50 cumulative preferred stock with 136,722 shares outstanding.

"Ecstasy" in Balto. Tiff

BALTIMORE—"Ecstasy," recently freed of a three-year ban in this city, hit another snag last week when one of the members of the Board of Motion Picture Censors refused to put the seal of approval on the film unless more deletions are made.

Latest objector to the film was Miss Marie Presstman, a member of the board, who refused to certify the film in spite of a recent order of Judge Dowland K. Adams vacating the ban imposed three years ago by Judge Joseph N. Ulman because a theatre owner advertised parts ordered cut out.

Owners of the film appealed to Judge Adams and the Judge viewed the parts asked to be cut out by Miss Presstman. Although finding no objections, Judge Adams requested that Judge Ulman again view the picture and pass judgment on it.

U Execs on Coast

UNIVERSAL CITY, CALIFORNIA—Universal's general sales manager, William A. Scully, and western sales manager, William J. Heineman, arrived at the Universal studios this week to conduct a series of pre-convention product conferences for the new year.

ALL THESE NAMES

GINGER ROGERS • • • CARY GRANT • • • IRENE DUNNE ANNA NEAGLE • • • • JOEL McCREA • RONALD COLMAN MAUREEN O'HARA • • RAY MILLAND • • • • • ADOLPHE MENJOU • • • • • RAYMOND MASSEY • • ANNE SHIRLEY HERBERT MARSHALL • • • • RANDOLPH SCOTT • • GAIL PATRICK • ROLAND YOUNG ALAN MARSHAL • • • • MAY ROBSON • • BILLIE BURKE FREDDIE BARTHOLOMEW • • SIR CEDRIC HARDWICKE • • CHARLES LAUGHTON • • • • CAROLE LOMBARD • • • • •

ON YOUR SCREEN THIS SPRING AND SUMMER FROM RKO-RADIO

The Play That Shocked New York And Rocked Broadway With Laughter!

GINGER ROGERS
JOEL McCREA

in

PRIMROSE PATH

with

MARJORIE RAMBEAU
HENRY TRAVERS
MILES MANDER
QUEENIE VASSAR
JOAN CARROLL

Screen Play by Allan Scott and Gregory La Cava

Produced and Directed by

GREGORY LaCAVA

"In Her Sweet Little Alice Blue Gown, She'll Be The Toast of Your Town!"

ANNA **NEAGLE** · RAY **MILLAND**

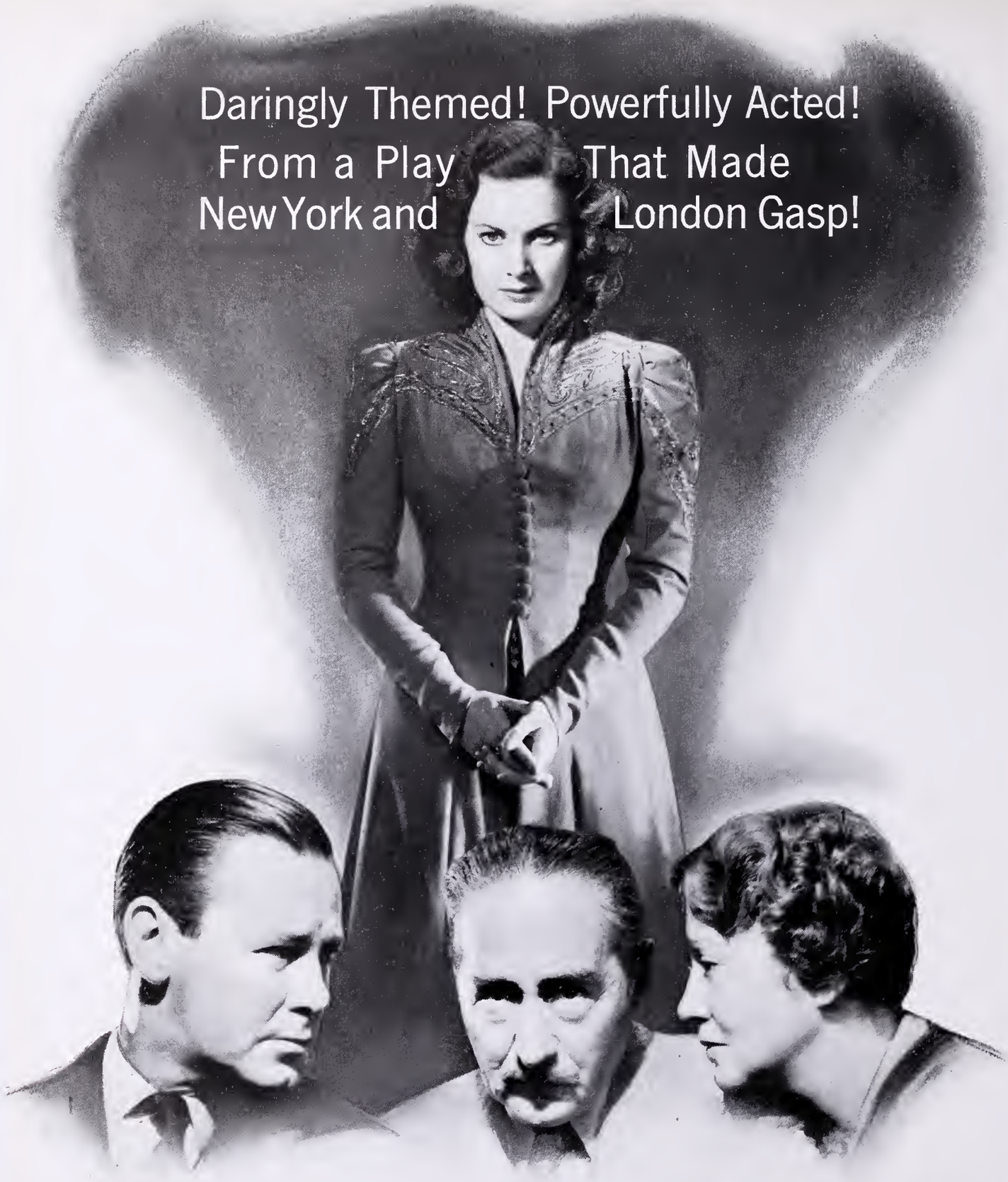
Irene

with

ROLAND YOUNG · ALAN MARSHAL
MAY ROBSON · BILLIE BURKE
ARTHUR TREACHER · MARSHA HUNT
ISABEL JEWELL · DORIS NOLAN

PRODUCED AND DIRECTED BY
HERBERT WILCOX

Screen play by Alice Duer Miller.
From the Musical Comedy, "IRENE"
Book by James H. Montgomery.
Music and Lyrics by Harry Tierney

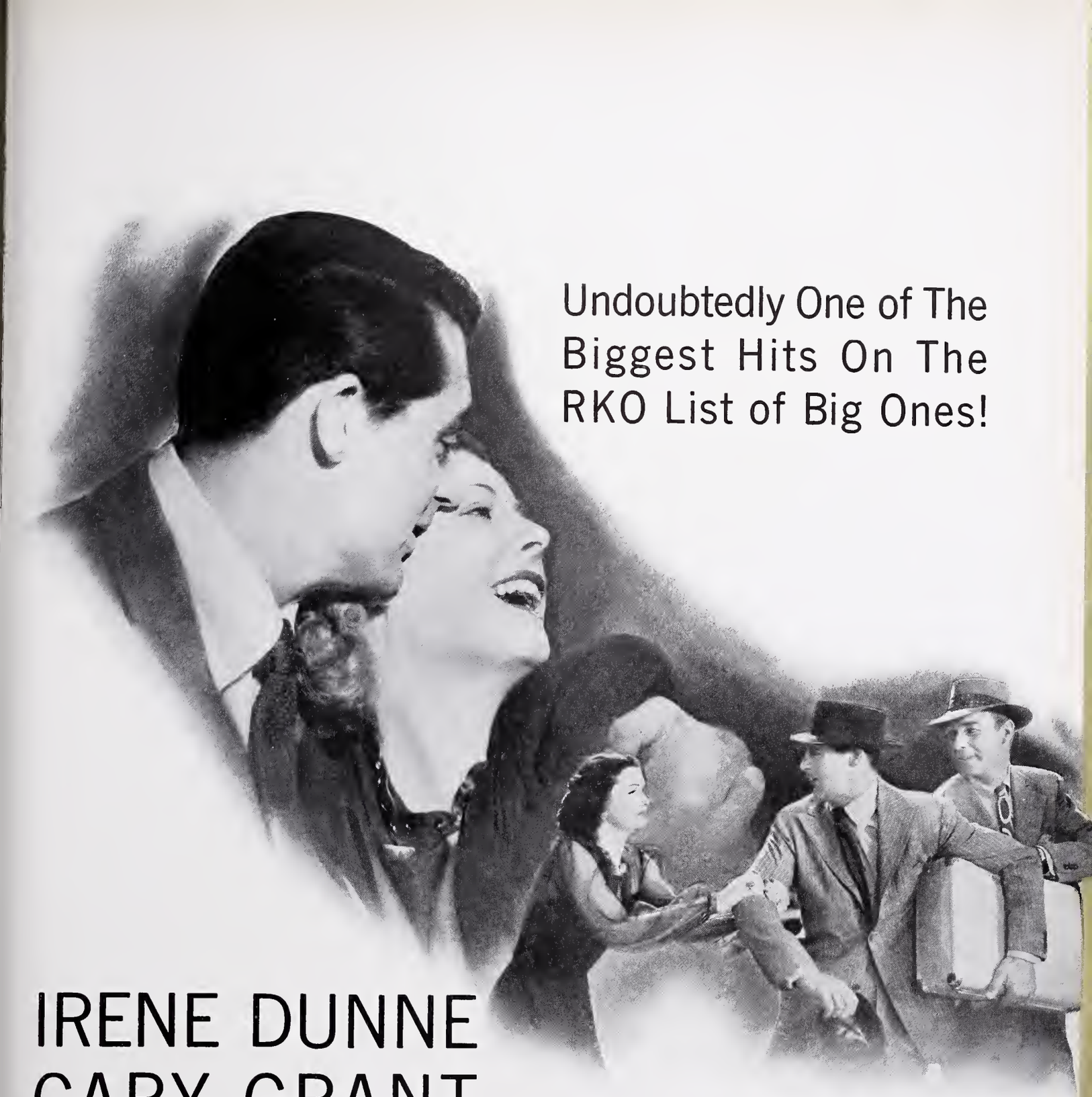


A BILL OF DIVORCEMENT

MAUREEN O'HARA • ADOLPHE MENJOU
FAY BAINTER • HERBERT MARSHALL

and DAME MAY WHITTY • PATRIC KNOWLES • C. AUBREY SMITH • ERNEST COSSART

Produced by Robert Sisk • Directed by John Farrow • Screen Play by Dalton Trumbo • From the Play by Clemence Dane



Undoubtedly One of The Biggest Hits On The RKO List of Big Ones!

IRENE DUNNE
CARY GRANT

MY FAVORITE WIFE

with

RANDOLPH SCOTT • GAIL PATRICK

Written for the Screen by Bella & Samuel Spewack

A LEO McCAREY PRODUCTION

Directed by Garson Kanin

GINGER ROGERS
RONALD COLMAN

LUCKY PARTNERS

(TENTATIVE TITLE)

DIRECTED BY LEWIS MILESTONE

Sidney Howard's Prize-Winning,
Two-Season Stage Sensation

CHARLES LAUGHTON
CAROLE LOMBARD
in

THEY KNEW WHAT THEY WANTED

PRODUCED BY ERIC POMMER • DIRECTED BY GARSON KANIN

One of the Great Best Sellers of All Time Screened in All Its Wide Appeal!

TOM BROWN'S SCHOOL DAYS

SIR CEDRIC HARDWICKE • FREDDIE BARTHOLOMEW
JIMMY LYDON • JOSEPHINE HUTCHINSON

ERNEST COSSART • GALE STORM • Directed by Robert Stevenson
Produced by GENE TOWNE and GRAHAM BAKER

TOM BROWN'S SCHOOL DAYS

GENE TOWNE presents

THE PLAY'S THE THING

The Picture Acclaimed By Press and Public
As One of The Greatest Of Our Time!

ABE LINCOLN IN ILLINOIS

with

RAYMOND MASSEY

GENE LOCKHART · RUTH GORDON · MARY HOWARD · DOROTHY TREE
HARVEY STEPHENS · MINOR WATSON · ALAN BAXTER · Produced by
MAX GORDON · Directed by JOHN CROMWELL · Screen Play by Robert E. Sherwood

Beloved "Anne" Returns In A Story Even Better Than Her Famed "Green Gables"

ANNE SHIRLEY

ANNE OF WINDY POPLARS

ALL THESE SHOWS

RKO RADIO PICTURES

FOR YOUR BEST PLAYING TIME THIS SPRING AND SUMMER FROM RKO-RADIO

PRINTED IN U.S.A.

THE NATIONAL MIRROR

Submit Final Report In RKO Trusteeship

Increased Profit Shown By Company

NEW YORK CITY—The final report of the Irving Trust Company, as trustee of the Radio-Keith-Orpheum Corporation, debtor, submitted last week in Federal Court, petitioned for discharge of the institution as trustees in the reorganization proceedings, which have been completed by transfer of all properties of the old company to the successor of the same name.

For 1939 the combined operations of the theatre operating subsidiaries of RKO resulted in an unaudited net profit of $1,234,523 after all charges except interest accruals of $269,215 on debt to RKO, the trustee reported. This compared with a net profit of $1,204,294 in 1938 before interest accruals of $307,520.

Operating expenses increased, but not in proportion to the increase in income. As a result of reduction in funded debt and for other reasons, fixed charges declined substantially, but the net results were not indicative of the actual operating results, the report said, since a nonrecurring item of $400,000 was charged against 1939 earnings in settlement of a lease obligation.

Operations of RKO, Radio Pictures, Inc., and subsidiaries for 1939 resulted in a net loss of $545,126 before accrual of $1,086,316 interest on debt to RKO, unaudited, compared with a net loss of $189,474 in 1938 before $1,058,080 interest accruals.

Operations of RKO-Radio Pictures, 1939 operations seriously, the trustee reported Elimination of some markets, limited exhibition of pictures in theatres and restrictions on transfer of funds from foreign territories and declining exchange rates necessitated revision of the amortization schedule of motion pictures. This resulted in an extraordinary write-off of $392,778 on December 31, 1939, together with a book loss on net current assets of non-consolidated foreign subsidiaries.

Pathe News, Inc., showed an unaudited net profit of $97,293 in 1939, compared with $97,199 earned in 1938. Accrual of interest on debt to RKO was $13,204, against $14,430 in 1938.

Claims filed against RKO in the reorganization proceedings aggregated $55,512,250, which was reduced to $24,973,375 by payment, withdrawal, stipulation, disallowance and adjustment. The remainder of claims participating in the reorganiza-

(*Continued on page* 10, *column* 2

Allied Meets June 19

NEW YORK CITY—National Allied will hold its annual convention in Chicago this June, it was announced last week. Plans for the get-together, which will last from June 19 to 21 at the Morrison Hotel, are now being made.

Important Papers Top Spring SMPE Convention

Complete Program Arranged for Delegates

NEW YORK CITY—An unusually interesting program of technical papers on every phase of the motion picture art, as well as on television, is being scheduled for the Spring convention of the Society of Motion Picture Engineers April 22 to 25, inclusive, in Haddon Hall, Atlantic City, it was announced last week.

Convention plans and programs are being formulated by E. A. Williford, the society's president; W. C. Kunzmann, convention vice-president; J. I. Crabtree, editorial vice-president; and Sylvan Harris, chairman, papers committee.

First day's session will be highlighted by an address on "The General Outlook for Television" by Thomas F. Joyce, vice-president and advertising director, RCA Manufacturing Company, at the informal get-together luncheon.

April 24 will see the 46th semi-annual banquet and dance of the society, at 7.30 P. M. Technical sessions will be held each day of the convention from 10 A. M. to 6 P. M. with the exception of one afternoon which will be left open for recreation and sightseeing.

Harry Blumberg, Philadelphia, is chairman of the local arrangements committee. H. Griffin, member of the board, is in charge of projection facilities. Julius Haber, chairman of the publicity committee, will handle publicity arrangements. Mrs. O. F. Neu will serve as hostess to the ladies, and has arranged a special program.

Metro Men Convene

NEW YORK CITY—Thomas J. Connors, eastern, southern and Canadian division chief for Metro, held a two-day meeting last week end. Among those attending were E. K. O'Shea, New York; Robert Lynch, Philadelphia; Maurice Wolf, Boston. The mid-summer sales drive and other matters were discussed.

Supreme Court Awards 20% in "Lynton" Case

New Interpretation Given Copyright Law

WASHINGTON—The Supreme Court last week granted to Edward Sheldon and Margaret Ayre Barnes, authors of the play "Dishonored Lady," 20 percent of the $587,605 profits made by the Metro- Goldwyn-Mayer Pictures Corporation from "Letty Lynton."

The question was whether the award could be apportioned so as to give the copyright owners (Sheldon-Barnes) "only that part of the profits found to be attributed to the use of the copyrighted material as distinguished from what the infringer (Metro-Goldwyn-Mayer) has supplied." Except that Justice McReynolds did not participate, the court unanimously upheld a Circuit Court decision as an equitable procedure. As a result, the playwrights will receive about $117,520.

Construing Section 25d of the 1909 Copyright Law, Chief Justice Hughes stated:

"The purpose is to provide just compensation for the wrong, not to impose a penalty by giving to the copyright proprietor profits which are not attributable to the infringement. The analogy found in cases of patent infringement is persuasive. There are many cases in which the plaintiff's patents cover only a part of a machine and creates only a part of the profits."

Further supporting the Circuit Court, Hughes held that the profits were derived partly from the "expert and creative operations" of Metro-Goldwyn-Mayer, which had nothing to do with infringed material. In addition, he noted that the "talent and popularity" of motion-picture stars are drawing cards, which have nothing to do with the novel or play infringed.

The Circuit Court, Hughes noted, found Metro-Goldwyn-Mayer "worked over old material" in producing "Letty Lynton," and used as the general theme: "A wanton girl kills her lover to free herself for a better match! she is brought to trial for the murder and escapes." But, "not content with the mere use of that basic plot," added Hughes, the movie producers "resorted to" the copyrighted play.

The Circuit Court held that Metro-Goldwyn-Mayer "deliberately lifted the play" and that this "borrowing was a deliberate plagiarism."

Monogram Taking Vote

NEW YORK CITY—The number of pictures that Monogram will deliver during the 1940-41 season will be decided by a vote of the franchise holders, it was indicated last week. Announcement is expected shortly.

W. Ray Johnston, president, indicated that there would be little change numerically. For 1939-40 the company is delivering 30 features and 16 westerns.

Johnston also announced that the past five-week period has been the biggest business period in the history of the company, with playdate records being shattered.

Top Execs Testify in Pre-Trial Examination

Discuss Deals, Policies, Other Matters

NEW YORK CITY—William F. Rodgers, testifying in the government's equity action against the majors last week, denied that selling policies of various companies were discussed during meetings of sales executives at the offices of the Motion Picture Producers and Distributors of America.

Robert L. Wright, Special Assistant Attorney General, sought to obtain this admission in a government shift of attack.

Rodgers, general sales manager, Loew's, Inc., stated that the nearest they had come to any such discussion was a consideration of ways of fighting the Neely Bill by bringing home its disadvantages to the public.

Later, Rodgers said he made no inquiry into the terms of clearance other companies gave Loew's. "I don't know whether there is any rule about it," he said, "but personally I think it is rather presumptuous for me to ask what Moskowitz is paying for a picture."

Rodgers also stated that even if he did learn these terms from Loew's theatres, it would do him no good, inasmuch as he would still fix rentals on Metro pictures independently, determined by test runs in out-of-town Loew's houses.

All licensing contracts were sent to New York for approval regardless of their size, Rodgers asserted. He admitted to several mistakes in fixing clearance on long-term franchise, due to the changes caused by new theatres and changes of policy, but stated that he was doing his best to correct the situation.

Rodgers, concluding his testimony, used the case of "Pygmalion" to show how a producer-exhibitor tie-up could effect a better advertising campaign.

Neil F. Agnew, Paramount sales chief, testifying at the pre-trial examination, upheld the statement made by Rodgers, that sales policies of various companies were not discussed at meetings of sales chiefs in the Hays office. Agnew stated that on the rare occasions that he conversed with other sales chiefs, the conversation was usually limited to generalities.

Agnew stated further that he had no access to any records of the Paramount theatre company, other than the daily grosses, due to a strict company rule. Purpose of the grosses is to permit a check of the grosses of outside films against those of Paramount films.

Pictures are placed in a classification more because of their drawing power than because of the amount of money spent on them, he said, giving, as an example, "Rulers of the Seas," which was a high-budget film which was later sold lower. Paramount theatres play a large part in test-runs for classification purposes, Agnew stated.

Both Agnew and Sidney R. Kent, 20th Century-Fox executive, opposed double features as a "bad practice."

Coast Code Banned Two

HOLLYWOOD—Two features were rejected by the Motion Picture Production Code Administration in 1939, along with 53 synopses, stories, treatments, plays and scripts, it was announced last week.

Twelve features originally rejected were accepted after alterations, and 36 of the latter class, after changes, were approved.

There were 329 feature pictures based on original screen stories in 1939, as against 316 in 1938. Stage plays contributed 34 stories to the films, as against 30 in 1938. A total of 17 motion pictures were made from biographical novels in 1939, an increase of 15 over 1938; while the number of films using a novel as background dropped from 140 to 127. The 527 domestic features made in 1939 cost on an average of $210,289. Last year the average cost per picture was $223,000.

Submit Final Report

(*Continued from page* 9)

tion plan included $12,254,875 of unsecured allowed claims and $12,718,500 of secured claims.

All assets and property held by the trustee were transferred to the new company on January 26, as of January 1, 1940, with the exception of $84,625 cash. Of this, $20,000 is to be applied by the trustee to its expenses prior to filing of its final report and account and its discharge by the court and $64,625 is to be held by the trustee subject to the lien of the Chemical Bank and Trust Company and its counsel on such compensation as may be approved by the court. The trustee seeks permission to destroy by cremation certain securities believed to be worthless.

The consolidated statement of the Radio-Keith-Orpheum Corporation and subsidiaries for 1939, subject to audit, showed a net loss of $186,495 before providing for a current dividend of $7 each on 42,543 shares of seven per cent cumulative convertible preferred stock of the Keith-Albee-Orpheum Corporation held by the public. This figure is after accrued interest of $764,650 on all outstanding six percent notes, six percent debentures and extended six percent notes of the old company, which debt is eliminated in the plan of reorganization. Also deducted was a $400,000 lease obligation and $392,778 adjustment of inventory noted in reports of subsidiaries.

A net profit, after all charges, of $976,627.13, was reported last week by the Keith-Albee-Orpheum Corporation for the year ended December 31, 1939. Simultaneously, B. F. Keith Corporation and subsidiaries reported a net of $575,271.88, after all charges, for the same period. The 1928 net of B. F. Keith Corporation was $752,011.05.

The profit of K-A-O equalled $15.18 per share on the 64,304 shares of seven percent cumulative preferred stock now outstanding. For 1938, K-A-O's net was $996,995.90, or $15.50 per share on the preferred.

20th Century-Fox Report Shows Big Profit Drop

$3,105,653 Decrease Noted in Statement

NEW YORK CITY—A $3,105,653 decrease in net profit for 1939 as against 1938 was reported last week by 20th Century-Fox. Net profit for the year ending December 30, 1939, after all costs, was $4,146,813. For the year ending December 30, 1938, the net profit was $7,252,466.

Dividends from National Theatres also slumped from $882,000 in 1938 to $756,000 in 1939, while consolidated net income for National Theatres and its subsidiaries was set at $2,311,108 as against 1938's $2,617,653.

Sidney R. Kent, president, 20th Century-Fox, stated that the unsettled foreign situation has tied up assets in other countries, and made them unavailable for use in the ordinary course of business for use in the corporation's operations in the United States. New assets of the company in foreign countries, both of the parent company and subsidiaries, was set at $6,638,197, of which $3,737,757 represents the company's interest in Gaumont British.

Warner Ad Week Set

NEW YORK CITY—Ad salesmen in Warner Brothers' exchanges throughout the country will participate in a nation-wide "Sears Drive Ad Sales Week," which begins March 31 and runs through April 6.

Annual event, held during the last weeks of the Sears Drive, has this year adopted for its slogan: "An Advertising Order with Every Show." Ad salesmen will be in a position to give exhibitors a more complete advertising accessories service this year, with the addition of the new line of Silk Screen Accessories which are being distributed by the company.

In all branches, salesmen and bookers are co-operating with the ad salesmen to push the advertising accessories sales on features during the last two weeks of the Sears Drive, which ends April 15.

Academic Film Bows

NEW YORK CITY—It was announced last week that the Academic Film Company had been organized for the production and distribution of a series of motion pictures based upon important events in American history. The first subject, now ready for release, is titled "Our Constitution."

A national release is being negotiated for the first subject and for the balance of eleven two-reelers. Executive offices are at 1650 Broadway.

"Fight" Bids Due

WASHINGTON—Distribution rights to the United States Film Service's "The Fight for Life" will be sought by 16 distributors who have asked to be allowed to bid, it was announced last week. While method of obtaining bids is yet to be determined, a deal when made will probably be on a percentage basis, with the government granting the rights to the highest bidder.

20th-Fox Stockholders Vote on Zanuck Deal

Extension of Producer's Contract Up

NEW YORK CITY—At a meeting April 16, 20th Century-Fox stockholders will be asked to approve a five-year extension of Darryl Zanuck's contract from August 22, 1942 to March 31, 1947, it was announced last week.

Proposed commitment would provide for continuance of Zanuck's present salary of $225,000 per year and would offer him the opportunity to purchase 100,000 shares of common stock during the period from August 22, 1940 to March 31, 1947, at a price of $13 per share, or at a price one dollar in excess of the average price per share for sales of the common stock on the last full business day on the New York Stock Exchange prior to the day the stockholders formally approve granting of the option.

The amount of stock to be purchased yearly by Zanuck is determined by a table which stipulated the maximum purchases for the seven years: August 22, 1940 to August 21, 1941, 14,286 shares; August 22, 1941 to August 21, 1942, 28,572 shares; August 22, 1942 to August 21, 1943, 42,858 shares; August 22, 1943 to August 21, 1944, 57,144; August 22, 1944 to August 21, 1945, 71,430; August 22, 1945 to August 21, 1946, 85,715; and, from August 22, 1946 to March 31, 1947, 100,000 shares.

This plan is contingent upon Sidney R. Kent's willingness to surrender his option to purchase 10,000 shares of common per year, with the total not to exceed 60,000 shares, but Kent has advised the company that he will be willing to do this if Zanuck's option is taken up.

Picture Pioneers Meet

NEW YORK CITY—The Spring Dinner Conference of the Picture Pioneers will be held April 26, according to Jack Cohn, house manager of that organization, in an announcement issued following the meeting of the executive committee last week. Place at which the event will be held will be decided soon.

That interest in the Picture Pioneers runs high was evident in the applications which were received from 14 veterans of the motion picture industry. All were accepted. New members of the organization are R. J. O'Donnell, W. Ray Johnston, Gilbert Josephson, Douglas D. Rothacker, Charles L. O'Reilly, P. J. Morgan, Jack Bowen, Lou B. Metzger, Jerome Safron, J. L. Barkey, J. R. Malcolm, Louis W. Schine, J. Myer Schine and Samuel Strausberg. It is planned to present gold membership cards to these veterans at the forthcoming conference.

Benny to N. Y. Premiere

NEW YORK CITY—Jack Benny, Ellen Drew, Andy Devine, Phil Harris, Dennis Day and Rochester, all from the cast of "Buck Benny Rides Again," will participate in the premiere of the picture here, together with Mark Sandrich, producer-director of the film, it was announced last week. Troupe arrives April 18.

Hepburn in Metro Deal

NEW YORK CITY—Metro announced last week that Katharine Hepburn had signed a contract. Her first production will be her current starring vehicle, "The Philadelphia Story."

Columbia Men Meet

NEW YORK CITY—Columbia's district managers and managers of branches without district supervision, met here March 29 for a two-day conference with home office executives. Session, presided over by general manager A. Montague, planned the final weeks of the current drive campaign.

District and branch managers present included, among others, Mideast division manager Sam Galanty, New York division manager Nat Cohn, and branch managers Phil Fox, Albany; Joe Miller, Buffalo; T. F. O'Toole, New Haven; I. H. Rogovin, Boston; H. E. Weiner, Philadelphia; Irving Wormser, New York.

Home office executives taking part in the sessions were Rube Jackter, Lou Weinberg, Louis Astor and Max Weisfeldt.

Mohawk Buys GN Films

NEW YORK CITY—Trustee's right to all Grand National films, including story rights and accessories, were won by a $17,500 bid, plus percentage, from the Mohawk Film Corporation last week. Mohawk agreed to pay the trustee, in addition to the $17,500, 30 percent of the first $100,000 gross and 50 percent of all gross exceeding $100,000.

Terms of the sale stipulated that the Educational Films Corporation of America, owner of the 16mm. rights to the films sold, will be entitled to make negatives for 16mm. sales. Mohawk also agreed to pay off a lien held by De Luxe Laboratories against Grand National.

Roxy Theatre, Inc., Report

NEW YORK CITY—Annual report of Roxy Theatre, Inc., (Affiliate of 20th Century-Fox Film Corporation) was released last week as follows: Fifty-three weeks to August 31—net income, $40,686, compared with $153,798 net income for the 51 weeks to August 25, 1938.

"Adventure" Tie-up Ready

NEW YORK CITY—Paramount last week completed an exploitation tie-up with the De Beers Consolidated Mines, Ltd., of South Africa which offers exhibitors outstanding window display and newspaper advertising co-operation on "Adventure in Diamonds."

Miss White on Trip

NEW YORK CITY—Madeleine S. White, secretary of Monogram Pictures Corporation, left last week on the SS. Amazone for a three weeks' cruise of South American waters.

Trans-Lux Shows Profit

NEW YORK CITY—The Trans-Lux Corporation, in its annual report last week, reported a net profit of $85,858.40 for 1939 as against a $133,717.35 net profit for the year 1938.

Fox Deal Approved

CAMDEN, NEW JERSEY—A $500,000 settlement of $1,400,000 in claims against the bankrupt estate of William Fox, former movie producer, was approved by Judge John Boyd Avis in Federal District Court last week.

The settlement had been accepted, subject to court approval, by Allen B. Endicott, Jr., of Atlantic City, Federal referee in bankruptcy. It was offered by the All-Continent Corporation, a holding company of the Fox family.

Judge Avis gave creditors the right to appeal within 30 days. First, however, they must file cash bonds of $50,000 and indemnity bonds of $100,000 to guarantee costs of any further litigation.

AMPA Nominates Slate

NEW YORK CITY—The Association of Motion Picture Advertisers last week nominated the following slate for the coming year:

President, Leon Bamberger, RKO; vice-president, Louis Pollock, Universal; secretary, Kenneth Clark, Hays office; treasurer, Edward Schreiber, Warners. Board of Directors: Paul N. Lazarus, Jr., Martin Starr, Eli Sugarman, Lou Lifton, Paul Benjamin. Board of Trustees: Vincent Trotta, Herbert Berg. Delegate, National Chamber of Commerce: Hal Horne.

Substitute slates may be submitted until April 4. The election will be held April 11, according to Paul N. Lazarus, Jr., present president.

Warners Shorts Setup

HOLLYWOOD—Several organic changes were effected last week in the structure of Warners' short subject department.

Under the new setup, Ira Genet, who has been making a series of short subjects in the east, becomes aide to Gordon Hollingshead, in charge of this production. Genet will concentrate on a band series.

Charles Tedford, who has written many of the historical featurets, has been switched to the feature department. Owen Crump, associated with the studio for about one year as a writer of shorts, will handle stories for this department and work on these scripts, as well.

SEC Orders Educ. Hearing

WASHINGTON—The Securities and Exchange Commission ordered last week a hearing on April 23 at its New York regional office to determine whether the 60-cent dividend cumulative preferred stock of $5 par value and the $1 par common stock of Educational Pictures, Inc,. should not be suspended or withdrawn from registration on the Chicago Board of Trade. The SEC said Educational Pictures appeared to have failed to file an annual report with the SEC for the year ended June 24, 1939.

Decorative Lighting • Glass and Metal Work
Exit and Direction Signs • Ornamental Plaster
Drinking Fountains • Air Distribution Plaques
36 Years in Business Is Your Assurance of Our Reliability.
VISIT OUR SHOWROOMS OR WRITE US
VOIGT Designers-Engineers-Manufacturers 1745 N. 12th Street, Phila.

SELZNICK INTERNATIONAL *presents*

Rebecca

starring

LAURENCE OLIVIER · JOAN FONTAINE

with

GEORGE SANDERS · JUDITH ANDERSON

Directed by **ALFRED HITCHCOCK**

Produced by **DAVID O. SELZNICK**

Who Made "GONE WITH THE WIND"

From the best-selling novel by DAPHNE DU MAURIER

MIAMI BEACH, FLORIDA. After playing two theatres, the Lincoln and the Surf, day and date to the biggest grosses that the theatres ever enjoyed, for eight consecutive days, in order to take care of the tremendous crowds storming the doors to see REBECCA, the theatre management is opening REBECCA at the Mayfair and Miami Theatres in Miami, to play day and date with the Lincoln and Surf Theatres, which will make four theatres in Miami playing REBECCA simultaneously.

CLEVELAND, OHIO. After breaking every record in the State Theatre, Cleveland, REBECCA is being held over for a second week, making it the third picture in the entire history of the State Theatre ever to be held for a second week.

BOSTON, MASS. REBECCA, playing Loew's State and Orpheum Theatres day and date, is exceeding any gross ever piled up by a United Artists picture, and REBECCA is being held over for a second week in both theatres.

THE RECORD OF

In the first 5 days, Radio City Music Hall played to more than 150,000 admissions and turned away close to 75,000 additional prospective ticket-buyers. Held over!

RELEASED THRU UNITED ARTISTS

ROCHESTER, N. Y. A telegram from the manager of Loew's says: "Blizzards since Friday, with snow drifts and icy roads blocking traffic, REBECCA doing S. R. O. business." REBECCA thawed out the Rochester public to the biggest business the theatre has done, and is being held over for a second week.

PROVIDENCE, R. I. REBECCA broke every record at Loew's State Theatre, and while it is customary for big pictures to be moved over to the Carlton Theatre, REBECCA is being held for a second week in the big Loew's State Theatre.

ST. LOUIS, MO. REBECCA broke all existing records in Loew's State Theatre for any previous United Artists picture, and is being held over for a second week.

ATLANTIC CITY, N. J. While it is not unusual for pictures to play two weeks in Atlantic City, during the season, REBECCA broke all existing records for in-season, business, and is being held over for a second week *out-of-season*, which means REBECCA is pulling them in from outside Atlantic City.

ATLANTA, GA. After breaking every record, REBECCA is the first United Artists picture ever held a second week in Loew's Grand Theatre, Atlanta.

MONTREAL, QUE. The Orpheum Theatre, now playing REBECCA, and the fifth day is bigger than any previous day, breaking all existing records. The manager advises this indicates a five or six weeks' run.

HUNTINGTON, W. VA. Now in its fourth day, breaking all existing records, and being held over for a second week at the Palace Theatre.

SEATTLE, WASH. REBECCA at the Liberty Theatre is topping every record, and is being held over

SAN FRANCISCO, CALIF. REBECCA is topping every record and is being held over.

PHILADELPHIA. It broke every existing record for the Boyd Theatre on opening day. The management is already planning on a minimum four weeks' run.

LOS ANGELES. Telegram from the Four Star Theatre says: "As of this minute REBECCA has broken all time opening day record . . . extending over entire house history of ten years!"

BETTER MANAGEMENT

Dances, Contests Noted In "Rebecca" Campaigns

New York City—A "Rebecca" dance, at which a lucky man and woman won cash awards of $50 each, was held March 29. Man dancing with "Rebecca" at a moment selected by the judges, was awarded a $50 cash prize by the management. Later, the lady dancing with "Maxim de Winter" received a similar award. Ten additional prizes of copies of the autographed motion picture edition of "Rebecca" were given to dancers. Two professional models impersonated Rebecca and De Winter.

With the opening of David O. Selznick's "Rebecca" at the Radio City Music Hall the search was started for the patron of the theatre who, in the opinion of judges, most resembled the title character.

Judges were stationed in the lobbies of the Music Hall throughout the opening day and presented invitations to a number of feminine patrons to appear in the finals held in the studio of the Music Hall.

Winner of the finals will receive a screen test under the auspices of Selznick International Pictures.

Rochester, New York—Manager Lester Pollock, Loew's, got unusually big promotion displays.

Democrat & Chronicle gave 1,000-line break in Sunday roto, first film material used in year. Movie editor used double usual space and added a special feature story. Book editor worked up DuMaurier feature and fashion editor used stills from film. Times-Union broke advance story and feature material along with contest to pick name for Max de Winter's second wife. Columnists of both papers wrote gossip material and one started quest for local Rebecca. Stories and mats went to area weeklies and Rochester Sun used name contest.

Furniture store installed "Rebecca" room and other stores had book, flowers and cosmetic tie-ups.

"Walking and talking book" caused sensation as street stunt, the "talking" being done with co-operation of WSAY, aired transcription being picked up by portable receiver inside the book.

Syracuse, New York—Manager Frank Murphy, Loew's State, started his campaign a week in advance with stories in both daily papers, followed by art and stories in Sunday editions. Three newspaper contests were run simultaneously, included in which was a hunt for "Rebecca" on the streets and in stores.

If properly identified mystery girl awarded finder with guest tickets and five dollar bills promoted from the sponsoring paper. Two advance lobby displays stressed the greatness of the cast and story. A 35 word spot announcement was used at close of the Kate Smith-"Rebecca" contest. Public libraries and branches used stills and theatre cards. Rebecca book store and Helena Rubenstein and Max Factor cosmetics tie-ups were arranged. Easter egg guessing contests were arranged in 14 stores.

Small Town Selling Builds "Geronimo" Biz

Woodbury, New Jersey—Gene Stutenroth, manager, Rialto, started his campaign on "Geronimo!" 11 days in advance of the showing of the picture, with the start of a 10-day serialization of the story in the Woodbury Times.

A contest was held at the local high school, with passes offered as prizes for the best essay on the life of Geronimo.

Museum of the Gloucester County Historical Society, which has a large collection of Indian items, carried window cards and other display advertising items. Theatre lobby display was arranged 10 days in advance, with animation provided by a flaming campfire. Doorman wore Indian raiment, and an usher dressed in Indian costume marched back and forth occasionally on the marquee, beating a tom-tom. Front of the theatre was arranged to resemble a barricade.

Special break was the fact that Preston Foster, star of "Geronimo!" was born in nearby Pitman, New Jersey, while his wife is a Woodbury girl. Foster's aunt, mother, and wife's parents attended showing with reams of publicity accruing.

Also, the fact that an employee of the Rialto had once known Geronimo didn't hurt any. Regular sales methods were used in addition to these special exploitation ideas.

"The Story Of A Cheat"

Providence, Rhode Island—Although campaigning for this witty Gallic import starring Sacha Guitry was not easy, Robert Grossman, Avon, went after trade among the French-speaking residents of the State, students of French and devotees of art films. Principal tie-up was with the Alliance Francaise of Providence, whereby the organization gave each member one admission, paying for the tickets turned in out of the Alliance treasury.

Grossman sent letters to all cultural groups and French teachers, and 400 postcards went to the Avon's special mailing list of patrons who regularly attend film imports.

Salem Goes Social For "Seven Gables" Premiere

Salem, Massachusetts — Exploitation of Universal's "House of Seven Gables," Paramount, brought a throng of 2400 inside the theatre and some 3000 persons jammed the lobby to watch the parade of Salem's elegance.

It was a "natural" for Salem as the famed house, the locale of Nathaniel Hawthorne's great novel, is on Turner Street. A week or so before the premiere front-page stories proclaimed the arrival in Salem of two men from New York, possesssing an old map found in an old Salem trunk, which led them to believe there was a real hidden treasure in the historic house or on the grounds. Another angle that was used was the fact that the famous author was born in this city July 4, 1804.

An invitation to Professor Manning Hawthorne, Bowdoin, a great-grandson of the writer, was promptly accepted and he appeared at the premiere. Salem Cadet orchestra, led by 80 year-old Jean Missud, one of the countries best known band music composers, was an added attraction. A tie-up with station WESX gave plenty of publicity.

To add a touch of old Salem to the premiere, several debs and post debs, including lovely Virginia Shrigley, Boston, dressed in Colonial costumes of the time in which the action of the story takes place. Many of these were dug out of the attics and many, many years ago were worn by the wives of the great shipping masters of Salem.

Because of the distinguished list of names on the roster of the House of Seven Gables Settlement, headed by Honorable Rufus D. Adams, former mayor of Salem, and Honorable William D. Chapple, former speaker of The House, the Boston papers played the story up big.

A buffet supper was served at 6.30 in the old House of Seven Gables to distinguish guests, including mayors from eight cities, and newspapermen and photographers. It was the first time that any pictures were allowed taken in the interior of the historic mansion.

The exterior of the house and also the theatre were illuminated by a battery of floodlights.

All exploitation of the picture was handled by city manager Phil Bloomberg and Paramount manager James Field, assisted by members of the Gables Settlement Association.

"Shooting High"

Syracuse, New York—Manager Harvey Cocks, RKO-Schine-Strand, used teaser trailers in all RKO-Schine houses announcing the coming of the picture and the personal appearance of John Boles.

Fifty spot announcements over WSYR tying in with "Information Please" were used before and during the run.

Offset heralds were used for home distribution. One thousand inch square stickers were used on record folders. First 25 women attending Sunday afternoon performance were awarded violet corsages by John Boles in person.

Boys Shoot the Works On "Pinocchio" Ballyhoos

BOSTON—Here are highlights of the campaign on the RKO-Disney show, as arranged by RKO publicity director Jack Grana, assistant Joe Ehrlich and RKO exploiteer Harry Reiners.

Special material featured full-page pictures in Boston Sunday Post; three-quarter page in Sunday Globe roto; half-page Sunday Advertiser green mag. section; layout in Herald Sunday roto.

A dance routine as part of regular floor show was featured for a week at Cocoanut Grove night club. Pictures were planted in all papers. Following up, the girls in costume drove to theatre in fleet of cabs on opening day. Governor Leverett Saltonstall, wife and daughter appeared at the same time as the girls, were feted and photoed.

Columnists had stories on dance presentation. Monster "Pinocchio" borrowed from Jordan Marsh Company through Mayor Tobin was spotted in Saint Patrick's Day parade in South Boston. Five-day coloring contest was planted in Boston Record with two-color line drawing every day with story.

Complete tie-up was made with Jordan Marsh Company for displays in theatre lounge at no cost to theatre. Store used full window displays, carried exclusive "Pinocchio" merchandise.

Jordan Marsh stage and screen program opening day, devoted whole hour to film, with information and songs. Blue Fairy from Cocoanut Grove had an interview. Entire lobby displays in advance and currently were animated in puppet manner.

Special radio programs were arranged, and 10,000 music wrappers were distributed. Public address system in lobby played tunes from picture for lockouts. Weekly feature "Story Behind a Song Hit" in newspaper carried lyrics of song, broke three days after opening. . . . House tied in with Liberty magazine for free distribution of 10,000 heralds put out a week in advance, following front-page cover break. About 10,000 announcement heralds were sent by direct mail and salesmen in tie-up with Victor record distributor.

Boys with "Pinocchio" costumes and heads were placed at both entrances on Easter Saturday and were also used for street ballyhoos., Ten selected radio spot announcements were taken following opening, using "Secured from prominent socialites."

PORTSMOUTH, VIRGINIA—Manager J. J. Kimmel, Gates, used every possible media in selling "Pinocchio" to the public. Theatre tied up with General Foods and Southern Dairies in arranging more than 50 window and counter displays.

A color contest was conducted in the Portsmouth Star and cash prizes awarded to the three best entrants.

Along with the window displays, a shop had a display of hats and coats worn by "Pinocchio." Other stores used jewelry and other displays. Co-op advertisements appeared with a gas company and a music shop.

A special "Pinocchio" matinee was given Easter Monday for the children out of school.

"Swiss Family Robinson"

GLOVERSVILLE, NEW YORK—Lou S. Hart, manager, Schine's Hippodrome, Gloversville, played "Swiss Family Robinson" to sell-out houses here largely because he centered a special campaign around the schools.

Fact that the movie was made from an accepted children's classic gave Lou an easy entry to classes. Teachers co-operated on a color contest for grade pupils, while stills showing construction of movie sets were displayed in art classes in the high schools. Study guides were distributed in 50 rooms. Lou also arranged special 4 o'clock matinees for school children permitting all students, even those in high school upper age brackets, to attend for 10 cents. These matinees were capacity each day.

Lou also had huge cutout letters in 24 windows of a hotel building, each letter lighted by a different colored bulb, a week in advance.

"Young Tom Edison"

PROVIDENCE, RHODE ISLAND—Ed McBride, Loew's State, screened the film several days in advance of opening for the benfit of local reviewers and representatives of the women's clubs. Women were so impressed by the film that they used their telephone chain to reach an estimated total of 5,000 women with praise of the picture. McBride also sent out 1,000 postcards to schools, engineers, chemists and scientific organizations.

NEW YORK CITY—Four novelties for exploitation on this film are currently being handled by the Economy Printing Company, 225 West 39th Street. Accessories include a telegraph key with a real clicker, a picture card carrying a secret message and a copy of the Morse code with which to decipher the words, a lucky number button which bears a picture of Mickey Rooney wearing his "King of the Movies" crown, and a cardboard shield for public utility poles.

HARRISBURG, PENNSYLVANIA—Exploitation program by manager Bob Sidman, Senate, and Al Selig, RKO, was highlighted by a full page of co-op ads in The Patriot and The Evening News. Ads featured a contest by an ice cream concern and albums of "Pinocchio" records. Contest was advertised through folders containing pictures of 10 characters and required entrants to spell the name of the concern, Ryder's, with letters printed at the bottom of opposite side. Six blocks with the same letter were printed on one sheet and contestants were asked to swap with others until they completed the word "Ryder's." Winners each were to receive a free pint of ice cream.

Original drawings from the Walt Disney Studios were exhibited in lounge. First shows for first three days started at 9.30 a.m. to take advantage of school holiday for Easter. Attractive displays on new cards on easels were arranged in many downtown store windows. Picture was reviewed by a youngster on Ed Smith's Junior Town broadcast over WHP. Spot announcements were made over WKSO and also on the RCA-Victor program of recordings the night before opening.

"Gone With the Wind"

BALTIMORE—William K. Saxton, Loew's city manager, Baltimore, and George Avis really shot the works.

Local campaign teed off with news of the Atlanta opening in the papers, and no day passed without the dailies carrying some publicity for the opening at the Century. Stories and pictures concerned number of tickets printed, buyer of first ticket, gowns from picture, interviews with stars, first nighters, etc. Dramatic and movie editors wrote reams of copy on the film. A total of 82 shop windows carried displays centred around "GWTW," and department stores co-operated fully with model homes, tie-ups, and fashion shows. Restaurants and hotels carried displays, and 5000 heralds were distributed at better apartment houses. Banners were placed on the streets, and in Greyhound Bus terminals throughout Maryland.

"A Chump At Oxford"

SYRACUSE, NEW YORK—Publicity director William Nudd, Martina's New Empire, tied up the picture and the personal appearance of Gene Krupa with two different drum corps who played alternately in front of house following parade headed by official cars.

Music company sponsored contest for drummer boys on the stage each afternoon and awarded each contestant a pair of official Krupa sticks. To the week's winner went a complete snare drum outfit. Entire theatre building front was covered with bunting and lighting effects from baby spots.

"Music In My Heart"

HARRISBURG, PENNSYLVANIA — Manager Jerry Wollaston, Rio, featured his campaign for the Tony Martin-Andre Kostelanetz musical with a tie-up with radio station WHP and emphasized the musical highlights. Theatre ran a trailer for Tune-Up Time, radio program, and announced the time on a lobby board, while the station used spot announcements at the end of the broadcast and following the Junior Town Revue program. A combined newspaper ad was used by theatre and station.

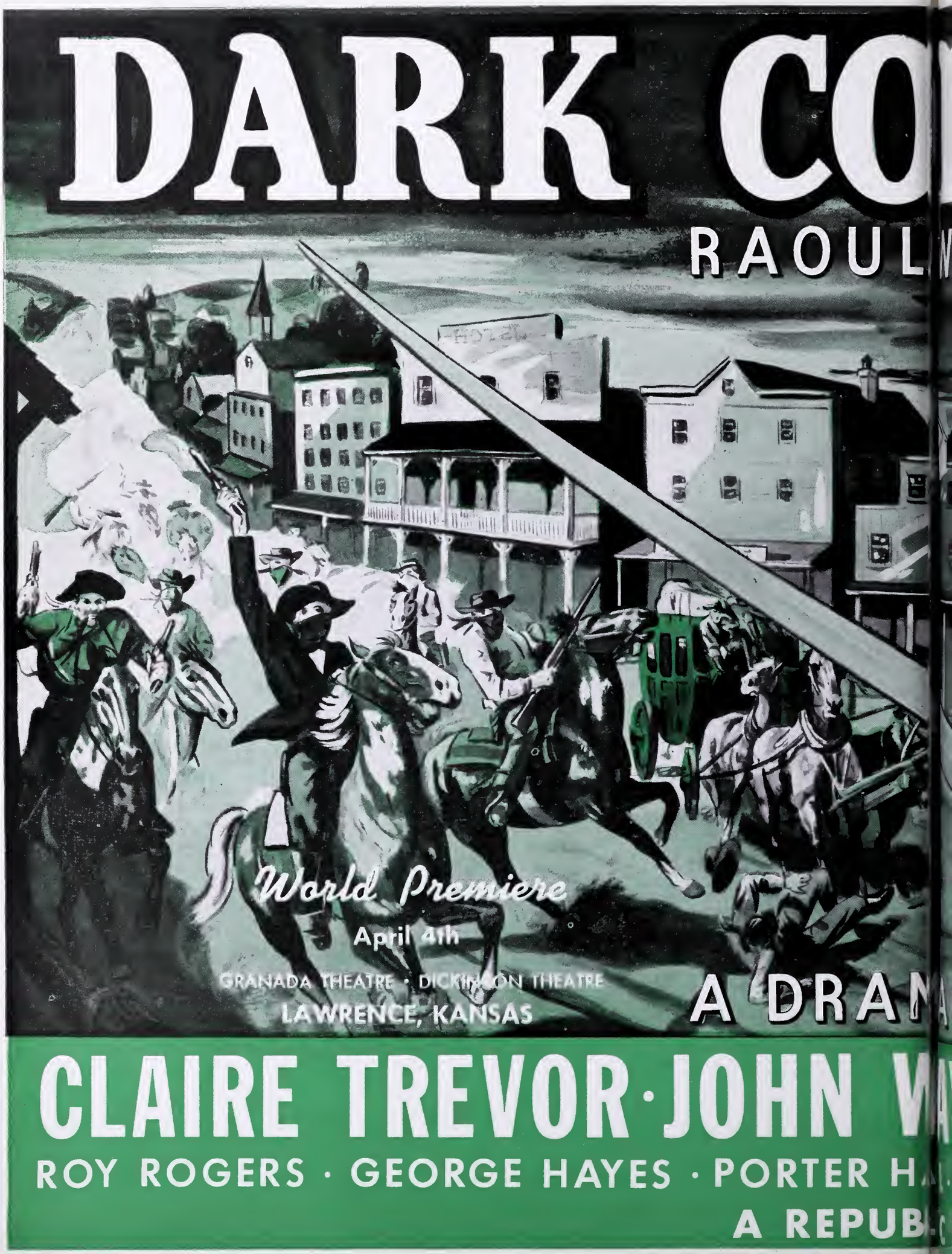
"Sidewalks Of London" "Women Without Names"

SYRACUSE, NEW YORK—Manager Gene Curtis, RKO-Schine-Paramount, sold this bill as an all academy award program, showing "The Ugly Duckling" and "Sons of Liberty." Special trailers and gigantic lobby display covering the entire sides of lobby, plus three framed 40x60 sidewalk displays carried the message the first time the combination was ever presented on the same screen. Presidents and officers of fifty-four womens clubs were contacted.

"The Great Victor Herbert"

WOODBURY, NEW JERSEY—Al Hill, manager, Wood, broke the front page of the local Daily Times with his story concerning the days when Victor Herbert made his residence in Woodbury. Incorporated some period atmosphere with Herbert's activities at the time. All in all, it was a clever tieup, and it was smart of Hill to think of it—even though the facts, of course, were there.

QUAD.


DARK CO
RAOUL
World Premiere
April 4th
GRANADA THEATRE · DICKINSON THEATRE
LAWRENCE, KANSAS
A DRAM
CLAIRE TREVOR·JOHN W
ROY ROGERS · GEORGE HAYES · PORTER H
A REPUB

mmand
WALSH · DIRECTOR
A OF UNDYING LOVE
AYNE · WALTER PIDGEON
L · MARJORIE MAIN · RAYMOND WALBURN
C PICTURE

SEATTLE

SAN FRANCISCO

NEW YORK CITY

SAN FRANCISCO

MINNEAPOLIS

CHICAGO

PHILADELPHIA

HARTFORD, CONNECTICUT

HINTS ON NEWSPAPER ADVERTISING

No. 126—"Northwest Passage" (Metro)

Doing a sock business everywhere, this picture offers practically every angle. The picture from the above, is being sold along the spectacular adventure lines. Witness Philadelphia's reference to "Mutiny on the Bounty." Clever, too, is the New York City Capitol ad, which has the book following the departure of "GWTW."

For a holdover ad, glance at the San Francisco contribution, which is typical of the holdover ideas from that city.

The show, of course, is Tracy and company, with Walter Brennan and Robert Young also coming in for their share of attention.

Please note how the shorts are being sold in some spots, as well as the second feature being tied in briefly.

NOW BEING DISTRIBUTED

To All Film Daily Subscribers

The Recognized Standard Reference Book of The Motion Picture Industry

YOU NEED THIS BOOK!

THE 1940 FILM YEAR BOOK of more than twelve hundred pages covers the industry from every angle — Production, Distribution and Exhibition. Between its covers will be found: A list of more than 17,000 titles of pictures released since 1915 — Credits on all pictures released in 1939—Features imported during the past year—The Ten Best Pictures of 1939 with all credits—Serials released since 1920—under new titles—Short Subject Series—Producers and Distributors—Personnel of Important Companies, Studios, Associations — Work of Players, Directors, Authors, Screen Play Writers, Cameramen, Film Editors, Song Writers and Dance Directors — Telephone numbers of Players' Agents — Financial Structures of motion picture companies — An up-to-the-minute Equipment Buying Guide — A survey of Foreign Markets — Non-Theatrical Section — A comprehensive Showman's Manual of Exploitation—A complete list of Theatres in the United States, Alaska and Canada — Addresses of Producers, Distributors, Exchanges, Laboratories, Trailer Companies, Insurance Brokers, Projection Rooms, Agents, Play Brokers, etc.—Motion Picture Publications — Books — The trend in theatre building and equipment — Television and——

a thousand and one other important items of interest and value.

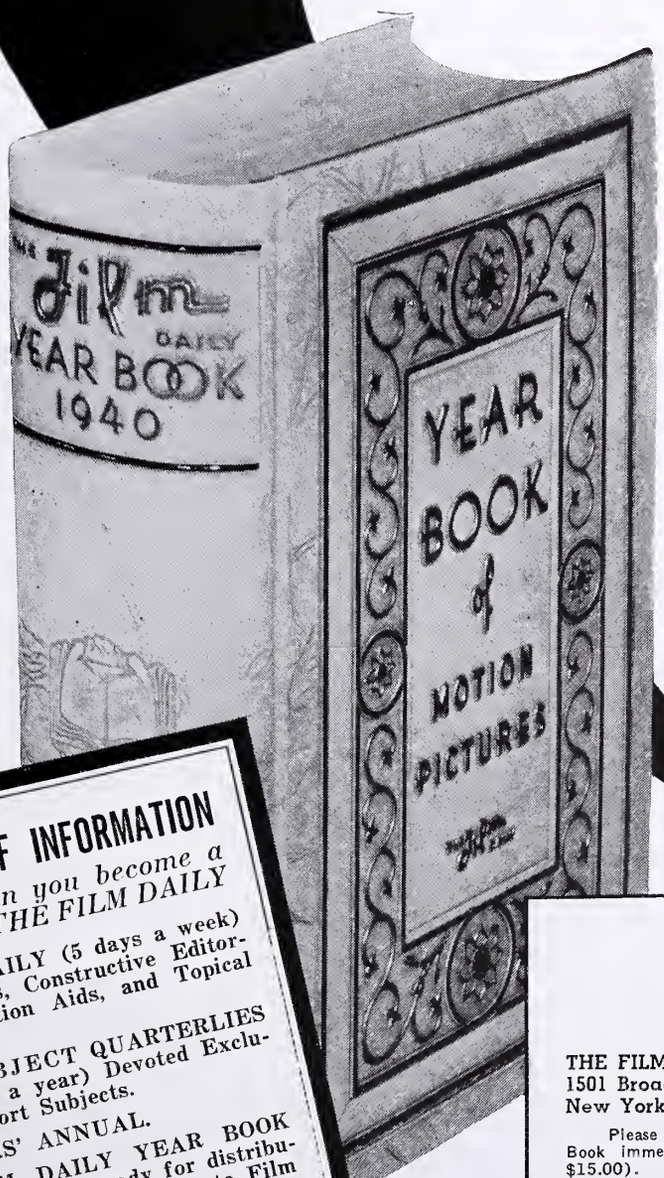
MORE THAN 1,200 PAGES
WEIGHS OVER 4 POUNDS
BEAUTIFULLY BOUND

Film Daily Year Books

are used and referred to constantly throughout the year by important people in Production, Distribution, Exhibition and the Theatre Equipment Field.

free

Film Year Books are given Free to FILM DAILY Subscribers all over the world.



IMPORTANT!

The most valuable asset you can have is a full knowledge of the business in which you are engaged. There is no better place to obtain such knowledge than in THE FILM YEAR BOOK. The 1940 edition surpasses all others. Get it! Keep it for handy reference! It's worth its weight in gold!

THE FILM DAILY

is the BEST $10.00 investment anyone can make who is interested in the Producing, Distributing, or Exhibiting of motion pictures.

Sign the coupon and mail it today

A WEALTH OF INFORMATION

IS yours when you become a subscriber to THE FILM DAILY

THE FILM DAILY (5 days a week) News, Reviews, Constructive Editorials, Exploitation Aids, and Topical Opinions.

SHORT SUBJECT QUARTERLIES (Four times a year) Devoted Exclusively to Short Subjects.

DIRECTORS' ANNUAL.

THE FILM DAILY YEAR BOOK (1940 edition now ready for distribution) and being mailed free to Film Daily subscribers.

THE NEWSPAPER OF FILMDOM — THE Film DAILY — ALL THE NEWS ALL THE TIME

THE FILM DAILY
1501 Broadway,
New York, N. Y.

Please enter my subscription to the FILM DAILY and send my 1940 Year Book immediately. I enclose my check for $10.00 (Foreign subscription, $15.00).

Name: .....

Street: .....

City: ..... State: .....

Brief Glances At PRODUCTION HAPPENINGS

West Coast News Items

HOLLYWOOD—So that its readers may keep abreast of the times, be in the know on the major developments and interesting sidelights, THE EXHIBITOR offers the following items from the various lots.

Columbia

"A Girl's Best Friend is Wall Street," a new magazine story by Jane Allen, has been acquired by Charles R. Rogers for his third Columbia production.

John Stahl, who has just returned to Hollywood after a six week's vacation trip to New York, has checked into Columbia. After 10 years with Universal, the veteran director has decided to "sign the declaration of independence" along with other top-ranking directors who have recently shown their preference for picture-to-picture contracts. Since his return to the coast Stahl has also consummated a deal with United Artists to do one picture. He goes to the United Artists lot immediately upon completion of his Columbia assignment. A feature of the contracts he has signed with Columbia and UA is that he will have a voice in the selection of both story and star material.

Metro-Goldwyn-Mayer

"Boom Town," starring Clark Gable, Spencer Tracy, Claudette Colbert and Hedy Lamarr, is now before the cameras, Jack Conway directing. . . . James A. Fitz-Patrick, traveler-commentator, has signed a new five-year contract here. Fitz-Patrick will continue making twelve of his travel films annually for the duration of his contract.

Paramount

Henry Hathaway, who directed Paramount's "The Trail of the Lonesome Pine," has been assigned direction of the film version of Harold Bell Wright's best selling book, "Shepherd of the Hills," designed as a companion piece to "Lonesome Pine." Picture will be filmed in Technicolor. . . . Director John Cromwell has moved into the Directors Building here, to start preparation of Joseph Conrad's "Victory," which will star Fredric March.

RKO-Radio

Louis Hayward has signed a three-picture deal here. His first role will be in the Maureen O'Hara picture, "One of Six Girl" to be produced by Erich Pommer. . . . Harry E. Edington, executive producer, announces that Charles Laughton and Carole Lombard will co-star in "They Knew What They Wanted," prize-winning Theatre Guild Play by the late Sidney Howard. Studio's production schedule has been revised to give this picture an early summer release.

Republic

Barton MacLane has been signed by Republic for the second male lead in "Gangs of Chicago," Lloyd Nolan and Lola Lane feature. . . . Latest Gene Autry picture, formerly titled "The Old Mill Stream" is now in production as "Gaucho Serenade."

20th Century-Fox

Linda Darnell will be co-starred with Tyrone Power in "The Great Commandment." . . . Darryl F. Zanuck announces the purchase of the film rights to "How Green Was My Valley," a book dealing with the Welsh coal country.

Universal

Fannie Hurst's famous novel "Back Street," successfully filmed by this studio 10 years ago, is being streamlined and modernized for re-filming in the near future.

Warners

William Dieterle is named as director of "This Man Reuter," which will serve as Edward G. Robinson's next starrer. Picture will get under way as soon as Robinson completes role in "Brother Orchid." . . . George Raft will have the top spot in "Long Haul," story of the trucking business by Jerry Wald and Richard Macaulay.

National Legion of Decency List, April 3, 1940

UNOBJECTIONABLE FOR GENERAL PATRONAGE—"Buck Benny Rides Again," (Paramount); "Blazing Six Shooters," (Columbia); "Courageous Dr. Christian," (RKO); "Rancho Grande," (Republic); "Stage Coach War," (Paramount).

UNOBJECTIONABLE FOR ADULTS—"Florian," (Metro); "Black Friday," (Universal); "Rebecca," (United Artists); "Over the Moon," (United Artists).

OBJECTIONABLE IN PART—"Bill of Divorcement," (RKO); "Primrose Path," (RKO); "The Human Monster," (Monogram).

Advance Shots On COMING REVIEWS

New Pictures Tersely Told

PHILADELPHIA—Received too late at THE EXHIBITOR'S office here to be included in this week's Blue Section were reviews of the following pictures. These Advance Shots are given pending the publication of the next issue of the Six-Point Reviews (Blue) Section.

Features

AND ONE WAS BEAUTIFUL (Metro)—Robert Cummings, Laraine Day, Jean Muir. 68m. This is an entertaining screen version of Alice Duer Miller's novel which might prove, despite its lack of big marquee names, a likely saleable attraction in many situations. It provides an excellent showcasing of Hollywood's younger talent with Laraine Day, who clicked in "My Son, My Son!", definitely proving her worth as an up-and-coming star.

CLAUDINE (French Motion Picture Corporation)—Blanchette Brunoy, Max Dearly, Margo Lion. 82m. One of the most charming and entertaining Gallic imports, this is good enough to play in spots which have not yet experimented with the showing of foreign films. Art and French film houses should have no difficulty in making this pay a healthy profit. It is a film that will make Hollywood sit up and take notice.

HI-YO SILVER (Republic) — Silver, Chief Thunder Cloud, Stanley Andrews, George Cleveland. 67m. This appears to be a feature edition of previous Lone Ranger serials, employing the flash-back method to tell its story. Although the kids who saw it on Saturday mats last year may remember it, to those unfamiliar with the serials it will prove a decidedly superior western.

LIGHTS OUT IN EUROPE (Mayer and Burstyn)—Commentary written by James Hilton, delivered by Fredric March. Original musical score by Werner Janssen. 66m. By far the most powerful and professional film document dealing with the events leading up to, and the beginning of the second World War, this picture can and should create enough stir at the box office in almost every situation to make it a very profitable bet for exhibition. Editing of the film having been done in the Walter Wanger studio in Hollywood, it has the finished touch lacking in most pictures of this sort. This has all the exploitation angles and should pay off nicely to those who want to shout about it to their patrons.

MADAM MINISTER DANCES (Pani Minister Tanczy) (Polish - American). Aleksander Zabozynski, Tola Mankiewiczowna, Joseph Orwid. 87m. To a non-Polish-comprehending customer, this will be practically unintelligible for the first 80 minutes. But to those understanding the language, it should prove to be continually amusing. Several lilting melodies are included in the action, performed by an able company.

MONKEY INTO MAN (World Pictures Corporation) — Supervised by Julian Huxley and S. Zuckerman. Commentary by John Martin. 56m. Unusual educational fare which can be sold if the exhibitor possesses a flair for showmanship. Educators will appreciate the picture, and kiddies will go for the antics of the animals in this English-made film. All in all, an exploitable program offering.

SON OF THE NAVY (Monogram)—James Dunn, Jean Parker, Martin Spellman. 70m. This company's excursion into the navy atmosphere type of story brings forth a pleasing show that should appeal to the family trade as a pleasant comedy with a background of the fleet in port. With the title and other apparent exploitation advantages, it shapes up as one of Monogram's better efforts.

Shorts

CONFEDERATE HONEY (Vitaphone—Merrie Melody). 9m. Excellent.

EXCURSIONS IN SCIENCE AND ENGINEERING (General Electric). 10m. Fair.

MEN WANTED (Vitaphone—Color Parade). 8m. Fair.

NO PARKING (Vitaphone—Varieties). 10m. Good.

Warren Stokes' HOLLYWOOD NEWSREEL

• TALK OF THE TOWN is David O. Selznick's latest celluloid accomplishment, "Rebecca." Contrary to the customary rule, critical opinion is at variance on many counts. Fortunately, the industry in general, has long since learned that the critical viewpoint, as it is expressed for Hollywood consumption, seldom proves a reliable barometer by which can be measured the success or failure of any celluloid entry. The master minds have, on many occasions, designated the best picture of the month, temporarily feeding the ego of producer, star and director, only to learn, after the box-office tabulations are in, that the subject so honored has turned out to be a financial failure. On the other hand, critically condemned offerings have proved big surprises and financial successes. All of which proves that Hollywood, for its best guidance, needs less critics and more reviewers versed in the principles of showmanship and the commercial prospects of its commodity,—a commercial art expressly made for pleasure and profit.

Do They Err?

• HOLLYWOOD'S CELLULOID CRITICS pronounce "Rebecca" too long, too morbid, and too slow in getting started. In short, they do not see much success for this celluloid epic. By the very nature of their calling, they must find flaws in the technical structure of the photoplay. In recent years, they have become so sure of their unfailing judgment that they now go so far as to predict the box-office success or failure of a picture based on their individual opinions. To make matters worse, many of the Hollywood personalities have been hoodwinked into believing these critics make or break their reputations. None of these critics pauses to get the lobby comments of the paying patrons. They are content to affix their individual label of praise or censure as the final authority. So seldom do they have a word of praise, every producer, director annd star, pounces on a flattering phase like a hungry wolf. They quote the words of these critical masters, firmly believing such will entice the paying patrons to the box office or make their positions in Hollywood more secure. When their pictures fail to show a profit, they gaze sadly at the scrapbooks containing the words of praise, failing to understand that they have placed too much confidence in the minority and overlooked the majority and they cannot comprehend why their contracts should not be renewed.

The Critics Incorrect?

• DAVID SELZNICK'S "Rebecca," despite its shortcomings in the opinion of the critics, should prove the shortcomings of the critics themselves. True, these critics are not concerned with the commercial angles of this business. Few of them, (and I am speaking of critics and commentators outside of trade circles) know what happens to a picture after it passes through the studio gates. Few of them realize that it still has to be sold, and I venture to state that none of them realize the magnitude of the selling force employed to accomplish that purpose. Looking at the commercial values of "Rebecca," we see no reason why it cannot be sold for big returns. In the first place, it is a good picture. Length has nothing to do with it. "Gone With the Wind" proves that.

That "GWTW" Angle

• ITS BIGGEST SELLING POINT is one that even the smallest exhibitor will not overlook. He will not fail to remind his patrons that it was produced by the man who gave them "Gone With the Wind." This fact alone makes it a saleable piece of merchandise second to none. It is well to remember that it is the film version of one of the best selling novels in years, and last but not least it is a woman's picture—appealing to the majority of movie patrons who will go out and talk it up to the others of their sex. Combining the artistic values with the commercial angles, "Rebecca" is supported by one of the greatest sales campaigns it has ever been the exhibitor's good fortune to secure. There is no reason on this green earth why this picture should not gather in the greenbacks and shatter completely Hollywood's illusion of the critical prophets, who lack the knowledge of the inner workings of this industry, which blindfolds them to a clear vision of profits and loss. "Rebecca" is only one example. Others have gone. There will be plenty more to follow. Showmanship is still the big factor in this industry. Look behind the product, get behind the product, and the critics will still be behind the eight ball.

Lest We Forget

• A TIMELY SUBJECT, and one worthy of your support, is a special Poppy Day film titled, "Lest We Forget," made by the national headquarters of the Veterans of Foreign Wars. Film is a compilation of actual battle scenes and peactime efforts to habilitate human wreckage of the last war. The picture, which runs three minutes, is scheduled for May release and will be furnished free to all exhibitors on application. You can run this as a goodwill gesture and win the goodwill of every veteran and his family in your community. For those who died in Flanders fields that we might live and fight for peace, tolerance and a better human understanding, you can do your bit.

CHICAGO

DETROIT

CHICAGO

INDIANAPOLIS

INDIANAPOLIS

PROVIDENCE, RHODE ISLAND

HINTS ON NEWSPAPER ADVERTISING

No. 127—"Black Friday"—"House of Seven Gables"

Being sold in many spots as "Mystridrama Week," this presents an idea which can even be used to good advantage on future pictures.

In short, U figured it had two fair programmers, which, through this unique manner of selling, could be made to mean more on a dual bill.

It was first tried out in Chicago and did rather well.

Naturally, the dualler necessitates giving equal space to each picture, and the use of the question mark seems to stand out best here.

The ads show the influence of the pressbook, with the horror angle strongest.

Some theatres will play the shows single feature, and even then there are plenty of materials with which to work, but for the twin billers the meat is there, as seen above.

NEWS OF THE TERRITORY

NEW YORK CITY

Crosstown

More than 100 stars of the radio, screen and stage will make personal appearances at the Press Photographers' Association of New York 11th annual dance and entertainment, to be held at the Hotel Astor April 12. There will be two orchestras, and the entertainment committee promises dancing until dawn.

Motion Picture Associates will hold their annual dance the evening of the old-fashioned Thanksgiving rather than President Roosevelt's making the date November 27. . . . New York opens April 25.

Motion Picture Baseball League has formulated plans for the new season. Consolidated, National Screen, NBC, Rockefeller Centre, Paramount, RKO, and Skouras are participating this far, with Harry Marcus, Republic, inviting others to join.

A special preview showing, attended by society, music, film and civic leaders, marked the opening of "The Life of Giuseppe Verdi" at the Fine Arts. Entire proceeds from this performance were for the benefit of the Metropolitan Opera Fund.

Supreme Court Justice Ferdinand Pecora last fortnight denied an application of Caron Corporation, perfume manufacturer, for a temporary injunction to restrain RKO and Roxy Theatres Corporation from exhibiting "The Primrose Path." Caron claimed that the picture exhibited one of its perfumes in a disparaging manner.

Sanitary-Berlo Concessions, Inc., Charles O'Reilly, president, will have concessions at the 1940 World's Fair, it was announced last week.

Exhibitors around town got themselves a corking Easter present in the form of the Madison Square Garden. This is the first time since anyone can remember that the Garden was so completely booked during Easter week that it wasn't able to give time to the circus. And Ringling Brothers are real competition to local houses. . . . Harry Doniger's Easter present was his son's short eastern visit. Son Walter is a Metro coast writer. . . . Most ebony sun-tan in town belongs to Columbia's Rube Jackter who must have lived on the Miami beach during his three weeks in Florida. . . . Unconfirmed rumor has it that the Brandt circuit is angling for the Cameo, off Times Square. . . . Broadway boomed during Easter week when practically all houses were experiencing holdout crowds for the first time in a long time. . . . Stadium is closed.

Riverside, Skouras operation, will be altered to the tune of more than $60,000, it is said.

A special arrangement was concluded between the Fifth Avenue Playhouse and the Association of French Teachers of New York by which 10,000 school children saw Marcel Pagnol's "Harvest" during the Easter holidays.

Thomas Murtha, Local 4 president, stagehands, was tendered a banquet at the Saint George Hotel, Brooklyn, last week, with several hundred present.

Universal threw a special luncheon for Joe Pasternak, U director, who was in town for several days. Exhibitors and the trade press were invited.

Long Island

Edward Douglas, manager, Loew's Kings, Flatbush, tied up excellently with local merchants during engagement of "GWTW" at Kings. Douglas sent herald to merchants, emphasizing possibilities of a banner business week.

Howard, Howard Beach, re-opened after undergoing alterations.

Staten Island

Fabian managers were active in decorating theatres and lobbies with gay Easter festive atmosphere. . . . Fabian Capitol manager, Sig Kasse, augmented his Easter stunts by giving away live bunnies. . . . George Trilling's bang-up campaign and co-operative newspaper ads on "Little Old New York" helped. . . . Harry Black, division manager, Fabian theatres, made arrangements to completely outfit with new uniforms the "Fabian Melodears," local PAL band unit sponsored by the theatres. . . . Saint George, manager George Evans, increased his staff by 35 men to take care of the "Gone With the Wind" reserve seat sale.

Publicity director Edgar Goth arranged a Borden tie-up for all local Fabian houses whereby Borden paid for entire cost of 10,000 newsette programs weekly over a five week period. Tie-up also included 240 large horse and wagon sets given away at kiddie matinees, plus orders for free milk deliveries given away to adults in conjunction with the new game . . . Roy Sherkey, manager, Fabian Stadium, promoted at no cost a de luxe phonograph-radio combination as a giveaway. . . . According to Paramount manager John Firnkoess, Bill Floyd, new organist, is winning a host of friends. . . Elihu Glass, Liberty manager, used a comic giveaway as a promotion stunt for "Four Wives," using the sales line "Four Chickens for Four Wives. Wives must be identified by their husbands."

HOME OFFICES

Columbia

Maurice Bergman returned from Coast confabs.

Nat Cohen came back from Florida. . . . Max Weisfeldt is vacationing in Miami.

20th Century-Fox

Dan Michaelove, assistant to President Sidney R. Kent, returned from Australia.

Universal

Sales chief William Scully hopped to the Coast.

Warners

Mort Blumenstock came back from his Coast conferences.

Roy Haines, Warner eastern and Canadian sales manager, returned from a week's trip to the company's eastern district branch offices in the interests of the current Sears drive.

Sales chief Grad Sears won a prize in a recent skeets shoot.

Leonard Palumbo, Warner home office publicity department, has been named on the Metropolitan Golf Association 1940 Honor Roll. . . . Palumbo is listed in the four-stroke handicap group, and takes his place on the list among a field of 62 outstanding golfers in the metropolitan area.

TOO MANY HUSBANDS. Melvyn Douglas, Jean Arthur and Fred MacMurray are current in the Columbia picture.

NYS.

NEW JERSEY

Bayonne

Mr. and Mrs. Jerry (manager, Strand) Rose returned from a honeymoon trip which included stops at Washington, D. C., Asbury Park and Atlantic City.

Bergen County

Tenafly newspaper is giving guest tickets to New Bergen, Tenafly, in weekly misspelled words contest. . . . Easter parties were held at both Queen Anne, Bogota, and Rialto, Ridgefield Park, with a special screen show as the feature of each party. . . . Manager George Djemos, Plaza, Englewood, co operated with Police Captain Jack Abrams in police department's observance of Safety Week.

East Rutherford

Rex is only open Friday, Saturday, and Sunday evenings.

Jersey City

Opera House, Bayonne, held a show for benefit of the Daughters of Israel. . . . When "The Earl of Chicago" and "The Man From Dakota" played at Loew's Jersey City, manager George Dumond held contest based on the films.

Through the courtesy of a motor sales company, police car used to chase the bandits in "Five Grand and a Girl," was on display at New Orpheum. . . . Plaza, Bayonne, presented third feature at matinee and also gave away toys and games.

Pre-Easter show for children at Opera House, Bayonne, consisted of 10 units. . . . State held contest when "The Blue Bird" played. Fifteen photos of Shirley were published in papers and guest tickets were given persons who correctly identified the films in which the child star appeared as attired in photos. . . . Notis Kamennos, State, is on vacation. . . . Polish films are being shown at Opera House, Bayonne. . . . Palace gave away 25 pairs of roller skates to children.

Lambertville

Elmer Carr, manager, Strand, was laid up with the mumps.

Newark

Police seized equipment for "Pay Me" at the Treat last fortnight, with manager Berger being arrested on the charge of maintaining a lottery. A test case was planned.

Lou Stein, Roosevelt, held a special screening of "Dr. Ehrlich's Magic Bullet" for a group of doctors, social welfare heads and civic leaders. . . . Bob Ungerfeld, manager, Proctors, had about a dozen boys dressed in "Pinocchio" costumes and wearing large papier mache "Pinocchio" masks parading around downtown Newark, wearing signs announcing the opening of the picture.

New Brunswick

Forty ushers were engaged by the RKO State to handle crowds for "GWTW" during its two week engagement. . . . Bob Richardson, RKO Rivoli projectionist, shot 800 feet of film for Middlesex Hospital benefit film, produced by Will Baltin, movie editor, local newspaper. . . . Jimmy McCann, RKO publicity ace, promoted a big campaign for "Pinocchio" and will soon start wheels moving for "Young Tom Edison." . . . City has dropped its campaign to bring world premiere of "Edison the Man" here, shifting its support to West Orange. . . . Menlo Park, where Edison invented incandescent lamp and phonograph, is a stone's throw from New Brunswick. . . . Dave Snaper, Strand manager, was saddened by death of A. C. Novotony, bookkeeper, New York office, for 14 years.

Stephen Kuczan, chief of service, RKO State is also head of local life-saving corps.

—W. B.

Passaic

Abram Preiskel (ex-police commissioner) has announced plans for a new $300,000 theatre on the site of the old Hygeia brewery. His associates will be John Ackerman, owner, Arrow Carrier Corporation, and his brother-in-law,, James Buckley, Allentown, Pennsylvania. It will seat 2,712 and will be called the Central. Preiskel was architect for the Montauk and Capitol when those theatres were built 20 years ago.

Capitol is being air-conditioned, with a crew of workmen drilling a well behind the theatre. Bill Weiss hopes to have it

---

Our Mr. Mentlik
Attends The ITOA DINNER-DANCE

Dear Chief:

Methinks I'm setting some sort of a record as a prolific letter writer as far as you're concerned. Howdya like that "prolific" business? An exhibitor wrote in saying that I oughta put some class into these notes, so I upped and bought me a thesaurus. Frankly, boss, I ain't strictly what you would call a guy who likes writing letters just for the sake of writing 'em, but when out-of-the-ordinary events start popping around these parts, I just take typewriter in hand and let you have it. It was the seventh annual Movie Ball of the Independent Theatre Owners Association which stood this burg on its ear, and seein' as how it was something worth talking about, I'm gonna do the talking.

It seems as if every one who amounts to anything in this movie business of ours paid 10 bucks a head to dance in the palm-decorated Main Ballroom of the Hotel Astor. First to be seen by these wandering eyes of ours were the Warners' Schnitzers—Mr. and Mrs. Ed and daughter Beverly. They were embroiled in conversation with Metro's Ed O'Sheas. Further snooping brought into view Rosenblatt-Welt's Bernie Brooks, who must have mistakened the stiffening effects of white tie and tails for uppishness, according to my phone conversation with him just a short while ago.

Mr. and Mrs. Max Fried, who were inadvertently called "Fields" in one of my recent billets doux, were on hand to demand an apology. While I'm in an apologetic mood, how come Al Blumberg was called Al Newman? It was most likely my fault and I'll shoulder all the responsibility. Darn white of me, eh? One more apology, chief, and I'll be through with this paragraph. While introducing Monroe Greenthal and Marian Rogers to a friend, I had some sort of a mental relapse (and no wisecracks) for a moment and called Miss Rogers "Miss Brown." For which I say "so soddy."

Came food and came entertainment. Food was grand, but with all due credit to the efforts and good intentions of the entertainment committee, the show was pretty static.

(By way of an insert, boss, I just took time out from writing this letter to see a screening of "Rebecca" over at the United Artists projection room. If you or the wife are interested in seeing one of the most beautiful films ever made, don't miss it.)

Okay, now more about the shindig tossed by Harry Brandt, et al. When the ITOA has a social, you can feel sure the Brandts will turn out en mass—and they did. I didn't see all of them, but I did bandy a few words with Harry and Bingo. Others in the family who attended, if the seating list is to be trusted, were Mr. and Mrs. Al Babette, Mrs. Gusti, Louis, and Mr. and Mrs. Billy. Others controlling the destinies of the organization seen or heard around the ballroom were the John Mannheimers, Mr. and Mrs. Dave Weinstock, Lionel Toll (again with his charming consort), Mr. and Mrs. Otto Lederer, the Abe Shenks, Mr. and Mrs. Ray Rhonheimer, the Hyman Rachmils, Frances Bregman, Mr. and Mrs. W. French Githens, and Laurence Bolognino.

Between dances and during them I squatted at the National Theatre Supply table and received some flattery for the sheet from branch manager James Frank, Jr. Bernie Kleid and Seymour Kutinsky rounded out the NTS trio. Didn't see supply dealer Joe Hornstein around, but his son, George, was doing okay for himself while the band was giving out. Amusement Supply's Joseph Pear and Irving Moskowitz were other guests who seemed to be enjoying themselves.

Checking the seating list and remembering names and faces, I recall seeing Loew's Charlie Moskowitz, Isle circuit's Frank Moscato and Myron Starr, the Ben Abners, Mr. and Mrs. Louis Allerhand, Local 306's Joe Basson, Skouras' John Benas, Congressman Emanuel Celler, the Roy Chartiers, Universal's Max A. Cohen and his missus, Metro's Tom Connors, the George Dembows, Film Alliance of U. S.'s Norman Elson.

The Si Fabians, Republic's Mr. and Mrs. Herman Gluckman, Tony Ricci, Morris Epstein, the Harry (UA) Golds, Republic's Jimmy Grainger, Brandt standby Sylvia Goldowitz, Alexander Films' Adolph Haas, the J. H. Hoffbergs accompanied by the Oliver Ungers, World's Gilbert and Mrs. Josephson, the Moe Kurtzes from 20th Century-Fox, 20th Century-Fox's Joe Lee, Telepix's Harry Margolis, the John Nolans' CFI's Milt Perlman and Leo Lubin, Gene Picker, Bert Popkin, Reade circuit's Walter Reade, Mr. and Mrs. W. F. (Metro) Rodgers, Metro booker Moe Rose. Arthur Schwartz, 20th Century-Fox branch manager Moe Sanders, Merit's Jerry Wilson and Etta Segall, the Bill Sussmans, Paramount's Miss Flynn, and the Charlie Steiners.

Whoever planed the affair did a grand job. The only trouble with all these parties is that there seems to be no one available who knows how to make it convenient for a native Brooklynite to get back to his Flatbush homestead. Thank the Lord for friend Levy and Film Fun's Terri Leeds who just happened to be going that way. And thank all the boys and gals at ITOA for a most enjoyable evening.

Luv and kisses,

Lew Mentlik

Your New York Correspondent

ready by Summer. . . . Rose Meth, cashier, Playhouse, has gone to Miami. . . . Joe Lefkowitz, Clifton, has been given a gold police badge by his former New York pals. . . . Maury Miller, Lincoln, is polishing up his golf clubs.

Pompton Lakes

Fire in the Colonial, Adrian Etelson, did not affect the matinee audience. . . . Fire started in the basement. . . . Firemen ran hose lines into the cellar and into the theatre auditorium, and chopped a hole through the floor. . . . Etelson stated that repairs would be made without interrupting the regular schedule of the theatre.

Garden, Charles Griswold, broke all records with "GWTW." . . . John O'Neill, assistant, Garden, who was away due to illness, has returned to duty. . . . Michael D'Angelo, sign painter, Rivoli for the past 15 years, is going on a trip around the world. . . . Robert Bondhamer, doorman, Rivoli, Frank Hall, is now wearing glasses. . . . Charles Griswold, Garden, was on duty night and day, without a break during the run of "GWTW," and not once did he see the picture. . . . Charles Shelly, Rivoli, has been ill.

—J.G.

Union City

Alvin, Guttenberg, gave away bunnies at pre-Easter show. . . . John Guiton, manager, Rialto, Rivoli, West New York, reported to police that the latter theatre had been entered. . . . A kiddie holiday party with stage attractions was held at the United States, Hoboken.

Lincoln, Jules Fields manager, is installing the latest in air-conditioning equipment.

—P. C.

JOE JOEL SAYS:

Among Other Things . . .

Dave Weinstock left for Florida to spend a two weeks' vacation. . . . Harold Newcamp, formerly assistant manager, Empire, Brooklyn, has been made manager. His assistant Paul Epstein, has a new cashier, Rose Cohen, who was transferred from the Rivoli. . . . Edith Cohen, sister of Jack, State Poster Company, is going to walk down the aisle April 21. The lucky man is Lawrence Herbert. . . . I was pleased to hear that my old friend, Jules Levey, is about to produce a picture that is bound to meet with great success. I refer to "The Boys from Syracuse."

In the Les-Ray Restaurant, Film Center Building, I learned that John Johnson, the head counter man, became the papa of a seven-pound daughter, Mrs. Johnson is a very beautiful lady and the child is the image of its mother. Johnson has been in the Film Center since the building was opened for business. . . . I was pleased to see Mark Bloch, Newark, in the Film Center. He has just recovered from a very serious illness. Here's hoping that he may now enjoy the best of health. . . . Much credit must be given to Local B-51, Film Exchange Employees, for the good work they have done bringing harmony between the employers and employees. President is Lou Johnson, Metro, and he certainly has worked hard to make the union second to none. . . . I have been informed that theatres on 42nd Street have been leased for Television units. . . . Bernard Levy, employed at the Amusement Supply Company, became the papa of an eight-pound son. Mother and young Harold are doing well. . . . Theatres got a lucky break in New York City Easter Week. It is the first time that the circus could not get Madison Square Garden for the Easter Week.

Abby Premiums, Inc., 353 West 44th Street, is meeting with great success with the Book of Knowledge. It has contracts with Rapf and Rudin, Weinberg, Kaybern and many other well-known circuits. . . . Motion picture industry has certainly made property very valuable in West 42nd Street. . . . I remember when the neighborhood was a residential section and one could rent space at a very low figure. . . . It is not very often that I see my old friend with the ever-smiling face. I refer to Edward Seider, Prudential Playhouse Operating Company, Film Center Building; I admire Eddie for his marvelous disposition. . . . Paid a visit to Film Products, asked Jack Rosenfeld, "How's business?" Jack said "Great." I then asked him, "How were collections?" And the answer was, "Joe, I carry an obituary list." . . . When it comes to a man who has not changed in the past 25 years, I take my hat off to Eddie Bell, Paramount, whom I have known since he was quite a young man.

NEW YORK STATE

Albany

Changes in the local U office see Tony Ryan and George Jeffries leaving, as well as booker Al Marchetti. Irving Shiffman, Boston Universal, and Charles Weill came in. . . . Empire Theatre Supply is putting new booth equipment in Harry Lamont's house in Athens. . . . Stage party was given March 26 for Marvin Dwore, manager, Lincoln, Schenectady, and brother of Sid.

George Tucker, RKO salesman, was hospitalized in Watertown as a result of a three-way collision in which his car was demolished and he was badly banged up. Cause of accident was unknown.

Jim Spadaro, Shadowland, Ellenville, took his belated departure for Florida. . . . While Mike Kallett has just returned after a two-months stay at Miami Beach. . . . Alberta Everson, senior employe in Ralph Pielow's Metro office, is home resting up after a major operation. . . . Clayt Eastman, Paramount branch manager, spent the Easter holday with his folks in the old home town, North Conway, New Hampshire. . . . Paul Krummenacker, Warners, headed for his old stamping grounds, Pittsburgh. . . . Weldon Waters, Paramount salesman, says Spring has been pulled out of release indefinitely. . . . Week before Easter was worst of the winter in the north country, according to salesmen. . . . Dick Hayes, Paramount, smashed up his car with considerable damage, due to icy roads. . . . His colleague, Weldon Waters, had two fenders dented on his practically brand new car. . . . Jack Armm, Columbia, went off the road several times on a short run, but was fortunate enough to have picked up some husky wrestlers from Saint Lawrence University, who got him out each time.

Bill Sharpe, formerly Paramount ad sales supervisor, and now occupying a like post with Advertising Accessories, was in town and left for Cincinnati. . . . Joe Miller, Columbia, is back on the job after a siege of the grippe. . . . Artie Newman, Republic, was in New York a couple of days on home office business.

Jim Faughnan, Warners, had quite a tussle with a cold and sore throat. . . . Joe Weinstein, same office, is having housing trouble, all his spare time going into flat-hunting. . . . Bert Goffstein, wife of circulation expert Benny G. at the Times-Union, is sporting the prize Florida tan of the area, acquired in a month on the beach.

Larry Carkey opened his newly acquired and re-decorated Family, Utica, Easter Sunday. . . . Carkey circuit now numbers two, other house being Carole, Utica.

Ralph Pielow is being kept awake nights trying to figure out ways to satisfy his small town accounts on dates on "Gone With the Wind." . . . Giving him little time to pursue his agricultural studies. . . . Jacob Krohn, Metro road-show checking supervisor, carries his own ticket racks to help out small town exhibs on engagements of "GWTW."

—C.

Amenia

Henry Sussman, who has houses in other spots, is taking over the Playhouse, and will remodel. Theatre re-opens in May.

Batavia

Jim Wotton, Warners maintenance department Albany, entrained to Batavia for inspection of Lafayette, Family. . . . Mrs. Ralph Booth, wife of the manager, New Family, drove to Kentucky and North Carolina to visit friends, and also to spend Easter with son Hazen, at Wake Forest College, North Carolina. . . . Coin "Pay Day" envelopes to kiddies Saturday matinees is going over big with the youngsters at Ralph Booth's New Family.

Binghamton

By this time Lela Merritt, main office, and Ceceily Reynolds, cashier, Strand, have acquired themselves a nice tan down Florida way. . . . A new screen has been put into the Suburban, according to Buddy Kornblite, assistant. . . . Identifying of local personalities, whose candid camera photos appear on theatre programs, is the latest stunt of Bud Shelton, manager, Enjoy. . . . J. L. Fitzpatrick, Riviera, convalescing at home, expects to be back at work real soon. . . . William Healy, United Artist exploiteer, was a recent visitor. . . . A new heating system has been installed at the Capitol.

—F. D. R.

Buffalo

An armed hold-up man approached the cashier's cage of Basil's 20th Century and ordered Diana Vlahopoulos, cashier, to "give me everything you've got there and don't make a move." Diana did not comply. The bandit threatened to shoot her

LUCKY AND BINGO
The ONLY GUARANTEED Theatre Games!
DENNIS GAMES, Inc.
N. E. Cor. 13th and Race Streets, Philadelphia
RUSS COHEN, 353 W. 44th Street, N. Y. C.
"Pioneer of Theatre Games"

as he reached for her cash box, but with real presence of mind, she knocked it to the floor. He escaped with $10, after threatening to shoot anyone who interfered. . . . Ben Cohen, Warner New York publicity department, was in to aid the Shea publicity staff on "Virginia City" for George Mason's Great Lakes.

A regular meeting of the Variety Barkerettes was held in the clubrooms March 27. . . . A baby girl, seven pounds, Francene, was born at the Columbus Hospital, March 13, to Frank and Rose Curro (Columbia's booker). . . . Phil Fox, branch manager, Columbia, went to New York for a conference and then flew to Boston. . . . Mr. and Mrs. Sydney Lehman, branch manager, United Artists, returned from their two weeks' vacation in Florida. . . . George A. Roberts, district manager, 20th Century-Fox, paid several visits to the local exchange during branch manager Sydney Samson's absence, making calls in the territory with salesman Bill Rowell. . . . Sam C. Sunness, Jarvis, Grand, Binghamton, was in booking. . . . Mrs. George Ferguson, wife of Columbia's city salesman, and daughter Joan, are both confined with the grippe. . . . Bert Freese, Republic's Syracuse salesman, was noticed with his arm in a sling, sustained from falling on the ice. . . . Mrs. Jack Chinell, wife of RKO's Rochester salesman, is on the sick list. . . . Floyd Scott, United Artists, came to town to work on "Of Mice and Men" and remained to assist in the "Rebecca" campaign at Shea's Buffalo.

Shea's Buffalo and the Courier-Express are sponsoring a My Son, My Son!" competition for boys in seven western New York counties, Erie, Niagara, Orleans, Cattaraugus, Chautaugua, Genesee and Wyoming, to find the perfect son in this area. . . . Mr. and Mrs. Sydney Samson, branch manager, 20th Century-Fox, returned from their vacation at French Lick Spring, Indiana, looking rested and happy. Sydney said he played golf every day. Samsons stopped at Cincinnati on their return trip to visit friends. . . . Harry Berkson and Nate Sodikman, Monogram, toured the cities on Route 5 recently as far as Albany. Coming back, they made the mistake of trying out Route 20 and thought that they had gone astray somewhere into the Yukon. . . . A. Salatto, who closed his Star, Syracuse, a few weeks ago, plans to re-open. . . . Nate Sodikman, formerly Monogram representative, Rochester, Syracuse, has been promoted to the post of manager of the Albany office, Monogram. . . . Girls at Universal presented baby Barbara Dowser, young daughter of Rose, branch manager Scully's Secretary, with a huge blue bunny. . . . Mrs. Elmer Lux, wife of RKO's city salesman, and daughter Shirley, visited Mrs. Lux' mother during the holidays. . . . Gary, young son of Howard MacPherson, Monogram's booker, is recovering from a streptococcus attack.

Nikatas Dipson, Dipson-Basil circuit, was in after having spent two months in Florida. . . . Jay Golden, city manager, RKO theatres, Rochester and Gus Lampe, district manager, Schine theatres, Syracuse, were in. . . . Dorothy D'Anna, lovely daughter of George, percussionist, Shea's Buffalo, is making a name for herself with the Catholic Theatre Guild. . . . Jerry Sherman, fiance of Alberta Daugherty, 20th Century-Fox, spent the Easter week end visiting her folks. Local papers carried the formal announcement of their engagement. . . . Al Nathan, United Artists exploitation department, was in for three weeks for "My Son, My Son!" premiere. Shea's Buffalo. . . . Universal screened Deanna Durbin's "It's A Date" and the concensus of opinion was tremendous. . . . Jerry, five-year-old son of Harold Randall, shipper, columbia is home from the hospital. . . . William C. Rowell, now covering the Rochester and Syracuse territory for 20th Century-Fox, was in. . . . Elmer Lux, city salesman; Arnold Febrey, booker; and Bud Gray, publicity man, RKO, were all confined to their homes. . . . Branch manager John Scully, Universal, had his salesmen Louis Leiser, Syracuse; Jim Fater, Rochester; Bill Bork, Buffalo, in. . . . We noticed Kitty Robinson Winegar, former stenographer, Columbia, lunching with charming Barbara Hartman and proudly displaying photos of her little daughter, Carol. . . . Monroe W. Greenthal, director of publicity, United Artists, arrived in town with movie star Henry Hull for a one-day stopover and some publicity on "My Son, My Son!" . . . Margaret Adrian, Shea office, suffered a badly swollen eye as the result of a severe cold.

Winifred Bischoff, cashier, Lafayette, is confined to her home. . . . Tom Jefferson, New York Paramount exploitation staff, was in town laying the groundwork for "Dr. Cyclops." . . . A special screening of United Artists' "My Son, My Son!" was held at the Court Street last week. . . . Ed Schnitzer, district manager, Warners, spent a short time at the local exchange. . . . Mrs. George Hanny, Capitol, is vacationing in New York City. . . . Lafayette bowling team moved into first place in the Bowling League. Beat Shea's Buffalo stage team three games, a winning of 21 straight games. Bowling the Great Lakes team ends the season and decides the championship. . . . Ralph Maw, branch manager, Metro, was one of those unfortunates snowbound on the road from Binghamton to Syracuse. . . . John J. Schmitzer, auditor, RKO, who spent seven weeks at the local exchange, left for Albany. . . . George Mackenna, manager, Fafayette, in walking with a bad limp after tearing a ligament playing handball. . . . Sydney Samson, branch manager, 20th Century-Fox, flew to Cleveland for a conference with district manager George A. Roberts. . . . Columbian Club held a meeting at the local Columbia Exchange to discuss hospitalization for employes and plans for a bowling party. . . . Vera Wagner, stenographer, Universal, spent the week end visiting her parents in Cleveland. . . . Ruth Weydman, cashier, Lafayette, is suffering from the grippe.

Despite the terrific snowstorms in Western New York, local exchanges report that not any exhibitors were inconvenienced, all shows being delivered as per schedule. . . . Monogram office force reports receipt of a postcard from Edith Chasin, showing her standing alongside of James Stewart.

—M. G.

THE MIDNIGHT LIMITED. John King and Marjorie Reynolds are current in the Monogram release.

Gloversville

Schine Home Office News

Schine home office folks battled their way to their desks through a record snowfall that had much upstate New York isolated. Several who planned trips out of town over Easter cancelled them for fear they might not be able to get back. . . . Mrs. Harold F. Sliter and son Fred, visited Mrs. Sliter's mother in Buffalo. . . . Chief film buyer George V. Lynch was host to a special party at the Elk's Easter ball, guests at his table including General and Mrs. Bernard W. Kearney and Miss Marion Kearney. . . . Lou S. Hart, Hippodrome manager, was home three days with a severe cold. . . . Universal's Dave Miller braved the snowdrifts for a conference with film buyer Lynch and Harold F. Sliter. . . . Booker Bill Kraemer made an Easter trip to New York City, intending to join the fashion parade along Fifth Avenue Easter Sunday. . . . Fred Handy, formerly assisting manager, Hipp, Glove, has been assigned to Frank Boucher's Maryland and Delaware territory, and is in line for a promotion.

—J. B.

Haverstraw

S. Perry, Broadway, netted almost an entire page in the Rockland County Times with a story by a former Haverstraw resident who worked as assistant script clerk with the "Northwest Passage" company on location.

Hornell

J. P. Faughnan and Henry Blatner, Warners, Albany, were in for inspection. . . . Joe Armella, assistant, Steuben, spent a few days with his parents in Jamestown. . . . Jim Macris, at termination of Warners lease to Majestic, transferred to manage the Strand. . . . Bill Leggiero, Steuben, paid a quick visit to friends in Elmira. . . . Jim Macris, Strand, tied up for advertising a new candy bar by giving it to all

NEWS AND EXPLOITATION STUNTS FROM HERE AND THERE IN THE TERRITORY

FRANK MURPHY, manager, Loew's State, Syracuse, held a dance contest in connection with Metro's "Broadway Melody of 1940." Here are seen winners.

ADOLPH ZUKOR, chairman of the board, Paramount, is pictured here with John W. Hicks, Jr., vice-president in charge of foreign operations, Paramount, and Mrs. Hicks, aboard the SS. Uruguay upon their return from a two-and-a-half-month tour of South America.

CLIFF SCHAUFELE, Diana, Medina, used several blocks of wood with question "ask the Diana cashier" (about Universal's "My Little Chickadee").

CHARLES MARTINA, host, and head of the circuit bearing his name, and friends gathered at a reception at the Hotel Syracuse, following the recent opening of Martina's new Empire, Syracuse, following complete remodeling.

EARLY INVENTIONS of Thomas A. Edison were shown in this display at Loew's Rochester, Rochester, in advance of Metro's "Young Tom Edison."

THIS SPECIAL FRONT was made by manager Eddie Yarbrough for the Easter run of Warners' "Virginia City" at the Keeney, Elmira. Successor to "Dodge City" features Errol Flynn, Miriam Hopkins, Randolph Scott, Humphrey Bogart, Frank McHugh, Alan Hale, and Guinn Williams.

EVERY WEDNESDAY

THERE WILL BE A NEW ISSUE OF THIS PUBLICATION COMPLETE IN COVERAGE SERVICE AND A LAST MINUTE REPORT ON WHAT'S DOING IN THIS INDUSTRY OF OURS

kiddies attending Saturday show, and lucky coupons exchangeable for large box of candy. . . . Bill Leggiero, Steuben, had live colored baby chicks in store window with placard for "My Little Chickadee."

Jamestown

Three western New York State towns, Bolivar, Warsaw and Dansville, voted in favor of daylight time. . . . Allen Newhall, Palace, packed his house to capacity with a boat and motor giveaway during the Easter season. . . . Sufferers from ye olde time "cold" were Charlie Fish, manager, Winter Garden; Arthur Kahle, Palace doorman; Ruth Kelley, district aide; Ralph Crabill, district manager. . . . Robert C. Horning, Shea's, plugged his "Vatican City" with contacts to all churches and parochial schools, personal letters to Knights of Columbus, Catholic Daughters, Holy Name Society, etc., and secured support of all Catholic organizations.

Medina

Cliff Schaufele, Diana, used several blocks of wood with question marks attached upright, at important intersections of town to attract interest. On block was painted, "Ask the Diana cashier." This was a plug on "My Little Chickadee." . . . Raymond Majeski, chief of service, gave all kids attending the matinee at the Diana autographed photos of Bobby Breen to plug "Escape To Paradise." . . . Cliff Schaufele, Diana, had beautiful lobby decorations of flowers through courtesy of local florist Easter week. . . . Biggest business of all weekdays came to manager Cliff Schaufele, Diana, on his Holy Week automobile giveaway in co-operation with local merchants.

New Hartford

Morris Shullman will run pictures at the Player's club. Movies will be shown when the theatre is not in use by the club.

Olean

Murray Lafayette, Haven, used several merchants and two large distributor co-op ads to sell "Grapes of Wrath." . . . Ralphie Crabill, son of the district manager, says of Mrs. Murray Lafayette, "She can cook . . . and how!" . . . Murray Lafayette, Haven, State, held their Easter season automobile giveaway.

Potsdam

New York's Pisani Studios received a contract covering the remodelling of the Star. Pisani will face lift everything but seats, carpets, and booth equipment.

Poughkeepsie

Joe Goldberg, now managing the Rialto, has been doing a nice job. He came here from New London, Connecticut. Mrs. Goldberg and family recently left for a visit with folks in Nova Scotia.

Rochester

Frank McGrann, Columbia promotion chief, complimented manager Lester Pollock, Loew's, on cartoon ad tying in with Blondie strip in Democrat and Chronicle for "Blondie on a Budget." . . . Bert Caley, chief stage hand, is back on the job at the Regent after illness. . . . Manager Jay Golden, Palace, starts "farming" in lobby on large scale, stopping traffic with 100 chicks, 50 ducks and 10 bunnies in attractive pens including a pond for the ducks topped with cutout of Donald Duck boosting cartoons. . . . Bill Healy, United Artists promotion man, was in at Loew's to aid "Rebecca." . . . Alexander Dunbar, former manager, Monroe, is doing ok selling ERPI teaching films. . . . John Fenyvessy is going in for gardening in a big way, including night school at Monroe High. . . . Mike Mungovan created a striking "home" for chickens, ducks and rabbits in Loew's lobby as Easter display.

Frank Placerean, assistant manager, RKO Palace, took police exams. . . . Arthur P. Kelly, promotion director for Rochester Gas and Electric Corporation, invited manager Lester Pollock, Loew's, to spot "Young Tom Edison" display in utility window. . . . Jesse Shorts, Regent porter, is going to "raise" ducks used in lobby Easter display for his Christmas dinner.

Syracuse

"Impossible" was accomplished by a corps of craftsmen under the direction of Michael J. DeAngelis, architect, in completely rebuilding the Empire. Taking possession March 1, Charles Martina kept his word to Syracuse theatre goers by presenting them with a most modern house March 23. . . . Charles Rossner, National Theatre Supply, was in directing placing of equipment. . . . Fred R. Trump, Sr., is manager; Fred R. Trump, Jr., chief of service; William Nudd, publicity director, and Hal. Armour, doorman. . . . Cerone Radio Service, (505 South Warren Street) installed the inter-communicating phone service in the new theatre. . . . We caught a glimpse of Manford Pickrell helping on the sound installation. . . . "Doc" Jack Meaney turned out to be the right fixer-up-er.

Welcome J. M. Sanford, William Bessey and Manford E. Pickrell to THE EXHIBITOR reader ranks. . . . Miles Potter, Kallets' State, Deposit, was in. . . . Mike Kallet and wife returned from that vacation. . . . "Bennie" Coates takes night off and visits Fulton. . . . Evidently Fay (Mortimer Snerd) Woodford refuses the challenge of Bill Doss. . . . George (Altec) Brown has the wrinkles ironed out in the sound of a downtown house. . . . John Eccles evidently carries a card in a maintenance union (what a mopper).

Charles Martina entertained the staff, theatrical workers and friends at a party at the Hotel Syracuse following opening of New Empire. Among those present were Michael J. DeAngelis, architect; James L. Cooney, Carrier Refrigeration Company; James Martina and family; Gene Krupa and band; Cass Daley, Sinclair Sisters; Charles Rossner, Jimmy Spear, RKO salesman; Fred Donohue and Rennie Coates, Regent; Sid Kallet, Oneida, and representatives of the city administration.

Francis Miller suffered a broken arm. . . . Mrs. Lynn Goff is seriously ill. . . . Larry Granger, Palace projectionist was kept away from the theatre by huge snow drifts. . . . Phil Rossomando should wear snow shoes when delivering flowers next Easter. . . . Abe Harris, Metro salesman, is never too busy for a hearty greeting. . . . We hear "Buddy" Roe will be a professional when the golden anniversary of Local 376 comes around. . . . We wonder if it is possible to wire an old minstrel car for good sound. . . . Ray Roe wants to know the discount rate of DenHaese and Company. . . . Notice to George Murphy; 75 will not control 250. . . . The three most contented projectionists all rolled in one is Fay Woodford. . . . Eckel projectionists and ushers bowling teams are trying to smoke out reputed good bowlers from other theatres.

—J. J. S.

THE EXHIBITOR SERVISECTION

SIX-POINT FEATURE REVIEWS

COLUMBIA

Texas Stagecoach (1206)

FAMILY WESTERN 59M.

Charles Starrett, Iris Meredith, Bob Nolan, Dick Curtis, Ed Le Saint, Kenneth McDonald, Harry Cording, Francis Walker. Directed by Joseph Lewis.

Injecting a minor novel slant, but retaining most of the tested action formula, "Texas Stagecoach" was well received by a fair-sized audience in a metropolitan theatre. Being the fastest-moving Charles Starrett opus in a long time, the film should satisfy horse opera fans most anywhere. Crooked banker Kenneth McDonald sets Starrett to battling against Iris Meredith and Bob Nolan so that neither of them will be able to complete stagecoach roads they were building. Idea is that the "villun" will be able to take over the near-completed trails and monopolize the stage business. After Starrett's dad is killed by Dick Curtis, the two squabbling factions get together and justice is done when McDonald is exposed. The Sons of the Pioneers take good care of the musical chores and introduce a catchy tune entitled "Hill Country."

ESTIMATE: *Much better than average Starrett.*

MONOGRAM

Midnight Limited (3921)

FAMILY MYSTERY DRAMA 61M.

John King, Marjorie Reynolds, Edward Keane, Pat Flaherty, George Cleveland, Monte Collins, Herb Ashley, Stanford Jolley, Lita Chevret, Buck Woods. Directed by Howard Bretherton.

Here's one of those minor whodunit entries which pack somewhat of a wallop and a decent amount of "B" entertainment from a spot on the bottom half of nabe duals. John King, a railway detective, is assigned to the task of unraveling the threads of series of train robberies. One of the victims of the crooks is Marjorie Reynolds, who promptly falls in love with King and starts aiding him in his travails. Needless to say, King and Reynolds solve everything and are happy ever after. The male lead does okay with one song, "The Touch of Your White Hand."

ESTIMATE: *Fair support on nabe duals.*

Murder On the Yukon (3942)

FAMILY ACTION DRAMA 56M.

James Newill, Polly Ann Young, Dave O'Brien, Al Saint John, Jack Clifford, William Royle, Chief Thundercloud, Carl Hackett, Kenneth Duncan, Snub Pollard, Earl Douglas, Bud Buster. Directed by Louis Gasnier.

Made in the traditional pattern of all the other Renfrews, "Murder On the Yukon" adds nothing phenomenal to the series based on Laurie York Erskine's creation (the story this time is said to be "Renfrew Rides North"). The title tells the story, with James Newill and pal Dave O'Brien solving the murders of Al Saint John and Jack Clifford, perpetrated by William Royle. Chief exploitation peg: Chief Thundercloud, of "The Lone Ranger" and "Geronimo!" fame. Songs: "Ah, Here's Romance" and "Down the Yukon Trail."

ESTIMATE: *Routinely good Renfrew.*

PARAMOUNT

French Without Tears (3930)

FAMILY COMEDY 66M.

(English-made)

Ray Milland, Ellen Drew, Roland Culver, Guy Middleton, Janine Darcey, Jim Gerald, David Tree, Kenneth Morgan, May Agate, Raymonde Arambol, Cot D'Ordan, Mantovani and his Orchestra, Stella Roberts and the Peter Sisters. Directed by Anthony Asquith.

This English-made picture version of a Broadway play success of several years ago turns out as pleasant comedy. Ray Milland, Roland Culver, and Guy Middleton furnish some very nice comedy with Ellen Drew as the flirtatious young woman who comes to a male diplomatic school and plays hob with the students' discipline. The small part of the French school director is well played by Raymonde Arambol. Drew arrives at the diplomatic school self-invited, her brother being one of the students there. She proceeds to make a play for every available young man in the place; that is, everyone but Ray Milland who sees through her and attempts to expose her to his buddies. They are enchanted by her and one after another falls victim to her charms. Hardest to fall is the youngest, Roland Culver, with whom Janine Darcey, the daughter of the school director, is in love. A naval officer arrives at the school and an intense rivalry begins between him and Culver for the favor of Miss Drew. Milland repeatedly warns both of these ardent swains of the game Drew is playing, but they pay him no heed until later, by accident, they learn she is fooling both of them. They face her and demand to know the truth, whereupon she tells them all that she loves Milland. On hearing this, Milland seeks to protect himself from her wiles, surrounds himself with his buddies at all times so as not to be left alone with her. Naturally, he falls for her at the end and everyone seems satisfied, Culver going back to Janine, the naval officer back to his ship.

ESTIMATE: *Okay English-made program comedy; build up title.*

RKO-RADIO

Beyond Tomorrow (031)

FAMILY DRAMA 73M.

Harry Carey, C. Aubrey Smith, Charles Winninger, Maria Ouspenskaya, Richard Carlson, Jean Parker, Alex Melesh, Helen Vinson, Rod La Rocque, J. Anthony Hughes, Robert Homans, Virginia McMullen, James Bush, William Bakewell. Directed by A. Edward Sutherland.

The unusual, supernatural theme of this picture makes it rather difficult to judge its potential business-getting value. It is the sort of thing that audiences will either go big for, or not at all. The acting is well done, the story well-integrated, but the subject of the story, which deals with life after death and the immortal soul of man, is an unpredictable factor in gauging audience reaction to this film. Winninger, Smith and Carey are three prosperous business partners, but are exceedingly lonely. When Christmas Eve rolls around, Winninger, the cheeriest of the lot, decides to do something about it. Each of the three men throws a wallet into the street with a ten-dollar bill and a card enclosed. Two of the wallets are returned, one by down-and-out cowboy Richard Carlson, the other by nurse Jean Parker. The men are delighted, invite the boy and girl to have supper, make fast friends of them. Carlson and Parker fall in love, decide to get married as soon as possible. The three partners are called away on a business trip and go by plane though they are warned against doing so by their devoted housekeeper, Maria Ouspenskaya. The plane crashes and the three are killed. Their spirits continue on, following the living characters in the story, seeking to guide and help them. Carlson becomes a successful radio singer, neglects Parker and philanders with Helen Vinson, a flirtatious actress. He almost dies in a gunfight and his spirit meets Winninger's as he is undergoing an operation for his gunshot wound. Winninger pleads for him and Carlson is permitted to return and live as Winninger rejoins his friends in the Great Beyond.

ESTIMATE: *A hard one to predict, but give it every break; it may be a surprise at the box office.*

The Courageous Doctor Christian (030)

FAMILY MELODRAMA 67M.

Jean Hersholt, Dorothy Lovett, Robert Baldwin, Tom Neal, Maude Eburne, Vera Lewis, George Meader, Bobby Larson, Bobette Bentley, Reginald Barlow, Jacqueline de River, Edmund Glover. Directed by Bernard Vorhaus.

For the provinces and smaller nabes, this might advantageously be top-spotted or single-billed. Otherwise it's just a bottom dualler. Jean (Dr. Christian) Hersholt takes upon himself the task of

getting his community to build adequate housing facilities for the "shanty" dwellers living in unhealthful conditions on the outskirts of town. The so-called civic leaders foil his plans on all sides until an epidemic of spinal meningitis among the "squatters" threatens the entire town. A three-cornered romance is taken care of by Dorothy Lovett, Robert Baldwin, and Tom Neal, Baldwin winning the girl on his merits. Hersholt is almost hooked by a sourpuss portrayed by Vera Lewis.

ESTIMATE: *Tops in the series; good dualler.*

REPUBLIC

Forgotten Girls (920)

FAMILY MELODRAMA 68M.

Louise Platt, Donald Woods, Wynne Gibson, Robert Armstrong, Eduardo Ciannelli, Jack LaRue, Barbara Pepper, Charles D. Brown, Sarah Padden, Ann Baldwin. Directed by Phil Rosen.

Tearjerker meller for the nabe duals, "Forgotten Girls" will have to depend upon its suggestive title for its chief draw. There are occasional bright moments during the picture, but for the most part it's familiar stereotyped celluloid. Louise Platt is sent to women's prison (it looks more like a hotel) for a murder committed by her stepmother, Wynne Gibson. Reporter Donald Woods falls in love with Platt and proceeds to gather evidence of her innocence. Gibson has an attack of the jitters and hires Eduardo Ciannelli to spring her stepdaughter. Eventually, Ciannelli orders the death of Wynne, who tells all on her deathbed.

ESTIMATE: *Support on nabe duals.*

Ghost Valley Raiders (991)

FAMILY WESTERN 55M.

Donald Barry, Lona Andre, Leroy Mason, Tom London, Jack Ingram, Horace Murphy, Ralph Peters, Curley Dresden, Yakima Canutt. Directed by George Sherman.

"Ghost Valley Raiders," first of a new series, with Donald Barry starred, sees, among other things, the tradition-shattering spectacle of Our Hero taking time out —right in the midst of a mess of lead-slinging—to, above all things, reload this shootin' irons. Outside of that "GVR" is a story of stagecoach pilferers and their being brought to justice. Barry, newcomer to the field, is personable enough, a good rider, and versed in using his left as well as his right. He does not sing and, in the action-western field, seems to have what it takes—if Republic can offer better vehicles than "Ghost Valley Raiders."

ESTIMATE: *A new star arises.*

Rancho Grande (942)

FAMILY WESTERN 68M.

Gene Autry, Smiley Burnette, June Storey, Mary Lee, Dick Hogan, Ellen E. Lowe, Ferris Taylor, Joseph de Stephani, Roscoe Ates, Rex Lease, Ann Baldwin, Roy Barcroft, Edna Lawrence, The Pals of The Golden West, Brewer Kids, The Boys' Choir of Saint Joseph's School. Directed by Frank McDonald.

Taking advantage of the tremendous success of "South of the Border," the Gene Autry oatie based upon a popular song hit, Republic follows through with another song hit as a title tab in "Rancho Grande." Short on the action, but long on the singing and photographic effects, this doesn't pack quite the punch found in its predecessor. However, it should keep the Autry fans happy. June Storey and Dick Hogan, madcap heirs to the ranch foremanned by Autry, arrive and play right into the hands of some crooked folk who were planning to prevent the completion of a dam on the property, thus taking over the huge Rancho Grande. Storey and Hogan wake up to their responsibilities in time to be of assistance in outwitting Ferris Taylor and his gang of hoodlums. Title song is sung often and effectively throughout and a catchy tune entitled "You Can't Change the Swing on the Range" is also due for some popularity. Other numbers include "There'll Never Be Another Pal Like You," "I Don't Belong in Your World," "You Can't Take the Boy Out of the Country," "Belles of the Bunkhouse," and "Whistle." Singing moppet Mary Lee steals the show.

ESTIMATE: *Standard Autry.*

20th CENTURY-FOX

Star Dust (036)

FAMILY DRAMA WITH MUSIC 85M.

Linda Darnell, John Payne, Roland Young, Charlotte Greenwood, William Gargan, Mary Beth Hughes, Mary Healy, Donald Meek, Harry Green, Jessie Ralph, Walter Kingsford, George Montgomery, Robert Lowery, Hal K. Dawson, Jody Gilbert, Gary Breckner, Paul Hurst, Irving Bacon, Billy Wayne, Fern Emmett, Tom Dugan, Lynne Roberts. Directed by Walter Lang.

Here is one of those pleasant bits of screen play which will provide entertainment for all moviegoers even if it doesn't remain in their minds for any length of time after seeing it. Exhibitors will find that the film will not lose any money or friends if placed top on a dualler. Talent scout Roland Young combs the sticks for new players, returning to Hollywood with waitress Linda Darnell, footballer John Payne, and songstress Mary Healy. Healy comes through with flying colors, but underhand work by casting director Donald Meek and actress Mary Beth Hughes puts the kibash on the other two aspirants. Dramatic coach Charlotte Greenwood and Young conspire successfully to put over Darnell, but Payne is handicapped by a bad nose-breaking habit. The ever popular song which gives the film its title provides the background music and Healy vocalizes on it once. "Secrets in the Moonlight" and "Don't Let It Get You Down" are two other tunes in the picture destined for air wave play. Charlotte Greenwood makes an auspicious return to the screen after a long absence. Darnell is more beautiful than ever and teams charmingly with Payne. Director Walter Lang does okay with this frothy jibe at Hollywood.

ESTIMATE: *Nice program offering; top dualler.*

Viva Cisco Kid (039)

FAMILY MELODRAMA 71M.

Cesar Romero, Jean Rogers, Chris-Pin Martin, Minor Watson, Stanley Fields, Nigel de Brulier, Harold Goodwin, Francis Ford, Charles Judels. Directed by Norman Foster.

Since he first appeared on the garrulous tintypes 'way back in 1931, uncounted miles of film have been threaded through U. S. projection machines, but that the Cisco Kid has progressed during those nine years is open to serious doubt. "Viva Cisco Kid," another in 20th Century-Fox's series written around one of O. Henry's more famed characters, is just another picture, with Cesar Romero making a valiant attempt to impersonate Warner Baxter as the personable Robin Hood of the sagebrush and tumbleweed. 'Twixt amours, the Cisco Kid here gets himself tied up in a stagecoach robbery, another at the bank, and a gang using a mine as a front. When it is all over, the major accomplishment seems to be the expenditure of 71 minutes and a few scenes of the western wilds, stern and rockbound.

ESTIMATE: *Strictly for Cisco fans.*

UNITED ARTISTS

Rebecca (Selznick)

ADULT DRAMA 127M.

Laurence Olivier, Joan Fontaine, George Sanders, Judith Anderson, Nigel Bruce, Reginald Denny, C. Aubrey Smith, Gladys Cooper, Florence Bates, Melville Cooper, Leo G. Carroll, Leonard Carey, Lumsden Hare, Edward Fielding, Philip Winter, Forrester Harvey. Directed by Alfred Hitchcock.

Here is sombre, psychological drama, an expert piece of screen craftsmanship, exceptionally well directed and produced. Highly emotional, this picture appeals strongly to women, and this story of the despairing frustration of two lovers who eventually find happiness should draw the feminine moviegoers in droves, with their mates not far behind. Above all, "Rebecca" is signalized by the performance of Joan Fontaine. Up to the present, Miss Fontaine has been a player of more or less inconsequential roles in more or less inconsequential pictures. No longer, however, is Miss Fontaine consigned to such a fate; for her performance in "Rebecca" marks her as a dramatic actress of major proportions. Lawrence Olivier, of course, is darkly attractive, forceful, excellent. Story treats of the bitter, oppressive hatred of Olivier for "Rebecca," his first wife, who has been dead a year when the picture opens. He meets Joan Fontaine in Monte Carlo where she is acting as a companion to a wealthy American woman; marries her. They return to Olivier's ancestral home in England, a gloomy, majestic castle, full of musty rooms and old memories of "Rebecca." Reminders of the first wife obtrude themselves everywhere and soon make life and love impossible for the newly married pair. Fontaine feels that Olivier is still in love with "Rebecca" but clings to him desperately. She is uncomfortable and afraid in the old castle, is constantly stumbling over memories and reminders of the first wife. A diver accidentally finds the wreck of the boat in which "Rebecca" had drowned, and evidences of murder are discovered. Now Olivier reveals to Fontaine that he hated and despised his first wife, and when she accidentally killed herself in a fall, Olivier, knowing he would be suspected, took her body out in the boat and sank it. When Fontaine learns that hate not love stands between her and Olivier, she takes new courage, sees him through a murder investigation, helps him into a new life despite the machinations of an evil housekeeper, excellently portrayed by Judith Anderson. Alfred Hitchcock's direction is noteworthy and the production is an artistic achievement for David O. Selznick. Audience reaction was very good with several rounds of applause for outstanding bits of character delineation.

ESTIMATE: *Class offering that can be sold to the mass if properly exploited.*

UNIVERSAL

Half a Sinner (4040)

FAMILY MYSTERY DRAMA 59M.

Heather Angel, John King, Constance Collier, Walter Catlett, Tom Dugan, Robert Elliot, Clem Bevans, Emma Dunn, Henry Brandon, William B. Davidson, Fern Emmett, Sonny Bupp, Wilbur Mack, Joe Devlin. Directed by Al Christie.

A lightweight for the bottom of the duallers, this tells the story of a spinsterish school teacher who kicks over the traces for a day, gets spruced up, and becomes involved in a murder, stolen car, and plenty of chases by the police, as well as picking up a man who poses as a crook. The escapades are straightened out when the man turns out to be a socialite, the bad gang cleaned up and the schoolmarm getting her man. The cast is pleasant enough, but the whole thing is strictly for the nabes. Heather Angel, as the school teacher; John King, as the socialite, and Constance Collier, as a dowager, stand out, but the script doesn't give them much chance.

ESTIMATE: *Lightweight bottom dualler.*

It's a Date (4001)

FAMILY COMEDY WITH MUSIC 103M.

Deanna Durbin, Kay Francis, Walter Pidgeon, Eugene Pallette, Cecilia Loftus, Lewis Howard, Henry Stephenson, Samuel S. Hinds, Fritz Feld, S. Z. Sakall, Virginia Brissac, Romaine Callender, Joe King, Mary Kelly, Eddie Polo, Harry Evans and his Royal Hawaiians. Directed by William Seiter.

Number seven in the Deanna Durbin series from Universal will not only prove lucky for the company but the exhibitors who play it. In this, Miss Durbin, grown up and attractive, is the daughter of actress Kay Francis, following in her footsteps. When the mother goes to Hawaii to rest, the daughter, through her performance in a dramatic school, is promised the part the mother has already set her heart on playing. From then on, it becomes a series of misunderstandings and comedy situations, beginning on a boat to Hawaii where Miss Durbin, on her way to tell her mother the good news, meets pineapple tycoon Walter Pidgeon. She thinks he is falling in love with her. Arriving at Hawaii, she learns that her mother thinks she is to play the role so does not tell her she has been promised it. Determining to eliminate herself from the competition, Miss Durbin rushes Pidgeon, tells her mother they are to be married. But Pidgeon falls for the mother, who misunderstands and doesn't appreciate the situation until Pidgeon actually proposes, a few moments before Miss Durbin thinks he will propose to her. On the scene come the producer and author of the play at the time when the mother decides to quit the stage for marriage, and suggests the daughter for the part, thus winding up all the threads and allowing the happy ending. Made in the swelegant Universal manner, this has all the angles, and is as pleasant a bit of film as seen in many moons. Miss Durbin sings "Loch Lomond," "It Happened in Kaloha," "Musella's Street Song" from "La Boheme," "Ave Maria," "Love Is All,' "Rhythm of the Islands."

ESTIMATE: *Number seven rings the bell.*

WARNERS-FN

It All Came True

FAMILY COMEDY DRAMA 87M.

Ann Sheridan, Humphrey Bogart, Jeffrey Lynn, ZaSu Pitts, Grant Mitchell, Una O'Connor, Jessie Busley, Charles Judels, Felix Bressart, George Meader, John Litel, Max Hoffman, Jr., Jack Mower, John Ridgeley, DeWolf Hopper. Directed by Lewis Seiler. Executive producer, Hal B. Wallis.

Louis Bromfield's story is the basis for a programmer, loosely woven in the first half, but which winds up enough speed toward the end to send audiences out with a happy "everything all right in the end" spirit. It also allows "oomph girl" Ann Sheridan to act (and she acquits herself creditably). Setting is an old boarding house in a big city, ruled by two elderly ladies, one of whom, the mother of night club pianist Jeffrey Lynn, keeps inventing "happy ending stories" when problems arise, while the other, Una O'Connor, the mother of ex-chorine Ann Sheridan, who by her own admission is still a "good girl," rules the kitchen. Lynn brings Humphrey Bogart, a gangster-night club chief, to the house to hide after the latter has bumped off a squealer. Lynn knows Bogart has murdered with Lynn's gun. Bogart keeps to his room, is known to the boarding house roomers only as a sick gentleman, while Lynn composes and renews his romance with Sheridan. However, the latter finds out who Bogart is. He knows her, too. The yarn then picks up pace with Bogart, sick and tired of the motherly attitude of the two old women, finally coming out of hiding, mixing with the guests, enjoying a parlor performance by the roomers, and resolving to turn the boarding house into a "Roaring '90's" club. Lynn and Sheridan get their chance on the opening night, but through boarder ZaSu Pitts' discovery of Bogart's identity the police are informed and close in. The latter, instead of framing Lynn, takes the rap himself, thus proving the "it all came true" angle. Miss Sheridan sings "Gaucho Serenade" and "Angel in Disguise"; an old-time vaudeville show is very amusing; Felix Bressart contributes a hammagician bit, while the others are capable, also. All in all, this is a different type of show.

ESTIMATE: *Fair program.*

Tear Gas Squad

FAMILY ACTION DRAMA 58M.

Dennis Morgan, John Payne, Gloria Dickson, George Reeves, Frank Wilcox, Julie Stevens, Harry Shannon, Mary Gordon, Adrian Morris, Ben Welden, Herbert Anderson. Directed by Terry Morse.

Lacking in marquee names but nevertheless possessing some entertaining moments, this one will fit okay as companion feature. Cafe singer Dennis Morgan steals a kiss from Gloria Dickson at their first meeting. She invites him to her home for the express purpose of ridicule but his singing of Irish songs wins the approval of her police lieutenant father and the entire family. Jealousy enters the picture via the girl's policeman suitor, John Payne, so Morgan joins the police training school under instructions of his rival, takes plenty of punishment but qualifies for the force and also makes the glee club. Morgan's brother, a druggist, captures a number one gangster whose gal friend goes back to the scene of action and kills the druggist. Morgan is suspended for a brawl with Payne but manages to get into action with the manhunters, capturing the killer, saving Payne's life, and winning the girl. Outstanding is the singing of Morgan, who more than satisfied the preview audience with an oldie, "When Irish Eyes Are Smiling." Audience reaction good.

ESTIMATE: *Okay action supporting fare.*

MISCELLANEOUS

American Gang Busters (Times)

FAMILY DOCUMENTARY 64M.

No other production credits available.

Tacking together newsreel shots, stills, and enacted sequences, Captain A. F. Dion has readied this celluloid which can be sold by houses going in for sensational entertainment and even more sensational bally. Shown are tabloid biographies of the lives and deaths of such public enemies as Clyde Barrow and Bonnie Parker, John Dillinger; "Machine Gun" Kelly; The Urschel Kidnappers; Ray Hamilton; "Pretty Boy" Floyd; Bruno Richard Hauptman; and Alvin Karpis. The film is of the "Crime Does Not Pay" variety with actual shots of some of the gangs and the men who busted them. The photography is dark and jerky for the most part, but it can be sold on the basis of its "cast."

ESTIMATE: *For sensational salesmanship only.*

FOREIGN

The Blessed Mother Cabrini (Roma)

FAMILY DOCUMENTARY 71M.

Produced in Italy, released in Italian, English, and other versions. English commentary read by the Reverend Father Cletus McCarthy, O.F.M. Cap. No other production credits available.

Appealing to Roman Catholics, and particularly to those of Italian origin, "Mother Cabrini" is the story of Frances Xavier Cabrini (1850—1917), founder of the Missionary Sisters of the Sacred Heart, who was commissioned by His Holiness, Leo XIII, to pursue her work in the United States. With the Reverend Father Cletus McCarthy doing the intermittant narration, the story starts with Mother Cabrini's arrival in the United States early in 1889, progresses, by way of narration and re-enactment (with and without directly recorded dialogue), through the establishment of an orpanage at Arlington, New Jersey, the Columbus Hospital (1891) in the City of New York, a similarly named hospital in Chicago, and a few others of the 67 institutions credited to her, to her death in Chicago (1917), the two miracles effected, her beatification, with the late George Cardinal Mundelein presiding, at the Basilica of Saint Peter's in Rome in 1938, and the novenas now being conducted in the chapel of the Mother Cabrini High School, New York, where her body lies in a glass-fronted sepulcher before the altar. Other than its religious appeal, "Mother Cabrini" has poor photography, less good direction, and below standard recording. However, the use of Beethoven's "Moonlight Sonata," the traditional "Adeste Fidelis," and Schubert's "Ave Maria" to counterpoint the screen action was almost inspired.

ESTIMATE: *For Catholics in general, the Italian ones in particular.*

Florjan (Elcktra Film) — FAMILY DRAMA 95M.

Kazimierz Junosza-Stepowski, Stanislawa Engelowna, Tadewsz Fijewoki, Wanda Jarszewska, Klemens Mielczarek, Helena Grossowna, Jozef Kudla, Jagna Janecka, Wieslaw Meus, Jerzy Pichelski, Edmund Biernacki, Jozef Orwid, Stevan Hnydzinski, Tadensz Bialosczynski, Franciszek Domiak, Czeslaw Skonieczny, Stanislaw Grolicki, Jozef Wegrzyn, Bronislaw Dardzinski. Directed by Leonard Buczkonski.

If your patrons are of Polish extraction they may be interested in "Florjan" (not to be confused with Metro's picture of similar name). For other audiences, however it is a case of thumbs down. The lack of English subtitles for the Polish dialogue, bad editing, not too commendable photography, directing, and acting make the picture strictly for those who comprehend the intricacies of Polish and thereby overlook the other faults. We do not know the story, but it seems that it had something to do with the declaration of war, the hiding of the village bell (yclept Florjan) in the pond, the trials and tribulations of a family of three sons, a daughter and the papa, the coming of peace, and the rehanging of Florjan in the belfry.

ESTIMATE: *Strictly for the Poles.*

The Great Light (Montevergine) (Esperia) — FAMILY DRAMA 88M.

Amedeo Nazzari, Leda Gloria, Carlo Duse, Elsa DeGiorgi, Vandine Gugliemi, Enzo Biliotti, Umberto Sacripanti. Directed by Carlo Campogalliani.

Awarded top prize as the best Italian film of 1939 at the International Motion Picture Exposition in Venice, "The Great Light" loses none of its forcefulness and beauty by transposition to these shores. Not only is it a box-office honey for Italian houses, but its adherence to Catholicism and the good English titles make it okay cinema for theatres located in thickly populated Catholic nabes. Blacksmith Amadeo Nazzari is falsely accused of murder and flees from his small village to the Argentine. While in South America, he is framed into spending a prison sentence. He returns home and a miracle at the Shrine of Montevergine saves him from himself and prevents him from gaining revenge on the person who originally caused him to leave Italy in disgrace. Carlo Campogalliani directed with a touch of reverence and loads of movie sense.

ESTIMATE: *Great fare for Italians and Catholics.*

THE SHORTS PARADE

TWO-REEL

Color Dramatic

THE FLAG SPEAKS. Metro—Special—Technicolor. 20m. Metro's contribution to the industry's plea for tolerance, this shows the fight freedom has had to make in this country since the birth of the Constitution. Culled from many sources, but still with an apparent expensive budget, this, as if it were the flag speaking, depicts the birth of the flag, various historical incidents, and the growth of the country, state by state. It winds up with some clips showing how to display the flag and how not to. Obviously, this is a humdinger for tieups with schools, organizations, etc., and it should get plenty of word-of-mouth publicity. It belongs in the front rank of short subjects. John Nesbitt narrates. EXCELLENT. H. M.

Dramatic

JACK POT. Metro—Crime Doesn't Pay. 19m. Another excellent subject in an excellent series, this pays attention to the slot machine racket, how it spreads to become a cancer in the heart of a progressive city. How the police eventually get the goods and eliminate the cancer is depicted by a capable cast, including Tom Neal and Ann Morriss, with the pace fast throughout. EXCELLENT. (P-3). H. M.

Musical

MOLLY CURES A COWBOY. RKO—Ray Whitley Muscals. 19m. Ma Lacy is sick, only because a phony doctor has been treating her, but thanks to Ray Whitley and the boys, the tables are turned and the doc brought to bay by the law. The Whitleys sing several tunes, but this does not shape up as well as the others in the series. FAIR. (03503). H. M.

NAPOLI E CANZONE. Roma Film Company. 22m. Well-sung, but not too admirably treated in other respects, this stand - up - and-be-photographed - while - singing subject offers a variety of Neopolitan airs, with, among other, Rosa Calvano, Gilda Picone, Mario Trovato, Paolo Dones (best received), Rosina de Stephano. While poor according to American standards of shorts production, "Napoli e Canzone" does have a place on all-Italian programs, where it should be well received. GOOD. W. W.

ONE-REEL

Color Cartoon

ANTS IN THE PLANTS. Paramount—Color Classic. 7m. The Queen Ant gathers her forces to protect antville from the anteater. Well trained, they finally rout him, but not until he has captured the queen and her party and almost made them part of an ant sandwich. Fast, with some good gags, this is one of the beter members of this series. GOOD. (C9-3). H. M.

CROSS COUNTRY DETOURS. Vitaphone—Merrie Melody. 7m. In addition to being a hilarious cartoon, in the best Schlesinger style, this offers something new, a strip-tease by a lizard shedding its skin, in such fashion as to cause howls in metropolitan audiences, at least. To the tune of "It Had to Be You," the lizard, which has taken on a definite female form, goes through the strip, with a strip marked "censored" being used at the blowoff. Outside of this it is filled with gags, an ace cartoon depicting natural wonders of this country's parks, etc. EXCELLENT. (5314). H. M.

DONALD'S DOG LAUNDRY. RKO—Walt Disney. 8m. Donald tries to get Pluto to become the first victim of his dog laundry, but after much ado he, himself, goes through the hilarious routine, and finds it works. Very funny, this is up to the best Disney standard. EXCELLENT. (04103). H. M.

HOME ON THE RANGE. Metro—Rudolf Ising. 9m. In colorful Technicolor and pretty okay animation, the story is told of the calf who strays away from his mother to play with a scared rabbit. It becomes the calf's turn to be scared when a coyote corners him. The rabbit summons help and the prairie animals harass the "villun" before mama cow chases off the would be assassin. It's familiar but well-done. GOOD. (W-85). L. S. M.

Cartoon

PILGRIM PORKY. Vitaphone—Looney Tunes. 7m. Porky comes over to the Plymouth Rock, accompanied by the Pilgrims and a host of clever gags in the best Schlesinger manner. The S-boys have turned out a series with high and low spots, but this belongs in the top group. EXCELLENT. (5610). H. M.

STEALIN' AIN'T HONEST. Paramount—Popeye. 7m. Popeye is hampered by Bluto, who arrives at Olive's Secret Mine ahead of them. The usual tussle takes place with Popeye again aided by his trusty can of spinach. The result is amusing, but generally only fair. FAIR. (E9-4). H. M.

Comedy

THE BIG PREMIERE. Metro—Our Gang. 10m. After seeing a Hollywood premiere, the gang decides to go it one better, with the usual result. Providing their own kind of talkies, they get a packed house, which remains quiet until Alfalfa contributes his usual rendition. FAIR. (C-135). H. M.

THE DOMINEERING MALE. Metro—Pete Smith Specialty. 10m. Pete goes off the usual track with a subject devoted to how a gal with angles gets a man who is looking for the sweet simple type of wife. Step by step, Pete tries to disillusion prospective husbands, and almost succeeds until the very end, when love conquers all. It should prove a howl in any audience, and will prove a revelation to the man who thinks he wasn't roped into the wedded state. EXCELLENT. (S-107). H. M.

LABOR SAVERS. 20th Century-Fox—Lew Lehr's Dribble-Puss Parade. 9m. A natural for the Lew Lehr type of comedy, this visit with inventors and their whacky inventions provides a field day for Lehr who, incidentally, contributes a few of his own labor-saving devices. For those who like the Lehr style of butchering the language, this is great. For those who can take it or leave it, well, it's up to the individual. GOOD. (0403). L. S. M.

Dramatic

XXX MEDICO. Metro—Passing Parade. 10m. How Science developed a new type of SOS, which brings a doctor, through the air, to anyone at sea, is told in this engrossing John Nesbitt subject. Highlight is the delivery of a premature baby, with the doctor 700 miles away. Dramatic, well-told, it's tops all the way. EXCELLENT. (K-122). H. M.

Musical

GEORGE OLSEN AND HIS MUSIC. Paramount—Headliner. 10m. Songs heard are "Horses," "With the Wind and the Rain in Your Hair," "She Broke His Heart of Oak 'Neath the Old Oak Tree," and "Ciribiri." Jean Blair sings, the Bachelors, Ronnie Mansfield and others contribute solos. All in all, this is a musical entrant better than the usual run. GOOD. (A9-7). H. M.

Color Novelty

UNUSUAL OCCUPATIONS No. 4. Paramount. 10m. A wicker worker in England, a gal in New Jersey who punches bags, a dentist in New York City who builds with match sticks, a lady in Iowa who paints on cobwebs, and a man in California who collects antiques of the gold rush era. The last is especially good. GOOD. (L9-4). H. M.

VYVYAN DONNER'S FASHION FORECAST "FOR OUTDOORS." 20th Century-Fox. 10m. The most gorgeous gals north and south of the Mason and Dixon Line garbed in the most gorgeous outdoor clothes Vyvyan Donner could get her hands on appear on the screen in this exploitable short subject offering. Ilka Chase is at her best as she delivers a humorous, yet authoritative, commentary. The Technicolor is superb, in keeping with the rest of the film. EXCELLENT. (0603). L. S. M.

Novelty

THE BERTH OF A QUEEN. Columbia—Cinescope. 10m. A narrative of the building of RMS. Queen Elizabeth—from the laying of the keel to her launching by Her Royal Majesty, Queen Elizabeth—"The Berth of a Queen" is saved from mediocrity by the appending of newsreel clips showing the ships' recent arrival in New York. Although currently exploitable, the picture is, nevertheless, just a time filler. FAIR. (1974). A. J. B.

INFORMATION PLEASE, No. 8. RKO-Pathe. 10m. Again the rib-tickling tribunal of miscellaneous knowledge meets the caustic questioning of Clifton Fadiman. Guest this time is actress Ruth Gordon of "Abe Lincoln in Illinois" and "Dr. Ehrlich's Magic Bullet," and very charming she proves to be. Wine tasting and identifying is featured as well as numerous other queries, all highly entertaining. GOOD. (04208). D. O.

STRANGER THAN FICTION, No. 74. Universal. 9m. The oldest drug store in the country, Bethlehem, Pennsylvania; a Philadelphia process for making metal ornaments out of baby shoes; a woman who makes baskets in Kentucky; a miniature steam shovel maker in Lancaster, Pennsylvania; an armless woman in Louisiana. GOOD. (4379). H. M.

Travel

CLIMBING THE SPIRIT'S HOME. 20th Century-Fox—Father Hubbard's Adventures. 10m. As exciting and suspenseful a true adventure the screen has ever carried, this one-reel record of Father Hubbard's trip across the Alaskan glaciers to a point where he could measure the temperature of the "home of the icebergs" will provide loads of entertainment for all movie patrons. Breath-taking ascents and descents along treacherous ice mountains provide thrills galore. EXCELLENT. (0107). L. S. M.

GOING PLACES, No. 74. Universal. 8½m. They Call It Little England, or a glimpse of Barbados, West Indies. With some high ranking photography, a sepia finish, good shots, and excellent editing, this belongs in the top group of travel subjects. EXCELLENT. (4359). H. M.

Sport

FLYCASTING. RKO-Radio — Sportscope. 9m. Fishing for trout is the favorite pastime of thousands upon thousands of Izaak Waltons throughout the land, and those myriad persons are, sure as shooting, going to make it their business to see the right way to cast for tricky trout. With the editor of Fish and Stream and his son showing the art of flycasting, this reel is a honey from beginning to end. Play it, by all means. EXCELLENT. (04308). L. S. M.

OVER THE SEVEN SEAS. 20th Century-Fox—Ed Thorgerson's Sports Review. 10m. Coming as it does, when the sailing season is just about ready to get into full swing, Ed Thorgerson's latest sports reel adds timeliness to its excellence. Outstanding photographic work features the cameras visit on board and alongside of various types of sailing vessels. Seen are the trim craft of international competition; the swift Atlantic seacoast fishing boats; and the wind-propelled craft from all parts of the world. Thorgerson's commentary is authoritative and interesting. EXCELLENT. (0305). L. S. M.

Commercial

BEHIND THE FLOOD HEADLINES. American Red Cross. 10m. In this William J. Ganz production, Lowell Thomas tells of the work of the American Red Cross in inundated areas. A restrained commentary, with vividly real pictures, "Behind the Flood Headlines" is interesting as well as being a factual statement of the work of the ARC. GOOD. W. W.

HERE'S LOOKING. Jam Handy. 9m. After a discussion of the eyes of fish in general and of the tarsier (a petite East Indian mammal), the commentator shows how the studies of eyes in both animals and man have lead to the improvement of the glass work in automobiles. GOOD. W. W.

YOUNG AMERICA. Atlas. 10m. This short, sponsored by the Loyal Order of the Moose, is a good attraction for any town with a Moose lodge. Picture shows more than 20 different lines of activities of the boys and girls in the Mooseheart, Indiana, Home for Orphans, maintained by the Loyal Order of the Moose. The photography, in color, is exceptionally good, and the sound accompaniment is clear. GOOD. H.

LAST MINUTE FEATURE REVIEWS

Florian (29)

(Metro) — Family Melodrama 95m.

Robert Young, Helen Gilbert, Charles Coburn, Lee Bowman, Reginald Owen, Lucille Watson, Irena Baronova, Rand Brooks, Soke Sakall, William B. Davidson, George Lloyd, George Irving, Charles Judels, Dick Elliot, Adrian Morris, Jack Joyce, and Florian. Directed by Edwin Marin.

Despite an overlong development of the plot that occasionally makes the picture a bit dragging, "Florian" is good entertainment, and has an interesting story that is somewhat off the beaten path. At least, no very similar yarn has flickered on the screen in a long, long time. Robert Young, Helen Gilbert, and Charles Coburn handle the difficult leading roles capably, and Irena Baronova, widely known ballet dancer, plays a small bit with a fetching pertness that ought to gain her bigger parts in the future. "Florian," a handsome, trained white stallion, plays the title role. When the picture opens, Robert Young, a trainer on the royal Austrian stud farms, is attending the birth of "Florian" in the stable. After veterinarian Charles Coburn brings the colt through safely, Young sees that the newly-born animal is the perfect specimen he has been trying to breed, devotes himself entirely to raising "Florian" for royal exhibitions. His interest in the horse is shared by Coburn and also by a pretty young duchess, Helen Gilbert. Lee Bowman, a profligate noble, nearly gives the horse away to his petulant mistress, Baronova, and he himself is on the point of marrying Gilbert when the World War breaks out and sweeps the aristocracy of the Austro-Hungarian Empire away. Young hustles Gilbert across the Swiss frontier to save her from the post-war revolutionists, but he returns to Austria where he and Coburn are soon imprisoned. They are later released, begin to trace "Florian," and finally follow his trail to America. They find the horse in a stockyard where he is about to be shipped away for heavy work, save him from certain death. Gilbert and Young are reunited at a fancy riding exhibition in which "Florian" proves he still has plenty on the ball.

Estimate: *Off-the-beaten track fare; Play up unique angles of story.*

The Life of Giuseppe Verdi

Family Drama with Music 115m.

(Esperia)

Fosco Giachetti, Gaby Morlay, Beniamino Gigli, Germana Paolieri, Maria Cebotari, Maria Jacobini, Camillo Pilotto, Cesco Baseggio, Carlo Duse, Gustavo Serena. Directed by Carmine Gallone.

Capturing many of the highlights in the life of Composer Giuseppe Verdi and portraying them in rather tabloidic fashion, this film should swell box-office receipts in all theatres catering to Italian audiences. In foreign and art theatres, the picture presents a problem in each individual case. The title and content are natural for exhibition in those spots, but the photoplay has certain technical shortcomings in photography and lighting which may and may not prove a handicap. However, with some extra push on the exploitation, it should check in with a profit. The film opens with Verdi (Fosco Giachetti) leaving for musical study in Milan. He returns to marry the daughter of his sponsor and, just a few years later, is plunged into despondency when his wife and two children die. He reaches his greatest heights as an opera composer while living with singer Gaby Morlay. Seen and heard are scenes and arias from "Rigoletto," "Il Trovatore," "La Traviata," and other Verdi operas. English titles are satisfactory.

Estimate: *Box office per se for Italians; exploit for arty profit.*

LAST MINUTE SHORT SUBJECTS

KNOW YOUR U. S. A. U. S. Census Bureau. 4m. A subject for all theatres, this should be played in every house. It shows the purpose of the 1940 census, records highlights of census activity. It should go a long way toward enlightening all those who may wonder what the census is all about. EXCELLENT. H. M.

BLUE STREAK. Paramount—Grantland Rice Sportlight. 10m. The blue goose, how it lives in Canada, and goes to Louisiana during the winter, how it is hunted down by the Indians and the sportsman. All in all, interesting. GOOD. (R9-10). H. M.

Feature Production Number Listing, with National Release Dates

COLUMBIA

1003	His Girl Friday	Jan. 18
1004	Too Many Husbands	Mar. 21
1007	The Amazing Mr. Williams	Nov. 23
1010	U-Boat 29	Oct. 7
1011	Beware Spooks!	Oct. 24
1013	Blondie Brings Up Baby	Nov. 9
1014	Blondie on a Budget	Feb. 29
1015	Those High Grey Walls	Sept. 21
1018	Music In My Heart	Jan. 10
1019	The Lone Wolf Strikes	Jan. 26
1020	Five Little Peppers at Home	Feb. 8
1025	Hidden Power	Sept. 7
1026	Fugitive at Large	Dec. 7
1027	Outside the Three-Mile Limit	Mar. 7
1030	Cafe Hostess	Nov. 30
1031	Scandal Sheet	Oct. 16
1032	Miracle on Main Street	Oct. 29
1033	My Son Is Guilty	Dec. 28
1034	Convicted Woman	Jan. 31
1035	Men Without Souls	Mar. 14
1071	Lost Horizon (re-issue)	June 2
1072	The Awful Truth (re-issue)	June 16
1101	Mr. Smith Goes to Washington	Oct. 19
1110	I Married Adventure	Apr. 18
1201	Outpost of the Mounties	Sept. 14
1202	The Stranger From Texas	Nov. 2
1203	Two-Fisted Rangers	Jan. 4
1204	Bullets for Rustlers	Mar. 5
1205	Blazing Six Shooters	Apr. 4
1206	Texas Stagecoach	June 6
1211	Taming of the West	Dec. 7
1212	Pioneers of the Frontier	Feb. 1
1213	Block "K" Rides Tonight	May 2
	The Man With Nine Lives	Apr. 11
	The Doctor Takes a Wife	Apr. 25

METRO-GOLDWYN-MAYER

1	The Women	Sept. 1
2	Henry Goes Arizona	Dec. 8
3	Dancing Co-Ed	Sept. 29
4	Thunder Afloat	Sept. 15
5	Blockmail	Sept. 8
6	Fast and Furious	Oct. 6
7	Ninotchka	Nov. 3
8	Marx Bros. "At the Circus"	Oct. 20
9	Babes In Arms	Oct. 13
10	Bad Little Angel	Oct. 27
11	Remember?	Nov. 10
12	The Secret of Dr. Kildare	Nov. 24
13	Another Thin Man	Nov. 17
14	Joe and Ethel Turp Call on the President	Dec. 1
15	Nick Carter, Master Detective	Dec. 15
16	Judge Hardy and Son	Dec. 22
17	Balalaika	Dec. 29
18	The Earl of Chicago	Jan. 5
19	Congo Maisie	Jan. 19
20	The Shop Around the Corner	Jan. 12
21	Broadway Melody of 1940	Feb. 9
22	Lambeth Walk	Jan. 26
23	Strange Cargo	Mar. 1
24	The Man From Dakota	Feb. 16
25	Northwest Passage	Feb. 23
26	I Take This Woman	Feb. 2
27	The Ghost Comes Home	Mar. 8
28	Young Tom Edison	Mar. 15
29	Florian	Mar. 29
30	Dr. Kildare's Strange Case	Apr. 12
31	New Moon	
	And One Was Beautiful	Apr. 5
	Two Girls on Broadway	Apr. 19
	Forty Little Mothers	Apr. 26

MONOGRAM

3901	Rip Van Winkle	
3907	The Fatal Hour	Jan. 15
3911	Son of the Navy	Mar. 30
3912	The Gentleman From Arizona	Dec. 25
3916	The Human Monster	Mar. 8
3917	Chasing Trouble	Jan. 30
3918	The Secret Four (Four Just Men)	Jan. 15
3919	Heroes In Blue	Nov. 7
3922	Hidden Enemy	Jan. 20
3923	The Phantom Strikes	Nov. 15
3924	East Side Kids	Feb. 10
3936	Crashing Through	Oct. 1
3937	Fighting Mad	Nov. 5
3938	Yukon Flight	Dec. 5
3939	Danger Ahead	Jan. 10
3940	Murder on the Yukon	Feb. 25
3941	Phantom Pilot	Apr. 15
3951	Roll, Wagons, Roll	Nov. 25
3952	Westbound Stage	Dec. 15
3953	Rhythm of the Rio Grande	Mar. 2
3954	Pals of the Purple Sage	Apr. 20
3955	Cowboy From Sundown	
3961	Pioneer Days	Jan. 25
3962	The Cheyenne Kid	Feb. 20
3963	Covered Wagon Trails	Apr. 10
	The Midnight Limited	Mar. 20
	Son of the Navy	Mar. 20
	Tom Boy	Apr. 20
	Missing People	Apr. 20

PARAMOUNT

3901	Death of a Champion	Sept. 1
3902	Beau Geste	Sept. 15
3903	$1,000 a Touchdown	Sept. 22
3904	Honeymoon in Bali	Sept. 29
3905	What a Life!	Oct. 6
3906	Jamaica Inn	Oct. 13
3907	Television Spy	Oct. 20
3908	Disputed Passage	Oct. 27
3909	The Cat and the Canary	Nov. 10
3910	Rulers of the Sea	Nov. 17
3911	Our Neighbors, the Carters	Nov. 24
3912	The Night of Nights	Dec. 1
3913	The Llano Kid	Dec. 8
3914	All Women Have Secrets	Dec. 15
3915	Gulliver's Travels	Dec. 22
3916	The Great Victor Herbert	Dec. 29
3917	Emergency Squad	Jan. 5
3918	Geronimo!	Jan. 12
3919	Remember the Night	Jan. 19
3920	Parole Fixer	Feb. 2
3921	The Light That Failed	Feb. 9
3922	The Sidewalks of London	Feb. 16
3923	Knights of the Range	Feb. 23
3924	Seventeen	Mar. 1
3925	Women Without Names	Mar. 15
3926	The Road to Singapore	Mar. 22
3927	The Farmer's Daughter	Mar. 29
3928	Adventure in Diamonds	Apr. 5
3929	Dr. Cyclops	Apr. 5
3930	French Without Tears	Apr. 19
3954	Range War	Sept. 8
3955	Law of the Pampas	Nov. 3
3956	Santa Fe Marshal	Jan. 26
3957	Showdown	Mar. 8
3958	Hidden Gold	June 7
3959	Stage Coach War	July 12
	Typhoon	May 17
	Opened by Mistake	May 10
	The Biscuit Eater	Apr. 26
	Buck Benny Rides Again	May 3
	The Light of Western Stars	May 24
	The Way of All Flesh	May 31
	Safari	June 14
	Those Were the Days	June 21
	Queen of the Mob	June 28
	Untamed	July 5
	Comin' Round the Mountain	July 19

RKO-RADIO

001	Nurse Edith Cavell	Sept. 29
002	The Day the Bookies Wept	Sept. 15
003	Full Confession	Sept. 8
004	Three Sons	Oct. 13
005	Meet Dr. Christian	Nov. 17
006	Allegheny Uprising	Nov. 10
007	Vigil in the Night	Feb. 9
008	Reno	Dec. 1
009	Abe Lincoln in Illinois	
010	The Flying Deuces	Nov. 3
011	That's Right, You're Wrong	Nov. 24
012	Sued for Libel	Oct. 27
013	Two Thoroughbreds	Dec. 8
014	Married and In Love	Jan. 19
015	The Hunchback of Notre Dame	Dec. 29
016	Mexican Spitfire	Jan. 12
017	Isle of Destiny	Mar. 8
018	The Marines Fly High	Feb. 2
019	Swiss Family Robinson	Feb. 16
020	Little Orvie	Mar. 1
021	The Saint's Double Trouble	Jan. 26
022	Millionaire Playboy	Mar. 15
023	The Primrose Path	Mar. 22
024	Irene	Mar. 29
025	My Favorite Wife	May 3
026	(Not set)	
027	Curtain Call	Apr. 26
028	A Bill of Divorcement	Apr. 12
029	Tom Brown's Schooldays	May 10
030	The Courageous Dr. Christian	Apr. 5
031	Beyond Tomorrow	Apr. 19
061	Queen of Destiny	
081	Marshal of Mesa City	Nov. 3
082	Legion of the Lawless	Jan. 5
083	Bullet Code	Apr. 5
091	Pinocchio	Feb. 23

REPUBLIC

905	Main Street Lawyer	Nov. 3
911	Flight at Midnight	Aug. 28
912	Calling All Marines	Sept. 21
913	Sabotage	Oct. 13
914	Jeepers Creepers	Oct. 27
915	The Covered Trailer	Nov. 10
916	Thou Shalt Not Kill	Dec. 22
917	Money to Burn	Dec. 28
918	Wolf of New York	Jan. 25
919	Village Barn Dance	Jan. 30
920	Forgotten Girls	Mar. 15
941	South of the Border	Dec. 15
942	Rancho Grande	Mar. 27
951	The Arizona Kid	Sept. 29
952	Saga of Death Valley	Nov. 22
953	Days of Jesse James	Dec. 20
254	Young Buffalo Bill	Apr. 15
961	The Kansas Terrors	Oct. 6
962	Cowboys From Texas	Nov. 29
963	Heroes of the Saddle	Jan. 12
964	Pioneers of the West	Mar. 12
	Ghost Valley Raiders	Mar. 29
	The Dark Command	Apr. 5
	In Old Missouri	Apr. 18

20th CENTURY-FOX

001	Elsa Maxwell's Hotel for Women	Aug. 4
002	Chicken Wagon Family	Aug. 11
003	Stanley and Livingstone	Aug. 18
004	Quick Millions	Aug. 25
005	The Adventures of Sherlock Holmes	Sept. 1
006	Charlie Chan at Treasure Island	Sept. 8
007	Hollywood Cavalcade	Oct. 13
008	Stop, Look and Love	Sept. 22
009	Here I Am, a Stranger	Sept. 29
010	The Escape	Oct. 6
011	The Rains Came	Sept. 15
012	The Cisco Kid and the Lady	Dec. 29
013	20,000 Men a Year	Oct. 27
014	Pack Up Your Troubles	Oct. 20
015	Drums Along the Mohawk	Nov. 10
016	Too Busy to Work	Nov. 17
017	Swanee River	Jan. 5
018	Shipyard Sally	Oct. 20
019	Heaven With a Barbed Wire Fence	Nov. 3
020	Day-Time Wife	Nov. 24
021	Charlie Chan In City In Darkness	Dec. 1
022	Inspector Hornleigh on Holiday	Dec. 1
023	He Married His Wife	Jan. 19
024	The Honeymoon's Over	Dec. 15
025	The Bluebird	Mar. 22
027	City of Chance	Jan. 12
028	High School	Jan. 26
029	Everything Happens at Night	Dec. 22
030	The Man Who Wouldn't Talk	Feb. 2
031	Little Old New York	Feb. 9
032	Young as You Feel	Feb. 16
033	They Came by Night	Feb. 23
034	Earthbound	July 5
035	Charlie Chan In Panama	Mar. 1
037	Free, Blonde and 21	Mar. 29
036	Star Dust	Apr. 5
038	I Was an Adventuress	May 10
039	Viva Cisco Kid	Apr. 12
040	The Grapes of Wrath	Mar. 15
041	Shooting High	Apr. 26
042	Johnny Apollo	Apr. 19
061	The Road to Glory (re-issue)	Oct. 13
062	The First World War (re-issue)	Oct. 27
	So This Is London	May 3
	On Their Own	May 17
	Sailor's Lady	May 24
	Million Dollar Diamond	May 31
	Four Sons	June 7
	Lillian Russell	June 14
	Charlie Chan's Murder Cruise	June 21
	Rogue of the Rio Grande	June 28
	Rain or Shine	July 12
	Maryland	July 19

UNITED ARTISTS

GOLDWYN

They Shall Have Music	Aug. 18
The Real Glory	Sept. 29
Raffles	Dec. 29

KORDA

The Four Feathers	Aug. 4
The Lion Has Wings	Jan. 19
Over the Moon	Mar. 29

ROACH

The Housekeeper's Daughter	Oct. 26
Of Mice and Men	Jan. 12
A Chump at Oxford	Feb. 16
One Million B. C.	Apr. 5
Saps at Sea	Apr. 19
Turnabout	May 17

SELZNICK

Intermezzo, a Love Story	Sept. 22
Rebecca	Apr. 12

SMALL

The Man In the Iron Mask	Aug. 11
My Son, My Son!	Mar. 22

WANGER

Winter Carnival	July 28
Eternally Yours	Oct. 12
Slightly Honorable	Dec. 22
House Across the Bay	Mar. 1

UNIVERSAL

4001	It's a Date	Mar. 22
4002	Destry Rides Again	Dec. 29
4004	My Little Chickadee	Feb. 9
4009	The Invisible Man Returns	Jan. 12
4010	The Under-Pup	Sept. 1

4011	Charlie McCarthy, Detective	Dec. 22
4012	Tower of London	Nov. 17
4014	Rio	Sept. 29
4016	The Big Guy	Nov. 24
4017	Two Bright Boys	Sept. 15
4019	Little Accident	Oct. 27
4020	Call a Messenger	Nov. 3
4021	Oh, Johnny, How You Can Love	Jan. 5
4022	Ma! He's Making Eyes at Me	Mar. 15
4024	Hawaiian Nights	Sept. 8
4025	Zanzibar	Mar. 8
4026	Laugh It Off	Dec. 1
4027	The Witness Vanishes	Sept. 22
4028	Missing Evidence	Dec. 15
4030	One Hour to Live	Nov. 10
4032	Framed	Feb. 23
4033	Enemy Agent	Apr. 19
4034	Double Alibi	Mar. 1
4035	Hero for a Day	Oct. 6
4038	Honeymoon Deferred	Feb. 16
4040	Half a Sinner	Apr. 5
4041	Green Hell	Jan. 26
4044	The Mikado	Sept. 8
4051	Mutiny on the Blackhawk	Sept. 1
4052	Tropic Fury	Oct. 13
4053	Legion of Lost Fliers	Nov. 3
4054	Man From Montreal	Dec. 8
4055	Danger on Wheels	Feb. 2
4058	Desperate Trails	Sept. 8
4059	Oklahoma Frontier	Oct. 20
4060	Chip of the Flying U	Nov. 24
4061	West of Carson City	Jan. 19
4062	Riders of Pasco Basin	Apr. 5
4071	My Man Godfrey (re-issue)	June 2
4072	The Old Dark House (re-issue)	June 2
4073	All Quiet on the Western Front (re-issue)	Sept. 29
4074	The Road Back (re-issue)	Nov. 3
	House of Seven Gables	Apr. 12
	Black Friday	Apr. 12
	If I Had My Way	Apr. 26
	Ski Patrol	May 3
	Black Diamonds	May 10
	Sandy Is a Lady	May 17
	La Conga Nights	May 31

WARNERS-FIRST NATIONAL

WARNERS

402	The Private Lives of Elizabeth and Essex	Nov. 11
403	The Roaring Twenties	Oct. 28
404	Virginia City	Mar. 23
406	Brother Rat and a Baby	Jan. 13
408	Invisible Stripes	Dec. 30
411	Kid Nightingale	Nov. 4
413	"Dead End" Kids on Dress Parade	Nov. 18
415	A Child Is Born	Jan. 6
416	British Intelligence	Jan. 20
418	Pride of the Blue Grass	Oct. 7
419	Nancy Drew and the Hidden Staircase	Sept. 9
420	Calling Philo Vance	Feb. 3
421	Granny Get Your Gun	Feb. 10
	It All Came True	Apr. 6
422	King of the Lumberjacks	Apr. 12

FIRST NATIONAL

451	The Fighting 69th	Jan. 27
452	The Old Maid	Sept. 2
453	Four Wives	Dec. 25
457	The Story of Dr. Ehrlich's Magic Bullet	Mar. 2
458	We Are Not Alone	Nov. 25
459	Castle on the Hudson	Feb. 17
461	Dust Be My Destiny	Sept. 16
462	Espionage Agent	Sept. 30
463	On Your Toes	Oct. 14
464	The Return of Dr. X	Dec. 2
465	Three Cheers for the Irish	Mar. 16
469	No Place to Go	Sept. 23
470	Smashing the Money Ring	Oct. 21
471	Private Detective	Dec. 9
481	The Mad Empress	Dec. 16
	'Til We Meet Again	Apr. 20
	An Angel From Texas	Apr. 27

Shorts Release Number Listing, with National Release Dates

COLUMBIA

Two Reel

COMEDIES

Three Stooges

1401	Calling All Cars	Aug. 25
1402	Oily to Bed, Oily to Rise	Oct. 6
1403	Three Sappy People	Dec. 1
1404	You Natzy Spy	Jan. 19
1405	Rockin' Thru the Rookies	Mar. 8
1406	A Plumbing We Will Go	Apr. 19

All-Star

1421	Skinny the Moocher (Chase)	Sept. 8
1422	Statio in the Attic (Catlett)	Sept. 22
1423	All American Blondes (Clyde)	Oct. 20
1424	Teacher's Pest (Chase)	Nov. 3
1425	Glove Slingers (N. Beery, Jr.)	Nov. 24
1426	Andy Clyde Gets Spring Chicken (Clyde)	Dec. 15
1427	The Awful Goof (Chase)	Dec. 22
1428	Nothing But Pleasure (Keaton)	Jan. 5
1429	Mr. Clyde Goes to Broadway (Clyde)	Feb. 2
1430	The Heckler (Chase)	Feb. 16
1431	Pardon My Berth Marks (Keaton)	Mar. 22
1432	To Beef or Not to Beef (Clyde)	Apr. 5

SERIALS

1140— 1154	The Shadow	Jan. 5
1160— 1174	Terry and the Pirates	Apr. 12

One Reel

CINESCOPES

1971	World of 1960	Dec. 22
1972	The Threads of a Nation	Feb. 9
1973	Fashion Takes a Holiday	Mar. 8
1974	The Berth of a Queen	

COLOR RHAPSODIES

1501	Jitterbug Knights	Aug. 11
1502	Crop Chasers	Sept. 22
1503	Mountain Ears	Oct. 20
1504	Dreams on Ice	Nov. 3
1505	Mother Goose in Swingtime	Dec. 8
1506	A Boy, a Gun and Birds	Jan. 12
1507	The Happy Tot's Expedition	Feb. 9
1508	Blackboard Revue	Mar. 15
1509	The Greyhound and the Rabbit	Apr. 19

COMMUNITY SINGS

1651	Bing Crosby Hit Songs	Aug. 4
1652	Old Time Songs	Sept. 8
1653	College Songs	Oct. 13
1654	Stephen Foster Songs	Nov. 17
1655	Gypsy Songs	Dec. 29
1656	No. 6	Mar. 8
1657	No. 7	Apr. 19

FABLES

1751	Little Lost Sheep	Oct. 6
1752	Park Your Baby	Dec. 22
1753	Practice Makes Perfect	Apr. 5

FOOLS WHO MADE HISTORY

1601	The Story of Elias Howe	Sept. 1
1602	The Story of Charles Goodyear	Oct. 6

HAPPY HOUR (Specials)

1520	The Book of Books	Oct. 6
1521	Building of Boys	Oct. 12

NEWS WORLD OF SPORTS

1801	Bows and Arrows	Oct. 6
1802	Jai Alai	Nov. 17
1803	Skiing Technique	Jan. 19
1804	Flying Targets	Feb. 22
1805	Rough-House Fiesta	Mar. 8

PHANTASIES

1701	The Charm Bracelet	Sept. 1
1702	Millionaire Hobo	Nov. 24
1703	The Mouse Exterminator	Jan. 26
1704	Man of Tin	Feb. 23

SCREEN SNAPSHOTS

1851	Art of Make-Up	Sept. 22
1852	Animal Actors and Trainers	Nov. 10
1853	Outdoor Parties	Dec. 1
1854	Behind the Scenes in Hollywood	Jan. 5
1855	Art and Artists	Feb. 23
1856	No. 6	Mar. 29
1857	No. 7	May 3

TOURS

1551	Holland and the Zuyder Zee	Sept. 15
1552	Modern Cities of India	Oct. 27
1553	Beautiful Switzerland	Nov. 11
1554	Life in Paris	Dec. 22
1555	New Hampshire, The Ninth State	Jan. 26
1556	Unveiling Algeria	Mar. 1

WASHINGTON PARADE

1991	Smithsonian Institution	Nov. 10
1902	U. S. Treasury	Dec. 29
1903	Inside the Federal Bureau	Feb. 9

METRO-GOLDWYN-MAYER

Two Reel

SPECIAL

	The Flag Speaks	

CRIME DOESN'T PAY

P-1	Pound Foolish	Dec. 23
P-2	Know Your Money	Jan. 27
P-3	Jack Pot	Mar. 9

One Reel

CARTOONS

W-81	Peace on Earth	Dec. 9
W-82	The Mad Maestro	Dec. 30
W-83	The Fishing Bear	Jan. 20
W-84	Puss Gets the Boot	Feb. 10
W-85	Home on the Range	Mar. 23

FITZPATRICK TRAVELTALKS

T-51	A Day on Treasure Island	Sept. 2
T-52	Natural Wonders of Washington State	Oct. 7
T-53	Quaint Saint Augustine	Nov. 4
T-54	Vallent Venezuela	Nov. 25
T-55	Land of Alaska Nellie	Dec. 23
T-56	Old Natchez	Dec. 30
T-57	Night Descends on Treasure Island	Jan. 20
T-58	Seattle, Gateway to the Pacific N. W.	Feb. 17
T-59	Calling on Colombia	Mar. 16

MINIATURES

M-71	Rhumba Rhythm	Sept. 2
M-72	The Ash Can Fleet	Sept. 9
M-73	A Failure at Fifty	Oct. 7
M-74	Mendelssohn's Wedding March	Nov. 4
M-75	Miracle at Lourdes	Dec. 30
M-76	Where Turf Meets Surf	Jan. 6
M-77	The Old South	Jan. 20
M-78	A Door Will Open	Mar. 9
X-80	Northwest Ho!	Feb. 10

OUR GANG COMEDIES

C-131	Captain Spanky's Showboat	Sept. 9
C-132	Dad for a Day	Oct. 21
C-133	Time Out for Lessons	Dec. 2
C-134	Alfalfa's Double	Jan. 20
C-135	The Big Premiere	Mar. 9

PASSING PARADE

K-121	Forgotten Victory	Dec. 9
K-122	XXX Medico	Mar. 23

PETE SMITH SPECIALTIES

S-101	Let's Talk Turkey	Oct. 28
S-102	Ski Birds	Nov. 18
S-103	Romance of the Potato	Dec. 9
S-104	Maintain the Right	Jan. 13
S-105	What's Your I. Q.?	Feb. 10
S-106	Stuffie	Mar. 2
S-107	The Domineering Male	Mar. 30

ROBERT BENCHLEY COMEDIES

F-141	The Day of Rest	Sept. 16
F-142	See Your Doctor	Dec. 16
F-143	That Inferior Feeling	Jan. 20
F-144	Home Movies	Feb. 17

PARAMOUNT

One Reel

COLOR CLASSICS

C9-1	The Fresh Vegetable Mystery	Sept. 29
C9-2	Little Lambkin	Feb. 2
C9-3	Ants in the Plants	Mar. 15
C9-4	A Kick in Time	May 3

COLOR CRUISES

K9-1	Ecuador	Sept. 1
K9-2	Peru	Oct. 6
K9-3	Chile	Nov. 10
K9-4	Cuba	Jan. 5
K9-5	Isle of Columbus	Feb. 9
K9-6	Argentina	Apr. 5
K9-7	Untitled	May 31

HEADLINERS

A9-1	Artie Shaw's Class in Swing	Sept. 8
A9-2	Ted Flo Rito and His Orchestra	Oct. 6
A9-3	Moments of Charm of 1940	Oct. 27
A9-4	Here's Hal [Kemp]	Nov. 24
A9-5	Paramount Presents Frankie Masters	Dec. 29
A9-6	Jimmy Dorsey and His Orchestra	Feb. 2
A9-7	George Olsen and His Music	Mar. 8
A9-8	Have You Met Yvette?	Apr. 12
A9-9	Untitled	May 17

PARAGRAPHICS

V9-1	Pubilo Hobby Number One	Sept. 22
V9-2	Busy Little Bears	Oct. 20
V9-3	Bits of Life	Nov. 17
V9-4	Touchdown Review	Dec. 22
V9-5	Sugar Wind	Jan. 19
V9-6	Paramount Pictorial	Feb. 16
V9-7	Not So Dumb	Mar. 15
V9-8	Television Preview	Apr. 12
V9-9	Untitled	May 10

POPEYE

E9-1	Never Sock a Baby	Nov. 3
E9-2	Shakespearean Spinach	Jan. 19
E9-3	Females Is Fickle	Mar. 8
E9-4	Stealin' Ain't Honest	Mar. 29
E9-5	Me Feelin's Is Hurt	Apr. 19
E9-6	Onion Pacific	May 10
E9-7	Wimmin Is a Myskery	May 31

POPULAR SCIENCE

J9-1	No. 1	Sept. 15
J9-2	No. 2	Nov. 3
J9-3	No. 3	Dec. 15
J9-4	No. 4	Feb. 16
J9-5	No. 5	Apr. 19

SPORTLIGHTS

R9-1	Hydro-Maniacs	Sept. 1
R9-2	A Desert Adventure	Sept. 22
R9-3	Catching Whoppers	Oct. 13
R9-4	A Dog Is Born	Nov. 3
R9-5	Aqua-Rhythm	Nov. 24
R9-6	Judo Experts	Dec. 15
R9-7	Bowling Skill	Jan. 26
R9-8	Human Fish	Feb. 23
R9-9	Two of a Kind	Mar. 22
R9-10	The Blue Streak	Apr. 19
R9-11	Untitled	May 17

Shorts Release Number Listing

(*Continued from page 505*)

STONEAGE CARTOONS

B9-1 Way Back When a Triangle Had Its Points ..... Feb. 9
B9-2 Way Back When a Night Club Was a Stick ..... Apr. 12
B9-3 Way Back When a Nag Was Only a Horse ..... Mar. 15
B9-4 Granite Hotel ..... Apr. 26
B9-5 The Foul Ball Player ..... May 10
B9-6 The Ugly Dino ..... May 24

SYMPHONIC SERIES

D9-1 The Blue Danube ..... Sept. 29
D9-2 Merry Wives of Windsor ..... Oct. 27
D9-3 William Tell ..... Nov. 24

UNUSUAL OCCUPATIONS

L9-1 No. 1 ..... Oct. 13
L9-2 No. 2 ..... Nov. 17
L9-3 No. 3 ..... Jan. 19
L9-4 No. 4 ..... Mar. 22
L9-5 No. 5 ..... May 24

RKO-RADIO

Two Reel

EDGAR KENNEDY COMEDIES

03401 Act Your Age ..... Oct. 6
03402 Kennedy the Great ..... Dec. 8
03403 Slightly at Sea ..... Feb. 9
03404 Mutiny in the Country ..... May 3

LEON ERROL COMEDIES

03701 Wrong Room ..... Sept. 22
03702 Truth Aches ..... Nov. 3
03703 Scrappily Married ..... Mar. 1

THE MARCH OF TIME

03101 Soldiers With Wings ..... Sept. 1
03102 The Battle Fleets of England ..... Sept. 29
03103 Uncle Sam—The Farmer ..... Oct. 27
03104 Newsfronts of War, 1940 ..... Nov. 24
03105 Crisis in the Pacific ..... Dec. 22
03106 The Republic of Finland, 1919-1940 Jan. 19
03107 The Vatican of Pius XII ..... Feb. 16
03108 Canada at War ..... Mar. 15
03109 No. 9 ..... Apr. 12
03110 No. 10 ..... May 10

RADIO FLASH COMEDIES

03201 Blamed for a Blonde (R. Atwill) ... Oct. 20
03202 Coat Tales (J. Prouty) ..... Nov. 17
03203 Chicken Feed (B. Gilbert) ..... Jan. 19
03204 Twincuplets (Stroud Twins) ..... Apr. 12
03205 Goodness! A Ghost ..... July 5

RAY WHITLEY MUSICAL WESTERNS

03501 Cupid Rides the Range ..... Sept. 8
03502 Bandits and Ballads ..... Dec. 29
03503 Molly Cures a Cowboy ..... Mar. 22
03504 Corralling a School Marm ..... June 14

One Reel

INFORMATION, PLEASE

04201 No. 1—Rex Stout ..... Sept. 8
04202 No. 2—Gene Tunney ..... Oct. 6
04203 No. 3—Clarence Budington Kelland .. Nov. 3
04204 No. 4—Deems Taylor ..... Dec. 1
04205 No. 5—Christopher Morley ..... Dec. 29
04206 No. 6—Gene Tunney ..... Jan. 26
04207 No. 7—Clarence Buddington Kelland Feb. 23
04208 No. 8—Ruth Gordon ..... Mar. 22
04209 No. 9—(Not set) ..... Apr. 19
04210 No. 10—Deems Taylor ..... May 17
04211 No. 11—Christopher Morley ..... June 14
04212 No. 12—Ruth Gordon ..... July 12
04213 No. 13—(Not set) ..... Aug. 9

REELISMS

04601 Nevada Unlimited ..... Sept. 15
04602 Acres of Plenty ..... Oct. 13
04603 American Royal ..... Nov. 10
04604 The West Wall ..... Dec. 8
04605 Men of Muscle ..... Jan. 5
04606 Vacation Diary ..... Feb. 2
04607 Navajo Land ..... Mar. 1
04608 Siege ..... Mar. 29
04609 Streamlined ..... Apr. 26
04610 Stray Lamb ..... May 24
04611 Pursuit Planes ..... June 21
04612 Hollywood ..... July 19
04613 Unarmed ..... Aug. 16

SPORTSCOPES

04301 Gun Play ..... Sept. 1
04302 Hunting Hounds ..... Sept. 29
04303 Ice Cutters ..... Oct. 27
04304 Winter Playground ..... Nov. 24
04305 Sky Game ..... Dec. 22
04306 Aqua Poise ..... Jan. 19
04307 Pennant Chaser ..... Feb. 16
04308 Flycasting ..... Mar. 15
04309 Court Favorites ..... Apr. 12
04310 Hurdle Hoppers ..... May 10
04311 Wind Blown ..... June 7
04312 Sky Sailors ..... July 5
04313 Untitled ..... Aug. 2

One Reel

WALT DISNEY CARTOONS

04101 Officer Duck ..... Sept. 22
04102 The Riveter ..... Mar. 15
04103 Donald's Dog Laundry ..... Apr. 5
04104 Tugboat Mickey ..... Apr. 26
04105 The Billposters ..... May 17
04106 Mr. Bush Steps Out ..... June 7
04107 Donald's Outboard Motor ..... June 28
04108 Donald's Vacation .....
04109 Day in a Dog's Life .....
04110 Magician Mickey .....
04111 No. 11 ..... Aug. 23
04112 No. 12 ..... Sept. 13
04113 No. 13 ..... Oct. 4
04114 No. 14 ..... Oct. 25
04115 No. 15 ..... Nov. 15
04116 No. 16 ..... Dec. 6
04117 No. 17 ..... Dec. 27
04118 No. 18 ..... Jan. 17

REPUBLIC

SERIALS

970/1—
970/15 The Lone Texas Ranger .....
971/1—
971/12 King of the Royal Mounted ....
972/1—
972/15 Drums of Fu Manchu ..... Mar. 15
973/1—
973/12 Adventures of Red Ryder .....

20th CENTURY-FOX

One Reel

ADVENTURES OF A NEWSREEL CAMERMAN

0201 Conquering the Colorado ..... Aug. 18
0202 Filming the Fleet ..... Oct. 27
0203 Sky Fighters ..... Dec. 8
0204 Untitled ..... May 24

DRIBBLEPUSS PARADE

0401 "Monkies Is the Cwaziest People" .. Sept. 29
0402 The Silly Season ..... Dec. 8
0403 Labor Savers ..... Apr. 12

FASHION FORECASTS

0601 No. 5 (Fall Fashions) ..... Sept. 15
0602 No. 6 (Winter Fashions) ..... Dec. 22
0603 No. 7 (Spring Fashions) ..... Mar. 29

MAGIC CARPET OF MOVIETONE

0101 Birthplace of Icebergs ..... Aug. 4
0102 The Evergreen Empire ..... Oct. 13
0103 The Aghileen Pinnacles ..... Nov. 10
0104 The Kangaroo Country ..... Feb. 2
0105 The Valley of Ten Thousand Smokes .. Feb. 16
0106 Flying Stewardess ..... Mar. 15
0107 Climbing the Spirit's Home ..... May 10

SPORTS REVIEWS

0301 Big Game Fishing ..... Sept. 1
0302 Clocking the Jockeys ..... Nov. 24
0303 Topnotch Tennis ..... Jan. 19
0304 Following the Hounds ..... Mar. 1
0305 Over the Seven Seas ..... Apr. 26

TERRYTOONS

Black and White

0501 The Golden West ..... Aug. 25
0502 Sheep in the Meadow ..... Sept. 22
0503 The Watchdog ..... Oct. 20
0504 One Mouse in a Million ..... Nov. 3
0505 The Hitch-Hiker ..... Dec. 1
0506 The Ice Pond ..... Dec. 15
0507 A Dog in a Mansion ..... Jan. 12
0508 Edgar Runs Again ..... Jan. 26
0509 Hare and Hounds ..... Feb. 23
0510 All's Well That Ends Well ..... Mar. 8
0511 It Must Be Love ..... Apr. 5
0512 Wot's All th' Shootin' Fer ..... May 3
0513 Untitled ..... May 17

Technicolor

0551 Two-Headed Giant ..... Aug. 11
0552 Hook, Line and Sinker ..... Sept. 8
0553 The Orphan Duck ..... Oct. 6
0554 Wicky-Wacky Romance ..... Nov. 17
0555 The First Robin ..... Dec. 29
0556 Harvest Time ..... Feb. 9
0557 Much Ado About Nothing ..... Mar. 22
0558 Just a Little Bull ..... Apr. 19
0559 Catnip Capers ..... May 31

UNIVERSAL

Two Reel

COMEDY RE-ISSUES

6567 Ooh, La, La ..... Jan. 1
6887 We, We, Marie ..... Jan. 1

MUSICALS

4221 Boy Meets Joy ..... Sept. 6
4222 Swing Hotel ..... Oct. 18
4223 Rhumba Land ..... Nov. 18
4224 Snow Follies ..... Dec. 13
4225 Rhythm Jamboree ..... Jan. 17
4226 Bullets and Ballads ..... Feb. 14
4227 International Revels ..... Mar. 13
4228 Follies Parisienne ..... Apr. 17

SERIALS

4581—
4595 Oregon Trail ..... July 4
4681—
4692 The Phantom Creeps ..... Oct. 17
4781—
4793 Green Hornet ..... Jan. 9
4881—
4892 Flash Gordon Conquers the Universe ..... Apr. 9

SPECIALS

4110 March of Freedom ..... Sept. 6

One Reel

GOING PLACES

4351 No. 66 ..... Sept. 25
4352 No. 67 ..... Oct. 16
4353 No. 68 ..... Nov. 13
4354 No. 69 ..... Dec. 11
4355 No. 70 ..... Dec. 25
4356 No. 71 ..... Jan. 15
4357 No. 72 ..... Feb. 5
4358 No. 73 ..... Feb. 26
4359 No. 74 ..... Mar. 18
4360 No. 75 ..... Apr. 29
4361 No. 76 ..... May 13
4362 No. 77 ..... May 20

STRANGER THAN FICTION

4371 No. 66 ..... Sept. 18
4372 No. 67 ..... Oct. 9
4373 No. 68 ..... Nov. 6
4374 No. 69 ..... Dec. 4
4375 No. 70 ..... Dec. 18
4376 No. 71 ..... Jan. 8
4377 No. 72 ..... Jan. 29
4378 No. 73 ..... Feb. 19
4379 No. 74 ..... Mar. 11
4380 No. 75 ..... Apr. 15
4381 No. 76 ..... May 6
4382 No. 77 ..... May 27

WALTER LANTZ CARTUNES

4261 A-Haunting We Will Go ..... Sept. 4
4262 Life Begins for Andy Panda ..... Oct. 9
4263 Scrambled Eggs ..... Nov. 20
4264 The Sleeping Princess ..... Dec. 4
4265 Andy Panda Goes Fishing ..... Jan. 22
4266 Kittens Mittens ..... Feb. 12
4267 Adventures of Tom Thumb, Jr. ..... Mar. 4
4268 Untitled ..... Apr. 22

VITAPHONE

Two Reel

BROADWAY BREVITIES

5101 Remember When ..... Jan. 20
5102 Ice Frolics ..... Oct. 28
5103 Slapsie Maxie's ..... Sept. 16
5104 World's Fair Junior ..... Dec. 9
5105 One for the Book ..... Feb. 3
5106 Alex in Wonderland ..... Mar. 9
5107 Double or Nothing ..... Apr. 20

TECHNICOLOR PRODUCTIONS

5001 Monroe Doctrine ..... Oct. 14
5002 Royal Rodeo ..... Nov. 25
5003 Old Hickory ..... Dec. 23
5004 Teddy the Roughrider ..... Feb. 24
5005 The Singin' Dude ..... Apr. 6
5006 Cinderella's Feller ..... May 4

One Reel

COLOR PARADE

5401 Mechanix Illustrated, No. 1 ..... Sept. 30
5402 American Saddle Horses ..... Nov. 11
5403 Mechanix Illustrated, No. 2 ..... Dec. 2
5404 New Horizons ..... Jan. 6
5405 Mechanix Illustrated, No. 3 ..... Feb. 17
5406 Men Wanted ..... Mar. 23
5407 Gun Dog's Life ..... May 11

LOONEY TUNES

5601 Porky's Hotel ..... Sept. 2
5602 Jeepers Creepers ..... Sept. 23
5603 Naughty Neighbors ..... Oct. 7
5604 Pied Piper Porky ..... Nov. 4
5605 Porky the Giant Killer ..... Nov. 18
5606 The Film Fan ..... Dec. 16
5607 Porky's Last Stand ..... Jan. 6
5608 Africa Squeaks ..... Jan. 27
5609 Ali Baba Bound ..... Feb. 17
5610 Pilgrim Porky ..... Mar. 16
5611 Slap Happy Pappy ..... Apr. 13
5612 You Ought to Be in Pictures ..... Apr. 27
5613 Porky's Poor Fish ..... May 18

MELODY MASTERS

5501 Swing Styles ..... Sept. 2
5502 Vincent Lopez & Orchestra ..... Sept. 30
5503 Rubinoff & Orchestra ..... Nov. 11
5504 Artie Shaw and Orchestra ..... Dec. 30
5505 The Coquettes ..... Feb. 17
5506 Dave Apollon and Orchestra ..... Mar. 2
5507 Carl Hoff and Orchestra ..... Mar. 23
5508 Larry Clinton and Orchestra ..... May 25

MERRIE MELODIES

5301 Sioux Me ..... Sept. 9
5302 Little Lion Hunter ..... Oct. 7
5303 Land of the Midnight Fun ..... Sept. 23
5304 Good Egg ..... Oct. 21
5305 Fresh Fish ..... Nov. 4
5306 Fagin's Freshman ..... Nov. 18
5307 Sniffles and Bookworm ..... Dec. 2
5308 Screwball Football ..... Dec. 16
5309 Curious Puppy ..... Dec. 30
5310 Early Worm Gets Bird ..... Jan. 13
5311 Mighty Hunters ..... Jan. 27
5312 Busy Bakers ..... Feb. 10
5313 Elmer's Candid Camera ..... Mar. 2
5314 Cross Country Detours ..... Mar. 16
5315 Confederate Honey ..... Mar. 30
5316 The Bears' Tale ..... Apr. 13
5317 Hardships of Miles Standish ..... Apr. 27
5318 Sniffles Takes a Trip ..... May 11
5319 Gander at Mother Goose ..... May 25

VARIETIES

5701 Vote Trouble ..... Sept. 9
5702 Sword Fishing ..... Oct. 21
5703 An Organ Novelty ..... Jan. 13
5704 No Parking ..... Mar. 30
5705 Radio and Relatives ..... May 18

Alphabetical Guide

(*Continued from page* 508)

MAN FROM MONTREAL—60m.—Universal 417
MAN IN THE IRON MASK, THE—111m.—UA.....347
MAN WHO WOULDN'T TALK—72m.—20th C.-F...441
MARINES FLY HIGH, THE—68m.—RKO-Radio...463
MARRIED AND IN LOVE—59m.—RKO-Radio.....441
MARSEILLAISE—80m.—World Pictures 418
MARSHAL OF MESA CITY, THE—62m.—RKO....400
MARX BROS. "AT THE CIRCUS"—87m.—Metro..407
MATRIMONIO IDEALE, UN—see Ideal Marriage
MEET DR. CHRISTIAN—70m.—RKO-Radio.....408
MEN WITHOUT SOULS—60m.—Columbia.....491
MERCY PLANE—71m.—Producers Dist. Corp.....483
MEXICAN SPITFIRE—67m.—RKO-Radio 441
MIDDLETON FAMILY AT THE WORLD'S FAIR, THE—50m.—Modern Talking Picture Service..396
MIDNIGHT LIMITED—61m.—Monogram 499
MIKADO, THE—91m.—Universal 281
MILLIONAIRE PLAYBOY—64m.—RKO-Radio 482
MILL ON THE FLOSS, THE—78m.—Standard.....418
MIRACLE ON MAIN STREET—78m.—Columbia...415
MIRELE EFROS—87m.—Credo Pictures 410
MISSING EVIDENCE—64m.—Universal 401
MR. SMITH GOES TO WASHINGTON—130m.—Col..399
MR. MAX (Il Signor Max)—86m.—Esperia.....402
MONTEVERGINE—see The Great Light
MOTEL, THE OPERATOR—80m.—Cinema Service..457
MURDER IN THE AIR—58m.—Warners 483
MURDER ON THE YUKON—56m.—Monogram....499
MUSIC IN MY HEART—70m.—Columbia.....439
MUTINY IN THE BIG HOUSE—83m.—Monogram .399
MUTINY ON THE BLACKHAWK—66m.—Universal 337
MY DARLIN'—see Macushla
MY FIFTH AVENUE GIRL—see Fifth Avenue Girl
MY HUSBAND IS LOST (Ho Perduto Mio Marito)—87m.—Esperia 410
MY LITTLE CHICKADEE—84m.—Universal 473
MY MAN GODFREY—93m.—Universal (re-issue)..321
MY SON IS GUILTY—63m.—Columbia 447
MY SON, MY SON!—117m.—United Artists.....493
MYSTIC CIRCLE MURDER—69m.—Fanchon Royer 402

N

NANCY DREW & HIDDEN STAIRCASE—60m.—WB 371
NAPLES THAT NEVER DIES (Napoli che Non Muore)—90m.—Itala Films 494
NAPOLI CHE NON MUORE—see Naples That Never Dies
NAPOLI D'ALTRI TEMPI—see Love in Old Naples
NICK CARTER, DETECTIVE—60m.—Metro.....440
NIGHT OF NIGHTS, THE—86m.—Paramount....432
NINOTCHKA—110m.—Metro 399
NO PLACE TO GO—56m.—Warners.....381
NORTH SEA PATROL—69m.—Alliance Films.....418
NORTHWEST PASSAGE—126m.—Metro 471
NOTORIOUS ELINOR LEE—104m.—Micheaux.....461
NURSE EDITH CAVELL—98m.—RKO-Radio 380

O

OF MICE AND MEN—106m.—United Artists.....448
OH, JOHNNY, HOW YOU CAN LOVE—63m.—Univ. 457
OKLAHOMA FRONTIER—58m.—Universal 401
OKLAHOMA TERROR—50m.—Monogram 379
OLD DARK HOUSE—74m.—Universal (re-issue)...321
OLD MAID, THE—95m.—Warners 363
ONE DARK NIGHT—81m.—Million Dollar Prod...434
ONE HOUR TO LIVE—59½m.—Universal 387
ON HIS OWN—100m.—Amkino 388
ON YOUR TOES—94m.—Warners 402
$1,000 A TOUCHDOWN—73m.—Paramount.....392
OUR FIGHTING NAVY—see Torpedoed
OUR NEIGHBORS, THE CARTERS—84m.—Para...408
OUTPOST OF THE MOUNTIES—63m.—Columbbia..407
OUTSIDE THE THREE-MILE LIMIT—63m.—Col...471
OUTSIDER, THE—90m.—Alliance Films 494
OVER THE MOON—78m.—United Artists.....465
OVERLAND MAIL, THE—51m.—Monogram 416
OVERTURE TO GLORY—85m.—Elite 474

P

PACK UP YOUR TROUBLES—75m.—20th C.-Fox.386
PAID TO KILL—see Timberland Terror
PAL FROM TEXAS, THE—52m.—Metropolitan....483
PAROLE FIXER—59m.—Paramount 463
PEOPLE ETERNAL, A—65m.—Henry Lynn 418
PHANTOM RANCHER—60m.—Colony 457
PHANTOM STRIKES, THE—58m.—Monogram.....423
PINOCCHIO—86m.—RKO-Radio 472
PIONEER DAYS—59m.—Monogram 472
PIONEERS OF THE FRONTIER—58m.—Columbia...471
PIONEERS OF THE WEST—56m.—Republic.....492
POCOMANIA—65m.—Lenwal 434
PORT OF SHADOWS (Le Quai des Brumes)—90m.—Film Alliance of U. S. 403
PRIDE OF THE BLUE GRASS—65m.—Warners....393
PRIMROSE PATH—93m.—RKO-Radio 492
PRISONER OF CORBAL, THE—73m.—Syndicate...381
PRIVATE DETECTIVE—55m.—Warners 425
PRIVATE LIVES OF ELIZ. & ESSEX—106m.—WB 396

Q

QUAI DES BRUMES, LE—see Port of Shadows.
QUEEN OF DESTINY (60 Glorious Yrs.)—95m.—RKO .220

R

RAFFLES—71m.—United Artists 445
RAINS CAME, THE—103m.—20th Century-Fox....386
RANCHO GRANDE—68m.—Republic 500
RANGE WAR—66m.—Paramount 369
RASPUTIN—93m.—Concord Films 410
REAL GLORY, THE—96m.—United Artists.....386
REBECCA—127m.—United Artists 500
RE DI DANARI—see King of Diamonds
REMEMBER?—83m.—Metro 415
REMEMBER THE NIGHT—94m.—Paramount.....447
RENO—73m.—RKO-Radio 416
RETURN OF DOCTOR X, THE—62m.—Warners....425
RETURN OF THE FROG—71m.—Select Attractions 381
RHYTHM OF THE RIO GRANDE — 53m.—Monogram 491
RIDERS OF BLACK RIVER—54m.—Columbia.....385
RIDERS OF PASCO BASIN—56½m.—Universal....442
RIDERS OF THE SAGE—56m.—Metropolitan.....402
RIDIN' FOOL, THE—58m.—Metropolitan.....402
RIO—77m.—Universal 393
ROAD BACK—79m.—Universal (re-issue) 417
ROAD TO GLORY—101m.—20th C.-F. (re-issue)..401
ROAD TO SINGAPORE, THE—85m.—Paramount...481
ROARING TWENTIES, THE—106m.—Warners.....409
ROLL WAGON ROLL—54m.—Monogram.....431
ROVIN' TUMBLEWEEDS—64m.—Republic 424
ROYAL DIVORCE—82½m.—Imperial 394
RULERS OF THE SEA—97m.—Paramount.....385

S

SABOTAGE—69m.—Republic 400
SAGEBRUSH FAMILY TRAILS WEST—58m.—PDC 483
SAINT'S DOUBLE TROUBLE, THE—68m.—RKO...456
SAGA OF DEATH VALLEY—58m.—Republic.....424
SANTA FE MARSHAL—68m.—Paramount.....448
SCANDAL SHEET—67m.—Columbia 407
SCIPIONE L'AFRICANO—115m.—Esperia 394
SCIPIO AFRICANUS MAJOR—see Scipione l'Africano
SECOND BUREAU—66m.—Film Alliance of U. S..410
SECRET FOUR (Four Just Men)—79m.—Mono...431
SECRETS OF A MODEL—58m.—Time Pictures....474
SECRET OF DR. KILDARE, THE—82m.—Metro...423
SEVENTEEN—75m.—Paramount 408
SHE GOES TO WAR—55m.—Mitchell Leichter....417
SHIPYARD SALLY—79m.—20th Century-Fox.....401
SHOOTNG HIGH—65m.—20th Century-Fox 492
SHOP AROUND THE CORNER, THE—100m.—Metro 453
SHORS—92m.—Amkino 425
SHOWDOWN, THE—65m.—Paramount 491
SIDEWALKS OF LONDON—86m.—Paramount 463
SIGNOR MAX, IL—see Mr. Max.
SIXTY GLORIOUS YEARS—see Queen of Destiny.
SKELETON ON HORSEBACK—78m.—C. Laemmle, Jr.474
SKY PATROL—61m.—Monogram 385
SLIGHTLY HONORABLE—85m.—United Artists...456
SMASHING THE MONEY RING—57m.—Warners...409
SMUGGLED CARGO—62m.—Republic 380
SOLDIER'S BRIDE (Jaakarin Morsian)—83m.—Werner F. Savela 442
SON OF INGAGI—66m.—Sack 457
SONG OF THE STREET—77m.—Mayer-Burstyn....381
SONGS AND SADDLES—65m.—Road Show Attr...235
SORPRESE DI UN MATRIMONION, LE — see The Surprises of Matrimony.
SOS MEDITERRANEAN—78m.—Vedis Films 458
SOUTH OF THE BORDER—71m.—Republic.....432
SPY BUREAU—same as Second Bureau, q. v.
SQUADRONE BIANCO (White Squadron)—98m.—Esp.425
STANLEY AND LIVINGSTONE—101m.—20th C.-F. 354
STAR DUST—85m.—20th Century-Fox 500
STOP, LOOK AND LOVE—57m.—20th Century-Fox 380
STRAIGHT SHOOTER—60m.—Victory 418
STRANGE CARGO—113m.—Metro 481
STRANGER FROM TEXAS, THE—54m.—Columbia 431
STREET OF MISSING WOMEN—same as Cafe Hostess, q. v.
SUED FOR LIBEL—66m.—RKO-Radio 406
SURPRISES OF MATRIMONY, THE (Le Sorprese di un Matrimonion)—118m.—Columba 410
SWANEE RIVER—86m.—20th Century-Fox 448
SWISS FAMILY ROBINSON—93m.—RKO-Radio ...463

T

TAMING OF THE WEST—55m.—Columbia.....399
TEAR GAS SQUAD—58m.—Warners 501
TELEVISION SPY—59m.—Paramount 400
TELL YOUR CHILDREN—see The Burning Question
TEN NIGHTS IN A BARROOM—61m.—B. & M....418
TEVYA—93m.—Mayman 458
TEXAS RENEGADES—56m.—Producers Distributing Corporation 484
TEXAS STAGECOACH—59m.—Columbia 499
THAT'S RIGHT, YOU'RE WRONG—95m.—RKO...424
THAT THEY MAY LIVE—73m.—Mayer-Burstyn....410
THESE GLAMOUR GIRLS—78m.—Metro 379
THEY CAME BY NIGHT—73m.—20th Cent.-F....482
THEY SHALL HAVE MUSIC—101m.—United Artists 354
THEY WANTED PEACE—73m.—Amkino 458
THEY WENT TO WAR (Let's Pretend We're Sweethearts; Flirting With Death)—68m.—Imperial..321
THOSE HIGH GREY WALLS—82m.—Columbia....391
THOU SHALT NOT KILL—68m.—Republic 441
THREE CHEERS FOR THE IRISH—100m.—Warners 493
THREE SONS—72m.—RKO-Radio 392
THUNDER AFLOAT—94m.—Metro 391
THUNDER OVER PARIS—82m.—Transatlantic 425
TIMBERLAND TERROR (Paid to Kill)—66m.—Hoff.474
TOO MANY HUSBANDS—80m.—Columbia.....491
TORPEDOED (Our Fighting Navy)—75m. — Film Alliance of U. S. 387
TORPEDO RAIDER—60m.—Monogram 472
TORTURE SHIP—62m.—Producers Pictures 409
TOWER OF LONDON—92m.—Universal 424
TREACHERY ON THE HIGH SEAS—68m.—Times 394
TRIGGER FINGERS—53m.—Victory 381
TROPIC FURY—62¼m.—Universal 370
20,000 MEN A YEAR—84m.—20th Century-Fox..409
TWO BRIGHT BOYS—70¼m.—Universal 387
TWO THOROUGHBREDS—62m.—RKO-Radio 432
TWO'S COMPANY—64m.—B. & D. 442
TWO-FISTED RANGERS—62m.—Columbia 447

U

U-BOAT 29—79m.—Columbia 391
ULTIMATUM—73m.—Hoffberg 474
UNCIVILIZED—see White Savage
UNDER-PUP, THE—88m.—Universal 380

V

VENGEANCE OF THE DEEP—62m.—Time Pictures 474
VIGIL IN THE NIGHT—96m.—RKO-Radio.....472
VILLAGE BARN DANCE—74m.—Republic 464
VIRGINIA CITY—120m.—Warners 493
VIVA CISCO KID—71m.—20th Century-Fox.....500

W

WALL STREET COWBOY—66m.—Republic 386
WE ARE NOT ALONE—112m.—Warners 417
WE WERE SEVEN WIDOWS (Eravamo Sette Vedove)—82m.—Esperia 484
WESTBOUND STAGE—58m.—Monogram 447
WEST OF CARSON CITY—55m.—Universal.....424
WHAT A LIFE!—79m.—Paramount 385
WHY THIS WAR?—81m.—Samuel Cumings.....409
WHITE SAVAGE (Uncivilized)—72m.—BO Attr...445
WHITE SQUADRON, THE—see Lo Squadrone Bianco
WINTER CARNIVAL—91m.—United Artists 354
WITNESS VANISHES, THE—66m.—Universal.....393
WOLF OF NEW YORK—68m.—Republic 464
WOMEN, THE—134m.—Metro 379
WOMEN WITHOUT NAMES—63m.—Paramount ...482

Y

YOUNG TOM EDISON—86m.—Metro 471
YUKON FLIGHT—57m.—Monogram 431

Z

ZANZIBAR—69m.—Universal 482

ALPHABETICAL GUIDE TO 414 FEATURES

Reviewed since September, 1939

A

ABE LINCOLN IN ILLINOIS—110m.—RKO-Radio . . 455
ADVENTURE IN DIAMONDS—76m.—Paramount . . . 455
ADVENTURES OF MASKED PHANTOM — 55m.— Equity 442
ADVENTURES OF S. HOLMES—82m.—20th C.-Fox 380
AFFAIR LAFONT (Conflict)—84m.—Transat. 402
ALL WOMEN HAVE SECRETS—70m.—Paramount . . 437
ALLEGHENY UPRISING—78m.—RKO-Radio 408
ALLERGI MASNADIERI (The Make-Believe Pirates) —72m.—Americo Pullini 402
ALL QUIET ON WESTERN FRONT—93m.—Univ. . . 392
ALPINE PASSION (Amore sulle Alpi) — 74m. — Esperia 418
AMAZING MR. WILLIAMS, THE—86m.—Columbia 423
AMERICAN GANG BUSTERS—64m.—Times 501
AMICIZIA—see Friendship
AMORE SULLE ALPI—see Alpine Passion.
ANOTHER THIN MAN—102m.—Metro 423
ARIA DEL CONTINENTE—see Continental Way
ARIZONA KID, THE—61m.—Republic 400
AWFUL TRUTH, THE—92m.—Columbia (re-issue) 29

B

BABES IN ARMS—94m.—Metro 391
BAD BOY—65m.—Atlas 442
BAD LITTLE ANGEL—72m.—Metro 407
BALALAIKA—102m.—Metro 439
BAKER'S WIFE, THE (La Femme du Boulanger)— 99m.—The Baker's Wife, Inc. 465
BARRICADE—71m.—20th Century-Fox 429
BEASTS OF BERLIN—see Goose Step
BEAU GESTE—114m.—Paramount 353
BETE HUMAINE, LA—see Human Beast
BETRAYAL—80m.—World 393
BETWEEN TWO WORLDS (Una Donna tra Duo Mondi)—80m.—Esperia 474
BEWARE SPOOKS—68m.—Columbia 407
BEYOND TOMORROW—73m.—RKO-Radio 499
BIG GUY, THE—78m.—Universal 433
BILL OF DIVORCEMENT, A—93m.—RKO-Radio . . 492
BLACK FRIDAY—70m.—Universal 482
BLACK PIRATE, THE—see Il Corsaro Nero
BLACKMAIL—81m.—Metro 385
BLAZING SIX SHOOTERS—61m.—Columbia 491
BLESSED MOTHER CABRINI, THE—71m.—Roma Film 501
BLONDIE BRINGS UP BABY—69m.—Columbia . . . 415
BLONDIE ON A BUDGET—73m.—Columbia 481
BLUE BIRD, THE—83m.—20th Century-Fox 464
BOMBS OVER LONDON—78m.—Film Alliance . . . 387
BRITISH INTELLIGENCE—62m.—Warners 449
BRIVELE DER MAMEN, A (A Letter to Your Mother)—104m.—Sphinx 393
BROADWAY MELODY OF 1940—102m.—Metro . . 471
BROTHER RAT AND A BABY—87m.—Warners . . 449
BULLET CODE—58m.—RKO-Radio 482
BULLETS FOR RUSTLERS—58m.—Columbia 471
BURIED ALIVE—71m.—Producers 432
BURNING QUESTION, THE (Tell Your Children)— 62m.—G. & H. Productions 433

C

CAFE HOSTESS—63m.—Columbia 431
CALL A MESSENGER—65m.—Universal 392
CALLING ALL MARINES—66m.—Republic 386
CALLING PHILO VANCE—63m.—Warners 449
CASTLE ON THE HUDSON—77m.—Warners 465
CAT AND THE CANARY, THE—74m.—Paramount 399
CHARLIE CHAN (IN)—20th Century-Fox:
CITY IN DARKNESS—74m. 408
PANAMA—67m. 456
TREASURE ISLAND—74m. 370
CHARLIE McCARTHY, DETECTIVE—78m.—Univ. . 441
CHASING TROUBLE—63m.—Monogram 455
CHEYENNE KID, THE—49m.—Monogram 491
CHICKEN WAGON FAMILY—64m.—20th Cent.-F. . 362
CHILD IS BORN, A—79m.—Warners 363
CHILDREN OF THE WILD—57m.—Grand National 266
CHIP OF THE FLYING U—55m.—Universal . . . 416
CHUMP AT OXFORD, A—69m.—United Artists . . 473
CISCO KID AND THE LADY—73m.—20th C.-Fox. . 432
CITADEL DE SILENCE—see Citadel of Silence
CITADEL OF SILENCE, THE (La Citadel de Silence) —90m.—Film Alliance of U. S. 449
CITY OF CHANCE, THE—57m.—20th Cent.-F. . . 448
CONDOTTIERI (The Leaders)—same as Giovanni de Medici, the Leader, q. v.
CONFLICT—see The Affair Lafont.
CONGO MAISIE—70m.—Metro 455
CONQUESTS OF PETER THE GREAT—96m.—Amk. 387
CONTINENTAL WAY, THE (L'Aria del Continente) —82m.—Esperia 425
CONVICTED WOMAN—66m.—Columbia 463
CORSARO NERO (Black Pirate)—96m.—Esperia . . 442
COURAGEOUS DOCTOR CHRISTIAN, THE—67m.— RKO-Radio 499
COWBOYS FROM TEXAS—57m.—Republic 432
CRASHING THROUGH—55m.—Monogram 391

D

DANCING CO-ED—84m.—Metro 391
DANGER AHEAD—57m.—Monogram 472
DANGER FLIGHT—61m.—Monogram 415
DANGER ON WHEELS—61m.—Universal 457
DAYS OF JESSE JAMES—63m.—Republic 441
DAY THE BOOKIES WEPT, THE—64m.—RKO 381
DAY-TIME WIFE—72m.—20th Century-Fox 424
DEAD END KIDS ON DRESS PARADE—62m.—WB 417
DEATH OF A CHAMPION—67m.—Paramount 379
DEATH RIDES THE RANGE—56m.—Colony 465
DEMON BARBER OF FLEET ST.—67m.—Select . . . 381
DESPERATE TRAILS—58m.—Universal 380
DESTRY RIDES AGAIN—94m.—Universal 433
DEVIL IS EMPRESS—(Jouer d'Echees)—75m.—Col. 434
DISPUTED PASSAGE—91m.—Paramount 391
DR. ANTONIO (Dottor Antonio)—103m.—Itala 442
DR. CYCLOPS—77m.—Paramount 491
DR. EHRLICH'S MAGIC BULLET, THE STORY OF —103½m.—Warners 465
DONNA TRA 2 MONDI—see Between 2 Worlds
DOTTER ANTONIO, IL—see Doctor Antonio
DOUBLE ALIBI—60m.—Universal 482
DOUBLE DEAL—60m.—Internat. Road Shows 473
DRUMS ALONG THE MOHAWK—103m.—20th C.-F. 408
DUST BE MY DESTINY—88m.—Warners 370

E

EARL OF CHICAGO, THE—87m.—Metro 447
EAST SIDE KIDS—62m.—Monogram 472
ELSA MAXWELL'S HOTEL FOR WOMEN—83m.— 20th Century-Fox 362
EMERGENCY SQUAD—58m.—Paramount 440
END OF THE DAY (Fin du Jour)—95m.—Juno . . . 387
ENTENTE CORDIALE—93m.—Concord 449
ERAVAMO SETTE VEDOVE—see We Were Seven Widows
ESCAPE, THE—58m.—20th Century-Fox 380
ESCAPE TO PARADISE—62m.—RKO-Radio 432
ESPIONAGE AGENT—88m.—Warners 393
ETERNALLY YOURS—91m.—United Artists 401
EVERYBODY'S HOBBY—54m.—Warners 387
EVERYTHING HAPPENS AT NIGHT—77m.—Fox . . 441
EVERYTHING'S ON ICE—66m.—RKO-Radio 386

F

FACE BEHIND THE SCAR, THE—73m.—Film Alliance of U. S. 494
FARMER'S DAUGHTER, THE—61m.—Paramount . 472
FAST AND FURIOUS—73m.—Metro 399
FATAL HOUR, THE—68m.—Monogram 455
FEMME DU BOULANGER, LA—see The Baker's Wife
5TH AVE. GIRL (My 5th Ave. Girl)—88m.—RKO 370
FIGHT FOR LIFE, THE—69m.—U. S. Film Service 493
FIGHT FOR PEACE—63m.—Monogram 125
FIGHTING GRINGO, THE—59m.—RKO-Radio . . . 380
FIGHTING MAD—55m.—Monogram 415
FIGHTING RENEGADE—54m.—Victory 387
FIGHTING 69th, THE—90m.—Warners 457
FIN DU JOUR—see The End of the Day.
FIRST FILM CONCERT, THE—52m.—World 418
FIRST LOVE—84m.—Universal 417
FIRST WORLD WAR—78m.—20th C.-F. (re-issue) 400
FIVE LITTLE PEPPERS AND HOW THEY GREW— 60m.—Col. 381
FIVE LITTLE PEPPERS AT HOME — 65m. — Columbia 468
FLAMING LEAD—57m.—Monogram 347
FLIGHT AT MIDNIGHT—66m.—Republic 380
FLIRTING WITH DEATH—see They Went to War
FLORIAN—95m.—Metro 503
FLORJAN—95m.—Elektra Film 502
FLYING DEUCES, THE—68m.—RKO-Radio 400
FORGOTTEN GIRLS—68m.—Republic 500
FOUR FEATHERS, THE—115m.—United Artists . 337
FOUR JUST MEN, THE—see The Secret Four
FOUR WIVES—99m.—Warners 433
FRAMED—60m.—Universal 448
FREE, BLONDE AND 21—75m.—20th Cent.-Fox 473
FRENCH WITHOUT TEARS—66m.—Paramount . 499
FRIENDSHIP (Amicizia)—75m.—Esperia 494
FUGITIVE AT LARGE—66m.—Columbia 361
FULL CONFESSION—73m.—RKO-Radio 370

G

GAMBLING ON THE HIGH SEAS—58m.—Warners 483
GENTLEMAN FROM ARIZONA—71m.—Monogram . . 440
GERONIMO!—90m.—Paramount 423
GHOST CAMERA, THE—52m.—Olympic 474
GHOST COMES HOME, THE—79m.—Metro 481
GHOST VALLEY RAIDERS—55m.—Republic 500
GIOVANNI DE MEDICI, LEADER—88m.—Esperia . 457
GOLDEN BOY—101m.—Columbia 379
GOLDEN KEY, THE—70m.—Amkino 453
GONE WITH THE WIND—228m.—Metro 439
GOOSE STEP (Hitler—Beast of Berlin; Beasts of Berlin)—85m.—Producers 409
GRANNY GET YOUR GUN—55m.—Warners 449
GRAPES OF WRATH, THE—128m.—20th Cent.-F 464
GREAT COMMANDMENT—85m.—Catbedral Films . . 402
GREAT LIGHT, THE (Montevergine) — 88m. — Esperia 502
GREAT VICTOR HERBERT, THE—91m.—Para. . . . 432
GREEN HELL—87m.—Universal 448
GULLIVER'S TRAVELS—77m.—Paramount 440

H

HALF A SINNER—59m.—Universal 501
HAWAIIAN NIGHTS—65m.—Universal 370
HE MARRIED HIS WIFE—83m.—20th Cent.-F. . . . 448
HEARTBEAT—88m.—Frenob M. P. Corp. 388
HELL'S ANGEL—100m.—Astor 483
HEAVEN WITH A BARBED-WIRE FENCE—62m.— 20th Century-Fox 400
HENRY GOES ARIZONA—67m.—Metro 431
HERE I AM A STRANGER—83m.—20th Cent.-F. . . 392
HERO FOR A DAY—65m.—Universal 387
HEROES OF THE SADDLE—56m.—Republic 456
HEROES IN BLUE—58m.—Monogram 415
HIDDEN ENEMY—63m.—Monogram 472
HIDDEN POWER—60m.—Columbia 319
HIGGINS FAMILY (IN)—Republic:
COVERED TRAILER—66m. 424
MONEY TO BURN—69m. 448
HIGH SCHOOL—74m.—20th Century-Fox 433
HIS GIRL FRIDAY—92m.—Columbia 447
HITLER—BEAST OF BERLIN—see Goose Step
HITLER'S REIGN OF TERROR—56m.—Cummins . . 425
HO PERDUTO MARITO!—see My Husband Is Lost
HONEYMOON IN BALI—96m.—Paramount 385
HONEYMOON DEFERRED—59m.—Universal 473
HONEYMOON'S OVER, THE—70m.—20th Cent.-F. . 416
HOLLYWOOD CAVALCADE—96m.—20th Cent.-F. . 400
HORRORS OF WAR—51m.—Merit 474
HOUSE ACROSS THE BAY—88m.—United Artists . . 492
HOUSE OF SEVEN GABLES, THE—89m.—Univ. . . . 493
HOUSEKEEPER'S DAUGHTER, THE—80m.—UA . . 386
HUMAN BEAST (Bete Humaine)—79m.—Juno Films 484
HUMAN MONSTER, THE—73m.—Monogram 481
HUNCHBACK OF NOTRE DAME—117m.—RKO . . 440

I

IDEAL MARRIAGE (Matrimonion Ideals)—84m.—Esp. 442
I MET A MURDERER—78m.—York Pictures 402
I TAKE THIS WOMAN—98m.—Metro 463
IN SOVIET RUSSIA TODAY—100m.—Amkino . . . 393
INSP. HORNLEIGH ON HOLIDAY—74m.—20 C.-Fox 433
INTERMEZZO, A LOVE STORY—70m.—UA 396
INVISIBLE KILLER, THE—60m.—Producers 455
INVISIBLE MAN RETURNS, THE—81m.—Universal 449
INVISIBLE STRIPES—82m.—Warners 442
IRELAND'S BORDER LINE—65m.—Wm. Alexander 409
IRISH LUCK—58m.—Monogram 379
ISLE OF DESTINY—83m.—RKO-Radio 456
IT ALL CAME TRUE—87m.—Warners 501
IT'S A DATE—103m.—Universal 501

J

JAAKARIN MORSIAN—see Soldier's Bride
JAMAICA INN—95m.—Paramount 392
JEEPERS CREEPERS—69m.—Republic 416
JOE AND ETHEL TURP CALL ON THE PRESIDENT—70m.—Metro 431
JOHNNY APOLLO—92m.—20th Century-Fox 492
JONES FAMILY (IN)—20th Century-Fox:
QUICK MILLIONS—61m. 363
TOO BUSY TO WORK—65m. 401
YOUNG AS YOU FEEL—59m. 456
JOUER D'ECHEES, LE—see The Devil Is an Empress
JUAREZ AND MAXIMILIAN—see The Mad Empress
JUDGE HARDY AND SON—90m.—Metro 439
JUST LIKE A WOMAN—78m.—Alliance 410

K

KANSAS TERRORS, THE—57m.—Republic 408
KATIA—80m.—Mayer-Burstyn 425
KEEP PUNCHING—81m.—M-O Pictures 433
KID NIGHTINGALE—57m.—Warners 393
KILLERS OF THE WILD—see Children of the Wild
KING OF DIAMONDS (Re di Danari) — 84m. — Esperia 453
KING OF THE LUMBERJACKS—61m.—Warners . . 483
KLIATSHE, DI—see Light Ahead
KNIGHTS OF THE RANGE—70m.—Paramount 481
KOL NIDRE—90m.—Josepb Seiden 388
KONGA, THE WILD STALLION—61m.—Columbia 385

L

LAMBETH WALK—80m.—Metro 371
LAND OF LIBERTY—138m.—MPPDA 347
LAST DESIRE—77m.—Transatlantic 457
LAW OF THE PAMPAS—74m.—Paramount 407
LAUGH IT OFF—63m.—Universal 417
LEADERS, THE—see Condottieri (same as Giovanni de Medici, the Leader, q. v.)
LEGION OF LOST FLIERS—63m.—Universal 392
LEGION OF THE LAWLESS—59m.—RKO-Radio . . 423
LET'S PRETEND WE'RE SWEETHEARTS—see They Went to War
LETTER TO YOUR MOTHER, A—see A Brivele der Mamen
LIFE OF GUISEPPE VERDI, THE—115m.—Esperia 503
LIFE ON THE HORTOBAGY—79m.—Jewel 465
LIGHT AHEAD (DI Kliatshe)—103m.—Carmel . . . 393
LIGHTNING STRIKES WEST—56m.—Colony 483
LIGHT THAT FAILED, THE—99m.—Paramount . . . 440
LION HAS WINGS, THE—73m.—United Artists . . . 456
LITTLE ACCIDENT—65m.—Universal 409
LITTLE MISS MOLLY—64m.—Alliance Films 494
LITTLE OLD NEW YORK—100m.—20th Cent.-Fox 464
LITTLE ORVIE—66m.—RKO-Radio 482
LLANO KID, THE—70m.—Paramount 416
LONE WOLF STRIKES, THE—67m.—Columbia 461
LOST HORIZON—118m.—Columbia (re-issue) 1
LOST ON THE WESTERN FRONT—63m.—Standard 410
LOUISE—72m.—Mayer-Burstyn 474
LOVE IN OLD NAPLES (Napoli d'Altri Tempi)— 93m.—Esperia 465

M

MA! HE'S MAKING EYES AT ME—61m.—Univ. . . 493
MACUSHLA (My Darlin')—80m.—Transatlantic . . . 457
MAD YOUTH—73m.—Willis Kent 402
MADEMOISELLE MA MERE—80m.—Hoffberg 394
MAD EMPRESS, THE (Juarez and Maximilian)— 72m.—Warners 305, 425
MAIN STREET LAWYER—72m.—Republic 416
MAKE-BELIEVE PIRATES, THE—see Allergi Masnadieri.
MAN FROM DAKOTA, THE—74m.—Metro 476

(Continued on page 507)

THE EXHIBITOR'S ORIGINAL NATIONAL RELEASE DATE GUIDE

ANOTHER SERVICE OF THE JAY EMANUEL PUBLICATIONS CREATED IN THE INTERESTS OF BETTER MANAGEMENT

Pictures listed are in the order of their release by the several companies, placed as closely as possible to the correct date. This Guide is subject to changes in dates, titles, and casts, as made by the companies' home office. For convenience, series westerns are designated by a W following the title, not to be confused with (W) in the Warner-First National column, where the letter designates a Warner picture.

	COLUMBIA	METRO	MONOGRAM	PARAMOUNT	RADIO	REPUBLIC	20th-FOX	UNITED ARTISTS	UNIVERSAL	WARNERS FIRST NAT.
MAR 8	Outside the Three-Mile Limit J. Holt, I. Ware, E. Cianello	The Ghost Comes Home F. Morgan, B. Burke, A. Rutherford	The Human Monster B. Lugosi (English-made)	Showdown, W W. Boyd, R. Hayden, J. Clayton	Abe Lincoln in Illinois R. Massey, M. Howard Isle of Destiny W. Gargan, J. Lang (Cosmocolor)	Pioneers of the West, W 3 Mesquiteers, B. Roberts			Zanzibar L. Lane, J. Craig, E. Cianelli	
15	Men Without Souls J. Litel, R. Hudson	Young Tom Edison M. Rooney, F. Bainter, G. Bancroft		Women Without Names E. Drew, J. Barrett, R. Paige	Millionaire Playboy J. Penner, L. Hayes	Forgotten Girls L. Platt, D. Woods, R. Armstrong	The Grapes of Wrath H. Fonda, J. Darwell, J. Carradine		Ma! He's Making Eyes at Me T. Brown, C. Moore	Three Cheers for the Irish (FN) P. Lane, D. Morgan, T. Mitchell
22	Too Many Husbands J. Arthur, F. MacMurray, M. Douglas		The Midnight Limited M. Reynolds, J. King, P. Flaherty	Road to Singapore B. Crosby, D. Lamour, B. Hope	Primrose Path G. Rogers, J. McCrea, M. Mander	Rancho Grande, W G. Autry, S. Burnette, J. Storey	The Blue Bird S. Temple, S. Byington, N. Bruce (Technicolor)	My Son, My Son! B. Aherne, M. Carroll (Small)	It's a Date D. Durbin, K. Francis, L. Howard	Virginia City (W) E. Flynn, M. Hopkins, R. Scott
29		Florian R. Young, H. Gilbert, C. Coburn	Son of the Navy J. Dunn, J. Parker, M. Spellman	The Farmer's Daughter M. Raye, C. Ruggles, W. Frawley		Ghost Valley Raiders, W D. Barry, L. Andre, L. Mason	Free, Blonde and 21 L. Bari, J. Davis, H. Wilcoxon	Over the Moon M. Oberon, R. Harrison, U. Jeans (Technicolor) (Korda)		
APR 5	Blazing Six Shooters, W C. Starrett, I. Meredith	And One Was Beautiful J. Muir, L. Day, B. Burke		Adventure in Diamonds G. Brent, I. Miranda Dr. Cyclops A. Dekker, J. Logan (Technicolor)	The Courageous Dr. Christian J. Hersholt, D. Lovett, R. Baldwin Bullet Code, W G. O'Brien, V. Vale		Star Dust L. Darnell, J. Payne, R. Young	One Million B. C. L. Chaney, Jr., C. Landis, V. Mature (Roach)	Half a Sinner H. Angel, J. King, C. Collier Riders of Pasco Basin, W J. Brown, B. Baker	It All Came True (W) A. Sheridan, J. Lynn, H. Bogart
12		Dr. Kildare's Strange Case L. Barrymore, L. Ayres, L. Day	Covered Wagon Trails, W J. Randall, S. Cairns, D. Sharp Phantom Pilot J. Newill			The Dark Command J. Wayne, C. Trevor, W. Pidgeon Young Buffalo Bill, W R. Rogers, G. Hayes	Viva Cisco Kid C. Romero, J. Rogers, C-P. Martin	Rebecca L. Olivier, J. Fontaine, G. Sanders (Selznick)	Black Friday B. Karloff, B. Lugosi House of Seven Gables M. Lindsay, G. Sanders, V. Price	King of the Lumberjacks (W) J. Payne, G. Dickson, S. Fields
19	The Man With Nine Lives B. Karloff, J. Sayre, R. Pryor	Two Girls on Broadway G. Murphy, L. Turner, J. Blondell	Tomboy J. Moran, M. Jones Pals of the Silver Sage, W T. Ritter	French Without Tears R. Milland, E. Drew (English-made)	Beyond Tomorrow C. Winninger, H. Carey, J. Parker	In Old Missouri Weaver Bros. and Elviry, J. Storey Covered Wagon Days, W 3 Mesquiteers	Johnny Apollo T. Power, D. Lamour, E. Arnold	Saps at Sea S. Laurel, O. Hardy (Roach)	Enemy Agent R. Cromwell, H. Vinson, R. Armstrong	'Til We Meet Again (FN) M. Oberon, G. Brent, P. O'Brien
26	The Doctor Takes a Wife R. Milland, L. Young, G. Patrick	Forty Little Mothers E. Cantor, R. Johnson, B. Granville	Missing People W. Fyffe (English-made)	The Biscuit Eater B. Lee, C. Hickman, R. Lane	Curtain Call B. Read, J. Archer, A. Mowbray	Grandpa Goes to Town J., L., R. Gleason, H. Davenport	Shooting High J. Withers, G. Autry, M. Weaver		If I Had My Way B. Crosby, G. Jean, E. Brendel	An Angel From Texas (FN) E. Albert, W. Morris, R. Lane
MAY 3	Block "K" Rides Tonight, W B. Elliott		The Cowboy From Sundown, W T. Ritter, R. Ates	Buck Benny Rides Again J. Benny, E. Anderson, E. Drew	My Favorite Wife I. Dunne, C. Grant, R. Scott	Doctors Don't Tell C. Coburn, J. Wayne, S. Gurie	So This Is London B. Churchill, G. Sanders (English-made)		Ski Patrol L. Deste, P. Dorn, K. Adams	
10				Opened by Mistake C. Ruggles, J. Logan, R. Paige	Tom Brown's Schooldays C. Hardwicke, J. Lydon, F. Bartholomew	Women in War E. Janis, W. Barrie, P. Knowles	I Was an Adventuress V. Zorina, R. Greene, P. Lorre		Black Diamonds R. Arlen, A. Devine	
17				Typhoon D. Lamour, R. Preston, L. Overman (Technicolor)			On Their Own J. Prouty, S. Byington, H. Armetta	Turnabout J. Hubbard, C. Landis, A. Menjou (Roach)	Sandy Is a Lady Baby Sandy, M. Auer, B. Lenhar	

Not with magic...not with sleight-of-hand!...But with TRAILERS...

LOBBY DISPLAYS...ACCESSORIES...*Best Sellers in the Business!*

Using cold, hard showman's sense plus the piled-up knowledge of twenty-one years experience NATIONAL SCREEN SERVICE boils the whole advertising campaign down to short, sharp, stream-lined low-cost SELLING right in your show-window . . . your screen . . . your lobby . . . your theatre.

Result: The best theatre advertising ever devised . . . reaching more people . . . selling more tickets . . . costing less than any other advertising you can buy.

NATIONAL Screen SERVICE • NATIONAL Screen ACCESSORIES

THE EXHIBITOR

STATE INDUSTRY ESCAPES ADVERSE LEGISLATION

MORE GOOD HINTS ON NEWSPAPER ADVERTISING

THE COMPLETE FEATURE AND SHORTS CHECK-UP

"THE TIP-OFF" REPORTS ON CURRENT BUSINESS

EDITORIAL:

"MR. HAYS MAKES HIS ANNUAL REPORT"

NEW YORK STATE EDITION

ENTERED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST OFFICE AT PHILADELPHIA, PA., UNDER THE ACT OF MARCH 3, 1879

APRIL 10, 1940
VOL. 23 No. 22 PRICE 10 CENTS

"Listen to the folks applaud, Eleanor!"

"Listen to the critics rave, Fred!"

GONE WITH THE WIND

NORTHWEST PASSAGE

THE NEW CAPITOL HIT!

BROADWAY MELODY OF 1940

"'Broadway Melody of 1940', another M-G-M lavish musical splash ... Eleanor Powell and Fred Astaire dance brilliantly ... Cole Porter's music is worthy of his genius, and the settings and costumes are as striking and effective as any we've seen." —*Herald Tribune*

"M-G-M's 'Broadway Melody of 1940', melodious, sensational; funny gags throughout. The kind of merry musical movie which can not miss." —*Post*

HELD OVER! 2nd WEEK!

"Astaire and Powell new dancing team in a happy musical. One of the pleasantest in a long, long time ... replete with good music by Cole Porter." —*Mirror*

"Even M-G-M hasn't done a better musical unless it was 'Great Ziegfeld'." —*Brooklyn Eagle*

"Gay, lively ... A treat of major proportions." —*Daily News*

"Audience enthusiastic. Gay and sparkling entertainment." —*World-Telegram*

"It's good to welcome Fred Astaire, Eleanor Powell and George Murphy back to the screen. Big musical numbers, with laughs and expert dancing." —*Sun*

"Superior ... Mr. Astaire's rhythmic arabesques even more fascinatingly intricate than ever before! Miss Powell blends in beautifully." —*Times*

"Handsome, racy and tuneful ... the routines leave you gasping with their brilliance. Effervescent screen entertainment." —*Journal-American*

FRED ASTAIRE • ELEANOR POWELL
***in* "BROADWAY MELODY of 1940"**
GEORGE MURPHY • FRANK MORGAN • IAN HUNTER
FLORENCE RICE • LYNNE CARVER • Screen Play by Leon Gordon and George Oppenheimer • Lyrics and music by Cole Porter
Directed by NORMAN TAUROG • Produced by JACK CUMMINGS
Capitol, B'way & 51st St. *Major Edward Bowes, Mng. Dir.* **Doors open 10 A. M.**

"Listen to the cash register jingle, Mr. Exhibitor!"

Plenty of newspaper space brings results at the Capitol!

E D I T O R I A L

THE

EXHIBITOR

Vol. 23, No. 22 April 10, 1940

MEMBER AUDIT BUREAU OF CIRCULATIONS

A Jay Emanuel Publication. Covering the film territories in the Metropolitan East. Published weekly by Jay Emanuel Publications, Incorporated. Publishing office: 1225 Vine Street, Philadelphia, Pennsylvania. New York City office, 1600 Broadway. West Coast office, 1119 Poinsettia Drive, Hollywood, California Representatives in Washington, D. C.; Albany, Buffalo, Boston, New Haven. Jay Emanuel, publisher; Paul J. Greenhalgh, business manager; Herbert M. Miller, managing editor. Subscription rates: $2 for one year; $5 for three years. Address all communications to 1225 Vine Street, Philadelphia, Pennsylvania.

Just In Passing

THE D. OF C. PLAN

It is now definitely established that there is actually an industry regulation plan being considered by the heads of various film companies and others. The idea represents the results of conferences between Department of Commerce leaders and various film officials who have gone to Washington during the past few months.

All concerned are trying to compose a system that might satisfy all film men and effect necessary reforms in the business.

But believing as we do in the sincerity of these people we cannot help but think that the plan is up against gigantic obstacles, and, from the beginning, must be behind the well-known eight ball.

Suppose the final structure of the plan is satisfactory to the Department of Commerce and the film leaders. What of Thurman Arnold, the Department of Justice, Senator Neely, Allied, the courts and the exhibitors who are now determined to get their relief in other ways?

The secrecy which first enveloped the plan was not of special help. More than one exhibitor, hearing of it, called it a red herring drawn across the trail to divert attention from the other government suit and the Neely Bill.

We have always advocated conciliation as the proper method, but in this case, because of the manner in which the plan has been devised and the obstacles it must face, we are inclined to side with those who make the red herring observations.

MR. HAYS MAKES HIS ANNUAL REPORT

The most significant portions to exhibitors in the recent annual report of Will H. Hays, to our mind, are the following:

> "The motion picture industry, which has attained its present social importance through self-regulation, has still to complete many details of the structure, particularly in the field of trade practices. But those who would use the hatchet and saw of litigation or legislation to sever the necessary economic relations of production, distribution and exhibition, instead of allowing them to be bettered through self-regulation, would be doing, if they succeeded, a sorry service to the American entertainment public, to the screen and to American industry generally because of the significance of our films in carrying the message of America to the remotest corners of the world.
>
> " . . . It is true that we have still far to go on the road of self-regulation before every buyer and seller in this industry, like the fabled lion and the lamb, will lie down in peace together. There is much to be done to secure a clear and unequivocal understanding between distributors in many trade practices inherent in the character of our product and our business. Nothing should be left undone for the development or a complete system of conciliation and arbitration in the industry—action now stymied by the same uncertainty that affects other industries involved in legal proceedings. No industry is helped by the pronouncement: Try it—at your peril!
>
> " . . . It is equally important that the industry move progressively toward better trade relations. No activity in this direction is wasted if it clarifies the issues and brings into sight a solution acceptable to producers, distributors and the like."

Our sentiments concerning the pronouncements of Mr. Hays in these annual reports should be well-known to readers of this department.

We therefore pass on the above without comment, except to say that a few of Mr. Hays' answers always manage to strike film men as the prize humorous sayings of the year.

Why he persists in making the same observations each year, when he has within his grasp weapons by which he might help them be realized will always be a mystery. He knows as does everyone else that before peace can come to the industry, producers and distributors must make definite concessions. Until that happens, all his pleas for self-regulation will be unheard by those who now seek court relief or governmental regulation.

Jay Emanuel

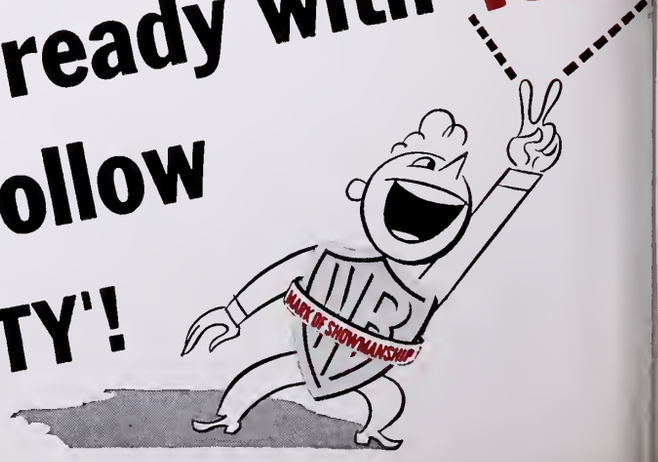
QUAD.

Maybe you like to play games but

DON'T PLAY BLIND-MAN'S BUFF WITH YOUR BOXOFFICE!

YOU KNOW 'VIRGINIA CITY' COMES FROM WARNERS

so WHY go groping for preferred-time product when the same power plant is this minute ready with Two smash shows to follow 'VIRGINIA CITY'!



TO BE OPENED THIS WEEK!

From the author of 'The Rains Came' comes the first—and sensational starring picture for

ANN Sheridan

with

Jeffrey Lynn · Humphrey Bogart

ZASU PITTS • UNA O'CONNOR • JESSIE BUSLEY • JOHN LITEL • Directed by LEWIS SEILER

Screen Play by Michael Fessier and Lawrence Kimble

A Warner Bros.-First National Picture

Absolutely the 1940 peak for dramatic romance!

MERLE OBERON · GEORGE BRENT

in

"'TIL WE MEET AGAIN"

with

PAT O'BRIEN • GERALDINE FITZGERALD

BINNIE BARNES • FRANK McHUGH

Directed by **EDMUND GOULDING**

Screen Play by Warren Duff

From an Original Story by Robert Lord

A Warner Bros.-First National Picture

MORE THAN SPECIAL ABILITY

TRADITIONAL Eastman uniformity backs up each film's special ability. That's why cameramen place utmost confidence in the three Eastman negative films — Plus-X, Super-XX, and Background-X. This reliability has made them the raw-film favorites of the industry. Eastman Kodak Co., Rochester, N. Y.

J. E. BRULATOUR, INC., ***Distributors***

Fort Lee **Chicago** **Hollywood**

PLUS-X
for general studio use

SUPER-XX
for all difficult shots

BACKGROUND-X
for backgrounds and general exterior work

EASTMAN NEGATIVE FILMS

TERRITORIAL HIGHLIGHTS

Louis Frisch Honored At Testimonial Luncheon

Metropolitans Pay Tribute

NEW YORK CITY—Louis Frisch, Randforce executive, was tendered a testimonial luncheon last week upon his return from Florida, arranged by Ed Schnitzer and Roy Haines.

Present were Samuel Rinzler, Carl Leserman, John J. O'Connor, Max Fellerman, Phil Hodes, Roy Haines, Edward Schnitzer, Fred Meyers, Max Cohen, Harold Blumenthal, Dave Levy, Leo Abrams, George Skouras, Emanuel Frisch, Louis Frisch, William Phillips, Milton Weisman, Harold Rinzler, Irving Kaplan, Jack Birnbaum and Irving Goldstein.

William Sussman, Harry Buxbaum, Joe Lee, Morris Sanders, William White, Sidney Deneau, Joseph Felder, Nat Cohn, Saul Trauner, Joe Hornstein, Irving Wormser, Sam Lefkowitz, Harry Decker, Jerry Schnitzer, Arthur Sexton, E. K. O'Shea, Tom Connors, Moe Streimer, Jack Bowen, Ben Abner, John Benas, Milton Kusell, Henry Randall, Bob Wolff, Herman Gluckman, Bill Moses, Marvin Schenck, Andy Smith and Eugene Picker.

Samuelson Leaves Newton

NEWTON, N. J.—Sidney Samuelson, Allied New Jersey leader, and now business manager for the Eastern Pennsylvania Allied unit, last fortnight sold his Newton to the St. Cloud Amusement Company, which has several theatres in the area. Latter is booked by the Comerford circuit.

ITOA in Smoking Battle

NEW YORK CITY—The ITOA, it was reported last week, is leading a fight to have restrictions on smoking in theatres lifted in the area.

"Cue" Vote Strong

NEW YORK CITY—Voting in the poll to determine pictures to be shown in the Cinema Hall of Fame series sponsored by Cue Magazine at the Fifth Avenue Playhouse for the benefit of the Boys Club of New York resulted last week in the naming of almost 500 pictures.

Plans are now under way to crystallize the program and have it ready for exhibition as soon as possible.

Literary Note

NEW YORK CITY—A customer at one of the Brooklyn theatres which gave away encyclopedias last week returned with her book which was Part 1 and said to the manager: "I am all through with this book. I want to exchange it for Part 2."

Anti-Industry Bills Defeated in NY State

Billboard Measure, Others Checked

ALBANY—The motion picture industry escaped the brunt of law-making at the 1940 session of the state legislature, a survey showed last week.

One of the principal measures, in which the industry was interested, the billboard bill, was defeated, with Assemblyman W. T. Webb, Smalley circuit manager from Sidney, active.

A measure which would have made specific recommendations regarding booth conditions in small towns died, as did other bills which pertained to civic rights, admissions, etc.

Associates Invite Trade

NEW YORK CITY—Trade paper chiefs and leading exhibitors will be invited to a special meeting of the Motion Picture Associates at the Hotel Astor April 17, it was announced by President Jack Ellis last week. Purpose of the session is to appoint an exhibitors' committee to contact producers and distributors for advertising to appear in the souvenir yearbook which will be readied for the annual associates' dinner-dance.

Kurtzman Loew Chief

NEW YORK CITY—Charles Kurtzman, formerly with Loew's in Pittsburgh, was last week made district manager for the company succeeding H. M. Addison. Houses in Syracuse and Rochester as well as in several New England and Canadian spots are included.

Bookers' Dance May 19

NEW YORK CITY—The first annual dinner- dance of the New York Motion Picture Bookers' Club will be held at the Hotel Astor May 19, it was made known over the week end.

Dance Hall Noise Basis of Local Suit

Competition Too Much For Patrons

NEW YORK CITY—Action was taken last week by the landlord of the Paras Court against Messrs. Louis Goidel and Cohen, operators of the house, for collection of rent which the exhibitors are withholding because the landlord rented the floor above the theatre as a dance hall.

Sidney Freidberg and Louis Nizer, of the Phillips and Nizer office, represented the exhibitors, and defended them on the ground that the noise emanating from the dance hall interfered with the normal operation of the theatre. Witnesses were presented to show that money-back demands on account of the noise were made by many patrons.

Municipal Court Judge Eppig denied a motion to dismiss a counter-claim and adjourned the trial to April 10. He instructed the landlord to take steps against the dance hall, and told both landlord and tenant to take action to have the police department revoke the hall's license.

Buffalo Trial Begins

BUFFALO—Trial of Old Vienna, Inc., began here last week in county court. Unit operated "Bingo" in the former Gayety in connection with film shows.

Violation of the anti-trust laws is charged.

Johnson in Philly

NEW YORK CITY—Lou Johnson, president of the local Exchange Employees Union, is scheduled to address the Philadelphia employees body at a meeting April 12, it was announced last week.

Cortland Episode Ends

CORTLAND—An apology to the State Parole board, a plea of guilty and a $50 fine ended in Municipal Court here March 29, the case against Garson M. Jaffa, manager, Cortland, who was charged with using illegal and misleading advertisements. Jaffa's troubles grow out of "teaser ads" he inserted in Cortland papers to arouse interest in Paramount's "Parole Fixer."

City Judge Donald W. J. Yager accepted Jaffa's plea and his explanation that he did not believe anyone would take the advertisements seriously, or construe, as did prisoners at nearby Attica prison, that the services of a "parole fixer" were actually offered. Judge admonished him to be more careful in the future, and in lieu of his explanations and his belief that his intentions were good, imposed the "moderate" fine, but no sentence.

All Schine managers have been warned not to use ads from the Paramount pressbook in connection with "Parole Fixer" and to take care that nothing but the picture title and its stars are publicized.

UNIVERSAL HOME OFFICE FETES JOE PASTERNAK; OTHER DOINGS

UNIVERSAL HOME OFFICE in New York City threw this party at the Hotel Astor recently for producer Joe Pasternak upon his arrival. Seated in the picture in the upper left are: Joseph M. Seider, Prudential; Leonard Schlesinger, Warner Bros.; Si Fabian, Fabian theatres; I. J. Hoffman, Warner Bros., New Haven; Don Jacocks, Warner Bros., New Jersey; Ed Hinchey, Warner Bros.; Ed Zebell, Fox W. C.; Milt Ossfeld, Skouras.

At the table at upper right are: Irving Kaplan, Randforce; Harold Rinzler, Randforce; Dave Levy, U, New York City; John Benas, Skouras; J. J. Thompson, Cocalis; Morris Jacks, Walter Reade; Leo Justin, Walter Reade theatres; Leo Brecher, Plaza; Leo Abrams, U short subjects chief; Max Cohen, U exchange.

Seated center left are: Sam Goodman, Century; William White, Skouras; Fred Schwartz, Century; Al Hovel, president, Century; George Skouras; William P. Phillips, United Artists; Sam Rinzler, Randforce; Manny Frisch, Randforce; Barney Goodkind and Elihu Winer, U story department.

At the center right table are: Harry Mandel and Max Fellerman, RKO; John Friedl, Publix, Minneapolis; Mort Singer; J. J. Ludwig, Publix, Minneapolis.

At bottom left are pictured: John Wright, Rivoli; Freddie Meyers, RKO; John J. O'Connor, RKO; Joseph Seidelman, U Foreign vice-president; Joe Pasternak; William A. Scully, U general sales manager; Nate J. Blumberg; Harry Brandt; J. Cheever Cowdin; Clayton Bond, Warner Bros.; Arthur Mayer, Rialto; William J. Heineman, U Western sales manager.

At the bottom right is a closeup of the speaker's table, with the head of O'Connor visible, and Pasternak, Scully and Blumberg taking up from there. All in all, a gala occasion.

PICTURED is the Globe, New York City, front for "The Human Monster," Monogram horror opus, which has been doing a nice business.

GEORGE O'BRIEN, star of RKO's "Wagon Train," visits the Fair.

LATE NEWS HIGHLIGHTS

Universal Corporations Re-Elect All Officers

Blumberg Again Heads Both Bodies

NEW YORK CITY—At the first annual meeting of the newly elected boards of directors of Universal Pictures Company, Inc., and Universal Corporation, respectively, held in the companies' local offices last week end, all present officers of each company were re-elected as follows:

For Universal Pictures Company, Inc.:

J. Cheever Cowdin, chairman of the board; N. J. Blumberg, president; Charles D. Prutzman, vice-president and general counsel; Matthew Fox, vice-president; William A. Scully, vice-president; Clifford Work, vice-president; J. H. Seidelman, vice-president; Peyton Gibson, secretary; S. Machnovitch, treasurer and assistant secretary; Edward Muhl, assistant secretary; Harold S. Brewster and Eugene F. Walsh, assistant treasurers.

For Universal Corporation.

J. Cheever Cowdin, Chairman of the board; N. J. Blumberg, president; Charles D. Prutzman, vice-president and general counsel; Peyton Gibson, secretary and treasurer, Margaret M. Sullivan, assistant secretary and assistant treasurer.

Pathe Holdings Noted

NEW YORK CITY—Proxy statement for the annual meeting of Pathe Film Corporation showed last week end that Robert R. Young and his associates own 62,387 common shares, and that Allan P. Kirby is beneficial owner of 2,100 shares and owns stock in the company and has a remainder interest in a trust which in the aggregate own or are interested in 5,600 common shares.

Consent Decree Reaction

NEW YORK CITY—Unofficial comment on the reported consent decree plan last week was not of the favorable variety.

With the second draft apparently seen by plenty of people, no one was heard shouting its praises. Allied was reported to have received it days ago but no comment was forthcoming.

Two Allied New England units have gone on record against any consent decree.

Rogers Week April 25

NEW YORK CITY—Major L. E. Thompson, RKO executive and chairman of the Will Rogers campaign, last week announced the postponement of this year's Will Rogers National Theatre Week to April 25.

"Rebecca" Big Noise Along the B'way Stem

"Primrose Path" Also Does Nifty

NEW YORK CITY—"Rebecca" is still the big thing on the main stem this week, pointing for over $100,000, after a tremendous $118,500 on the first stanza, putting it up among the Music Hall's top five grossers.

First-run business, as reported to THE EXHIBITOR by usually reliable sources, follows:

"REBECCA" (Selznick-UA)—At the Hall, did a huge $70,000 Thursday, Friday, Saturday of the second week, and looks for over $100,000 for the second seven days. Last week the gross soared to $118,500, putting this film up among the Music Hall's biggest money-winners. With stage show.

"IT'S A DATE" (Universal)—Heading for $18,000 on the third week, not bad, and set for another week and two days. Paramount's "French Without Tears" bows in April 20.

"GONE WITH THE WIND" (Selznick-Metro)—Another good $20,000 at the Astor.

"ROAD TO SINGAPORE" (Paramount)—On fourth week, had good $17,500 Saturday, Sunday, with stage show, at the Paramount.

"PRIMROSE PATH" (RKO) — Satisfactory $19,000 Friday, Saturday, Sunday of the third week at the Roxy, with stage show.

"BROADWAY MELODY" (Metro)—Only fair with $22,000 on the second week at the Capitol.

"IT ALL CAME TRUE" (Warners)—Did pretty good $24,000 Friday, Saturday, Sunday at the Strand, with stage show. Second week of "Virginia City" hit excellent $36,000, with stage show.

"BULLET CODE" (RKO) and "HIDDEN MENACE" (Alliance)—Saw $1,300, Saturday, Sunday at the Central. So-so. Monogram's "The Human Monster" registered an above average return during its two weeks, the first being a real surprise.

"OUTSIDE THE THREE MILE LIMIT" (Columbia)—Did $2,500 Saturday, Sunday at the Globe, fairish.

Adolph Zukor Testifies

NEW YORK CITY—Paramount's Adolph Zukor testified last week end in the pretrial examination in connection with the government's equity suit. He had occasion to point out that times had changed since 1918, when he made a statement that exhibitor organizations should not go into production and distribution. He reviewed the growth of the Paramount theatre circuit.

Neely Synopsis Clause Hit by David O. Selznick

Comments on "Wind," Plans at Conference

NEW YORK CITY—"The synopsis clause of the Neely Bill, if it goes through," asserted producer David O. Selznick upon arriving here last week end for a three-week visit, "will force independent producers such as myself to sell their pictures individually. I don't see how the industry can operate under a weight of that sort since it will force bad pictures."

That statement by the producer of "Gone With the Wind," "Rebecca," and many of the screen's most outstanding motion pictures, dealt with only one of the many industry topics discussed in his office during an interview there. After taking care of some business in town, he will leave for the coast to wash up what chores he has to attend to there and then will leave on a lengthy vacation which will cut down to two the number of films he will deliver to United Artists. His next effort, he said, will be a version of "Joan of Arc," starring Ingrid Bergman, who was visiting with him as the press arrived.

"Anyone putting four millions or more dollars into a picture," he claimed, "is just plain crazy. I did it once with 'Wind,' but I'm not foolish enough to think it can be done again until a story comes along which can be classified with that as one the public is avidly waiting to see."

Disagreeing with those producers and distributors who believe production costs will have to decease considerably to balance the lowered grosses resulting from the war-caused foreign market loss, Selznick stated: "We will have to make production costs higher, or at least keep them at their present level if we are to get more domestic business to substitute for the overseas loss. Contrary to what most people misapprehend as the chief factor in production costs, star salaries constitute only a fraction—some 15 or 20 per cent—of the negative cost. I believe writing costs are going to rise, and they should. Writers are the most underestimated portion of the industry. We must, somehow, find a greater distribution here in the states. The margin of profit before the war was less than the market lost because of it."

One suggestion he offered would be to "educate exhibitors to flex their admission charges whereby really big productions would gross more in proportion to comparatively smaller budget pictures." He pointed out that it just isn't logical to charge the same admission price for a picture costing two millions as for one costing a few hundred thousand dollars. He cited the principal suggestion by the late Irving Thalberg wherein there would be one theatre in each town playing one picture exclusively in that town at a raised price. "However," he added, "I don't think you can "type" a big attraction and hike the prices—it wouldn't be fair. On the other hand, where we could get exhibitor encouragement, it should work out."

Stories appearing in the public press that Selznick had bought Sholem Asch's "The Nazarene"

(Continued on page 8, column 3)

First Gov't Witnesses Called

NEW YORK CITY—The government last week secured an order from Judge Samuel Mandelbaum authorizing it to serve subpoenas upon 14 witnesses for their appearance at the beginning of the equity suit May 1. More than 100 witnesses will be called at that time.

Among the exhibitors in the territory served by THE EXHIBITOR were H. A. Batastini, Punxsutawney; M. E. Ouslander, Scranton.

An order permitting issuance of subpoenas is required where a witness lives more than 100 miles from the courthouse, the attorneys explained. In the metropolitan area, no court order will be necessary.

Abe Montague, Columbia sales chief, was questioned in pre-trial examination last week, discussing policies. He revealed that the company does not give a 10 percent cancellation privilege. Only 33 percent of the company's customers buy 100 percent of the product, he said. The company favors independent accounts, he declared, finding it gives better rentals and advertising. Clearance concerns the company only as it affects income, he indicated.

Herb Hustler Passes

PHILADELPHIA—The local industry lost its third veteran member within a fortnight's period when Herb Hustler, manager, passed away April 4. He was not connected with any theatre at the time of his death, but had been in the business for many years. Passing of Charles Rapoport and Gilbert Fleischman was also mourned within the same period.

Lou Diamond Mourned

NEW YORK CITY—The trade was shocked to hear of the death of Louis A. Diamond, 48, April 6. Diamond was Paramount's top shorts producer and also headed Paramount Music and Famous Music. He suffered a heart attack while dancing and died shortly after.

He was buried April 9.

Waller, Del., House Burns

LAUREL, DEL.—Waller, under lease to the Schines, was destroyed by fire April 5, with loss estimated at $50,000. Fire was discovered shortly after closing. Building is owned by T. J. Waller estate, built in 1928. Herbert Brown is manager.

New York Lease to Brandt

NEW YORK CITY—Consolidated Amusement Enterprises last week end sold its lease on the New York, under construction at 43rd and Broadway, to Davis Zimmerman, an attorney representing the Brandt circuit.

Father Al Katz

PHILADELPHIA — It was a boy, seven and three quarter pounds, for the Al Katz family here April 5 at Mount Sinai Hospital.

Father is the genial field representative for Jay Emanuel Publications.

National Legion of Decency List, April 10, 1940

UNOBJECTIONABLE FOR GENERAL PATRONAGE — "The Biscuit Eater," (Paramount); "Star Dust," (20th Century-Fox); "Golden Gloves," (Paramount); "Texas Stagecoach," (Columbia).

UNOBJECTIONABLE FOR ADULTS —"And One Was Beautiful," (Metro); "Beyond Tomorrow," (RKO); "Lights Out in Europe," (Kline); "'Til We Meet Again," (Warners).

OBJECTIONABLE IN PART — "Johnny Apollo," (20th Century-Fox); "King of the Lumberjacks," (Warners).

Philly Allied Meets

PHILADELPHIA — Present status of the Neely Bill was discussed at the meeting of the board of the Allied Theatre Owners of Pennsylvania last week end. Talks in favor of the bill were considered. A letter concerning the "Pot of Gold" radio program, sent to Allied by the Federal Communications Commissions, was read to the large attendance of board members. A resolution was passed protesting the use of theatrical films in 16 mm. sizes, and the use of nickel "juke-boxes" for showing films. Next general meeting of Allied will be held April 16, while the next upstate meeting will take place at Mount Carmel April 12.

Conference Committee Set

NEW YORK CITY—Determination to make the forthcoming Spring "Conference" dinner of the Picture Pioneers the best yet was expressed by Jack Cohn, house manager, last week in announcing the appointment of Harry Brandt as chairman of the entertainment committee. At Brandt's request, the following men were appointed as members of his committee: Barney Balaban, Nate Blumberg, Charles Moskowitz, Marvin Schenck, Ned Depinet, Sy Fabian, George Skouras, Sam Rinzler, Joe Hornstein.

THE EXHIBITOR

VOLUME 23, NUMBER 22 APRIL 10, 1940

Advance Shots on Coming Reviews 20
Better Management 14, 15
The Check-Up (THE EXHIBITOR's Servi-section) Yellow Section
Editorial Page 3
Hints on Newspaper Advertising 22
In the Spotlight 6
Late News Highlights 7, 8
National Mirror 9, 10, 11
National Mirror Picture Page 21
National Release Date Guide Inside Back Cover
News of Territory 23 et seq.
Production Happenings 18
Territorial Highlights 5
The Tip-Off 19
Warren Stokes Hollywood Newsreel 18

Material contained in the Late News Highlights section often represents new developments in stories to be found on other pages of this issue. If the reader will bear this in mind it will avoid possible confusion. This section of THE EXHIBITOR goes to press last, with latest developments within the industry, where available.

Cocalis Winners Announced

NEW YORK CITY—Winners of the Cocalis Enterprises' J. J. Thompson Drive for better business were announced over the week end during a managers' luncheon at the Hotel Lincoln. Drive spanned the period from January 1 to March 31.

First prize money went to Leo Stearns, manager, Pilgrim. Second and third awards, respectively, went to manager Bouzis, Rosedale, and J. Bonney, Beach.

Winner of the special exploitation prize was Herman Slepian, Pelham, and the merchant tie-up award went to Yorke's Fred Unger. Ben Friedman, Ward, and Joe Cannon, Crest, took the maintenance and service money. All other managers received one week's salary.

Matthew Carroll Passes

NEW YORK CITY—Matthew V. Carroll, treasurer and a director of General Theatres Equipment Corporation, and treasurer of National Theatre Supply Company, died in his 47th year at his home in Bronxville, April 4, following a long illness.

Funeral took place from Christ Church, Bronxville, April 6. Besides his wife, Mary Williams Carroll, he leaves two daughters, Jean and Phyllis, and two sons, James Williams and Walter Green.

Gilman, Elder Shift

NEW YORK CITY—Shifts in the Loew managerial setup last weekend found Bill Elder, New Haven, Conn., traveling to Harrisburg, Pa., to take over the Loew reins dropped by Sam Gilman, promoted to Dayton, O.

No RKO Dividend Action

NEW YORK CITY—At a meeting of the board of directors of Radio-Keith-Orpheum Corporation held last week end, the board considered the matter of a quarterly dividend payable May 1, 1940, and took no action to pay it.

Selznick

(*Continued from page 7*)

were denied by D. O who said that he had thought of it but that there was too much opposition from various religious sources. That, and the price. "I would," he averred, "like to do the life of Christ at some time." He also toyed around with the idea of buying "My Dear Children" in which John Barrymore is appearing on the Broadway stage, but also dropped that plan.

Talk got around to "Gone With the Wind," and Selznick emphatically denied that the film is not doing very well in the nabes. He claimed, and referred all disbelievers to Metro's Bill Rodgers, that "GWTW" was doing proportionately as well in the nabes and second runs as it did in first runs. He re-iterated an assertion made during his visit here some months ago that the picture will not be cut for the subsequent runs.

Selznick announced that he has director Hitchcock and actresses Vivian Leigh, Hattie McDaniels, and Ingrid Bergman under five-year contracts. He also said: "I sincerely believe Lawrence Olivier will be the next great male star. I wish I had him under contract."

On Technicolor, D. O. S. had this to say: "I will use Technicolor on any picture which warrants it. I believe in five years from now every good picture will use the process. The only thing holding it back at present is cost."

A controversy on the "double feature problem" ensued during which time the consensus of opinion was discovered to be that more pictures like "Rebecca," as to content and length, would do away with duals.

The trend in Hollywood, according to Selznick, is towards independent production. Warners, he said, is even thinking of forming a separate sales force to handle product delivered by independents.

Answering a question on "social significance" films, Selznick opined: "I suppose there will be more pictures dealing with social and propaganda subjects, but I won't make any. When made, they should be advertised as such."

FIRE!

Hear the cash customers gasp as a huge tropical island goes up in flames in the most thrilling, most exciting fire scene ever to blaze across the screen. It's red-hot box-office . . . and watch the paying public eat it up!

TIDAL WAVE!

Thrill piles upon thrill to flay their emotions and leave them limp as waves of destruction climb higher and higher and finally engulf the entire island . . . leaving only havoc in their wake.

"TYPHOON!"

in Technicolor!

Climaxing the greatest succession of thrills ever caught on celluloid . . . a real tropic typhoon unleashed with all its thundering force. It's showmanship dynamite in Technicolor that'll have 'em talking for weeks!

WATCH FOR . . .

Full page, full color American Weekly ad reaching 14,500,000 readers!
Supplemental full page ads reaching an additional 7,000,000 readers!
Tremendous nation-wide publicity barrage!
. . . a Paramount super-showman's campaign — all aimed to make the National Release Date, MAY 17, a national box office holiday!

Paramount presents

DOROTHY LAMOUR · ROBERT PRESTON in

"TYPHOON"

in Technicolor!

with

LYNNE OVERMAN · J. CARROL NAISH

Directed by Louis King · Screen Play by Allen Rivkin · Based on a Story by Steve Fisher

There'll be romantic sighs from coast to coast when they see glamorous Dorothy Lamour fall rapturously, gloriously in love with the first white man to invade her tropic paradise — femme-exciting Robert Preston!

Paramount Pictures

THE NATIONAL MIRROR

RKO 1940-1941 Plans Include 18-20 'A' Features

Edington Outlines Plans In Interview

NEW YORK CITY—An advance shot of what will comprise the RKO lineup for 1940-41 was given to the trade press by Harry Edington, newly-appointed executive producer, at a conference in the Sherry-Netherland last week, when he opined that between 18 and 20 "A" pictures will be made on the home lot and that an equal number will come from outside producers. The remainder of the 52-picture schedule will be drawn from George O'Brien westerns and "Better 'B' films."

A very tentative outline of productions for the forthcoming year, according to Edington, would include two Carole Lombards (split in accordance to flexible plans); two Laughtons; one Orson Welles; one Ginger Rogers-Ronald Colman; two Cary Grants; three Ginger Rogers (one with Grant); one Irene Dunne: two Maureen O'Haras; one Charles Laughton-Carole Lombard starrer from a prominent stage play; one Michelle Morgan (the outstanding French star of 1938-39); two Lucille Balls (who has been upped to "A" stardom); at least one Herbert Wilcox-Anna Neagle; two Ann Shirleys and possibly two or three in Cosmo-color from Franklyn-Warner.

Ned Depinet, RKO vice-president in charge of distribution, added that there would be one Joel McCrea feature and one Kay Kyser starrer on the program. President George Schaefer asserted that the '40-'41 program will contain 52 features, at a budget of not less, and possibly more, than last year's.

Edington, who will not personally produce product for RKO, will supervise all

(*See next page*)

Michalson Honored

NEW YORK CITY—As part of the Ned Depinet Drive, RKO last week designated the period from April 13 to April 26 as Harry Michalson Weeks, as a tribute to the short subjects sales manager.

Convention Dates Near

NEW YORK CITY—Two companies were reported set on their convention dates last week. Universal may go to Atlantic City, May 15, while Metro may assemble a few days later in Chicago.

"Rebecca" Hits New High

NEW YORK CITY—Murray Silverstone, chief of world-wide operations of United Artists, last week issued the following statement:

"'Rebecca' is making motion-picture history this year. It is one of the biggest grossing pictures we have ever had, and, in our 20 years, we have had some big ones."

No. 19 Recorded by MPPDA Leader Hays

Directors Also Chosen At Session

NEW YORK CITY—The following board of directors was elected last week at the annual meeting of the Motion Picture Producers and Distributors of America:

Barney Balaban, Nate J. Blumberg, Jack Cohn, Cecil B. deMille, E. W. Hammons, E. B. Hatrick, Will H. Hays, F. L. Herron, Sidney R. Kent, Sol Lesser, Hal E. Roach, George J. Schaefer, Nicholas M. Schenck, Maurice Silverstone, Walter Wanger, Albert Warner and Harry M. Warner.

The board of directors met immediately afterwards and elected Hays for the 19th consecutive year as president of the MPPDA and chairman of the board.

General industry problems, foreign and domestic, were considered at the annual meeting.

First session of the annual meeting was held March 25, at which time Hays presented his annual report on the industry, and an adjournment was taken.

Decency Figures Released

NEW YORK CITY—A total of 573 feature motion pictures were reviewed by the National Legion of Decency in the period from November, 1938, to November, 1939, according to figures released by the Legion last week.

Of the pictures reviewed, 511 were domestically produced and 62 were produced by foreign companies in six languages.

Among the 573, 312 were rated as unobjectionable for general patronage, 200 were rated as unobjectionable for adults, 50 were rated as objectionable in part, nine were rated as condemned, and two were separately classified.

More Exhibitor Names Listed in Gov't Suit

Additional Witnesses Noted

NEW YORK CITY—More names added to list of witnesses for the government were filed last week by the Department of Justice in the equity suit.

The list of 103 contains cases where the government claims the majors acquired theatres or interests in them through coercion.

At the same time, the Department of Justice filed a supplement bill referring specifically to Columbia, citing 68 instances where Columbia allegedly allowed an exhibitor to overbuy; five instances where Columbia allegedly barred an exhibitor from showing its features as part of a double feature program, and 38 instances where the company allegedly fixed the minimum admission price to be charged by an independently owned theatre.

In the territory covered by THE EXHIBITOR, the additional witnesses named, names of the theatres which were subjected to purported coercive methods by majors, and names of defendants who acquired interest in the theatres included:

MAINE—Willard B. Harwood, Strand, Gardner (Paramount-Publix); Abraham Goodside, Strand, Portland (Paramount-Publix).

MASSACHUSETTS—Walter V. Littlefield, Eggleston, Boston (Paramount); Nathan Yamins, Fall River (Publix); George Ramsdell, Granada, Strand, Mystic, Orpheum, Malden (Loew's).

NEW JERSEY—Eugene Mori, Landis, Vineland (Warner's).

NEW YORK—B. S. Moss, Criterion, New York City (Loew's); Benjamin Bordenaro, Palace, Olean (Warner's); W. W. Farming, State, Erie, Strand, Van Curler, Schenectady (RKO).

PENNSYLVANIA — Harry Fried, Suburban, Ardmore (Warner's); Joseph Wodock, County, Doylestown (Loew's); Charles Segall, Bromley, Philadelphia (Warner's); George Graves, Carman, Philadelphia (Warner's); William Freihofer, Nixon, Tower, Frankford, Roosevelt, Philadelphia (Paramount); William Goldman, Terminal, Philadelphia (Warner's); H. A. Batastiny, Alpine, Punxsutawney (Warner's); I. Ouslander, Pinebrook, Scranton (Paramount); Harry Fried, Wayne, Seville, Wayne and Ardmore (Warner's).

VIRGINIA—J. V. Trent, Trenton, Lynchburg (Paramount).

WEST VIRGINIA—Don Tapulias, Capitol, Wheeling (Warner's); J. M. Ulmer, Capitol, Wheeling (Warner's).

That the government has information only of a general nature as regards charges of monopoly and discrimination in production in its equity action was admitted by Paul Williams, Special Assistant Attorney General, in fighting an application by attorneys for the major companies last fortnight. Williams stated that investigation into production by government agents had ended in 1936.

At a hearing, the defendants had charged that the government was pro-

(*See next page*)

Triple Header

NEW YORK CITY—Fred Allen, Jack Benny, Mary Martin will be co-starred in a forthcoming Paramount feature it was made known exclusively to THE EXHIBITOR last week from a usually reliable source.

More Exhibitor Names

(*Continued from preceding page*)

ceeding with its suit without sufficient evidence to back it up.

The Department of Justice admitted that the information received from the 23 independent producers had merely dealt in generalities, and that there were no specific instances of what independent pictures had been discriminated against in distribution.

Federal Judge Henry W. Goddard, hearing the application for fuller answers to the defendants' consolidated interrogatories, suggested that the Department of Justice make an effort to answer them more completely; and Williams, in response, said that he would consult his files and have additional answers ready later.

Warners' trial attorney Judge Joseph M. Proskauer stated that the information at hand was insufficient to indicate to the defendants what charges they would have to meet.

Judge Goddard stressed the necessity of shortening the trial, and asked the attorneys to eliminate all issues which were not controversial.

Attorneys for the defendants announced that they would submit to the government counter proposals to be stipulated before the trial. The court then said that subsequent discussions will be held on this subject.

A preliminary application of Columbia to compel the government to answer the 10 interrogatories was heard by Judge Goddard, and it was suggested that Columbia's attorneys confer with the Department of Justice in an effort to settle them amicably.

Conflicting statements made by Special Assistant Attorney General Paul Williams and Paramount attorney Judge Thomas D. Thacher seem to have dimmed hopes of settlement in the government's equity suit. The disagreement centered about the ultimate aims in the suit.

Williams stated that "we believe that the integration of production, distribution and exhibition by the five large producer-exhibitor companies has directly brought about a violation of the Sherman act."

Williams further claimed that this situation has resulted in the forming of two unequal classes, the affiliates and the independents. "We will strike out against the fundamental conditions of the trade," he said. "There is a failure of open competition for both buyers and sellers. We are not concerned with isolated cases but with the fundamental situation."

Judge Thacher, in rebuttal, stated that "we claim that this discrimination charged by the government is lawful and necessary, although it may be termed monopoly by the government. After presentation of our evidence on trial, we expect to convince the court of its lawfulness."

Raymond Moves Up

New York City—Charles Raymond, for many years managing foreign theatres for Loew's, was last week appointed district manager with headquarters in Cleveland.

Selznick in East

New York City—David O. Selznick arrived here from Hollywood April 5.

Sears Setting Plans

NEW YORK CITY—"Plans for what well may be the most unique sales convention in the history of the motion-picture industry, will be the subject of discussion with Burbank executives and ready for announcement in complete detail upon my return," stated Gradwell L. Sears, Warner Brothers general sales manager, before entraining last week for the Warner Brothers Burbank studios for a full discussion of plans with H. M. Warner, Jack L. Warner, Hal B. Wallis and Charles Einfeld. Accompanying Sears was S. Schneider, home office executive.

Another phase of company activities to be huddled over by the Warner executives will be the merchandising plans for the Spring and Summer product, which includes the most important releases in the company's 1939-40 release schedule.

GTEC Net Up

New York City—A net profit for 1939 of $696,062, after $51,665 reserve against investments in and advance to subsidiaries not consolidated, was reported last week by General Theatres Equipment Corporation and subsidiaries, excluding Cinema Building Corporation, J. M. Wall Machine Company, Inc., and Zephyr Shaver Corporation.

The $696,062 profit is equal to $1.17 each on 592,887 no par capital shares, against $507,267, or 85 cents each on 597,887 shares in 1938.

The net loss of subsidiaries not consolidated was $169.062, while net sales for 1939 were $8,401,601 against $8,326,246 in 1938.

Eastman Net Rises

New York City—Reporting a consolidated net profit of $21,537,577 for 1939 after all deductions, equal to $8.55 a share on 2,476,013 no par common shares, the Eastman Kodak Company last week forwarded to stockholders a proxy statement for the annual meeting at Jersey City April 30 which will modernize and broaden the present certificate of incorporation.

Among other things, the changes will give recognition to the rapidly expanding business in the cellulose, yarn, plastics and chemical field. Net profit in 1938 was $17,339,408, or $7.54 a share.

Chaplin Given Credit

Washington—Bureau of Internal Revenue announced last week that a credit of $22,989 was given to the Charles Chaplin Film Corporation of Los Angeles on account of over assessment of income and surtax on undistributed profits in the year 1937.

Darryl F. Zanuck of the 20th Century-Fox Film Corporation and his wife, Virginia, asked the Board of Tax Appeals for a redetermination of deficiencies totaling $730,575 against their 1935 income. Each claimed an overpayment of $931 in taxes for that year.

RKO 1940-1941 Plans

(*Continued from preceding page*)

production on the home lot. He still has two pictures to deliver to Universal under a contract made by himself, as Famous Productions, and the Nate Blumberg organization. One of the films he will deliver is "La Chiens," a Cary Grant starrer.

Among the producers under contract to RKO who are scheduled to deliver product this year or/and next are Lee Garmes, Harold Lloyd, George Haight, Leo McCarey, Gregory LaCava, David Hempstead, Towns and Baker, Orson Welles, Dave Butler, George Abbott, Erich Pommer, and Bob Sisk. Welles, having temporarily shelved his first two planned productions, will get to work on the third one, feeling that its timeliness gives it more value. Its title and theme are, as yet, unknown. "Welles," stated Edington, "is a smart boy, despite all talk to the contrary started by his 'stalling.' And he is going to come through in great style."

George Abbott, one of Broadway's most successful legit producers, is coming to the Coast to direct the film version of "Too Many Girls." One of the purposes of Edington's eastern visit is to talk over with Abbott the feasibility of bringing the entire "Girls" cast to the Coast for the picture. The only Technicolor production scheduled up to now is David Butler's "Photo Finish," a race track yarn.

While mentioning the rise to stardom of Lucille Ball and Ann Shirley, Edington deplored the lack of available outstanding male talent in Hollywood. The boy RKO will push, however, will be young Tim Holt who scored heavily in "Fifth Avenue Girl." Edington claims he will keep his Famous Productions in operation.

Other than the press, those who attended the press conference and cocktail party were the following representatives of RKO and RKO theatres: John J. Connor, theatre chief; Malcolm Kingsburg, circuit vice-president; Max Fellerman; Nat Holt; Fred Meyers; Bill Howard; Leon Goldberg; Major L. E. Thompson; Sol Schwartz; circuit publicity chief Harry Mandel; Johnny Farmer; Rutgers Neilson; President George J. Schaefer; W. J. Merrill.

Richard C. Patterson, chairman of RKO board of directors; playdate department's M. G. Poller; William J. McShea; Harry Gittleson; Irving Shiffrin, James Boyle, vice-president Ned Depinet; foreign chief Phil Reisman; publicity-advertising head S. Barret McCormick; William E. Clark; Cresson E. Smith; Harold Hendee; Henry Holms; talent scout Arthur Willi; sales promoter Leon Bamberger; exhibitor relations' Henderson M. Richey; Joe Heppner; Terry Turner; CBS' Norman Corwin; Jack Level; Jack Lewis; Gunther Lessing; and Erich Pommer.

Pathe Reports Profit

New York City—Annual financial report of Pathe Film Corporation, released last week, is as follows:

For 1939: Net profit, $424,489, equal to 64 cents on 581,270 shares of common stock, after dividend payments on the outstanding seven percent preferred stock, compared with $77,158, or four cents a share, in 1938.

RKO Asks Stock Approval

NEW YORK CITY—Officers of the Keith-Albee-Orpheum Corporation, indicating that a plan of recapitalization may be presented soon, requested stockholders to approve amendments to the certificate of incorporation permitting the repurchase of outstanding preferred stock, at the annual meeting April 10. Management asked the permission to repurchase 3,000 shares at $100 each.

According to George J. Schaefer, president, "pending the plan of recapitalization, the directors have decided that it would be advantageous to the corporation and its security holders if an opportunity were offered to the preferred stock holders to sell to the corporation certain shares of their preferred stock at a price higher than that which has prevailed on the New York Stock Exchange during recent months."

The notice says that if more than 3,000 share are offered, all offers will be accepted pro-rata, but if less than 3,000 shares are offered, the corporation will purchase in the open market or privately the difference at not more than $100 a share. Radio-Keith-Orpheum Corporation, which owns most of the common stock, holds 21,761 of the 64,304 preferred shares now outstanding.

Infringement Suit Ends

NEW YORK CITY—Federal Judge Henry W. Goddard last week ordered dismissal of the infringement suit brought by William Jordan Rapp and Lowell Brentano against Harold Lloyd and Harold Lloyd Corporation after a trial. Plaintiffs charged plagiarism.

Louis Nizer and Robert Benjamin, attorneys in the Phillips and Nizer firm, represented Lloyd. Phillip Wittenberg appeared for the plaintiffs.

Foreign Situation Improves

WASHINGTON—While the war in Europe has exerted a profound effect on the American motion picture industry, its repercussions have not proved to be as devastating as at first anticipated, according to Nathan D. Golden, Chief of the Motion Picture Division, Bureau of Foreign and Domestic Commerce, last week.

"Team" Travel Begins

LOS ANGELES—Metro's coast-to-coast exploitation tour, the 20-mule caravan, left here last week on its transcontinental trek as bally for "20 Mule Team."

Press Agent's Dream

ALBANY, GA. — That President Roosevelt may attend the world premiere of Paramount's "The Biscuit Eater," April 11, at the Albany here, was considered a likely possibility last week end when it was learned that the chief executive might be in Warm Springs on that date.

Mayor W. B. Haley and John T. Phillips, head of the Albany Chamber of Commerce, wired him an invitation to attend the premiere and Albany's Civic Progress Celebration.

Monogram Meets April 20

NEW YORK CITY—Annual franchise holders' meeting of Monogram will be held in Dallas this year, it was announced last week by the board of directors. Get-together will take place April 20-21, giving the franchise holders and branch managers a chance to attend the Variety Club convention activities prior to the Monogram huddles.

Promotion plans, sales policies and the 1940-41 line-up will be decided upon and revealed at the convention.

Franchise holders will be offered an opportunity to acquire stock in the company valued at $100,000, it was decided at a board meeting. Colonel T. C. Davis, Standard Statistics Corporation, is a new member.

Plans for 1940-1941 call for 26 features and 24 westerns, with eight of the latter to be made by George Weeks.

Ginsberg with Para

HOLLYWOOD—Henry Ginsberg has been appointed general manager of Paramount Studio operations it was announced last week. This appointment does not conflict with the work of George Ragnall as executive general manager for the Paramount Studio.

Two Big Ones Bow

LAWRENCE, KAN.—"Dark Command" had its world premiere here April 4 with a terrific opening which set the whole state talking.

Train carrying Republic stars, officials, franchise holders, etc., got a big send off when it left Kansas City, with a parade welcoming the group on arrival here. Governor Payne Ratner led it.

Picture was acelaimed the biggest ever made by the company and received raves. The twin premiere at the Granada and Dickinson was followed by a reception in the evening.

LOUISVILLE, KY.—Hal Roach's "1,000,000 B. C." opened in a special pre-release premiere here last week end, the first of an extensive national campaign.

Mayor J. D. Scholtz and Governor Johnson participated in the gala festivities.

United Artists is launching a large nation-wide campaign on the picture, leading up to the national release date May 3.

Fromkess with Rathner

NEW YORK CITY—Leon Fromkess, former Monogram treasurer, has been appointed executive assistant to Harry Rathner, president of Producers Releasing Corporation, it was announced last week. Producers Releasing Corporation is the new name for Producers Distributing Corporation. The company is planning to move to new quarters in the near future.

IN OLD MISSOURI

WEAVER BROTHERS and ELVIRY

RADIO PROGRAM REACHES NEW
SECOND OF FILM SERIES RE

LISTENER HIGH...
ADY FOR RELEASE!

More millions of people listen to the "Dr. Christian" program over the CBS network today than ever before, according to the newest Crossley rating of radio popularity. Which means more-than-ever fans for this second in the series, presenting the star of the broadcasts, and all the other well-loved characters, in a down-to-earth drama of a small-town doctor.

...A truly big attraction for all the folks who know and love "Dr. Christian;"... grand entertainment for EVERYBODY!

JEAN HERSHOLT

THE *Courageous* DOCTOR CHRISTIAN

with

DOROTHY LOVETT • ROBERT BALDWIN
TOM NEAL • MAUDE EBURNE • A STEPHENS-LANG PRODUCTION • Directed by BERNARD VORHAUS

Original Screen Play by Ring Lardner, Jr. and Ian McLellan Hunter

RKO RADIO PICTURES

BETTER MANAGEMENT

Camp Fire Girls, Others Help Sell "Blue Bird"

SYRACUSE, N. Y.—Manager Bill Burke, RKO-Schine Eckel, presented the local Camp Fire girls (known as the Blue Birds) with an autographed photo of Shirley Temple, a Blue Bird herself, at their 28th birthday party dinner.

On the afternoon of the dinner over 500 of the girls made up a theatre party to see the picture. Letters indorsing the picture were sent to all Boy Scout Masters in the County. Principal of a junior high school and president of the parent-teacher association indorsed the picture at a general meeting of the County association.

A full window display was used in center window of a department store as well as a toy shop. Song, "Some Day You'll Find Your Blue Bird" was featured at music counters and over radio programs.

MERIDEN, CONN.—Manager Joe Samartano, Loew-Poli Palace, submits the following campaign:

Coloring contest with special stories and art planted in a local daily; sheet music and orchestrations obtained from publishers were plugged at all night spots and used as the vaudeville overture; hundreds of study guides distributed to all schools and department heads; thousands of bookmarks were given to local libraries and book stores; personal letters to Women's Clubs and the Parent-Teacher Association. The Undercliff Orphan Home was invited to see the film.

HARRISONBURG, VIRGINIA—Jack Fretwell, State, sent out 3,000 heralds paid for by ads sold to local merchants. Special lobby display was designed, featuring 40x60 painted by a local artist depicting the New York premiere, bearing Easter copy and clarifying prices. A total of 100 window cards were distributed throughout the territory. Letters were sent to clergymen and educators, playing up moral and educational value of the film. Essay contest on "Why Maeterlinck's 'Blue Bird" contains the fundamentals of great literature" was conducted in local schools. Posters were placed on school bulletin boards. Special six-sheet was placed on side of theatre.

"Northwest Passage"

LONG BRANCH, N. J.—For "Northwest Passage," manager Thomas A. Phelan in co-operation with the local Boy Scouts of America created a lobby display with a forest atmosphere. Scouts were in attendance daily during the engagement and acted as ushers.

Display consisted of a long grass matting, with forest surroundings, etc.

"Command" Book Scores

NEW YORK CITY—An exceptionally attractive pressbook was sent out last week by Republic on "Dark Command."

Starting with a distinctive black and gold cover, the book thoroughly concerns itself with all possible means of selling "Dark Command," and there are plenty of them.

A large section is devoted to newspaper advertisements, while equally big portions contain publicity stories, features for newspapers, hints for the exhibitor, suggestions for tie-ups, contests ideas, fashion tie-ups, lobby displays, banners, and novelties. The entire book, which makes use of color throughout, is extremely well done and an example of what a good pressbook should look like. Republic can take a bow on their work.

Paramount Arranges Big "Biscuit Eater" Tieup

NEW YORK CITY—Paramount Pictures, in co-operation with Ken-L-Ration dog food, last week worked out a national advertising and co-operative merchandising campaign to assist exhibitors on "The Biscuit Eater."

Billy Lee, juvenile lead in the picture, and Promise, the dog star, will be featured in a huge magazine advertising campaign.

Ken-L-Ration has gotten out a special two-colored, 11x17-inch window display poster which will be available to all store merchants and exhibitors for co-operative tie-ups. Billy Lee, Promise and full credit for "The Biscuit Eater" appear on the window poster, which has generous space for local theatre imprints.

Through a direct mail campaign dealers throughout the country have been informed of this tie-up and urged to contact local theatre owners playing Paramount's "The Biscuit Eater."

"Ten Nights in a Barroom"

WORCESTER, MASS.—Veteran Bob Portle, manager, Loew-Poli Plaza, blended the Anti-Saloon League of Massachusetts and the city's clergymen into his campaign on this one. Two of the leading ministers passed out circulars to their parishioners, and the Anti-Saloon League sponsored a similar activity. A "bar" was set up in the lobby with the bartender passing out ginger ale. A three-sheet on lobby floor attracted much attention.

"Rebecca" Gets Benefit Of Extensive Campaigns

NEW YORK CITY—An extensive campaign was executed by United Artists on behalf of "Rebecca," for its premiere at the Radio City Music Hall.

"Rebecca" got first Life Magazine feature on Hitchcock, the director, next, one on David O. Selznick, its producer, and finally, a picture-of-the-week layout. Other national magazine breaks included Collier's, Ladies Home Journal, Town and Country, Vogue and Good Housekeeping. King features and Time Wide World also contributed important layouts.

The New York exploitation campaign, spread over a period of four months, made good use of the co-operation of many stores. Radio highlight was a Kate Smith coast-to-coast broadcast with Judith Anderson. These were topped by a contest in the Journal-American, which ran for two weeks and offered over $500 in cash prizes.

The Rebecca Luxury Wardrobe was sponsored by a store which gave its entire Fifth Avenue front, eight windows in all, for an entire week. Other stores throughout the country took the Rebecca Luxury Wardrobe with resultant publicity on fashion and roto pages.

Excerpts from the film were presented to radio listeners in an effective selling presentation of "Rebecca" on the Kate Smith Hour over the Columbia Broadcasting System, in which Judith Anderson was starred in her role of Mrs. Danvers. In connection with this program, Miss Anderson came to New York a week in advance of the broadcast, and was given publicity through interviews with syndicate, newspaper and magazine writers.

HARRISBURG, PA.—Manager Sam Gilman, Loew's, exploited the Selznick production with 50 linoleum mats lettered with copy and dates, and placed on corner curbstones. Fifty ladies' pocketbooks containing a card with inscription, "This belongs to Rebecca. Return to Loew's Theatre and receive two guest tickets," were dropped in various sections of the business district.

Spot announcements were made following women's and cooking programs on local radio stations. Tie-ups were obtained in four book stores selling popular editions of the novel.

"Dr. Ehrlich's Magic Bullet"

ALBANY, N. Y.—Eddie Yarbrough, Keeney, did a comprehensive campaign on this Warner feature. Medical and nursing groups were contacted; posters were placed on bulletin boards in factories, schools, club-houses, etc.; visiting nurses sent 1,000 letters at their own expense plugging picture; film was screened for 100 invited local leaders in all fields, who helped in publicizing picture; cigar store tie-ups were secured; spot announcements were made over the radio; Catholic trade was pulled in by addition of March of Time's "Vatican of Pius XII" to the bill.

Most inspired feat of Yarbrough was to dig up a lady who was a cousin of Ehrlich, and a man who had known Ehrlich, Koch and Bering personally. Local Star-Gazette carried big stories, and it certainly didn't hurt business.

Plenty of Attention Given to "Pinocchio"

SYRACUSE, N. Y.—Manager Harry Unterfort, RKO-Schine Keith's, through a tie-up with the Herald-Journal, ran a coloring contest with different cuts daily for six days and received over 2000 entries.

Post-Standard used a quiz and coloring contest resulting in over 1500 entries with 1500 lines of free publicity. Onondaga Valley High School paper used a three-column 100-line ad gratis. Advertising was taken out in all out-of-town papers within radius of 50 miles. Three boys wearing "Pinocchio" masks and suits paraded around the city and went through antics in front of the theatre. An Easter egg hunt was held in the city's largest park with "Pinocchio" record albums and "Pinocchio" masks and writing tablets as prizes. Stunt was covered by daily papers with pictures of winners receiving awards in person from John Boles.

Through tie-up with Dairylea milk company 10,000 heralds were distributed as well as having 30 trucks bannered. An ad was run in daily papers by a milk company which distributed cards to 100 grocers in addition to plugging the picture for six weeks on their regular radio program from the "Pinocchio" glass angle.

WILMINGTON, DEL.—Local manager Lewis S. Black, Warner, plastered the downtown district with a ballyhoo, starting in his lobby with a flashy mechanical layout in one corner showing old Gepetto pulling "Pinocchio's" leg with a string suspended over a large ring.

Manager Black landed publicity material in 40 show windows, 10 of which were big time layouts of cards, and stills. One of his best was in a drugstore next door to the theatre. Ten thousand masks distributed through a national tie-up were given out at the various stores, as well as 3000 "Pinocchio" books and "Pinocchio" glasses. Women's clubs, schools and art leaders were contacted.

MASSENA, N. Y.—Popular manager Cohen, high-lighted his "Pinocchio" campaign over Easter by giving away a dozen rabbits to holders of lucky numbers. The stunt was arranged for a special Saturday matinee. Cohen sniped all the school bulletin boards within a radius of 10 miles as part of his campaign. All newspapers within a radius of 25 miles were serviced with story material.

"Gulliver's Travels"

ELMIRA, N. Y.—Mel Conhaim, Regent, really shot the works on this one. He had 3,500 milk bottle hangers distributed by local dairies (which paid printing costs,) used schools for ballyhoo, placed posters on bulletin boards, displayed sheet music in three music store windows, played tunes from picture over p.a. system over box office, tied in with ten cent stores on toys, novelties, etc.

He showed "Miracle in Miami" trailer two weeks in advance of playdate on this feature, arranged radio plugs, had large displays throughout house, and arranged to have local night clubs plug the tunes. Results were sufficient to warrant the work Conhaim put in, really putting this over with a bang.

School Tieups Big in "Tom Edison" Selling

DOVER, N. H.—A most extensive exploitation was effected recently by the Strand. Mel Morrison, manager, outlined the campaign briefly.

A large wholesale baking company distributed 10,000 Mickey Rooney bread wrappers. Department stores gave space in their advertising in the papers. The nearby Portsmouth radio station gave frequent daily plugs, naming dates and times of showing. Displays were set up by the local electric power company, department stores, restaurants, hotels. A Maine telephone operator advised subscribers of the coming picture. Special readings were held in public and parochial schools. The University of New Hampshire loaned electrical apparatus for a lobby display. Buses, produce trucks and automobiles carried "Young Tom Edison" signs. Hundreds of program cards were mailed to a list of persons in nearby cities. Homes and automobiles were freely circularized.

WILKES-BARRE, PA.—An essay contest for high school students on the subject, "Thomas Edison's Contribution to Progress in America," was one of the highlights of Bill Walsh's campaign at the Comerford. Schools and local Record gave plenty of co-operation, with the winning essay printed in the Record.

Radio contest was held several days before engagement started, with co-operation of a local bank which had a weekly evening program. Music that evening was dedicated to Edison, and songs he liked were played. Tickets were sent to listeners writing best tribute simulating Edison's tribute to his mother.

Tieups were made with dealers of clocks, electrical appliances, radios, cameras, refrigerators and batteries, among others.

WORCESTER, MASS.—Veteran Harold H. Maloney, manager, Loew's Poli, and Maurice Druker, assistant, made a number of effective tieups.

The Bachrach studios used tintypes of Edison on display with stills of the film, and supplied tintypes for five other exhibits. A department store gave a full window of lamps, showing the earliest lamps up to the present. Western Union provided a full window, including one of the first Morse code sets, contributed others for similar displays and used a jumbo telegram.

"The Earl of Chicago"

NEW YORK CITY—Criterion manager Seligman had his six foot seven-inch doorman dress in a complete Easter outfit (top hat, cutaway coat, striped pants, pearl grey vest, etc.) and stroll through Manhattan, leaving his calling card at hotels, restaurants, stores, counters, letter boxes, mail boxes, etc.

Card said: "His Lordship, The Earl of Chicago (Robert Montgomery) — Loew's Criterion Theatre, 45th Street and Broadway—Bryant 9-3839."

On Easter Sunday the doorman distributed the cards to parading throngs on Fifth Avenue, causing much interest and excitement.

"Dr. Cyclops" Tests Available for Showmen

NEW YORK CITY—In preparing the press sheet on "Dr. Cyclops," Robert M. Gillham, director of advertising, publicity and exploitation, inaugurated an unusual showmanship procedure. With "Dr. Cyclops" pre-released in six key city test engagements, an advance press book outline was made up, containing both publicity and exploitation campaigns. Put in manual form, these campaigns were "tested" in the field—stunts, contests and stories being engineered and put over by shrewd showmen with the aid of Paramount exploiteers. Finished press books present the cream of the six-city campaigns, as used.

Among outstanding features of these successful exploitation campaigns were the "Dr. Cyclops" laboratory display utilizing special lens to reduce humans to twelve inches; a five-day newspaper contest, special scare-head newspaper, oversized furniture for lobby displays, special animated lobby display material, unusual street ballyhoo costumes, a whispering campaign and numerous merchant tie-ups.

"Road to Singapore"

HARRISBURG, PA.—Manager Jack O'Rear, Colonial, provided orchestrations from Famous Music Company for local dance bands which featured the music and leaders announced the play date. This was used effectively at the Harrisburg Police Benefit Ball, attended by about 3000 persons. Passes were given to the winners of a dance contest in local ballroom.

Tie-ups were secured in music stores with title pages and Gertsch Ocarinas, which are played in the "Sweet Potato Piper" number. The latter was featured in displays in largest city music store and theatre lobby. Radio plugs were also obtained over John Van Cronkhite's "Little Brown Book" program.

EXPERTS . . .

in every field of theatre design and maintenance will be found listed on

THE EXHIBITOR'S PAGES

MANAGER AVAILABLE

Age 33, single—10 years experience with circuits and independents—thoroughly qualified in every phase of theatre operation—college graduate, with degree in business administration—ample references as to character and ability—moderate salary—has car—will go anywhere. Ask for complete story on this man—it costs nothing to get the facts!

BOX SP — THE EXHIBITOR
1225 Vine Street, Philadelphia, Pa.

"ONE OF THE GREAT

...says Louella O. Parsons

critics forecast great

"Spring's best-selling novel has been skillfully woven into a moving and highly dramatic picture, brilliantly enacted." —*Motion Picture Daily*

"Edward Small has made a splendid film." —*Variety*

"It can be called a masterpiece." —*United Press*

"Powerful, human-interest packed box-office story ...bound to appeal to the mass of movie patrons." —*Film Daily*

"Edward Small has made a truly fine addition to the array of superlative productions which have come from Hollywood in recent months." —*Hollywood Reporter*

"Edward Small herewith gives United Artists an offering of great strength and dramatic passion, one of the best in showmanly approach and potential grossing power, the organization has had in a long time." —*Daily Variety*

"Completely fulfills the novel's extravagant entertainment promises. A powerful offering with a special appeal to the women trade." —*Boxoffice*

"A remarkable transformation of a great book into a great picture." —*Douglas Churchill, New York Times*

And Chosen as The Picture of the Month by Redbook Magazine!

PICTURES OF THE YEAR!"

...as great lines from ALL the lines at your box-office!

Brief Glances At PRODUCTION HAPPENINGS

West Coast News Items

HOLLYWOOD—So that its readers may keep abreast of the times, be in the know on the major developments and interesting sidelights, THE EXHIBITOR offers the following items from the various lots:

Columbia

F. Scott Fitzgerald will do the screen play on his Saturday Evening Post story, "Babylon Revisited," which Lester Cowan will produce. Fredric March will probably have the starring spot. . . . Porter Hall gets one of the principal roles in "Arizona." . . . "Babies For Sale," story dealing with illicit practises by fake nursing homes, went before the cameras with Rochelle Hudson and Glenn Ford in romantic leads.

Metro-Goldwyn-Mayer

"Little Nelly Kelly," George M. Cohan's famous musical show, will reach the screen under this company's banner with Judy Garland playing the title role. . . . James A. FitzPatrick's latest Technicolor Traveltalk, "Sitka and Juneau," has been scheduled for national release April 30. . . . Mary McCall is scripting the screen play for "Bombay Nights," from the best seller book by Louis Bromfield, scheduled as a starring picture for Joan Crawford. . . . Robert Taylor and Ilona Massey will be co-starred in "Incident in Java," from the play, "Port of Hope," by Gina Kaus, Ladislaus Fodor and Dean Hartley. . . . John Lee Mahin will do the screen play for "Dr. Jekyll and Mr. Hyde," which will star Robert Donat. . . . William Tracy has been signed for the role of Phillip Turner, with Mickey Rooney and Judy Garland in "Strike Up the Band," new musical to be directed by Busby Berkeley.

Paramount

Harry Sherman's first Hopalong Cassidy picture for the new season gets a title change from "Ranger Guns West" to "Three Men from Texas." . . . Deciding to stress comedy in this season's westerns, Sherman has signed Andy Clyde for a featured role in this first Hoppy of the new season. . . . Basil Rathbone picture formerly titled "Destiny," will carry the release title of "A Date With Destiny." This is a George Arthur production directed by Tim Whelan. In addition to Rathbone, cast is headed by John Howard and Ellen Drew.

RKO-Radio

Paul Gallio's original story, "Star Light," Star Bright," has been purchased here and will be produced by Robert Sisk as a major feature on the company's 1940-41 program. Garson Kanin has been assigned to direct. Story concerns the love problem of a girl with three swains—an ambitious salesman, a philosophic gas station attendant and a millionaire playboy. . . . Producer-director David Butler's first picture of the current year for this studio will be "Photo Finish," a love story with a race track background.

20th Century-Fox

Darryl F. Zanuck spikes all rumors to the contrary, issuing a statement that the Jones Family series will be continued. Four pictures are scheduled for the 1940-41 programs. . . . Laura Hope Crews, Jessie Ralph, Vaughn Glaser, Alma Kruger and Harry Shannon have been signed for principal roles in "The Brat," Jane Withers starrer which goes into production next week. . . . "Street of Memories," an original by Robert Lees and Fred Rinaldo, will be one of the first productions on Lucien Hubbard's program.

Universal

Edward Sutherland gets the directorial assignement on "The Boys From Syracuse," a Jules Levey production. Allan Jones, Joe Penner and Martha Raye have been signed for some leading roles. . . . Wallace Ford, Donald Woods, Kathryn Adams, Mona Barrie and Marc Lawrence head the cast of "No Exit," now shooting under direction of Charles Lamont. . . . Nan Grey gets the feminine lead in "One of the Boston Bullertons," with Roland Young and Hugh Herbert.

Wanger

Albert Basserman, who scored as Dr. Robert Koch in Warners' "Dr. Ehrlich's Magic Bullet," has been signed by Walter Wanger for a featured dramatic role in Alfred Hitchcock's current untitled production. Else Basserman, wife of the European stage star, has also been signed for a role in this picture.

Warners

This studio schedules "Santa Fe," a story of the historic Santa Fe Trail, as the 1941 successor to "Virginia City." Errol Flynn will star and Michael Curtiz will direct. . . . Featured roles in "The Life of Knute Rockne," which stars Pat O'Brien, go to Kane Richmond, Owen Davis, Jr., William Marshall, and Gaylord Pendleton. . . . New story purchase here is Talbert Josselyn's "Second Wind," prizefighter yarn which will star John Garfield. . . . Jack LaRue gets a principal role in "The Sea Hawk," which co-stars Errol Flynn and Brenda Marshall.

Warren Stokes' HOLLYWOOD NEWSREEL

• THAT WAITING LINE in front of a theatre is a rare sight these days, not only in Hollywood and vicinity but right in your own community. But listen, Mr. Exhibitor! I have seen it with my own eyes, right here in movieland where they have night baseball, basketball, outdoor bowling alleys, football games and what have you; to say nothing of skating rinks with a real ice surface and a tropical atmosphere. Believe me when I tell you there is more competition right where the movies are made than in any other part of the country. And what do you think promoted a waiting line in front of a theatre before seven o'clock in the evening? Don't fool yourself; this is not a plug for "Gone With the Wind." The occasion was two ordinary program pictures plus the appearance of Dr. I. Q.—please bear with me, I am not trying to sell you Dr. I. Q.

The Quiz Idea

• THE RADIO QUIZ MANIA is now being demonstrated with startling results. In addition to securing a capacity audience at local theatres, in which the worthy doctor can plug his sponsor's product, the theatre benefits through the sale of tickets to the current attraction, plus the plug secured for the next attraction, through the dispensation of tickets as consolation prizes to those contestants failing to finish in the money. Neighborhood and small town exhibitors have told me they are at a loss to combat or take advantage of this new inovation, through lack of facilities conducive to the best interests of the sponsors through a nationwide broadcasting system. That is a fallacy. Wherever your theatre is located, all you need to cash in on this new avenue of public interest is a microphone attached to a public address system within the walls of your own theatre.

Okay for Everyone

• THE QUIZ IDEA offers many advantages to the wide-awake showman. Be it small city or town, every exhibitor can cash in on this new fad which escapes the lottery clause and other ordinances which might halt its operation, because it is decidedly not a game of chance, but a medium of enjoyment and education. This appeals to the majority because of the natural tendency to learn or express the knowledge of the subject under discussion, plus the opportunity of adding a few dollars to the family poke. Through proper usage it can be harnessed to create a greater interest in your theatre, in motion pictures, and the people who make them, bolstering the receipts on those off nights and generally promote the general welfare of the motion picture industry.

Use the Papers

• YOUR LOCAL PAPER, to which you are giving your advertising support, undoubtedly employs a movie editor or columnist who discusses things Hollywood. You can engage him for the purpose of quizzing your patrons, which he should do for the prestige of himself and the paper he represents. If you will make it a "Movie Quiz" and confine your questions to pictures and personalities you will be educating your patrons to your best advantage. Instead of a cash night involving the outlay of a larger sum, and distracting from your main stock in trade, you can offer ten, five, two or one dollar for the correct answers, incorporating the old country store idea and giving as consolation prizes, a sack of flour, a suit cleaning order, etc., from one of the local merchants who will contribute the merchandise for the advertising.

(*Continued on page* 20)

The TIP-OFF

Another Exclusive Service of Jay Emanuel Publications

A Consensus of box office results, kept as factually correct as possible, as culled by the field news staff of THE EXHIBITOR in this and neighboring territories.

PICTURE	START (First Runs)	TURN (Sub. Runs)	STRETCH (Neighborhoods)	PAYOFF (Consensus)	REMARKS
ABE LINCOLN IN ILLINOIS (RKO)	Slow				Business has been disappointing.
THE BLUE BIRD (20th Century-Fox)	Slow				Most reports not encouraging.
BROADWAY MELODY OF 1940 (Metro)	Fair	Good			No smash, but gross is okay.
DR. CYCLOPS (Paramount)	Good				Test engagements turned in some neat grosses for this exploitation show.
DR. EHRLICH'S MAGIC BULLET (Warners)	Fair	Fair			Grosses are not what the picture deserves.
THE FIGHTING 69th (Warners)	Fast	Fast	Good	Fast	Dough show all the way.
GRAPES OF WRATH (20th Century-Fox)	Spotty	Fair			Got some good openings, but eased off.
HOUSE ACROSS THE BAY (UA)	Fair				First openings show just fair business.
I TAKE THIS WOMAN (Metro)	Fair	Fair			Nothing to cheer about, but not as bad as one might expect.
IT'S A DATE (Universal)	Fast				First openings decidedly healthy.
LITTLE OLD NEW YORK (20th Century-Fox)	Fair	Fair	Fair	Fair	Disappointing, considering the names.
OF MICE AND MEN (UA)	Spotty	Spotty			Show is hard to handle.
MY LITTLE CHICKADEE (U)	Fair	Fair			Tendency to spottiness, with some surprises.
NORTHWEST PASSAGE (Metro)	Fast				One of the big ones.
PINOCCHIO (RKO)	Good				Running under "Snow White."
RAFFLES (UA)	Slow	Slow	Slow		Just an entrant.
REBECCA (UA)	Fast				Getting a strong women's play, which is practically everything.
REMEMBER THE NIGHT (Paramount)	Good	Good	Fair		Should have been bigger, considering the merit of the picture.
ROAD TO SINGAPORE (Paramount)	Good				Doing real nice business, thanks to the names.
SIDEWALKS OF LONDON (Paramount)	Slow				Disappointing.
STRANGE CARGO (Metro)	Good				Some spottiness, but generally on the better side.
SWISS FAMILY ROBINSON (RKO)	Fair	Fair	Spotty		Considering everything, a disappointment.
TOO MANY HUSBANDS (Columbia)	Fair				Comedy is pleasing, but not in the big money.
VIGIL IN THE NIGHT (RKO)	Good	Fair	Fair		Should be bigger than it is.
VIRGINIA CITY (Warners)	Fast				Opened fast in some spots, and publicity helped lots.
YOUNG TOM EDISON (Metro)	Fair				Not doing what they thought it would.

Advance Shots On COMING REVIEWS

DR. KILDARE'S STRANGE CASE (Metro)—Lew Ayres, Lionel Barrymore, Laraine Day. 77m. Another yarn about the young Dr. Kildare, although not quite as fresh and interesting as the previous films in the series, this nevertheless provides absorbing entertainment, especially for those who like stories of the medical profession. Ayres and Barrymore dominate every scene, so that one really does not notice the supporting cast which does a good job throughout. Catpitalize on previous Kildare successes in selling this one.

ENEMY AGENT (Universal) — Richard Cromwell, Helen Vinson, Robert Armstrong. 61m. Routine spy meller, with a slight surprise ending, this will fit into the lower half of the duals without any trouble. It lacks any special feature strength but keeps moving, which is an asset. The cast is filled with familiar faces, most of whom do their work in a routine manner. The topical angles may help.

HIDDEN MENACE (Alliance) — Otto Kruger, Gertrude Michael, John Clements. 56m. For filler on nabe duals, the exhibitor won't go wrong in marking this English-made film into the bottom spot. Although it's the usual triangle yarn, there are certain elements of suspense which lift it above the cut-and-dried variety. The film pleased a matinee mob in a metropolitan grind house and there were no complaints as to the thickness of the English accent.

THE UNASHAMED (Cine-Grand) — Rae Kidd, Robert Stanley, Lucille Shearer. 66m. This nudist film will draw according to the lure of sex films in the locality. Strictly for the adult trade, it shows activity in a nudist camp, with a boy meets girl angle worked in. There is a song, "Back to Nature," as well as a little comedy. The dialogue is limited, with most of the film being done in pantomime.

Shorts

ARISTOCRATS OF FASHION (Al O. Bondy). 10m. Excellent.

IT MUST BE LOVE (20th Century-Fox—Terrytoon). 7m. Fair.

SWING WITH BING (Distributor not set). 13m. Excellent.

TUGBOAT MICKEY (RKO—Walt Disney). 7m. Good.

Warren Stokes

(*Continued from page* 18)

Picture Business

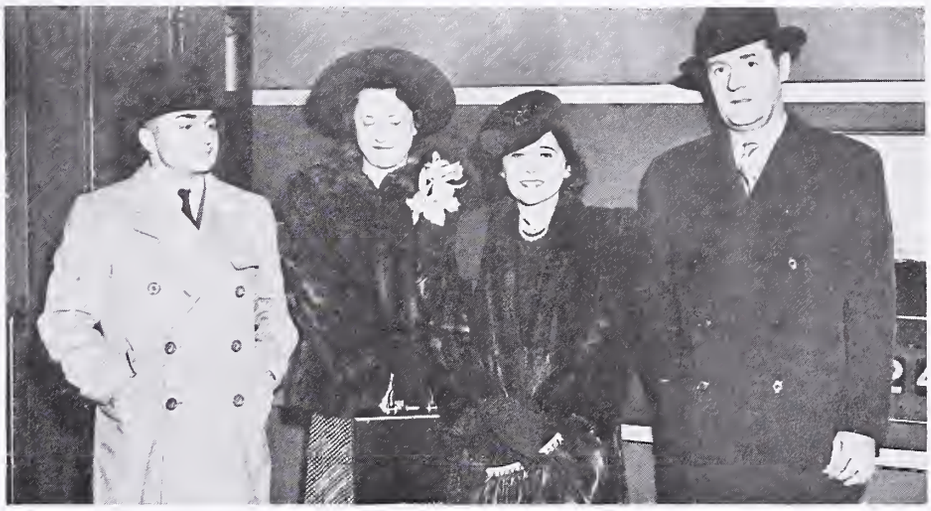
• THE MAIN OBJECT is to confine your quiz to things dealing with the picture business. Conducted in the proper manner, your program will have the same appeal as any conducted on the national radio networks, bringing the patrons to your theatre instead of allowing them to sit at home and listen to a radio quiz. It is well to remember that the radio people have invaded the theatres to hold the interest of your patrons. By the same token, you can follow that plan and hold the interest of your patrons without sacrificing them to the drawing power of the ether lanes.

Works Both Ways

• COMING TO THE THEATRE for a radio quiz program, they are intrigued with the idea of seeing a picture and perhaps walking away with a little extra cash for the price of one admission ticket. It works both ways. You can get them into the theatre and you can bring them back, week after week, on that off night, without contributing to the progress of your radio competitors, if you will only realize that is within your power to do so. The radio cash giveaway is the greatest drawing power radio has ever experienced. The big difference is the legality of the procedure, safe from interference because it is free and absolute from any element of chance. It is a game, yes! but it is a game of skill. Don't cry about this competition, get into the game. There is nothing to stop you from conducting your own quiz program. I have tried to explain in simple language how you can take advantage of this current trend. If there are any questions, any further advice or ideas you think I might be able to advance on the subject, for the promotion of your business, let me hear from you. My duty is to serve you to the best of my ability. It will be a pleasure to co-operate.

EDINGTON PRESS PARTY, COLUMBIA CONFERENCE; OTHER NEWS PERSONALITIES

DIRECTOR JOHN STAHL will make a picture for Columbia on a picture-to-picture basis after 10 very successful years working for Universal and other studios.



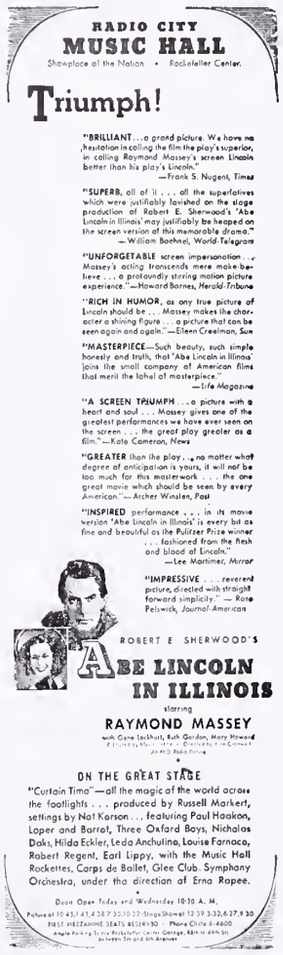
S. SCHNEIDER, Warner home-office executive; Mrs. Gradwell L. Sears, Mrs. Schneider and general sales manager Sears are pictured here just before Schneider, Sears and Mrs. Sears left by train for the Warner studios in Burbank, California. Mrs. Schneider saw them off.

JULES LEVEY, formerly RKO sales chief, is now boss of Mayfair Productions. His first will be "The Boys from Syracuse" which he will make for Universal.

COLUMBIA'S district managers and managers of branches without direct supervision met at the Gotham, New York City, for a two-day conference with home-office executives to plan final weeks of the Montague 15th Anniversary Campaign and discuss the new product.

HARRY EDINGTON and Mrs. Edington are pictured on their visit to New York. Edington came to view several of RKO's recently acquired theatrical properties.

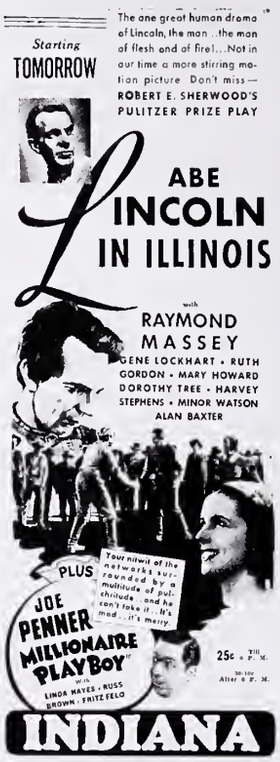
RKO'S EDINGTON PRESS PARTY is attended by Erich Pommer, S. Barrett McCormick, George J. Schaefer, W. J. Merrill, Richard C. Patterson, Ned E. Depinet, Harry Edington, Phil Reisman, and Cresson E. Smith. The boys seem to be having a good time at the New York City affair.



NEW YORK CITY

LOS ANGELES

NEW YORK CITY



INDIANAPOLIS

DES MOINES

NEW YORK CITY

HINTS ON NEWSPAPER ADVERTISING

No. 128—"Abe Lincoln in Illinois" (RKO)

Here is a page devoted to one of the finest pictures of this or any other year—and one which presents a real problem at any box office. It is no secret that the picture, in its initial engagements, did not come up to the hopes of the producer, but this should not deter those yet to play the show from making a real attempt.

Depicted here are two approaches, the class, as exemplified by the Radio City Music Hall ads, and the mass, as shown by the Des Moines and Indianapolis ideas. The New York City double feature ad is included just to show what double features finally get to.

The Des Moines makes an attempt to get away from the glorification angle and make appeal down-to-earth. To be truthful, we do not know which is strongest, but we do suggest that the show be given every break. Prestige pictures often prove headaches, but the industry should support them.

NEW YORK CITY

Crosstown

Immediately after visiting Detroit, Joe Louis, who defended his world's heavyweight championship against Johnny Paychek, returned to make an all-Negro film in serial and feature form. Story will be of G-Man motif and will be called "Sign of the Zombie." Tentative plans call for use of Bronx Biograph studios.

A new theatre, with stores, to cost $60,000, will be built at 36 West Greene Street for Sailor's Snug Harbor, it was announced last week. . . . An exhibit of stills, studio drawings and sketches from the motion picture, "Dr. Cyclops," is on display at the Film Library of the Museum of Modern Art. Original drawings by Ernest Schoedsack, studio drawings, and completed stills, as well as Kodachromes from the picture, which is in Technicolor, are included in the exhibit.

Ambitious choreographers, who think they can create a dance that will express their own feelings of New York City, will get their chance to vie for cash prizes April 18 during the contest sponsored by the soon-to-open New York, at the Fiesta Danceteria, directly opposite. The New York, newest in the Consolidated Amusement Enterprises circuit, scheduled to open with first-run pictures the last week in April, has joined with the management of the Fiesta Danceteria in an effort to select a dance routine that will qualify as an "official" New York dance to be called "The New York."

"Son of Ingagi," all-Negro feature distributed by Sack Amusement Enterprises, completed an extended engagement for white patrons at the Harris. Booking was made by Ted Krassner because of the picture's exploitation angles.

Harry H. Buxbaum, 20th Century-Fox exec, is a 25-year member of the West Side YMCA and was recently honored at the 10th annual dinner. . . . A. A. Schubart, RKO exchange operations head, and the Mrs. went to Florida for a vacation. . . . Joseph Bernhard, Warner theatres head, returned from his Florida recuperation. . . . Inde exhibitor Rudy Sanders was another Floridian. . . . Frank McGann, Columbia exploitation head, and Frank Rosenberg, assistant, went to Williamsburg, Virginia, in connection with the "Tree of Liberty" unit. . . . Monogram's Joe Felder came back from Florida.

Kutisker Associates are converting a building at 10th Street and 40th Avenue, Long Island City, into a 600-seat theatre, it is reported. . . . Select Attractions, Inc., announced last week it has under consideration for production six pictures authored by Bernard P. Aarons, namely "Dead Man's Auction," "Whispers of Warning," "You Little Rascal, You," "Between Us," "I Did It," and "Out of Luck with Love."

Metro's basketball team defeated National Screen Service 39 to 34 last fortnight and thereby gained the championship of the motion picture industry. Hy Malitsky, Metro co-captain, with 14 points led the scoring in the game. Charles C. Moskowitz, Marvin Schenck, Eugene Picker, Mike Rosen, and Miss Pat Reis, Loew's Inc. and Metro were present as were Herman Robbins and son and Mr. and Mrs. Gaston Stern, National Screen Service. (Also Charlie Cohen.)

Returning from the Coast was Harold Rodner, who went out on Will Rogers Memorial Week business. . . . Joe Vogel, Loew's, came back from Havana. . . . Republic's Herbert J. Yates and James R. Grainger hopped to the Lawrence, Kansas, "Dark Command" premiere.

A mere matter of some 3,000 miles was the little mistake made in this column last week when we reported that Harry Doniger's son, Walter, was in from the coast. The straightened facts are son Mike was visiting here from the University of North Carolina during his Easter vacation. Mrs. Doniger just returned from Hollywood where she was visiting Walter, a writer on the Metro lot. . . . Rugoff and Becker's Eddie Stern is Florida sun-tanning. . . . Herman Feinberg, principal of Fairmont Winston, Inc., re-opened the Parkway, Bronx, closed for a number of years. . . . Brooklyn's Lido, which had its walls knocked down as a result of a fire in a building next door, was re-opened by Joseph Sergei, president, Baltic Amusement Corporation. . . . Cocalis' Harold Kline, Bookers Club prexy, is back from his honeymoon.

Ernest Schoedsack, director of "Dr. Cyclops," arrived from Hollywood to attend the opening of the picture at the Paramount April 10.

Ray Milland and Ellen Drew arrived April 8 to appear as guest stars on Kate Smith's radio program and take part in activities Paramount has scheduled for the premieres of their latest pictures.

Stage shows go back into the Capitol, April 18, when Eddie Cantor opens with his Metro film, "Forty Little Mothers." George Jessel will be with him, and the presentation will last as long as the picture does.

Ben Kalmenson, Warner western and southern sales manager, returned from a two-week trip to the company's branches in his territory, where he conferred with local managers on sales plans for forthcoming Warner product.

New RCA sound service agreements have been signed for nine theatres of the Interboro circuit, according to W. L. Jones, national service manager. Negotiations for the renewal deal were handled by Stanley Kolbert for the circuit, and W. W. Jones and Bernard Sholtz, New York service and sales executives for RCA. . . . Theatres covered by the contract include the following: Dover, New York City; Fortway, Vanity, Harbor, Brooklyn; Island, Hollis; Linden, St. Albans; Merrick Gables, Merrick; New, Rockaway Beach, and Trent, New Rochelle.

Ace and Metro, Bronx, recently closed by Max Felder and Sig Wittman, are to be re-opened by David Goldbaum under the corporation name of Twin Theatres, Inc. Goldbaum has also taken over the Vogue in this borough, incorporating it as Popular Theatres, Inc.

WHN film spieler Sam Taylor provided plenty of guffaws for exhibitors who may have listened in when he answered a letter from a listener who asked why he does not use bells in rating pictures. . . . Said Sam, after explaining that he used bells back in 1933, "I gave it up because my mother said she didn't raise her son to be a Swiss bell ringer."

Walter Bibo, Atlas Film Exchange, Inc., has acquired two features for distribution in all of New York State and nothern New Jersey, one entitled "Bedroom Diplomat," which stars Reginald Gardiner, and the other "Captain Moonlight," which stars John Garrick.

Arriving from the Coast were Roy Disney and Gunther Lessing, Walter Disney Corporation officials. . . . Monroe Greenthal, UA, went upstate on "My Son, My Son!" business. . . . Ad chief Lynn Farnol, returned from Louisville, Ky., where "One Million B. C." opened. . . . 20th Century-Fox chief Sidney Kent and the Mrs. came back from Florida. . . . UA home office exec Arthur Silverstone went to Philadelphia for a sales meeting. . . . Tyrone Power and wife, Annabella, came to town.

Morris Somers, Mitchell Antman, and Sam Miller, attorneys familiar to movie folk, announced last week the formation of a partnership for the general practise of law at 1450 Broadway. . . . Stanley Lawton, operator, Lyric, is Florida vacationing. . . . Al Leibman, former manager, Wallack, which closed a few days ago, is in California. . . . "Rebecca," according to Gus Eysell, played to 117,735 customers in its first four days at the Music Hall.

Mrs. Bertha Sherman, mother of Al Sherman, Columbia, died last fortnight in Newark. Two sons and two daughters survive.

Metropolitan Playhouses takes over the Tuxedo and Mosholu, Bronx, it is reported. Houses were formerly Consolidated operations.

Loew's Circuit

Add "GWTW" promotions: Local openings of the Selznick opus are tieing-in with local newspapers for the selection of six girls in each nabe to act as hostesses for the neighborhood premiere. The Spectator, covering Bay Ridge and Boro Park, sponsored a contest to select pretty damsels for the Alpine and 46th Street. Manager Bill Nitschke and publicist George Sharf worked the same stunt with the Long Island Daily Star for the Tri-Boro. The Long Island Daily Press co-operated with press agent Tom Rogers and manager Bob Kilgore, Valencia. Brooklyn Borough President and Mrs. Cashmore were the honored guests of manager Jim Bruno and assistant Kramer at the Gates preem. Borough President and Mrs. Harvey were ditto at the Tri-Boro. Manager Murray Sharf, Alpine, and staffman Matty Mara combined on a knockout 24-sheet display over the lobby doors. Something similar was worked out by Joe Rubenfeld, Oriental. . . . District manager Larry Beatus celebrated his 28th anniversary with the

circuit last week. . . . Assistant manager Schwartz and reelboy Henry Schatzman, Willard, staged a laugh-provoking spaghetti eating contest last week. House promoted spaghetti and prizes. . . . The basketball winners are sporting new hats, seeing as how Charlie Moskowitz won his bet to that effect with Herman Robbins.

Staten Island

Arthur Lane, manager, Strand, on behalf of American Legion, will present a plaque to local member of "The Fighting 69th." . . . Mike Garzetta, manager, Staten, is getting his arm in swing for a mammoth spaghetti party for Fabian managers. . . . Elihu Glass still can not believe that he is a proud poppa. . . . Mrs. Lorenti Goth, mother of the publicity director, from Cleveland, Ohio, spent one week here. . . . George Trilling, manager, Fabian Ritz, taking boxing lessons from his 12 year old son, "Slugger Trilling." . . . Sid Deneau, general booker, Fabian theatres, visited. . . . Mary Reilly, beauteous cashier, Staten, New Norp, models for Earl Moran, famous calendar artist, when not punching out tickets. . . . John Solimando, district office secretary, has a new suit. . . . Police and detectives are hunting for license plates stolen from district manager Harry Black's automobile. . . . John Firnkoess, manager, Paramount, has been snubbing friends since he broke house records with "Grapes of Wrath."

NEW JERSEY

Bergen County

Norman Gluck, manager, Teaneck, Teaneck, is giving 50 passes to Teaneck Police Department each week and members of the department give passes to motorists who demonstrate by their driving that they abide by safety laws. . . . Manager George Djemos, Plaza, Englewood, always sees that theatre lobby is brightened up by floral display. . . Captain Jack Abrams, in charge of recent safety drive in city, thanked Djemos and Skouras Theatre Corporation, owner, for co-operation during the week. When "Grapes of Wrath" played at theatre, members of women's societies of city churches sold tickets with part of proceeds going to Council of Women for Home Missions, national organization. . . . Another theatre that goes in for floral displays in lobby is Fox, Hackensack.

—P. C.

East Orange

Vincent Fleming, operator, Ormont, expects to go shopping for a baby carriage sometime in May.

Hackensack

Jack Maher, manager, Oritani, effected an Easter Egg Hunt tieup in co-operation with the Bergen Evening Record and the Packard-Bamberger store. Prizes were awarded children who retrieved hidden eggs. Over 800 competed in the hunt.

Irvington

Irving Dollinger, former prexy of Jersey Allied and head of Associated New Jersey Theatres, has taken over the Liberty. House was formerly operated by Harry Doniger.

JOE JOEL SAYS:

Among Other Things . . .

Harry Klein, who has been with the Cocalis circuit for the past 11 years, is now district manager for the New Jersey theatres. Harry was formerly manager of the Rahway and Roselle Park. He has my best wishes for success. . . . Charles, one of the pioneers in the film industry, is now handling "The Birth of a Nation" for the eastern territory. . . . Mrs. Garfinkel, popularly known as Pauline Walden, long associated with Rapf and Rudin circuit, became a mama March 30. All in the industry congratulate her. Baby weighed six pounds and 10 ounces. Birth took place at the Jewish Hospital, Brooklyn. . . . Phil Lewis is now managing the Valley, Spring Valley, New York. . . . J. L. Geller, one of the most popular pioneers in the motion picture industry, is now president, Gala Cosmetic Company, Inc. He informed me that the company is meeting with great success.

May Ellis, telephone operator, Metro, spent a week's vacation at Montreal, Canada. . . . Following employees of Metro returned from their vacations: Charles Wittner returned from Washington; Mrs. Leppert is back from Florida; Miss Freidman spent her vacation on a Caribbean cruise. There was another, whose name I will not mention, who said he went to Florida. I learned that he went to Florida, New York. . . . Charlotte Clancy, telephone operator, Metro, is about to take that beautiful step May 12 with Bob McDonald. Wedding is to take place at Holy Innocence Church, Brooklyn. . . . Frank Schwartz, Tompkins and Comet, Brooklyn, has been with the same lady for 25 years. He celebrated his silver wedding anniversary April 6 at Zimmerman's, 46th Street and Broadway. I extend to Mr. and Mrs. Schwartz my hearty congratulations and hope that they may celebrate their golden wedding. . . . Henry Kronstadt, connected with the Quality Premium Company, closed a deal with the Park Lane for the crimson rose set. It met with great success the first night it was distributed. Jack Cohen, manager, deserves great credit for his marvelous display. . . . One of the old 42nd Street theatres closed its doors March 31. I refer to the Wallack. It was owned by the Field Amusement Corporation.

1905—Thirty-minute show, admission 5c. 1940—"Gone With the Wind," three hours and 45 minutes, admission 75c and $1.10. Who would have predicted this? . . . I surely must say that I never in all my years in the motion picture business met a general sales manager who is more beloved by all exhibitors and his employees than Edward O'Shea, Metro. A sign on his office door reading "welcome" would not be out of place. . . . Harry Cohen, Center Poster Company, notified me that notwithstanding the merger of some of the poster supply companies, his business is increasing. . . . I expect in the next issue to be able to tell you where all those tenants who are compelled to vacate their offices and stores on West 44th Street by April 15 will have their new locations. . . . Harry Buxbaum, 20th Century-Fox, returned from his vacation. One does not have to ask how he enjoyed himself for he certainly showed it by his marvelous appearance.

On April 14, my friend Milton Kronacher and Mrs. Kronacher will celebrate 33 years of married life. I wish them both well. Milton is now located at Fallsburg, at the Ambassador Hotel or box 90. He would like to hear from his friends.

And here are some odds and ends about people we know:

BIG "U": Henrietta Mirsky has recovered from a recent operation. . . . Other illnesses reported in the office were those of Rose Gonzale and Tom Goff. . . . Fred Mayer was the recipient of a surprise birthday party tendered him by his wife last week.

WARNERS: Publicist Phil Engel is vacation cruising. . . . Several of the exchange folk are rehearsing with the Warner Dramatic Club in preparation for the original revue to be staged some time in May. . . . Harry Decker's in Florida.

MONOGRAM: A sudden move found salesmen Charles Penzer, Irving Landis, Charles Schwartz no longer connected with the local office.

REPUBLIC: Sidney Picker took his wife and mother along with him on a one-month Honolulu vacation. They planed to the coast and took the China Clipper from there to the Islands. Airlanes will also be the return trip route.

Jersey City

George T. Kelly, managing director, Stanley, had to open doors several hours early due to crowds when "Pinocchio" played. . . . State has new furniture. . . . Dorothy Helman, artist for Skouras theatres, was among those taking part in Easter parade. . . . Arthur Egberts, in charge of publicity at Loew's Jersey City, assisted at "Gone With the Wind" opening at White Plains, N. Y., recently. . . . Harold Dwyer, 22, an usher at the Orpheum, died of heart attack. . . . Michael Kelly, State, together with the missus and sons, Leonard and Eugene, spent Easter in Atlantic City. . . . George Giesler, 44, collapsed while repairing an electric sign at the Stanley. He was rushed to the Medical Center where he was pronounced dead of heart attack.

Palace gave away 25 pairs of roller skates to children. . . . Gus Nestle, manager, Lyceum, Bayonne, had an attack of laryngitis. . . . William Goodman, State, has become a horseback riding enthusiast. . . . After playing the organ for community singing for many years at Loew's Jersey City, Ted Meyn has switched to the novachord. . . . According to chief of service Frank Feeney, even the ushers try out their vocal chords when Meyn plays. . . . New York theatre managers are attending vaudeville shows at the Orpheum to get ideas. . . . When "Young Tom Edison" played at Loew's Jersey City, theatre conducted contest to find a Tom Edison in city. Any boy up to 16 years of age was eligible provided he could show he had creative or inventive ability along the lines of Mickey Rooney in the film. Family of the winner was guest of the theatre at the film's showing. Each boy entering contest received illustrated book on Edison.

—P. C.

Newark

Mosque re-opens shortly with a vaude-film policy.

A group of his friends tendered Bob Flex, manager, Hawthorne, a bachelor dinner in Newark. Among those attendant on the presentation of a check were Warner assistant zone manager Frank Damis, booker Sam Blaskey, district heads Rudy Kuehn, Dick Hill and Tony Williams; ad man Bob Paskow; Bob Ungerfeld, Proctor's; Arnold Eisen, George Morgenroth, Sam Flex, Joe Graff, Abe Krasnoff; managers Jack Levy, Capitol, Newark; Charles Bechtoldt, Stanley, Newark; Lou Stein, Roosevelt, Newark; Walter Jacobs, Ritz, Newark; Spitzer Kohen, Globe, Newark; George Baehr, Savoy, Newark; Marty Ingram, Castle, Sam Engelman, Sanford, Irvington; Nat Mutnick, Capitol, Belleville; Clem Murphy, Ritz, Elizabeth; Bill Kane, Millburn; Jack Hegarty, Union; Al Barber, Cameo, South Maple.

Norman Cohen succeeds Bruno Kern as publicity man, Branford. Kern left to under-go six months training in the U. S. Quartermasters Division at Fort Benning, Georgia. . . . George Baehr, manager, Savoy, rigged up a full sized dummy with bandaged head to stimulate interest in "The Invisible Man Returns." . . . Bill Schell, Regent, is giving his patrons an encyclopedia.

Gertrude Schlenger, Warner booking department, is to be married April 18, to Jack Stiglitz, Elizabeth attorney. . . . Bob Paskow, Warner ad man, distributed 50 sets of recordings of Raymond Massey's voice presenting several of Lincoln's immortal addresses. These records are to be used by the theatres in effecting school tieups. Several theatres have reported the splendid co-operation of school authorities in making auditoriums available for playing the recordings to the pupils, with mention being made of course of picture playdates, etc. . . . To follow through this promotion, the records were turned over to the schools to dispose of as they desired. In some cases the records were used as prizes in the school for essay contests based on the life of Lincoln.

George Berkner, assistant manager, Capitol, Passaic, has been promoted and will take over the Eureka, Hackensack. . . . Eddie Maillard, former manager, Eureka, has been transferred to the Ritz, Jersey City, to succeed Bob Dietch, who in turn will take over the Central, same city. . . . Harold Weidenhorn, former manager, Central, will take up his duties at the DeWitt, Bayonne, while Leto Hill will transfer his activities to managing the Branford, Newark.

Union City

"Banko" was one of the most popular features at Strand, Union City. . . . United States, Hoboken, is showing old-time films weekly. . . . Alvin, Guttenberg, is giving away dinnerware and ovenware. . . . In conjunction with "Sidewalks of London," RKO Capitol, Union City, held contest to select Hudson County Vivien "Scarlett" Leigh. Photograph of Miss Leigh was published in newspapers and contestants had to submit a photograph of themselves to manager Jerry Baker from which a preliminary judging was made.

Leon Rosemann, assistant manager at theatre, handled publicity for stunt. . . . When Loew's Embassy, North Bergen, plays "GWTW" Mayors of Union City, West New York, Weehawken, Fairview, Palisades Park, Fort Lee, Cliffside Park, Ridgefield and Guttenberg will be guests of house. A special section of the theatre will be reserved for the official party and their wives. Embassy management will be the only current booking for this section of the state. Emanuel Light is manager.

—P. C.

NEW YORK STATE

Albany

Dick Struwe, Warner salesman, rushed the moving season, getting set in a new domicile April 1, and his branch manager, Paul Krummenacker, will be installed, appropriately enough, in the new Dutch Village apartments, Menands, May 1. . . . Johnny Milligan, Schuylersville, is home from Florida and can hardly wait for the fishing season. . . . John Youanakis, manager and booker, Jim Papyanakos' Rialto, Pottsdam, spent a week in Erie, Pa.

Joe Miller attended a Columbia sales meet over a week-end in New York. . . . Norman Prager is the new manager of the Palace, Pittsfield, Mass., with Albert Fowler transferred to Boston. . . . Lt. Commander Larry Cowan, Fabian circuit, arranged a press screening of "Beyond Tomorrow."

Charlie Gordon, Olympic, Utica, is expected back from Florida. . . . Tony Ryan, who resigned as Universal salesman under b.m. Joe Engel, expects to announce his new connection shortly. . . . C. R. "Tip" Roseberry Knickerbocker News movie critic, will "batch it" this summer, his wife and children being away in the country with relatives until Fall. . . . Bill Thornton, Saugerties, Tannersville, took his family on a trip to New York City. . . . Bernie Mills, who has been spending most of his time in New York on business of BM Pictures, was a welcome visitor. . . . Jack Walsh, Metro exploiteer, recently celebrated his first anniversary.

It's a boy at the Jimmie Moore's. . . . Proud papa is short subjects booker at the Vitagraph exchange. . . . Leon Herman's eight-year-old son Bobbie spent his Spring vacation visiting an aunt.

Minute Mysteries is a new movie game in the local area, with cash prizes offered. . . . It is already playing at several houses in the territory. . . . Harry Berkson, Monogram, Buffalo, was reported taking the former Grand National location for the local office.

Ben Smith, Pamo, was forced to make three postponements of a trip to Toronto he had planned with his wife because of bad roads. . . . Neil Hellman, Paramount, Royal, is contemplating a trip to sunny (?) Florida, now that his dad and mother are back from their southern vacation. . . . Rowites are hoping to see Percy Quigley in on a visit from Coxackie now that he is recovering.

M. A. Silver, Warner theatres zone manager, with booker Max Friedman, hopped to Buffalo. . . . Moe Grassgreen, 20th Century-Fox headed for Chicago for his firm's sales convention. Accompanying him were salesmen Ben Dare and Fred Sliter, and booker Danny Houlihan.

Joe Engel, Universal, waxed rhapsodic regarding the Florida vacation. . . . Morris Rosen, Union Square, Pittsfield, made one of his infrequent visits. . . . Carl Nilman, Shulman Falls, Mass., was an accident victim.

Ralph Crabill, Warner theatres western district manager, postcarded from Florida the news that he's breaking records for catching fish. . . . Cupid has been hovering over the Metro and Warner exchanges, resulting in the engagement of Warner switchboard manipulator Alice Smith to Metro booker Bill Gaddoni.

Nate Sodikman, former Buffalo salesman for Monogram franchise-holder Harry Berkson, is now Albany sales manager and representative, with an interest. . . . Mitch Pantzer continues as office manager and booker, and exchange will take up new quarters May 1, in the old Grand National building. . . . Sodikman will move his family in from Buffalo, May 1 as well. Former salesman Gene Lowe will shortly announce his plans.

As expected, Pari-Mutuel bill passed both houses of the New York State legislature, and was signed by Governor Herbert H. Lehman. . . . Albany Chamber of Commerce made an emphatic appeal to Mayor Thacher for a trial of parking meters, because of serious trade losses in the downtown area due to parking difficulties.

Batavia

Ralph Booth, New Family, booked for Holy Week two features on Sunday, something not usualy done, so he gave both pictures 50/50 space and topped the advertising with "An accumulation of pictures due to the extended engagement of 'Gone With the Wind' makes it possible to offer on one program Two-A-Plus Features." Sunday gross was high.

Manager Ralph Booth, New Family, tied up a large service station to give away cards that were good for two gallons of gas with every 40 cent ticket to the theatre. . . . Dean Emley, assistant manager, Family, worked on schools for "Swiss Family Robinson."

Buffalo

Jules Berinstein, in town from Ithaca, was noted making the local night spots with Bob Murphy, Shea circuit, and Elmer Lux, RKO. . . . Thomas Rance was seen cavorting with Ralph Maw on their way to join the Film Table at Old Spain, Tom's initial effort in wielding the hardware there. . . . Manny Woronov was seen clocking Emmie Dickman on Grover Cleveland golf course at 6 A.M. . . . Nick Basil, Basil brothers circuit, stricken ill upon his return from a Florida vacation, is under going treatment. . . . John Scully, Jr., son of Universal's John and Mrs. Scully, was expected from Cleveland with a house guest. . . . Bill Dipson, Dipson-Basil circuit, is about to install a new air conditioning system in the 20th Century. . . . Jack Bellman, Republic branch manager, got a kink in his neck from watching Niagara Falls. . . . April 6 was the occasion of 20th Century-Fox night at the Variety Club. . . . Syd Samson, 20th Century-Fox local manager, returned from a sales meeting in Cleveland. . . . Gus Basil, Basil brothers circuit, is taking respite from his theatre duties at Miami Beach. . . . Oviatt McConnell, formerly, Times, is the new exploiteer at the 20th Century.

Nickitas Dipson upon returning from Florida, reports visits with George Skour-

as, John Maloney, Metro district manager, and a great number of Buffalo exhibitors and distributors. . . . Noticed at the Buffalo Athletic Club dinner and President's Ball, were the John Scullys, George MacKennas, Jack Davis. . . . Mr. and Mrs. Samuel Rappeport, father and mother of Jake Rappeport, operator, Lovejoy, Avon, Ruth Rappeport, Warner booker; Sara Weil, secretary to local RKO branch manager; and Fannie Siegel, celebrated their golden wedding anniversary, March 30. Approximately 200 guests attended. Their grandchildren, Bobby and Buddy Ruth, were headliners. . . . Mrs. John Scully modeled at a fashion show April 5. . . . April Fool's day at the Film Building was an occasion of great merriment. Carl Heerdt, Universal booker, whose natal day occurred then was on the receiving end of a personally delivered singing telegram. It was hard to determine who was more perplexed—Carl or the messenger boy. . . . Charles "Chuck" Harter, booker and office manager, Columbia, is also one of the fortunates to be born then. His colleagues at the office took cognizance of the occasion by sending him not only a singing telegram, also personally delivered, but a very cute box, wrapped in pink tissue paper and tied with blue baby ribbon etcetera. What did it contain?

George Sussman, New York City, moved to Amherst Street, and succeeds L. E. Blumenfeld, recently resigned, as booker at 20th Century-Fox. . . . Fred Fox, shipper, moved to Linden Avenue. . . . Grand National Pictures, Inc., closed their local exchange. . . . F. C. Pictures Corporation, will be known as Film Classic exchange. . . . Ralph Maw, Metro branch manager, moved to Leicester Road. . . . Val Klaiber, Metro booker, moved to Byron Avenue, Tonawanda. . . . Eddie Berkson, son of Jay B., formerly Republic, has joined Pam-O-Film, in the capacity of booker. . . . William Rosenow, Paramount booker, moved to Shepard Avenue, and Eddie Walter succeeds M. Schneiderman as assistant Paramount booker. . . . Al Teschemacher, formerly Grand National office manager, succeeds William Allbach, as booker at Republic.

Due to the many changes during the past two months in the local film exchanges, the MPTO have made up a new and up-to-date exchange directory card. It is being mailed to all exhibitors and exchanges. . . . Jack Rubach, RKO shipper and Jerry Lipow, Universal accessory manager, motored to Cleveland to attend a dinner dance. . . . Irving Grossman, Premium Promotion Syndicate, spent several weeks in the Buffalo territory. . . . Loretta Pinkal is the new advertising accessory stenographer, at Paramount. . . . W. W. Sharpe, home office supervisor for Advertising Accessories, Inc., was in town conferring with local manager Harold Jonasson.

Paramount is receiving fine co-operation from exhibitors on the May 5 to 18 Robinson Drive. . . . Fred Myers, Jr., Syracuse Paramount representative, now knows how it feels to drive his car behind a four mule team. Myers was pulled out of several 14 foot snow drifts within the space of two hours. . . . Branch manager Kenneth Robinson is very enthusiastic over Paramount's "Typhoon." . . . Dottie Lamour, is sure an eyeful in that sarong, according to "Ken." . . . Mary Ann Jones is the cute little trick from Smith College that Bob Dame, service manager, Shea's Buffalo, brought up to the Variety Club. She made all the boys sit up and take notice. . . . Vincent R. McFaul, general manager, Shea Theatres, visited New York City and Boston. . . . Monroe W. Greenthal, chief of exploitation, United Artists home office, escorted screen star Henry Hull into town for a one-day stay for the benefit of "My Son, My Son!" . . . Emile Giffoniello, Shea office, has been awarded a patent by the U. S. Patent office for a window raising device. . . . We wish Lee Gross, secretary to Bob Murphy, would make up her mind between Laurence Olivier and Charles Boyer. . . . Isabelle Catalano is the new relief cashier at Shea's Buffalo, subbing for Alene Dixon, sick. . . . Spotted dining at Laube's were Bert Kemp, Warner short subject booker, and Lee Gross, Shea's Buffalo office staff. . . . Bob Case, genial manager, new Shea's Lackawanna, has been made an honorary member of the Lackawanna police force.

Maurice Osterman, Mary Fridrich and Bob Moredock were among those attending the annual sportsmen and Boat Show at the 174th Armory. . . . Jack Magner, assistant to manager John Carr, Shea's Hippodrome, had his bowling score officially notarized, after nosing out Eddie Meade, Shea publicity by a single point. . . . Universal screened "Enemy Agent" for the first run exhibitors. . . . Charlie Boasberg's Buffalo billers are still clinging to the top rung of the ladder in the current Ned Depinet drive. . . . Shuttle sheet meeting of managers, bookers, salesmen, was conducted by the RKO exchange at the Hotel Statler, at which Captain Herbert MacIntyre presided. Harry Michaelson, short subject manager, also attended. . . . Maurice Zimmerman, Majestic, Rochester, is at present confined to a Rochester hospital. . . . Ida Voak Smith, former Columbia cashier, and husband, Harold, just returned from a five weeks sojourn down in Florida. . . . A. J. Rademacker, Altec Service. stopped at the local MPTO headquarters during his recent visit from New York. George Miller, Altec local man, accompanied. . . . Oakdale was sold to Sol Raives. Minna Rosen operated it since 1937. Sol assumes operation October 6. . . . What local exhibitor finished second in the hobby horse race at Chez Ami ala Duke of Windsor? . . . All local city salesmen are appointed to committees on the current Joint Charity Drive.

M. I. Landman, Hornell, Hornell, suffered a loss by fire when the entire roof of his theatre burned off. . . . Nat Marcus, Columbia salesman, Syracuse, upon his recent trip to Buffalo, deplored the fact that his car was not an amphibian. . . . Jack Bellman, spent three days in New York conferring with prexy J. R. Grainger on the Buffalo Office Employees Collection and Date Drive, which started March 31 and continues through June 30. . . . Exhibitors have pledged their support. . . . News from exhibitors ranks Gene Autry's "South of the Border" as number one business grosser. . . . Republic was awaiting a print on "Dark Command." Picture had a terrific publicity campaign with a Hollywood preview in Lawrence, Kansas, locale of the story. . . . Dave Miller, Universal district manager, and his wife were on a 16 day cruise, during which they visited various Southern ports, also spending five days in California visiting Dave's brother. They caught shooting of Bing Crosby's "If I Had My Way." Mrs. Miller remained at the Coast, while Dave flew East, stopping at Buffalo, and continuing on to Cleveland and Cincinnati.

April 2 will not be forgotten, it was the date upon which Frank Minor and Jake Rappeport were tendered a dinner at the Red Man's Club, Lancaster, festivities honoring both owners in recognition of their 30 years in the picture business. Menno Dykstra, Glen, Kensington, playing his part as toastmaster, presented those attending with individual pictures of themselves in the form of photo stamps.

Bud Gray, efficient RKO publicity man, returns to Buffalo in good health. Bud reports that his trip through the Eastern section of the State was productive. . . . Alice McCarthy, Shea accounting department, is thrilled over the prospects of a new sister-in-law, brother John having presented his fiancee with an engagement ring. . . . Allie and Lydia Behling, Ellen Terry and Sylvia, sojourning in Florida, were fortunate to have escaped the snowy blasts of their home town. They planned a stop over in New York City to visit Mrs. Pat Powers and Mrs. Burns.

Nick Dipson, Dipson-Basil circuit, went to New York City and Wheeling on business. . . . Jim Wallingford was seen in the Genesee Street Easter parade. . . . Lipton Astrachan, Warner Buffalo salesman, would like the silk poster screen of Ann Sheridan changed to the "real thing!" . . . "Rebecca," according to Mat Sullivan, is doing a tremendous business.

Employees of Columbia have designated the week of April 28 to May 4 as Phil Fox Week, This will mark the first anniversary of Phil's arrival in Buffalo. . . . Employees are anxious to make this the biggest week ever in the history of the office. . . . From present indications it is going to be just that. It is tied in with the Montague 15th anniversary campaign which runs until May 10. . . . There was a very enthusiastic meeting held April 1, in the local branch, where plans were set up for the remainder of the drive, held for Phil Fox Week.

Few out-of-town exhibitors that were able to "float" in town due to the recent thaw, were Sam Gandell, Bolivar; Max Fogel, Bill Tishkoff, Rochester; Louis Byer, Mattidale; Marvin Atlas, Niagra Falls; Sam Slotnik, Syracuse; M. Kyser, Aurora, East Aurora; Thomas Rance, Cattaraugus; Lou Pressler, Hornell, Hornell. . . . On his way in from Naples, Jim Fater found out his car doors were not watertight. . . . Carrie Perriella, Naples, Naples, is at present confined to the Strong Memorial Hospital, Rochester. Her many well-wishers hope to see her back along Film row. . . . Ralph Maw, Metro branch manager, went to New York City for meeting. . . . Dot Gammel, Gammel circuit, is on the committee for the annual Coterier Ball, May 4, Meadowbrook Country Club.

—M. G.

Dunkirk

Dalton Burgett, Capitol, is on the ailing list.

Gloversville

Schine Home Office News

Irving Bernstein, recent graduate of Harvard, has joined the Schine staff as a member of Maurice Glockner's real estate department. . . . George V. Lynch was a guest at a party given by General and Mrs. Bernard Kearney recently in honor of their 23rd wedding anniversary. . . . Bert Sandford and Arthur Rademacher, Altec Service, were home office visitors from New York City. Rudy Kneuer, International Projector Company, was also a home office caller. . . . Mohawk Valley district manager Sidney Holland and Mrs. Holland have returned from a visit to his folks in New York City.

Bill Kraemer, home office's peerless amateur chef, treated the boys to a

EVENTS; NEWS; PERSONALITIES; EXPLOITATION ON "PRIMROSE PATH," "GWTW"

CHARLES LAUGHTON and Harry Edington arrive in New York City. Laughton met friends coming from abroad, while Edington put his nose to the grindstone.

THE PRESS PHOTOGRAPHERS of New York will hold their 11th annual dance and entertainment at the Hotel Astor, New York City, April 12. Here a group of four candidates for queen pose for a picture in order to publicize the ball. The photographers are seeking a "real" girl.

THIS DISPLPAY in the lobby of the Roxy, New York City, is a reproduction of several pages from Life magazine. The feature is RKO's "Primrose Path."

PHIL FOX WEEK in Columbia Buffalo exchange is April 28-May 4 and employees intend to break all records. Above may be seen Nat Marcus, Syracuse block; Jack Bullwinkle, Rochester block; branch manager Fox; city salesman George Ferguson, and booker Charles (Chuck) Harter.

CLIFF SCHAUFELE, Diana, Medina, New York, runs a ham and bacon night weekly in co-operation with a local meat dealer, which helps bring grosses up.

STATEN ISLANDERS bought their tickets for Selznick's "Gone With the Wind" from this traveling box office rigged up by Edgar Goth, Fabian theatres, when the film played the St. George. Traveling box office also proved to be a splendid street advertisement attracting pedestrians.

The material which appears in these columns is gathered for THE EXHIBITOR by a hand-picked and well-paid staff of news men in and about the cities represented under separate headings. These men are constantly in touch with each local situation and this accounts for THE EXHIBITOR appearing first with such local doings.

In response to many inquiries which have reached this department, this material is not copyrighted, which probably explains why some of the material finds its way at later dates into contemporary publications.

It is the opinion of the editors of this publication that while news may be copyrighted, ability (which is far more important) cannot be. This explains why we ignore the first and value the second.

broiled lobster dinner of his own making recently. In addition to the lobster, Bill served his guests steamed clams, brown bread and potato chips. . . . Film buyer Lynch has returned from a trip to New York City where he met and conferred with Frank M. Boucher, in charge of the Schine Washington and Delaware division. . . . O. E. Williams, National Theatre Supply Company, Albany, and Tom McCleary, RCA, Buffalo, were in for conferences with Guy Selmser. . . . Mrs. Harold F. Sliter and son Fred have returned from a visit with Mrs. Sliter's mother in Buffalo. . . . Manager Lou S. Hart, Hipp, played a midnight "horror show" to a full house. Lou offered "Black Friday" and "House of Seven Gables" with a special Hart "horror" prelude including clanking chains and "corpses" that peeked through exit curtains, all to good effect.

Jamestown

Charlie Fish, Winter Garden, was confined to his home with the grippe. . . . Joe Florio, sound engineer, has been removed to his home following an emergency operation for appendicitis at Millard Fillmore Hospital, Buffalo. (We hope he received all the gags the gang sent him.) . . . Allen Newhall, Palace manager, Ruth Kelley and Virginia Callahan forgot to count callories when they were invited to Italian spaghetti dinner. . . . Max Friedman, Albany booker, entrained for Buffalo. . . . Al Beckerich, formerly, Palace, was a visitor. . . . M. A. Silver, zone manager, Warners, was in Buffalo. . . . Ailing with throat infection is Virginia Callahan, district office.

Medina

Cliff Schaufele, Diana, had his ushers wear green ties and shamrocks to advertise "Three Cheers for Irish." . . . Carl Corella, service staff, Diana, returned to duties. . . . Ray Majeski, assistant manager, expects to enter the state of marital bliss in the Summer. . . . Cliff Schaufele says "Snoopy" rid the theatre of mice.

Olean

Murray Lafayette, Haven, tied in with Sears-Roebuck on bicycles used in "Call a Messenger," got a full window display with stills and cards on the picture, merchants tap ad, and promoted a bicycle from store for a giveaway to the kiddies. . . . Lafayette had a large collection of medals and other wartime memos for a window display in co-operation of the American Legion in prominent stores in town for exploitation on "Fighting 69th."

Rensselaer

It's reported that Roger Marmon, Bright Spot, is taking the fatal step very soon.

Rochester

Manager Gene Chiramonte, Lake, extended its running time from four to five days, taking in Monday. . . . John B. Tucker, manager, Monroe, screened Frank Gannett presidential campaign film for local GOP bigwigs. . . . Charlie Freeman, Century, has returned from a speedy jaunt to North Carolina. . . . Neighborhood houses followed Lent slump with wave of giveaways to lure customers. . . . Lion roared on the screen of Century first time in years when theatre got Metro product crowded out of Loew's by "Gone With the Wind." . . . Howard DeGraw, manager, Temple, Fairport, gave away live rabbits.

Smashed auto dragged behind a truck in downtown arear effectively advertised safety short "Drunk Driving," Grand, manager Ray Ferigno taking advantage of interest created by Democrat and Chronicle's strong traffic safety campaign. . . . Manager Freeman, Century, used comic "Pinocchio" figure as street bally for holdover of the strong kid show from the Palace. . . . First run houses reported top-heavy with balcony business at 15 cents to 3 P. M. and two bits thereafter. . . . Manager Louis Levitch, Riviera, staged a Spring fashion show. . . . All Schine houses gave away comic books to kids at Saturday matinees.

—D. R.

Syracuse

Sorry that Gus Lampe could not go fishing with us opening day. . . . Bill Doss has stopped sneezing since the rubber mat was removed. . . . Fay Woodford's prompt relief enabled Robert Sardino to give emergency blood transfusion and save a life. . . . Effie Bettigole blossomed out with a new Easter suit. . . . New horn was installed at Fitzers' Rivoli annex by George Brown. . . . Bert Sanford, Jr., and A. J. Rademacher paid a visit to Altec. . . . Jack Darrow, Albany Altec, has been on the sick list.

Eleanor Williams, Rivoli cashier, finally told us her name. . . . A new arrival is expected at the home of William and Anne VanWagner in August. . . . Elmo Carpenter has left for a southern cruise, taking the navy with him. . . . "Bob," son of George Raaflaub, is in the hospital with scarlet fever. . . . Glad to see Fire Marshal Charles Wilkes out on the street again. . . . Nat Marcus, Columbia salesman, was another snow bound victim. . . . Fred Haines, Fred Pelligrini, William Carson, Isadore Gross, George Spicer and Howard Cady make up the stage crew at Martina's Empire. . . . According to Harvey Cocks, son Hige is quite an artist. . . . We believe Irving Cantor is the ace promoter of Syracuse. . . . Cliff Jaquin is glad the roads to Mexico are open again. . . . Local 376 is reported organizing a softball team.

Jerry Barry, assistant manager, Paramount, entertained visitors from Lowell, Massachusetts. . . . "Stubby" Johnson is looking for a thief wearing two sweaters. . . . Blair and Lavine are keeping "Jim" DeVenney in smokes.

"The Boys from Syracuse," first Jules Levy production for Universal, gets its world premiere here in August, with the cast attending as well as many others. A big time is planned by Gus Lampe.

Fred Donohue claims he will keep the Easter Lilies fresh all Summer. . . . "Horsewegotchie" fools the boys with left-handedbowling; ask Eddie Cummings. . . . Correction: Harry (fancy pants) Gurnes is the one who is sitting on the spot. . . . George Phillips should be getting those long fish poles out soon. . . . We enjoy riding on the same bus with Ernie Curtis. . . . Note to Rad: Fire Marshal Wilkes places his approval on the balcony at 505. . . . Welcome Albert Green and James Gallery, Auburn, to THE EXHIBITOR circle. . . . Telegrams without signatures carry little weight. . . . Morris Fitzer is reported casting his eye on Salina Street. . . . Undertakers won, Jack Kerly has another new car. . . . Al Gilbert has instituted "Book Night" at the Riveria and Avon, as has Sam Slotnick at the Acme. . . . "Bill" Wittneben, formerly with ERPI and National Theatre Supply, has taken new position in Chicago with a wine company. . . . Cerone Service is trying to install a larger refrigerator in George Brown's home to hold a full-grown chicken. . . . Wonder if Lou Taylor has dug out of the snow at Malone? . . . . C. H. Withrow, former ERPI service engineer, Rochester, died recently in New York City.

Are we correct in thinking that Frank Murphy, Loew's State manager, will soon say "I do"? . . . Notice to the entire world: George (Altec) Brown is not connected with this publication in any manner, J. J. S. being solely responsible for any news items appearing in this column. . . . Now that the warm weather has come, we will once more open our outdoor office at Jefferson and Salina Street (the Waldorf if it rains).

—J. J. S.

Trumansburg

Palace is now known as the Burg, under John Ryan operation.

Utica

Family, which has been closed for several weeks, re-opened Easter Day. John Augello is manager, under the supervision of L. J. Carkey, formerly, Avon, Olympic. Theatre has been remodeled and redecorated.

Harold Lewis, Lincoln, still plays poker even though a newly-wed and at home at that. . . . National Theatre's Williams was seen about the Family which re-opened Easter. . . . Local 337 threw a party. . . . All Bill MacNeilly could buy for Easter was a hat. . . . Local 337 is beginning to show its stuff, winning nine straight bowling contests. . . . Glad to know that the Humphries are all back on the job again. The doctor's holidays are over. . . . Congratulations go to Stein and Gaffney for their swell new Audisc Transcription studio.

The Feature Check-Up

Of All Pictures Released Nationally Since October 6, 1939

COLUMBIA

(1939-1940 releases from 1001 up.)

AMAZING MR. WILLIAMS, THE—C—Melvyn Douglas, Joan Blondell, Edward S. Brophy — Top-ranking comedy—86m.—see Nov. 29 issue—(1007).

BEWARE SPOOKS!—C—Joe E. Brown, Mary Carlisle—So-so Brown—68m.—see Nov. 15 issue—(1011).

BLAZING SIX SHOOTERS — W—Charles Starrett, Iris Meredith, Dick Curtis, Al Bridge—Just fair—61m.—see March 20 issue—(1205).

BLONDIE BRINGS UP BABY—CD—Penny Singleton, Arthur Lake, Larry Simms—Top-half of duallier, or nabe single feature—69m. — see Nov. 15 issue—(1013).

BLONDIE ON A BUDGET—CD—Penny Singleton, Arthur Lake, Larry Simms—Tops for Blondie—73m.—see March 6 issue—(1014).

BULLETS FOR RUSTLERS—W—Charles Starrett, Lorna Gray, Bob Nolan—Very good Starrett—58m.—see Feb. 21 issue—(1204).

CAFE HOSTESS—MD — Preston Foster, Ann Dvorak, Douglas Fowley—Bottom duallier—63m.—see Dec. 18 issue—(1030)—(A).

CONVICTED WOMAN—MD—Rochello Hudson, Lola Lane, Frieda Inescort—Just a duallier—66m.—see Feb. 7 issue—(1034).

FIVE LITTLE PEPPERS AT HOME — Edith Fellows, Dorothy Ann Seese, Clarence Kolb—Dual fare for the kinds, women—65m.—see Feb. 7 issue—(1020).

HIS GIRL FRIDAY—CD—Cary Grant, Rosalind Russell, Ralph Bellamy—Should hit high grosses—92m.—see Jan. 10 issue—(1003).

LONE WOLF STRIKES, THE — MY—Warren William, Joan Perry, Alan Baxter—Mediocre programmer for the nabes—67m.—see Jan. 24 issue—(1019).

MEN WITHOUT SOULS—MD—John Litel, Barton MacLane, Rochelle Hudson — Run-of-the-mill action drama, okay for nabes, duals—62m.—see March 20 issue—(1035).

MIRACLE ON MAIN STREET—MD—Margot, Walter Abel—Weak duallier—78m.—see Nov. 15 issue—(1032).

MR. SMITH GOES TO WASHINGTON—CD—Jean Arthur, James Stewart, Claude Rains — Sure-fire money-maker—130m.—see Oct. 18 issue—(1101).

MUSIC IN MY HEART—MDMU—Tony Martin, Rita Hayworth, Andre Kostalanetz—Pleasing musical duallier—70m.—see Dec. 27 issue—(1018).

MY SON IS GUILTY—D—Bruce Cabot, Jacqueline Wells, Harry Carey—Lower-half nabe duallier—63m.—see Jan. 10 issue—(1033).

OUTSIDE THE THREE-MILE LIMIT—Jack Holt, Harry Carey, Sig Rumann—Top-notch Holt—65m. — see Feb. 21 issue—(1027).

PIONEERS OF THE FRONTIER—W—Bill Elliott, Linda Winters, Dick Curtis—Actionful western—58m.—see Feb. 21 issue—(1212).

SCANDAL SHEET—MD—Otto Kruger, Ona Munson, Edward Norris—Pleasing newspaper meller — 67m.—see Nov. 1 issue—(1031).

STRANGER FROM TEXAS, THE—W—Charles Starrett, Lorna Grey, Sons of the Pioneers—Near the top for Starrett—54m.—see Dec. 13 issue—(1202).

TAMING OF THE WEST—W—Bill Elliott, Iris Meredith—Plenty fast Elliott opus—55m.—see Oct. 18 issue—(1211).

TEXAS STAGECOACH—W—Charles Starrett, Iris Meredith—Much better than average Starrett—59m.—see April 3 issue—(1206).

TOO MANY HUSBANDS—C—Jean Arthur, Fred MacMurray, Melvyn Douglas—All frothy fun—84m.—see March 20 issue—(1004).

TWO-FISTED RANGERS — W — Charles Starrett, Iris Meredith, Bob Nolan—A good Starrett getting better—62m.—see Jan. 10 issue—(1203).

TO BE REVIEWED OR IN PRODUCTION

ARIZONA—Jean Arthur, William Holden, Warren William.

BABIES FOR SALE — Glenn Ford, Rochelle Hudson, Miles Mander.

BLOCK "K" RIDES TONIGHT—Bill Elliott—(1213).

DOCTOR TAKES A WIFE, THE—Loretta Young, Ray Milland, Gail Patrick.

FUGITIVES FROM A PRISON CAMP—Jack Holt, Marian Marsh, Robert Barrat.

I MARRIED ADVENTURE—Jungle picture produced by Osa (Mrs. Martin) Johnson—(1110).

ISLAND OF DOOMED MEN—Peter Lorre, Rochelle Hudson, Robert Wilcox.

LONE WOLF MEETS A LADY, THE—Warren William, Jean Muir, Eric Blore.

MAN WITH NINE LIVES, THE—Boris Karloff, Roger Pryor, Jo Ann Sayers.

PASSPORT TO ALCATRAZ—Jack Holt, Cecelia Callejo, Noah Beery, Jr., C. Henry Gordon—59m.

10 DAYS IN PARIS—Rex Harrison, Keren Verne.

THREE WEEKS TOGETHER—Laurence Olivier, Vivien Leigh, Leslie Banks—(English-made).

TREE OF LIBERTY—Joan Fontaine, Cary Grant, Richard Carlson.

METRO

(1939-1940 releases from 1 up)

AND ONE WAS BEAUTIFUL — D—Robert Cummings, Laraine Day, Jean Muir, Billie Burke—Better than average in low budget class—70m.—see April 17 issue—(32).

ANOTHER THIN MAN—CD—William Powell, Myrna Loy, C. Aubrey Smith—In the better grosses—102m.—see Nov. 29 issue—(13).

BAD LITTLE ANGEL—D—Virginia Weidler, Gene Reynolds—Good entertainment for family trade; preachment is softened with delightful comedy—72m.—see Nov. 1 issue—(10).

BALALAIKA—DMU—Nelson Eddy, Ilona Massey, Charles Ruggles—Expensive production; exploit for best box-office returns — 102m.—see Dec. 27 issue—(17).

BROADWAY MELODY OF 1940—CMU—Fred Astaire, Eleanor Powell, George Murphy—Good program with plenty to sell—102m.—see Feb. 21 issue—(21).

CONGO MAISIE—MD—Ann Sothern, John Carroll, Rita Johnson—Duallier with selling angles—70m.—see Jan. 24 issue—(19).

EARL OF CHICAGO, THE—CD—Robert Montgomery, Edward Arnold, Reginald Owen—Highly exploitable program—87m.—see Jan. 10 issue—(18).

FLORIAN—MD—Robert Young, Helen Gilbert, Charles Coburn — Off-the-beaten-track program; play up unique angles of story—95m.—see April 3 issue—(29).

GHOST COMES HOME, THE—C—Frank Morgan, Billie Burke, Ann Rutherford—Just a filler—79m.—see March 6 issue—(27).

GONE WITH THE WIND — D — Clark Gable, Vivien Leigh, Olivia de Havilland, Leslie Howard, Thomas Mitchell—Par excellence—228m.—see Dec. 27 issue—(Technicolor)—(A).

HENRY GOES ARIZONA—W—Frank Morgan, Virginia Weidler, Guy Kibbee — Pleasing western-comedy duallier—67m.—see Dec. 13 issue—(2).

I TAKE THIS WOMAN—MD—Spencer Tracy, Hedy Lamarr, Verree Teasdale—For the women; Lamarr will get the men—97m.—see Feb. 7 issue—(26).

JOE AND ETHEL TURP CALL ON THE PRESIDENT—CD—Ann Sothern, William Gargan—Pleasing nabe duallier—70m.—see Dec. 13 issue—(14).

JUDGE HARDY AND SON—CD—Lewis Stone, Mickey Rooney, Cecilia Parker—Top-ranking Hardy—90m.—see Dec. 27 issue—(16).

MAN FROM DAKOTA, THE—MD—Wallace Beery, John Howard, Dolores Del Rio—Okay for the duallers—74m.—see Feb. 21 issue—(24).

MARX BROS. "AT THE CIRCUS"—F—Marx Brothers, Kenny Baker, Florence Rice, Nat Pendleton—Headed for the higher grosses—87m.—see Nov. 1 issue—(8).

NICK CARTER, MASTER DETECTIVE—MD — Walter Pidgeon, Rita Johnson, Henry Hull—Fast-moving action meller; duallier—60m.—see Dec. 27 issue—(15).

NINOTCHKA—CD—Greta Garbo, Melvyn Douglas, Ina Claire—Garbo smiles; ditto for the exhibitor—110m.—see Oct. 18 issue—(7).

NORTHWEST PASSAGE (Book One: Rogers' Rangers)—D—Spencer Tracy, Robert Young, Walter Brennan, Ruth Hussey—Production is tops but this needs strong selling—126m.—see Feb. 21 issue—(25).

REMEMBER?—C—Robert Taylor, Greer Garson, Lew Ayres—Will have to be sold—83m.—see Nov. 15 issue—(11).

SECRET OF DR. KILDARE, THE — D — Lew Ayres, Lionel Barrymore, Helen Gilbert—Standard Kildare—82m.—see Nov. 29 issue—(12).

SHOP AROUND THE CORNER, THE—CD—Margaret Sullavan, James Stewart, Frank Morgan—Good entertainment with box-office names—100m.—see Jan. 10 issue—(20).

STRANGE CARGO—MD—Clark Gable, Joan Crawford, Ian Hunter—High-rating program — 113m. — see March 6 issue—(23).

YOUNG TOM EDISON—D—Mickey Rooney, Fay Bainter, George Bancroft—A high rating film; sell to the limit for top returns—85m.—see Feb. 21 issue—(28).

TO BE REVIEWED OR IN PRODUCTION

ANDY HARDY MEETS DEBUTANTE — Lewis Stone, Mickey Rooney, Fay Holden, Diana Lewis.

BOOM TOWN—Clark Gable, Spencer Tracy, Claudette Colbert, Hedy Lamarr.

BUSMAN'S HONEYMOON — Robert Montgomery, Constance Cummings, Leslie Banks—(English-made).

DR. KILDARE'S STRANGE CASE — Lionel Barrymore, Lew Ayres, Laraine Day—77m.—(30).

EDISON, THE MAN—Spencer Tracy, Charles Coburn, Gene Reynolds.

FORTY LITTLE MOTHERS—Eddie Cantor, Rita Johnson, Bonita Granville.

I LOVE YOU AGAIN—William Powell, Myrna Loy.

MORTAL STORM, THE—Margaret Sullavan, James Stewart, Robert Young.

NEW MOON—Jeanette MacDonald, Nelson Eddy, Dick Purcel—(31).

PRIDE AND PREJUDICE—Greer Garson, Laurence Olivier, Maureen O'Sullivan.

SUSAN AND GOD—Joan Crawford, Fredric March, Rita Hayworth.

STRIKE UP THE BAND—Mickey Rooney, Judy Garland, June Preisser.

TO OWN THE WORLD—Lew Ayres, Lana Turner.

20 MULE TEAM—Wallace Beery, Leo Carrillo, Noah Beery, Jr.

TWO GIRLS ON BROADWAY — George Murphy, Lana Turner, Joan Blondell—(33).

WATERLOO BRIDGE — Vivien Leigh, Robert Taylor, Maria Ouspenskaya.

MONOGRAM

(1938-1939 releases from 3801 up; 1939-1940 releases from 3901 up.)

CHASING TROUBLE — MD — Frankie Darro, Marjorie Reynolds, George Cleveland—Weak dual support—63m.—see Jan. 24 issue—(3917).

CHEYENNE KID, THE—W—Jack Randall, Louise Stanley—Below-average western—49m.—see March 20 issue—(3962).

DANGER AHEAD—AD—James Newill, Dorothea Kent, Dave O'Brien—Good action Renfrew — 57m. — see Feb. 21 issue—(3939).

DANGER FLIGHT—MD—John Trent, Marjorie Reynolds, Tommie Baker—Nice action show for the family trade—61m.—see Nov. 15 issue—(3816).

EAST SIDE KIDS — D — Leon Ames, Dennis Morgan, Vince Barnett—Okay for the nabes, duallers—62m.—see Feb. 21 issue—(3924).

FATAL HOUR, THE—MY—Boris Karloff, Grant Withers, Marjorie Reynolds—Wong wows 'em—68m.—see Jan. 24 issue—(3907).
May, 1938, issue, under Miscellaneous—(3831)—(A).

FIGHTING MAD—AD—Jimmy Newill, Sally Blane—The kids should like it—55m.—see Nov. 15 issue—(3937).

FOUR JUST MEN, THE—see The Secret Four.

GENTLEMAN FROM ARIZONA, THE—WMU—J. Farrell MacDonald, Joan Barclay, John King—Pleasing dual supporting fare; color should help—71m.—see Dec. 27 issue—(Cinecolor)—(3912).

HEROES IN BLUE—MD—Dick Purcell, Bernadene Hayes—Cops-and-robbers for the family—58m.—see Nov 15 issue—(3919).

HIDDEN ENEMY—MD—Warren Hull, Kay Linaker, William von Brincken—Nabe dual fare; plug timeliness—63m.—see Feb. 21 issue—(3922).

HUMAN MONSTER, THE—MD—Bela Lugosi, Hugh Williams, Greta Gynt—Excellent horror show—75m.—see March 6 issue—(English-made)—(3916).

MIDNIGHT LIMITED—MY—John King, Marjorie Reynolds—Fair support on nabe duals — 61m. — see April 3 issue—(3921).

MURDER ON THE YUKON—AD—James Newill, Polly Ann Young, Dave O'Brien—Routinely good Renfrew—56m.—see April 3 issue—(3942).

MUTINY IN THE BIG HOUSE—MD—Charles Bickford, Barton MacLane—One of Monogram's best—82m.—see Oct. 18 issue—(3803).
OVERLAND MAIL, THE—W—Jack Randall, Claire Rochelle—Just about tops for Randall and Monogram—51m.—see Nov. 15 issue—(3857).
PIONEER DAYS—W—Jack Raudall, June Wilkins, Frank Yaconelli—Not so hot—59m.—see Feb. 21 issue—(3961).
PHANTOM STRIKES, THE—MY—Wilfrid Lawson, Sonnie Hale, Louise Heury—Okay English mystery program—58m.—see Nov. 29 issue—(English-made)—(3923).
RAIDERS OVER ENGLAND — see Shorts Check-Up—(3830)
RHYTHM OF THE RIO GRANDE—W—Tex Ritter, Suzan Dale—Good Ritter—53m.—see March 20 issue—(3953).
ROLL WAGONS ROLL—W—Tex Ritter, Nelson McDowell, Muriel Evans—Standard Ritter — 54m. — see Dec. 13 issue—(3951).
SECRET FOUR, THE (Tha Four Just Men)—MY—Hugh Sinclair, Griffith Jones, Francis L. Sullivau—High-rating English melodrama—79m.—see Dec. 13 issue—(English-made)—(3918).
SON OF THE NAVY—CD—James Dunn, Jean Parker, Martin Spellman—Pleasing family program—70m.—see April 17 issue—(3902).
TORPEDO RAIDER—MD—John Mills, Barry Mackay, Betty Balfour—Topical British entrant—60m.—see Feb. 21 issue—(English-made)—(3925).
WESTBOUND STAGE — W — Tex Ritter, Nelson MacDowell, Muriel Evans—Good Ritter — 58m.—see Jan. 10 issue—(3952).
YUKON FLIGHT—MD—Jamea Newill, Louise Stanley, Dave O'Brien—Standard bottom dualiar—57m.—see Dec. 13 issue—(3938).

TO BE REVIEWED OR IN PRODUCTION

COVERED WAGON TRAILS—Jack Randall, Sally Cairns, David Sharp—(3963).
COWBOY FROM SUNDOWN, THE—Tex Ritter, Roscoe Ates—(3955).
LAND OF THE SIX GUN—Jack Randall, Louise Stanley, Frank LaRue.
PALS OF THE SILVER SAGE—Tex Ritter—(3954).
PHANTOM PILOT — James Newill, Louise Stanley — (3941).
RIP VAN WINKLE—Marcia Mae Jones, Martin Spellman, Jackie Moran—(3901).
TERROR OF THE SKY—James Newill, Louise Stanley.
TOMBOY — Jackie Moran, Marcia Mae Jones, Grant Withers.

PARAMOUNT

(1939-1940 releases from 3901 up.)

ADVENTURE IN DIAMONDS—MD—George Brent, Isa Miranda, John Loder—Miranda's possibilities should help—76m.—see Jan. 24 issue—(3928).
ALL WOMEN HAVE SECRETS—CD—Virginia Dale, Joseph Allen, Jr., Jean Cagney—Lower-half dualler—70m.—see Dec. 13 issue—(3914)—(A).
BISCUIT EATER, THE—MD—Billy Lee, Cordell Hickman, Helene Millard—Very pleasing family dualler—71m.—see April 17 issue—(3931).
CAT AND THE CANARY, THE—CMY—Bob Hope, Paulette Goddard, John Beal—Okay programmer for the kids and mystery fans—74m.—see Oct. 18 issue—(3909).
DR. CYCLOPS — MD — Albert Dekker, Janice Logan, Thomas Coley—Field day for the exploiters—75m.—see March 20 issue—(Technicolor)—(3929).
EMERGENCY SQUAD — AD — William Heury, Louise Campbell, Richard Denning—Lower nabe duellar—58m.—see Dec. 27 issue—(3917).
FARMER'S DAUGHTER, THE—Martha Raye, Charles Ruggles, Richard Denning — Entertaining comedy program, sell Raye and Ruggles—61m.—see Feb. 21 issue—(3927).
FRENCH WITHOUT TEARS — C—Ray Milland, Ellen Drew, Roland Culver—Okay English-made program comedy; build up title—67m.—see April 3 issue—(3930)—(English-made).
GERONIMO!—MD—Preston Foster, Ralph Morgan, Andy Devine, Ellen Drew—Highly exploitable—90m.—see Nov. 29 issue—(3918).
GREAT VICTOR HERBERT, THE—DMU—Walter Connolly, Allan Jones, Mary Martin—Can be sold big—91m.—see Dec. 13 issue—(3916).
GULLIVER'S TRAVELS—Fantasy—Full-length cartoon, produced by Max Fleischer—Can be exploited for big returns—77m.—see Dec. 27 issue—(Technicolor)—(3915).
KNIGHTS OF THE RANGE—AD—Russell Hayden, Victor Jory, Jean Parker—Western fans will thoroughly enjoy this one—70m.—see March 8 issue—(3923).
LAW OF THE PAMPAS—W — William Boyd, Russell Hayden, Sidney Toler—Top-notch western—74m.—see Nov. 1 issue—(3956).
LIGHT THAT FAILED, THE — MD—Ronald Colman, Walter Huston, Muriel Angelus—Sell Colman, Kipling names—99m.—see Dec. 27 issue—(3921).
LLANO KID, THE—MD—Tito Guizar, Gale Sondergaard—Highly salaahla western—70m.—see Nov. 15 issue—(3913).
NIGHT OF NIGHTS, THE—MD—Pat O'Brien, Olympe Bradna, Roland Young—Good cast helps make this pleasing dualler — 86m. — see Dec. 13 issue—(3912).
OUR NEIGHBORS, THE CARTERS—CD—Fay Bainter, Frank Craven, Edmund Lowe—High-rating fare for small town and naba houses—84m.—see Nov. 1 issue—(3911).
PAROLE FIXER—MD—William Henry, Virginia Dale, Robert Paige—Anemic dualler—59m.—see Feb. 7 issue—(3920).
REMEMBER THE NIGHT—D—Barbara Stanwyck, Fred MacMurray, Beulah Bondi—Sell this for good grosses—94m.—see Jan. 10 issue—(3919).
ROAD TO SINGAPORE, THE — CMU — Bing Crosby, Dorothy Lamour, Bob Hope—Sell tha names—85m.—see March 6 issue—(3926).
SANTA FE MARSHAL—W—William Boyd, Russell Hayden, Bernadene Hayes—Standard Hopalong—68m.—see Jan. 10 issue—(3956).
SEVENTEEN — C — Jackie Cooper, Betty Field, Otto Kruger — Pleasing program — 78m. — see Nov. 1 issue—(3924).
SHOWDOWN, THE—W—William Boyd, Russell Hayden, Britt Wood—High standard Hopalong—65m.—see March 20 issue—(3957).
SIDEWALKS OF LONDON—CD—Charles Laughton, Vivien Leigh, Rex Harrison—Sell tha names—86m.—see Feb. 7 issue—(English-made)—(3922).
TELEVISION SPY—MD—William Henry, Judith Barrett, William Collier, Sr.—Exploitable lower-half dualler—59m.—see Oct. 18 issue—(3907).
WOMEN WITHOUT NAMES—MD—Ellen Drew, Robert Paige, Judith Barrett — Above-average supporting fare—63m.—see March 6 issue—(3925).

TO BE REVIEWED OR IN PRODUCTION

BUCK BENNY RIDES AGAIN—Jack Benny, Eddie Anderson, Ellen Drew, Phil Harris, Andy Devine—88m.
DATE WITH DESTINY, A—Basil Rathbone, John Howard, Ellen Drew, Kitty Kelly, Ralph Morgan.
DOWN WENT McGINTY—Brian Donlevy, Akim Tamiroff, Muriel Angelus.
GHOST BREAKERS, THE—Bob Hope, Paulette Goddard, Paul Lukas.
GOLDEN GLOVES—Richard Denning, Jean Cagney, Robert Paige.
HENRY ALDRICH, No. 1—Jackie Cooper, Leila Ernst, Eddie Bracken.
HIDDEN GOLD—William Boyd, Russell Hayden, Britt Wood, Ruth Rogers—(3958).
I WANT A DIVORCE—Joan Blondell, Dick Powell, Frank Fay.
LIGHT OF WESTERN STARS—Victory Jory, Jo Ann Sayres, Russell Hayden, Noah Beery, Jr.—66m.
NORTH WEST MOUNTED POLICE—Gary Cooper, Madeleine Carroll, Preston Foster—(Technicolor).
OPENED BY MISTAKE—Charles Ruggles, Janice Logan, Robert Paige, William Frawley—67m.
QUEEN OF THE MOB—Ralph Bellamy, William Henry, Paul Kelly, Jean Cagney.
SAFARI—Madeleine Carroll, Douglas Fairbanks, Jr., Tullio Carminati—81m.
STAGE COACH WAR—William Boyd, Russell Hayden, Britt Wood, Julie Carter—(3959).
THOSE WERE THE DAYS — William Holden, Bonita Granville, Judith Barrett, Vaughan Glaser.
TYPHOON — Dorothy Lamour, Robert Preston, Lynne Overman—(Technicolor)—71m.
UNTAMED—Ray Milland, Patricia Morison, Akim Tamiroff—(Technicolor)—88m.
VIRGINIA—Carolyn Lee.
WAY OF ALL FLESH, THE—Akim Tamiroff, William Henry, Gladys George, Muriel Angelus.

RKO-RADIO

(1938-1939 releases from 901 up; 1939-1940 releases from 001 up.)

ABE LINCOLN IN ILLINOIS — D — Raymond Massey, Gene Lockhart, Mary Howard, Ruth Gordon — A graat picture; to be exploited to the limit—110m.—see Jan. 24 issue—(009).
ALLEGHENY UPRISING — MD — Claire Trevor, John Wayne, George Sanders—Exploitable frontier drama—81m.—see Nov. 1 issue—(006).
BEYOND TOMORROW — D — Harry Carey, C. Aubrey Smith, Charles Winninger, Richard Carlson, Jean Parker—A hard ona to predict, but give it every break; it ay be a surprise at the boxoffice—84m.—see April 3 issue—(031).
BILL OF DIVORCEMENT, A — D — Maureen O'Hara, Adolphe Menjou, Fay Bainter, Herbert Marshall—Strong drama; sell titla reputation and names—74m.—see March 20 issue—(028)—(A).
BULLET CODE—W — George O'Brien, Virginia Vale, Robert Stanton—Fair O'Brien—58m.—see March 6 issue—(088).
COURAGEOUS DOCTOR CHRISTIAN, THE—MD—Jean Hersholt, Dorothy Lovett, Robert Baldwin—Tops in the series; good dualler—65m.—see April 3 issue—(030).
ESCAPE TO PARADISE—CDMU—Bobby Breen, Kent Taylor, Marla Shelton — Mild offering for lower brackets—62m.—see Dec. 13 issue—(945).
FLYING DEUCES, THE—C—Stan Laurel, Oliver Hardy, Jean Parker—Lower-bracket attraction; will satisfy confirmed Laurel and Hardy fans—69m.—see Oct. 18 issue—(010).
HUNCHBACK OF NOTRE DAME, THE — D — Charles Laughton, Sir Cedric Hardwicke, Thomas Mitchell—Immense production, worthy of elaborate exploitation—117m.—see Dec. 27 issue—(015)—(A).
IRENE — CDMU — Anna Neagle, Ray Milland, Roland Young, Alan Marshall, May Robson, Billie Burke—Sell this hig—99m.—see April 17 issue—(024).
ISLE OF DESTINY—MD—William Gargan, Wally Ford, June Lang—Weak dual offering—83m.—see Jan. 24 issue—(Cosmocolor)—(017).
LEGION OF THE LAWLESS—W—George O'Brien, Virginia Vale—Okay for O'Brian fans—59m.—see Nov. 29 isauc—(082).
LITTLE ORVIE — MD — John Sheffield, Ernest Truex, Dorothy Tree—Pleasant for the family, dual trade—66m.—see March 6 issue—(020).
MARINES FLY HIGH, THE—AD—Richard Dix, Lucille Ball, Chester Morris—Strong dual support; small situation feature—68m.—see Feb. 7 issue—(018).
MARRIED AND IN LOVE—MD—Alan Marshall, Barbara Read, Patric Knowles—Program; dualler, chiefly for women—59m.—see Dec. 27 issue—(014).
MARSHAL OF MESA CITY, THE—W—George O'Brien, Virginia Vale—Top-notch O'Brien—62m.—see Oct. 18 issue—(081).
MEET DR. CHRISTIAN—D — Jean Hersholt, Dorothy Lovett—Good family and nebe entertainment; radio following should help at box office—70m.—see Nov. 1 issue—(005).
MEXICAN SPITFIRE—C—Lupa Velez, Leon Errol, Donald Woods—Good slapstick comedy—67m. — see Dec. 27 issue—(016).
MILLIONAIRE PLAYBOY—C—Joe Penner, Linda Hayes, Russ Brown—Satisfactory Penner offering—64m.—see March 6 issue—(022).
PINOCCHIO — Fantasy — Feature-length cartoon, produced by Walt Disney—A natural all the way—87m.—see Feb. 21 issue—(Technicolor)—(091).
PRIMROSE PATH — D — Ginger Rogers, Joel McCrea, Miles Mander, Marjorie Rambeau—Off the beaten path; it should be handled with care—92m.—see March 20 issue—(023)—(A).
QUEEN OF DESTINY (Sixty Glorious Years) — D — Anna Neagle, Anton Walbrook, C. Aubrey Smith—Box-office importation, if exploited—95m.—see Nov. 30, 1938, issue—(Technicolor)—(English-made)—(061).
RENO—D—Richard Dix, Gail Patrick—Nice program; okay top dualler — 73m.—see Nov. 15 issue—(008).
SAINT'S DOUBLE TROUBLE, THE—MY—George Sanders, Jonathan Hale, Helene Whitney—Good Saint entry—68m.—see Jan. 24 issue—(021).
SIXTY GLORIOUS YEARS—see Queen of Destiny.
SUED FOR LIBEL—MY—Kent Taylor, Linda Hayes—Exploitable dualler—66m.—see Oct. 18 issue—(012).
SWISS FAMILY ROBINSON — MD — Thomas Mitchell, Edna Best, Freddie Bartholomew—It has the angles; get behind it—93m.—see Feb. 7 issue—(019).
THAT'S RIGHT, YOU'RE WRONG—CMU—Kay Kyser & Orchestra, Adolphe Menjou, Lucille Ball—Money musical—95m.—see Nov. 29 issue—(011).
TWO THOROUGHBREDS—D—Jimmy Lydon, Joan Brodel, Arthur Hohl — Very nice family dualler; a sleeper which might surprise—62m.—see Dec. 13 issue—(013).
VIGIL IN THE NIGHT — D — Carole Lombard, Brian Aherne, Doris Lloyd—One of the best, but it needs selling—96m.—see Feb. 21 issue—(007).

TO BE REVIEWED OR IN PRODUCTION

ANNE OF WINDY POPLARS—Anne Shirley, Jamea Ellison, Patric Knowles.
CURTAIN CALL — Barbara Read, John Archer, Alan Mowbray—(027).
HEART OF DARKNESS—Orson Welles, Edgar Barrier, Everett Sloan, Ray Collins.
LONE STAR LEGION—George O'Brien, Virginia Vale, Dick Hogan.
MY FAVORITE WIFE—Irene Dunne, Cary Grant, Randolph Scott, Gail Patrick—(025).
SAINT TAKES OVER, THE — George Sanders, Wendy Barrie, Paul Guilfoyle.
TOM BROWN'S SCHOOLDAYS—Sir Cedric Hardwicke, Freddie Bartholomew, Jimmy Lydon—(029).
VILLAIN STILL PURSUED HER, THE—Buster Keaton, Hugh Herbert, Anita Louise.
YOU CAN'T FOOL YOUR WIFE—James Ellison, Lucille Ball, Emma Dunn.

REPUBLIC

(1938-1939 releases from 801 up; 1939-1940 releases from 901 up.)

COVERED TRAILER, THE, THE HIGGINS FAMILY IN—CD—James, Lucile, Russell Gleason, Tommy Ryan—Entertaining Higgins entry—66m.—see Nov. 29 issue—(915).
COWBOYS FROM TEXAS—W—Robert Livingston, Raymond Hatton, Duncan Renaldo, Carole Landis—How are the great fallen!—57m.—see Dec. 13 issue—(962).
DAYS OF JESSE JAMES — W — Roy Rogers, George Hayes, Donald Barry—Rogers' best—63m.—see Dec. 27 issue—(953).

FORGOTTEN GIRLS—MD—Louise Platt, Donald Woods, Eduardo Ciannelli, Robert Armstrong, Wynne Gibson—Support on nabe duals—68m.—see April 3 issue—(920).

GHOST VALLEY RAIDERS—W—Donald Barry, Lona Andre, Leroy Mason—A new star arises—57m.—see April 3 issue—(991).

HEROES OF THE SADDLE—W — Robert Livingston, Raymond Hatton, Duncan Renaldo, Patsy Lee Parsons—Sub-par Mesquiteers—56m.—see Jan. 24 issue—(963).

HI-YO SILVER—W—The Lone Ranger, Silver, Tonto, Lynn Roberts—Superior feature edition of the "Lone Ranger" serial—67m.—see April 17 issue—(921).

JEEPERS CREEPERS—C—Weaver Brothers & Elviry, Roy Rogers, Maris Wrixton—Strictly for the provinces—69m.—see Nov. 15 issue—(914).

MAIN STREET LAWYER — D — Edward Ellis, Anita Louise, Robert Baldwin—Pleasing family program —72m.—see Nov. 15 issue—(905).

MONEY TO BURN, THE HIGGINS FAMILY IN—C—James, Lucile, Russel Gleason, Harry Davenport—Pleasing nabe dualler—69m.—see Jan. 10 issue—(917).

PIONEERS OF THE WEST—W—Robert Livingston, Raymond Hatton, Duncan Renaldo—Best of the recent Mesquiteers—56m.—see March 20 issue—(964).

RANCHO GRANDE—W—Gene Autry, Smiley Burnette, June Storey, Mary Lee—Standard Autry—68m.—see April 3 issue—(942).

ROVIN' TUMBLEWEEDS—W—Gene Autry, Smiley Burnette, Mary Carlisle—Weak Autry—64m.—see Nov. 29 issue—(848).

SABOTAGE — MD — Arleen Whelan, Gordon Oliver, Charles Grapewin—Lower-half dualler; plug timeliness—69m.—see Oct 18 issue—(913).

SAGA OF DEATH VALLEY—W—Roy Rogers, George Hayes, Doris Day—One of Rogers' best—58m.—see Nov. 29 issue—(952).

SOUTH OF THE BORDER — W—Gene Autry, Smiley Burnette, June Storey—Auspicious entry for the new series—71m.—see Dec. 13 issue—(941).

THOU SHALT NOT KILL—D—Charles Bickford, Owen Davis, Jr., Doris Day—Dualler—68m.—see Dec. 27 issue—(916).

VILLAGE BARN DANCE — MDU — Richard Cromwell, Doris Day, George Barbier—Darned good musical for the sticks and slicks; sell radio drew—74m.—see Feb. 7 issue—(919).

WOLF OF NEW YORK—MD—Edmund Lowe, Rose Hobart, James Stephenson—Good program; top dualler —68m.—see Feb. 7 issue—(918).

TO BE REVIEWED OR IN PRODUCTION

ARIZONA OUTLAWS — Robert Livingston, Raymond Hatton, Duncan Renaldo, Kay Griffith.

COVERED WAGON DAYS—Robert Livingston, Raymond Hatton, Duncan Renaldo.

CROOKED ROAD, THE—Irene Hervey, Edmund Lowe, Henry Wilcoxon.

DARK COMMAND, THE—John Wayne, Claire Trevor, Walter Pidgeon, Roy Rogers.

DOCTORS DON'T TELL—Charles Coburn, John Wayne, Sigrid Gurie.

GANGS OF CHICAGO—Lloyd Nolan, Lola Lane, Barton MacLane.

GAUCHO SERENADE—Gene Autry, Smiley Burnette, June Storey.

GRANDPA GOES TO TOWN, THE HIGGINS FAMILY IN—James, Lucile, Russell Gleason, Harry Davenport.

IN OLD MISSOURI—Weaver Brothers & Elviry, June Storey, Loretta Weaver.

SCATTERBRAIN—Judy Canova.

WOMEN IN WAR—Elsie Janis, Wendy Barry, Patric Knowles.

YOUNG BUFFALO BILL—Roy Rogers, George Hayes, Pauline Moore—(954).

20th CENTURY-FOX

(1939-1940 releases from 001 up.)

BARRICADE—MD—Alice Faye, Warner Baxter—Just a programmer—71m.—see Nov. 29 issue—(026).

BLUE BIRD, THE—Fantasy—Shirley Temple, Spring Byington, Nigel Bruce—Must be sold in the "different" manner—83m.—see Feb. 7 issue—(Technicolor)—(025).

CHARLIE CHAN IN CITY IN DARKNESS—MD—Sidney Toler, Lynn Bari, Harold Huber—Run-of-the-mill Chan dualler—74m.—see Nov. 1 issue—(021).

CHARLIE CHAN IN PANAMA—MD—Sidney Toler, Jean Rogers, Lionel Atwill—High-rating Chan—67m.—see Jan. 24 issue—(035).

CISCO KID AND THE LADY, THE—W—Cesar Romero, Cris-Pin Martin, Virginia Fields—Pleasing outdoor drama—73m.—see Nov. 13 issue—(012).

CITY OF CHANCE, THE — MD—Lynn Bari, Donald Woods, C. Aubrey Smith—Pleasing dualler—57m. —see Jan. 10 issue—(027).

DAY-TIME WIFE—C—Tyrone Power, Linda Darnell—Sell the names—72m.—see Nov. 29 issue—(020).

DRUMS ALONG THE MOHAWK—MD—Claudette Colbert, Edna May Oliver, Henry Fonda—High rating—103m.—see Nov. 1 issue—(Technicolor)—(015).

EVERYTHING HAPPENS AT NIGHT—CD—Sonja Henie, Ray Milland, Robert Cummings—Can be sold—77m.—see Dec. 27 issue—(029).

FIRST WORLD WAR, THE—Compilation — Edited by Laurence Stallings, narration by Pedro de Cordoba—Depends on selling—78m.—see Oct. 18 issue—(reissue)—(062)—(A).

FREE, BLONDE AND 21—D—Lynn Bari, Mary Beth Hughes, Joan Davis—Okay for the lower brackets—75m.—see Feb. 21 issue—(037).

GRAPES OF WRATH, THE—D — Henry Fonda, Jane Darwell, John Carradine — Superb photoplay, but has to be sold—128m.—see Feb. 7 issue—(040) —(A).

HE MARRIED HIS WIFE — CD—Joel McCrea, Nancy Kelly, Mary Boland—Fair program; plug the cast —83m.—see Jan. 10 issue—(023).

HEAVEN WITH A BARBED-WIRE FENCE—D—Jean Rogers, Raymond Walburn—Just a filler—62m.—see Oct. 18 issue—(019).

HIGH SCHOOL—CD—Jane Withers, Joe Brown, Jr., Lloyd Corrigan—Swell for the 'teen-agers—74m.—see Dec. 13 issue—(028).

HOLLYWOOD CAVALCADE — D—Don Ameche, Alice Faye, J. Edward Bromberg — Highly exploitable everywhere—96m.—see Oct. 18 issue — (Technicolor)—(007)

HONEYMOON'S OVER, THE—CD—Stuart Erwin, Marjorie Weaver—Okay dual program — 70m. — see Nov. 15 issue—(024).

INSPECTOR HORNLEIGH ON HOLIDAY—CMY—Gordon Harker, Alastair Sim, Linden Travers—Pleasant English murder mystery—74m.—see Dec. 13 issue —(English-made)—(022)

JOHNNY APOLLO—D—Tyrone Power, Dorothy Lamour, Edward Arnold—The Power-Lamour combo can be sold for good returns—92m.—see March 20 issue—(042).

LITTLE OLD NEW YORK—MD—Alice Faye, Fred MacMurray, Richard Greene—Title and names in cast will help sell this; push it—100m.—see Feb. 7 issue—(031).

MAN WHO WOULDN'T TALK, THE—MD—Lloyd Nolan, Jean Rogers, Richard Clerke—Well-made dramatic dualler—72m.—see Dec. 27 issue—(030).

SHIPYARD SALLY—CMU—Gracie Fields, Sydney Howard—Just a nabe dualler—79m.—see Oct. 18 issue —(English-made)—(018)

SHOOTING HIGH—W—Jane Withers, Gene Autry, Marjorie Weaver—Dualler for family trade—65m.—see March 20 issue—(041).

STAR DUST—MDMU—Linda Darnell, John Payne, Roland Young, Charlotte Greenwood—Nice program offering; top dualler—85m.—see April 3 issue—(036).

SWANEE RIVER—DMU—Don Ameche, Al Jolson, Andrea Leeds—Should do well, if sold properly—86m. —see Jan 10 issue—(Technicolor)—(017).

THEY CAME BY NIGHT—MD—Will Fyffe, Phyllis Calvert, Anthony Hulme—High-rating English meller —73m.—see March 6 issue — (English-made)—(033).

TOO BUSY TO WORK, THE JONES FAMILY IN—CD—Jed Prouty, Spring Byington, Ken Howell—Jones get more life—65m —see Oct. 18 issue—(016).

20,000 MEN A YEAR—MD—Randolph Scott, Margaret Lindsay, Preston Foster—Exploitable air dualler—84m.—see Nov. 1 issue—(Cosmopolitan)—(013).

VIVA CISCO KID—MD—Cesar Romero, Jean Rogers, Chris-Pin Martin—Strictly for Cisco's fans—71m. —see April 3 issue—(039).

YOUNG AS YOU FEEL, THE JONES FAMILY IN—CD—Jed Prouty, Spring Byington, Russell Gleason—Weaker Jones family effort—59m. — see Jan. 24 issue—(032).

TO BE REVIEWED OR IN PRODUCTION

BRAT, THE—Jane Withers, Laura Hope Crews, Jessie Ralph.

CHARLIE CHAN'S MURDER CRUISE — Sidney Toler, Marjorie Weaver, Robert Lowery.

EARTHBOUND — Warner Baxter, Andrea Leeds, Lynn Bari—(034)

FOUR SONS—Don Ameche, Mary Beth Hughes, Alan Curtis.

GIRL IN 313, THE—Florence Rice, Kent Taylor, Joan Valerie, Marguerite Chapman.

GIRL MUST LIVE, A—Margaret Lockwood, Lilli Palmer, Renee Houston—(English-made).

GREAT COMMANDMENT, THE—Tyrone Power, Linda Darnell.

I WAS AN ADVENTURESS — Vera Zorina, Richard Greene, Peter Lorre, Eric von Stroheim—(038).

LILLIAN RUSSELL — Alice Faye, Don Ameche, Henry Fonda, Edward Arnold.

MARYLAND — Walter Brennan, John Payne, Brenda Joyce—(Technicolor).

MODERN 39ERS, THE JONES FAMILY IN—Jed Prouty, Spring Byington, Henry Armetta.

ON THEIR OWN, THE JONES FAMILY IN—Spring Byington, Henry Armetta.

PIER 13—Lynn Bari, Lloyd Nolan.

PUBLIC DEB NO. 1—George Murphy, Brenda Joyce.

RAIN OR SHINE—Joan Davis, Virginia Gilmore, Robert Sterling.

ROGUE OF THE RIO GRANDE—Cesar Romero, Mary Beth Hughes, Evelyn Venable.

SAILOR'S LADY—Jon Hall, Nancy Kelly, Joan Davis.

SO THIS IS LONDON—Robertson Hare, Alfred Drayton, George Sanders, Berton Churchill—(English-made).

YOUNG PEOPLE, THE—Shirley Temple, Jack Oakie, Arleen Whalen.

UNITED ARTISTS

CHUMP AT OXFORD, A — C — Stan Laurel, Oliver Hardy, Forrester Harvey—Just dual support—63m. —see Feb. 21 issue—(Roach).

ETERNALLY YOURS—CD—Loretta Young, David Niven, Hugh Herbert—High-ranking comedy—91m. — see Oct. 18 issue—(Wanger).

HOUSE ACROSS THE BAY—MD—George Raft, Joan Bennett, Walter Pidgeon, Lloyd Nolan — Okay meller for supporting spot; sell the names—89m.—see March 20 issue—(Wanger).

LION HAS WINGS, THE—Documentary—Merle Oberon, Ralph Richardson, June Duprez—Propagenda piece; will need selling—73m. — see Jan. 24 issue—(English-made)—(Korda).

MY SON, MY SON!—D—Madeleine Carroll, Brian Aherne, Louis Hayward—Box-office, if sold properly—117m. —see March 20 issue—(Small).

OF MICE AND MEN—D—Burgess Meredith, Betty Field, Lon Chaney, Jr.—May be a big surprise, if properly sold—106m.—see Jan. 10 issue—(Roach)—(A).

OVER THE MOON—CD—Merle Oberon, Rex Harrison, Ursula Jeans—Very good British program; sell Oberon—78m.—see Feb. 7 issue—(English-made) —(Technicolor)—(Korda).

RAFFLES—CD—David Niven, Olivia de Havilland, Dame May Whitty—Light meller—71m.—see Dec. 27 issue—(Goldwyn).

REBECCA—D—Laurence Olivier, Joan Fontaine, George Sanders, Judith Anderson—Class offering that can be sold to the mass if properly exploited—127m. —see April 3 issue—(Selznick)—(A).

SLIGHTLY HONORABLE—MD — Pat O'Brien, Edward Arnold, Jean Terry, Broderick Crawford—Not too strong murder yarn; play up cast—85m.—see Jan. 24 issue—(Wanger).

TO BE REVIEWED OR IN PRODUCTION

ONE MILLION B. C.—John Hubbard, Victor Mature, Carol Landis, Lon Chaney, Jr.—(Roach).

OUR TOWN—Frank Craven, Thomas Mitchell, William Holden, Martha Scott—(Lesser).

PRODUCTION No. 6—Charles Chaplin, Paulette Goddard, Reginald Gardner—(Chaplin).

SAPS AT SEA—Stan Laurel, Oliver Hardy, James Finlayson—(Roach).

SOUTH OF PAGO-PAGO—Jon Hall, Victor McLaglen, Frances Farmer—(Small).

THIEF OF BAGDAD, THE—Sabu, Conrad Veidt, Jean Duprez—(technicolor)—(English-made)—(Korda).

TURNABOUT—John Hubbard, Adolphe Menjou, Carol Landis—(Roach).

UNTITLED — Joel McCrea, Herbert Marshall, Laraine Day—(Wanger).

WESTERNER, THE—Gary Cooper, Walter Brennan, Fred Stone, Doris Davenport—(Goldwyn).

UNIVERSAL

(1939-1940 releases from 4001 up.)

BIG GUY, THE—MD—Victor McLaglen, Jackie Cooper, Edward Brophy—Top dualler, okay for McLaglen following—78m.—see Dec. 13 issue—(4016).

BLACK FRIDAY—D—Boris Karloff, Stanley Ridges, Bela Lugosi—Top-ranking horror program — 69m.—see March 6 issue—(4018).

CALL A MESSENGER—CD—Billy Halop, Huntz Hall, Robert Armstrong, Mary Carlisle—Nabe dual filler 65m.—see Oct. 4 issue—(4020).

CHARLIE McCARTHY, DETECTIVE—CMD—Edgar Bergen, Charlie McCarthy, Robert Cummings, Constance Moore—Okay for the Bergen-McCarthy fans—77m.—see Dec. 27 issue—(4011).

CHIP OF THE FLYING U—W—Johnny Mack Brown, Bob Baker, Doris Weston—Up to the series' high standard—55m.—see Nov. 15 issue—(4060).

DANGER ON WHEELS—AD—Richard Arlen, Andy Devine, Peggy Moran — Okay Arlen-Devine entry—61m.—see Jan. 24 issue—(4055).

DESTRY RIDES AGAIN—W—James Stewart, Marlene Dietrich, Charles Winninger, Mischa Auer, Brian Donlevy—High-rating, highly exploitable—94m.—see Dec. 13 issue—(4002).

DOUBLE ALIBI—MD—Wayne Morris, Margaret Lindsay, William Gargan—Just a dualler—60m.—see March 6 issue—(4034).

FRAMED—AD—Frank Albertson, Frances Robinson, Sidney Blackmer—Aadequate bottom-dualler—60m.—see Jan. 10 issue—(4032).

GREEN HELL—D—Douglas Fairbanks, Jr., Joan Bennett, John Howard—Highly exploitable program—87m.—see Jan. 10 issue—(4041)—(A).

HALF A SINNER—C—Heather Angel, John King, Walter Catlett—Lightweight bottom dualler—59m.—see April 3 issue—(4040).

HONEYMOON DEFERRED—MY—Edmund Lowe, Margaret Lindsay, Elisabeth Risdon — Okay mystery dualler—59m.—see Feb. 21 issue—(4038).

HOUSE OF SEVEN GABLES, THE—D—George Sanders, Margaret Lindsay, Vincent Price—Okay dual fare —88m.—see March 20 issue—(4013).

INVISIBLE MAN RETURNS, THE — MD — Sir Cedric Hardwicke, Vincent Price, Nan Grey—Can be sold —81m —see Jan. 10 issue—(4009).

IT'S A DATE—CMU—Deanna Durbin, Kay Francis, Walter Pidgeon, Eugene Pallette, Henry Stephenson, Samuel S. Hinds, Fritz Feld, Lewis Howard—No. 7 rings the bell — 102m. — see April 3 issue—(4001).

LAUGH IT OFF—C—Constance Moore, Johnny Downs, Marjorie Rambeau—Pleasing duallier — 63m.—see Nov. 15 issue—(4026).
LITTLE ACCIDENT—C—"Baby Sandy," Richard Carlson, Joy Hodges — Family program, lower-half duallier—65m.—see Nov. 1 issue—(4019).
MA! HE'S MAKING EYES AT ME—MDMU—Tom Brown, Constance Moore, Richard Carle, Anne Nagel, Jerome Cowan—Okay nabe duallier—61m.—see March 20 issue—(4022).
MAN FROM MONTREAL—AD — Richard Arlen, Andy Devine, Anne Gwynne—Nabe duallier—60m.—see Nov. 15 issue—(4054).
MISSING EVIDENCE—MY—Preston Foster, Irene Hervey, Inez Courtney—Nabe dual support—64m.—see Oct. 18 issue—(4028).
MY LITTLE CHICKADEE—C—Mae West, W. C. Fields, Joseph Calleia, Dick Foran—Sell the names—84m.—see Feb. 21 issue—(4004).
OH, JOHNNY, HOW YOU CAN LOVE—MDMU—Tom Brown, Peggy Moran, Juanita Quigley — Pleasing musical duallier — 63m. — see Jan. 24 issue — (4021).
OKLAHOMA FRONTIER—W—Johnny Mack Brown, Bob Baker, Fuzzy Knight—Good—58m.—see Oct. 18 issue—(4059).
RIDERS OF PASCO BASIN—W—Johnny Mack Brown, Bob Baker, Fuzzy Knight, Frances Robinson—High-rating member of the series—56m.—see Dec. 27 issue—(4062).
ROAD BACK, THE—MD—John Emery, Spring Byington, Andy Devine, John King—Topical version has selling angle—79m.—see Nov. 15 issue—("Outspoken Version")—(4074)—(A).
TOWER OF LONDON—MD—Basil Rathbone, Boris Karloff, Barbara O'Neill—Exploitable for best returns—92m.—see Nov. 29 issue—(4012).
WEST OF CARSON CITY—W—Johnny Mack Brown, Bob Baker, Fuzzy Knight—High-rating western—55m.—see Nov. 29 issue—(4061).
ZANZIBAR — MD—Lola Lane, James Craig, Eduardo Cianelli—Okay for the nabes, duallers—69m.—see March 6 issue—(4025).

TO BE REVIEWED OR IN PRODUCTION

ALIAS THE DEACON—Bob Burns, Mischa Auer, Peggy Moran, Dennis O'Keefe.
BLACK DIAMONDS—Richard Arlen, Andy Devine.
DOUBLE SADDLED LAW—Johnny Mack Brown, Bob Baker—(4063).
ENEMY AGENT—Richard Cromwell, Helen Vinson, Robert Armstrong—61m.—(4033).
I CAN'T GIVE YOU ANYTHING BUT LOVE, BABY—Johnny Downs, Peggy Moran, Broderick Crawford.
IF I HAD MY WAY—Bing Crosby, Gloria Jean, Charles Winninger.
LA CONGA NIGHTS—Hugh Herbert, Constance Moore, Dennis O'Keefe.
NO EXIT — Wallace Ford, Donald Woods, Kathryn Adams.
SANDY IS A LADY—Sandra (Baby Sandy) Henville, Mischa Auer, Billy Lenhart.
SKI PATROL—Lulu Deste, Philip Dorn, Kathryn Adams.
SOUTH TO KARANGA—Luli Desti, Dick Foran, Charles Bickford.

WARNERS-FIRST NATIONAL

(1939-1940 releases from 401 up.)

(FN)—First National; (W)—Warners
(V)—Vitagraph, not on either split

BRITISH INTELLIGENCE—MD—Boris Karloff, Margaret Lindsay, Bruce Lester—Average programmer, duallier—62m.—see Jan. 10 issue—(W)—(416).
BROTHER RAT AND A BABY—C—Eddie Albert, Wayne Morris, Priscilla Lane—Pleasing comedy program—87m.—see Jan. 10 issue—(W)—(406).
CALLING PHILO VANCE — MD — James Stephenson, Margot Stevenson, Henry O'Neill—Better than average dual fare—62m.—see Jan. 10 issue—(W)—(420).
CASTLE ON THE HUDSON — D — John Garfield, Ann Sheridan, Pat O'Brien — Can do okay business — 77m.—see Feb. 7 issue—(FN)—(459).
CHILD IS BORN, A—Jeffrey Lynn, Gladys George, Geraldine Fitzgerald, Gale Page—Well made; it deserves handling of a special nature — 79m.—see Aug. 9 issue—(W)—(415)—(A).
"DEAD END" KIDS ON DRESS PARADE, THE—MD—Dead End Kids, John Litel, Frankie Thomas—Okay dual program—62m.—see Nov. 15 issue—(W)—(413).
DR. EHRLICH'S MAGIC BULLET, THE STORY OF—D—Edward G. Robinson, Ruth Gordon, Otto Kruger—Great biographical drama; to be exploited for high returns—103½m.—see Feb. 7 issue—(FN)—(457).
FIGHTING 69th, THE—D—James Cagney, Pat O'Brien, George Brent—A blue-chip special—90m.—see Jan. 24 issue—(FN)—(451).
FOUR WIVES—CD—Claude Rains, May Robson, Jeffrey Lynn, the Lane Sisters—Good domestic fare; should sell big to screen Lane fans—99m.—see Dec. 13 issue—(FN)—(453).
GAMBLING ON THE HIGH SEAS—MD—Wayne Morris, Jane Wyman, Gilbert Roland—Okay for the action, dual fans—58m.—see March 6 issue—(W).
GRANNY GET YOUR GUN—CD—May Robson, Harry Davenport, Hardie Albright—Nice duallier—56m.—see Jan. 10 issue—(W)—(421).
INVISIBLE STRIPES—D — George Raft, Jane Bryan, William Holden—Sell names in cast for good grosses—82m.—see Dec. 27 issue—(W)—(408).
IT ALL CAME TRUE—CD—Ann Sheridan, Jeffrey Lynn, Humphrey Bogart, Zasu Pitts, Una O Connor, Grant Mitchell, Felix Bressart—Fair program—87m.—see April 3 issue—(W).
JUAREZ AND MAXIMILIAN—see The Mad Empress.
KING OF THE LUMBERJACKS — MD — John Payne, Gloria Dickson, Stanley Fields — Okay program melleer—61m.—see March 6 issue—(W)—(422).
MAD EMPRESS, THE (Juarez and Maximilian)—D—Mede Novara, Conrad Nagel, Lionel Atwill—Duallier—72m.—see May 3 issue, under Miscellaneous, and Nov. 5 issue—(Foreign-made)—(481).
MURDER IN THE AIR—MD—Ronald Reagan, Lya Lys, Eddie Foy, Jr.—Duals and nabes—58m.—see March 6 issue.
ON YOUR TOES—CMU—Vera Zorina, Eddie Albert, Alan Hale—Good entertainment—94m.—see Oct. 18 issue—(FN)—(463).
PRIVATE DETECTIVE—MY—Jane Wyman, Dick Foran—Okay for dual support—55m.—see Nov. 29 issue—(471).
RETURN OF DOCTOR X, THE—MD—Wayne Morris, Humphrey Bogart, Rosemary Lane—Enjoyable action-packed melodrama—62m.—see Nov. 29 issue—(FN)—(464).
ROARING TWENTIES, THE—MD—James Cagney, Priscilla Lane, Humphrey Bogart—Top-notch melleer, needed for big returns—106m.—see Nov. 1 issue—(W)—(403).
SMASHING THE MONEY RING—MD—Ronald Reagan, Margot Stevenson—Good action duallier—57m.—see Nov. 1 issue—(FN)—(470).
TEAR GAS SQUAD—AD—Dennis Morgan, John Payne, Gloria Dickson, George Reeves—Okay action supporting fare—58m.—see April 3 issue.
THREE CHEERS FOR THE IRISH—MD—Priscilla Lane, Thomas Mitchell, Dennis Morgan—High rating family program—100m.—see March 20 issue—(FN)—(465).
VIRGINIA CITY—MD—Errol Flynn, Miriam Hopkins, Randolph Scott, Humphrey Bogart — Important money show—120m.—see March 20 issue—(W)—(404).
WE ARE NOT ALONE—D—Paul Muni, Jane Bryan, Flora Robson—Excellent drama for discriminating audiences—112m.—see Nov. 15 issue — (FN)—(458).

TO BE REVIEWED OR IN PRODUCTION

ALL THIS AND HEAVEN, TOO—Bette Davis, Charles Boyer, Jeffrey Lynn—(FN).
ANGEL FROM TEXAS, AN—Eddie Albert, Wayne Morris, Rosemary Lane.
BROTHER ORCHID—Edward G. Robinson, Ann Sothern, Humphrey Bogart.
EPISODE—Olivia de Havilland.
FUGITIVE FROM JUSTICE — Morgan Conway, Roger Pryor, Sheila Bromley.
LIFE OF KNUTE ROCKNE, THE—Pat O'Brien, Gale Page, Ronald Reagan, Albert Basserman.
SATURDAY'S CHILDREN—Ann Shirley, Claude Rains, Frank McHugh, Lee Patrick.
SEA HAWK, THE — Errol Flynn, Brenda Marshall, Claude Rains.
'TIL WE MEET AGAIN—Merle Oberon, George Brent, Pat O'Brien, Binnie Barnes—(FN).
TORRID ZONE—James Cagney, Pat O'Brien, Ann Sheridan.
WOMEN ARE TOUGH ANGELS—Virginia Bruce, Wayne Morris, Ralph Bellamy.

MISCELLANEOUS

Listed here are only those independently produced pictures, not handled by companies of nation-wide scope. Addresses of producers or distributors will be furnished on request.

ADVENTURES OF THE MASKED PHANTOM, THE—W—Monte Rawlins, Larry Mason, Betty Burgess—Low-grade western—55m.—see Dec. 27 issue—(Equity)
AMERICAN GANG BUSTERS—Documentary — No production credits—For sensational salesmanship only—64m.—see April 3 issue—(Times).
BAD BOY—D—Johnny Downs, Rosalind Keith, Helen MacKellar—Very weak inde, sell Downs—65m.—see Dec. 27 issue—(Atlas)—(A).
BEASTS OF BERLIN—see Goose Step.
BURIED ALIVE—MD—Beverly Roberts, Robert Wilcox—Exploitable prison duallier—71m.—see Dec. 13 issue, under PDC.
BURNING QUESTION, THE (Tell Your Children)—MD—Lilian Miles, Dave O'Brien, Thelma White—Exploitable anti-marijuana film—62m.—see Dec. 13 issue—(G. & H. Productions).
CITY, THE—Documentary—From an original by Pare Lorentz, with narration by Morris Carnovsky—Excellent; can be exploited—44m.—see May 31 issue—(World).
DEATH RIDES THE RANGE—W—Ken Maynard, Fay McKenzie, Charles King—Good Maynard—56m.—see Feb. 7 issue—(Colony).
DOUBLE DEAL—MD—Jeni LeGon, Monte Hawley, F. E. Miller—High-rating all-Negro entertainment—60m.—see Feb. 21 issue — (International Road Shows).
FIGHT FOR LIFE, THE—Documentary-D—Myron McCormick, Dudley Digges, Will Geer, Storrs Haynes—Tops for its type—69m.—see March 20 issue—(U. S. Film Service).
GREAT COMMANDMENT, THE—D—John Beal, Maurice Muscovich, Albert Dekker—Worth watching; has universal appeal—85m.—see Oct. 18 issue—(Cathedral Films).
GOOSE STEP (Hitler—Beast of Berlin; Beasts of Berlin)—MD—Roland Drew, Steffi Duna—Exploitable, topical melleer, with obvious selling angles—85m.—see Nov. 1 issue, under PDC.
HELL'S ANGELS—AD—Ben Lyon, James Hall, Jean Harlow—Okay re-issue—100m.—see March 6 issue—(Astor).
HITLER—BEAST OF BERLIN—see Goose Step.
HITLER'S REIGN OF TERROR — Documentary—Narrated by Edwin C. Hill, photographed by Cornelius Vanderbilt, Jr.—Exploitation offering—56m.—see Nov. 29 issue—(Samuel Cummins).
HORRORS OF WAR—Documentary—Produced by Maple Attractions—Dual preachment picture; can be exploited—51m.—see Feb. 21 issue—(Merit).
INVISIBLE KILLER, THE—MD—Grace Bradley, Roland Drew, William Newell—Fast-moving duallier—60m.—see Jan. 24 issue, under PDC.
KEEP PUNCHING — MDMU — Henry Armstrong, Mae Johnson, Willie Bryant—Should gross okay in Negro nabes—81m.—see Dec. 13 issue—(M-C Pictures).
KILLERS OF THE WILD (Times)—see Children of the Wild.
LIGHTNING STRIKES WEST—Ken Maynard, Claire Rochelle, Charles King—Standard Maynard—56m.—see March 6 issue—(Colony).
LIGHTS OUT IN EUROPE—Documentary—Commentary by James Hilton delivered by Fredric March — Money-making documentary—66m.—see April 17 issue—(Mayer-Burstyn).
LOST ON THE WESTERN FRONT—D—Paul Cavanaugh, Marcelle Chantel—Exploitable duallier—63m.—see Nov. 1 issue—(Standard).
MAD YOUTH—MD — Mary Ainslee, Betty Compson—Saleable sexer—60m.—see Oct. 18 issue—(Willis Kent)—(A).
MERCY PLANE—AD — James Dunn, Frances Gifford, Matty Fain—For the dual, action houses—71m.—see March 6 issue—(Producers Dist. Corp.).
MONKEY INTO MAN—Documentary—Supervised by Julian Huxley and S. Zuckerman. Commentary by John Martin—Exploitable program offering—56m.—see April 17 issue—(World Pictures Corporation).
MYSTIC CIRCLE MURDER—MY—Betty Compson, Robert Fiske—Weak duallier—69m.—see Oct. 18 issue—(Fanchon Royer).
NOTORIOUS ELINOR LEE, THE—MD—Edna Mae Harris, Carman Newsome, Gladys Williams—Weak offering for all-Negro houses—104m.—see Jan. 24 issue—(Micheaux Productions).
ONE DARK NIGHT—DMU — Mantan Moreland, Betty Treadville, Josephine Pearson—Tops for Negro audiences—81m.—see Dec. 13 issue—(Million Dollar Productions).
PAL FROM TEXAS, THE—W—Bob Steele, Claire Rochelle, Josel Swickard—Our Bob is done better by—52m.—see March 6 issue—(Metropolitan).
PHANTOM RANCHER — Ken Maynard, Dorothy Short, Harry Harvey—Actionful Maynard—60m.—see Jan. 24 issue—(Colony).
POCOMANIA—MD—Nina Mae McKinney, Jack Carter, Ida James—Top Negro entry—65m.—see Dec. 13 issue—(Lenwal).
PORT OF HATE—MD—Polly Ann Young, Kenneth Harlan—Weak inde for bottom of nabe duals—57m.—see Aug. 23 issue—(Metropolitan).
RIDERS OF THE SAGE—W—Bob Steele, Claire Rochelle—Run of the mill—56m.—see Oct. 18 issue—(Metropolitan).
RIDIN' FOOL, THE—W—Bob Steele, Francis Moore—Low grade western—58m.—see Oct. 18 issue—(Metropolitan).
SAGEBRUSH FAMILY TRAILS WEST, THE—W—Bobby Clark, Earl Hodgins, Joyce Bryant—Just another western, with a kid star—58m.—see March 6 issue—(PDC).
SECRETS OF A MODEL — MD — Sharon Lee, Harold Daniells, Julien Madison—Very low-rating duallier—58m.—see Feb. 21 issue—(Time Pictures)—(A).
SHE GOES TO WAR—MD—Eleanor Boardman, John Holland—War from the women's angle—55m.—see Nov. 15 issue—(Mitchell Leichter).
SON OF INGAGI—MD—Alfred Grant, Daisy Bickford, Laura Bowman—Exploitable for the Negro trade—66m.—see Jan. 24 issue—(Sack).
STRAIGHT SHOOTER—W—Tim McCoy, Julie Sheldon, Ben Corbett, Ted Adams—All McCoy and an hour long!—60m.—see Nov. 15 issue—(Victory).
TELL YOUR CHILDREN—see The Burning Question.
TEN NIGHTS IN A BARROOM—MD—Hal Skelly, Zita Johann—Those nights are here again!—61m.—see Nov. 15 issue—(B&M Pictures).
TEXAS RENEGADES — W — Tim McCoy, Nora Lane, Harry Harvey—Tim McCoy returns — 56m. — see March 6 issue—(Producers Distributing Corp.).
THEY WENT TO WAR (Let's Pretend We're Sweethearts; Flirting With Death)—CD—Lola Lane, Chic Chandler, George Meeker—Better than average independent—68m.—see May 31 issue—(Imperial).
TORTURE SHIP—MD—Lyle Talbot, Jacqueline Wells, Irving Pichel—Entertaining inde programmer—62m. see Nov. 1 issue, under PDC.
TUMBLEWEEDS—W—William S. Hart, Barbara Bedford—Revival which can get results if exploited—88m.—see May 17 issue—(Astor).
WHY THIS WAR?—Documentary—No credits—Exploitable documentary—81m.—see Nov. 1 issue—(Samuel Cummins).

FOREIGN

Listed here are imported productions and all foreign-language pictures of whatever origin, when such pictures are not a part of the regular release schedule of an independently listed producer-distributor.

AFFAIR LAFONT, THE (Conflict)—D—Corinne Luchaire, Annie Ducaux—For the arty—84m.—see Oct. 18 issue—(Trans-Atlantic Films)—(A).

ALLERGI MASNADIERI (The Make-Believe Pirates)—CMU—Assia Noris, C. Pilotto—Very good Italian comedy—72m.—see Oct. 18 issue—(Americo Pullini).

ALPINE PASSION (Amore sulle Alpi)—MD—Gustave Diesel, Simona Bourday—Esperia has done better—74m.—see Nov. 15 issue—(Esperia)—(A).

AMICIZIA—see Friendship.

AMORE SULLE ALPI—see Alpine Passion.

ARIA DEL CONTINENTE, L'—see The Continental Way.

BAKER'S WIFE, THE (La Femme du Boulanger)—MD—Raimu, Ginette Leclerc, Charles Moulin—Corking French success; can reap a box-office harvest among the arty—99m.—see Feb. 7 issue — (The Baker's Wife, Inc.)—(A).

BETE HUMAINE, LA—see Human Beast.

BETWEEN TWO WORLDS (Una Donna tra Duo Mondi)—MD—Isa Miranda, Vassa Prihoda, Assia Noris—Very satisfactory Italian fare—80m.—see Feb. 21 issue—(Esperia).

BLACK PIRATE, THE—see Il Corsaro Nero.

BLESSED MOTHER CABRINI, THE—Documentary—For Catholics in general; the Italian ones in particular—71m.—see April 3 issue—(Roma Film).

CITADEL OF SILENCE, THE (La Citadel de Silence)—D—Annabella, Pierre Renoir, Bernard Lancret—Swell art and French stuff—90m.—see Jan. 10 issue—(Film Alliance)—(A).

CLAUDINE—MD—Blanchette Brunoy, Max Dearly, Margo Lion—Gallic picture making at its best—82m.—see April 17 issue—(French Motion Picture Corporation).

CONDOTTIERI (The Leaders) — Same as Giovanni de Medici, the Leader, q. v.

CONFLICT—see The Affair Lafont.

CONTINENTAL WAY, THE (L'Aria del Continente)—CD—Angelo Musco, Leda Gloria—Excellent Italian comedy—82m.—see Nov. 29 issue—(Esperia).

CORSARO NERO, IL (The Black Pirate)—MD—Ciro Verrati, Silvana Jachino — For foreign-language, particularly Italian, houses—96m.—see Dec. 27 issue—(Esperia).

DEVIL IS AN EMPRESS, THE (Le Jouer d'Echecs)—D—Conrad Veidt, Francoise Rosay, Micheline Francey—Among the better French films—75m.—see Dec. 13 issue—(Columbia).

DOCTOR ANTONIO (Il Dottor Antonio)—D — Ennio Cerlesi, Maria Gambarelli, Lamberto Picasso—Box-office success for Italian nabes—103m.—see Dec. 27 issue—(Itala Films).

DONNA TRA DUO MONDI, UNA — see Between Two Worlds.

DOTTER ANTONIO, IL—see Doctor Antonio.

ENTENTE CORDIALE—D—Victor Francen, Gaby Morlay, Arlette Marchal—Timely Gallic import—98m.—see Jan. 10 issue—(Concord).

ERAVAMO SETTE VEDOVE — see We Were Seven Widows.

FACE BEHIND THE SCAR, THE—MD—Griffith Jones, Rosalyn Boulter, Ellis Jeffreys—Bottom dualler—78m.—see March 20 issue—(Film Alliance of

FIRST FILM CONCERT, THE—MU — No production credits available—Extremely attractive fare for the arty—52m.—see Nov. 15 issue—(World).

FLORJAN—D—Kazimierz Junosza-Stepowski, Stanislawa Engelowna, Tadewsz Fijewoki — Strictly for the Poles—95m.—see April 3 issue—(Elektra Film).

FRIENDSHIP (Amicizia)—CD—Elsa Merlini, Nino Besozzi, Enrico Viarisio—Roman holiday for Italian houses—75m.—see March 20 issue—(Esperia).

GHOST CAMERA, THE—MD—Ida Lupino, Henry Kendall, John Mills—British import for the nabes and duals—52m.—see Feb. 21 issue—(Olympia).

GIOVANNI DE MEDICI, THE LEADER (Condottieri [The Leaders])—D — Lula Trenker, Loris Gizzi, Laura Nucci—Okay for Italian audiences—88m.—see Jan.

FEMME DU BOULANGER, LA—see The Baker's Wife. 24 issue—(Esperia).

GOLDEN KEY, THE—Fantasy—Puppets and voices operated by A. Shagin, et al.—Corking foreign fantasy—70m.—see Jan. 10 issue—(Amkino).

GREAT LIGHT, THE (Montevergine)—D—Amadeo Nazzari, Leda Gloria, Carlo Duse—Great fare for Italians and Catholics—88m. — see April 3 issue—(Esperia).

HO PERDUTO MIO MARITO—see My Husband Is Lost.

HUMAN BEAST (La Bete Humaine)—D—Jean Gabin, Simone Simon, Ledoux—For art houses; for others, sell sex, Simon, and Gabin—79m.—see March 6 issue—(Juno Films)—(A).

I MET A MURDERER—D—James Mason, Sylvia Coleridge—Artistic success; can be exploited—78m.—see Oct. 18 issue—(York).

IDEAL MARRIAGE (Un Matrimonio Ideale) — CD — Assia Noris, Umberto Melnati, Gino Cervi—Very good Italian product—84m.—see Dec. 27 issue—(Esperia).

IRELAND'S BORDER LINE—CD—Jimmy O'Dea, Myrette Morven—Top Irish product—64½m.—see Nov. 1 issue—(William Alexander).

JAAKARIN MORSIAN—see Soldier's Bride.

JOUER D'ECHEES, LE—see The Devil Is an Empress.

JUST LIKE A WOMAN—CD—Gertrude Michael, John Lodge—Fair English production—73m.—see Nov. 1 issue—(Alliance).

KATIA—D—Danielle Darrieux, John Loder—Superb Gallic production; exploitable—80m. — see Dec. 13 issue—(Mayer-Burstyn)—(A).

KING OF DIAMONDS (Re de Denari)—CD — Angelo Musco, Rosina Anselmi, Mario Pisu—Great Italian comedy—84m.—see Jan. 10 issue—(Esperia).

KLIATSHE, DI—see Light Ahead.

LAST DESIRE—D—Raimu, Jacqueline Delubac, Pierre Brasseur—Sell sex—77m. — see Jan. 24 issue—(Transatlantic)—(A).

LEADERS, THE—see Condottieri (same as Giovanni de Medici, the Leader, q. v.).

LET'S PRETEND WE'RE SWEETHEARTS — see They Went to War.

LIFE OF GUISEPPE VERDI, THE—DMU—Beniamino Gigli, Gaby Morlay, Fosco Ginchetti—Box office per se for Italians; exploit for arty profit—115m.—see April 3 issue—(Esperia).

LIFE ON THE HORTOBAGY—Documentary—Janos Cinega, Mrs. Janos Cinega, Istvan Kanyasi—Exploitable Hungarian bit — 79m.—see Feb. 7 issue—(Cummins).

LITTLE MISS MOLLY—MD—Maureen O'Hara, Binkie Stuart, Tom Burke—Pleasant Irish offering—64m.—see March 20 issue—(Alliance Films).

LOVE IN OLD NAPLES (Napoli d'Altri Tempi)—MDMU—Emma Grammatica, Vittorio de Sica, Elisa Cegani—Excellent Roman fare—93m.—see Feb. 7 issue—(Esperia).
U. S.).

LOUISE—Opera — Grace Moore, Georges Thill, Andre Pernet—Worthy of playing time anywhere—72m.—see Feb. 21 issue—(Mayer-Burstyn).

MACUSHLA (My Darlin')—MD—Pamela Wood, Jimmy Magooan, Max Adrian—Can be sold nicely to sons and daughters of Erin—80m.—see Jan. 24 issue—(Transatlantic).

MADAM MINISTER DANCES (Pani Minister Tanczy)—CMU — Aleksander Zabczynski, Tola Mankiewiczowna, Joseph Orwid — Strictly for the Polish—87m.—see April 17 issue—(Polish-American).

MAKE-BELIEVE PIRATES, THE — see Allergi Masnadieri.

MARSEILLAISE — D — Pierre Renoir, Lise Delamare—Fair French cinema—80m.—see Nov. 15 issue—(World Pictures).

MATRIMONIO IDEALE, UN—see Ideal Marriage.

MILL ON THE FLOSS, THE—D—Geraldine Fitzgerald, Frank Lawton — Outstanding British attraction—78m.—see Nov. 15 issue—(Standard).

MIRELE EFROS—MD—Berta Gersten, Michael Rosenberg—Should pull tears and cash—87m.—see Nov. 1 issue—(Credo Pictures).

MR. MAX (Il Signor Max)—C—Vittoria DeSico, Assia Noris—Outstanding Italian comedy—88m.—see Oct. 18 issue—(Esperia).

MONTEVERGINE—see The Great Light.

MOTEL, THE OPERATOR—DMU—Chaim Tauher, Malvina Rappel, Seymour Rechzeit—Mediocre Yiddish celluloid—80m.—see Jan. 24 issue—(Cinema Service Corporation).

MY DARLIN'—see Macushla.

MY HUSBAND IS LOST (Ho Perduto Mio Marito)—CD—Nino Besozzi, Paola Borboni—Okay Italian comedy—87m.—see Nov. 1 issue—(Esperia)—(A).

NAPLES THAT NEVER DIES (Napoli che Non Muore)—Maria Glory, Fosco Giacchetti, Paola Barbara—Italian fans will go big for this—90m.—see March 20 issue—(Itala Films).

NAPOLI CHE NON MUORE—see Naples That Never Dies.

NAPOLI D'ALTRI TEMPI—see Love in Old Naples.

NORTH SEA PATROL—MD—Geoffrey Toone, Judy Kelly—Pleasing, timely programmer that can be sold—69m.—see Nov. 15 issue—(Alliance Films).

OUTSIDER, THE—MD—George Sanders, Mary Maguire, Barbara Blair—High-rating English import—90m.—see March 20 issue—(Alliance Films).

OVERTURE TO GLORY—D—Moishe Oysher, Florence Weiss, Baby Winkler—Fair tear-jerker; sell Moishe Oysher—85m.—see Feb. 21 issue—(Elite).

PANI MINISTER TANCZY—see Madam Minister Dances.

PEOPLE, ETERNAL, A—D—Conrad Veidt, Marie Ney—Weak Yiddish offering—65m.—see Nov. 15 issue—(Henry Lynn).

PORT OF SHADOWS (Le Quai des Brumes)—MD—Jean Gabin, Michel Simon—Beautiful, well worth seeing; a 7-award film—90m.—see Oct. 18 issue—(Film Alliance of U. S.).

QUAI DES BRUMES, LE—see Port of Shadows.

RASPUTIN—D—Harry Baur, Marcelle Chantal—Superb Gallic production—93m.—see Nov. 1 issue—(Concord Films)—(A).

RE DI DENARI—see King of Diamonds.

SECOND BUREAU—D—Marta LaBarr, Charles Oliver—Okay spy drama—66m.—see Nov. 1 issue—(Film Alliance of U. S.).

SHORS—D—E. Samoilov, I. Skuratov — For left-wing audiences—92m.—see Nov. 29 issue—(Amkino).

SIGNOR MAX, IL—see Mr. Max.

SKELETON ON HORSEBACK—D—Hugh Haas, Zdanek Stepanek, Bedrich Karen—Exploitable Czecho-Slovak attraction—78m.—see Feb. 21 issue—(Carl Laemmle, Jr.).

SOLDIER'S BRIDE (Jaakarin Morsian)—MD—Tuulikki Paananen, Ritva Aro, Tuli Arjo — Should make dough for Finnish houses—88m.—see Dec. 27 issue—(Werner F. Savela).

SORPRESE DE UN MATRIMONION, LE—see The Surprises of Matrimony.

SOS MEDITERRANEAN — MD — Pierre Fresnay, Rolf Wanka, Kim Peacock, Nadine Vogel—Should make money for foreign and art theatres—78m.—see Jan. 24 issue—(Vedis Films).

SURPRISES OF MATRIMONY, THE (Le Sorprese de un Matrimonion)—CD—Vittorio DeSica, Elisa Gegani—For Italians only—118m.—see Nov. 1 issue—(Columba)—(A).

SQUADRONE BIANCO, LO (The White Squadron)—D—Fosco Giachetti, Antonio Centa, Fulvia Lanzi—Good drama for the art-foreign, Italian houses—98m.—see Nov. 29 issue—(Esperia).

TEVYA—MD—Maurice Schwartz, Miriam Riselle, Rebecca Weintraub—Box office for Yiddish houses—93m.—see Jan. 24 issue—(Mayman).

THAT THEY MAY LIVE—D—Victor Francen, Line Noro, Marie Lou, Jean-Max—Spectacular French anti-war piece—73m.—see Nov. 1 issue—(Mayer-Burstyn)—(A).

THEY WANTED PEACE — D—F. Bagashvili, Tamara Markarova, S. Smirnova—Left-wing fare—73m.—see Jan. 24 issue—(Amkino).

THUNDER OVER PARIS—D—Erich von Stroheim, Mareille Balin—Plug timeliness and Von Stroheim—82m.—see Nov. 29 issue—(Transatlantic)—(A).

TIMBERLAND TERROR (Paid to Kill) — AD — Frank Leighton, Shirley Ann Richards, Campbell Coplin—Good action dual support—66m.—see Feb. 21 issue—(Hoffberg).

TWO'S COMPANY—C—Ned Sparks, Mary Brian, Patric Knowles—Bottom dualler for houses which can play British product—64m.—see Dec. 27 issue — (B. & D.).

ULTIMATUM—D—Erich von Stroheim, Dita Parla, Bernard Lancret—Excellent Gallic cinema—73m.—see Feb. 21 issue—(Hoffberg).

UNDER THE SOUTHERN CROSS (Sotto la Croce del Sud)—D—Doris Duranti, Antonio Centa—Tops for Italian houses — 81m.—see June 29 issue—(Esperia).

VENGEANCE OF THE DEEP—MD—Lloyd Hughes, Shirley Richards, Sidney Wheeler—Poor English-made offering—62m.—see Feb. 21 issue — (Time Pictures).

WE WERE SEVEN WIDOWS (Eravamo Sette Vedove)—CD—Antonio Gandusio, Nino Taranto, Vincent Scarpetta — Great for Italian audiences — 82m. — see March 6 issue—(Esperia).

WHITE SAVAGE (Uncivilized)—D—Dennis Hoey, Margot Rhys, Ashton Jarry—Dusiler, but can be exploited to advantage—72m.—see Dec. 27 issue—(Box-Office Attractions)—(A).

The Shorts Check-Up

Of All Pictures Released Nationally Since October 6, 1939

COLUMBIA

Two Reel

COMEDIES

'39-'40 (26)

All American Blondes (G)
A. Clyde ..... Oct. 20 17m.
Andy Clyde Gets Spring Chicken (F)
A. Clyde ..... Dec. 15 19m.
A-Plumbing We Will Go (G)
3 Stooges ..... Apr. 19 17m.
Awful Goof, The (G)
C. Chase ..... Dec. 22 17m.
Four-Thirds Off
B. Keaton ..... —m.
Glove Slingers (G)
N. Beery, Jr. ..... Nov. 24 18m.
Heckler, The (G)
C. Chase ..... Feb. 16 17m.
His Bridal Fright
C. Chase ..... —m.
Mr. Clyde Goes to Broadway (G)
A. Clyde ..... Feb. 2 18m.
Nothing But Pleasure (G)
B. Keaton ..... Jan. 5 17½m.
Pardon My Berth Marks (F)
B. Keaton ..... Mar. 22 18m.
Rockin' Thru the Rockies (G)
3 Stooges ..... Mar. 8 18m.
Teacher's Pest (G)
C. Chase ..... Nov. 3 16½m.
Three Sappy People (E)
3 Stooges ..... Dec. 1 18½m.
To Beef or Not to Beef
A. Clyde ..... Apr. 5 —m.
You Nazi Spy (E)
3 Stooges ..... Jan. 19 18m.

SERIALS

'39-'40 (4)

Deadwood Dick ..... July 19 — ep.
Green Archer, The ..... — ep.
Terry and the Pirates ... Apr. 12 15 ep.
Shadow, The (E)
V. Jory, V. Borg ..... Jan. 5 15 ep.

One Reel

CINESCOPES

'39-'40 (6)

Berth of a Queen, The (F) ..... 10m.
Fashion Takes a Holiday (F) ..... Mar. 8 11m.
(Color)
Threads of a Nation, The (F) ..... Feb. 9 11m.
(Cinecolor)
World of 1960 (E) ... Dec. 22 9m.

COLOR RHAPSODIES

'39-'40 (16)

Blackboard Revue (F) . Mar. 15 7m.
Boy, a Gun and Birds, A (F) ..... Jan. 12 7½m.
Dreams on Ice (F) . Oct. 20 6½m.
Greyhound and the Rabbit, The ..... Apr. 19 —m.
Egg Hunt, The . May 31 7½m.
Happytots' Expedition, The (G) ..... Feb. 9 6½m.
Mother Goose in Swingtime (G) ... Dec. 8 7m.
Mountain Ears (G) Nov. 3 7m.

COMMUNITY SINGS

'39-'40 (10)

No. 3—College Songs (G) . Oct. 13 10m.
No. 4—Stephen Foster Songs (E) ..... Nov. 17 11m.
No. 5—Gypsy Songs (F) . Dec. 29 10m.
No. 6 ..... May 3 —m.

FABLES

'39-'40 (6)

Barnyard Babies ..... June 14 —m.
Park Your Baby (F) .... Dec. 22 6m.
Practice Makes Perfect .. Apr. 5 6m.

FOOLS WHO MADE HISTORY

'39-'40 (6)

Goodyear, Charles, The Story of (G) ..... Oct. 6 10½m.

HAPPY HOUR SPECIALS

'39-40

Building of Boys (E) . Oct. 12 11m.

NEWS WORLD OF SPORTS

'39-'40 (12)

Catch of the Season .... Apr. 19 —m.
Flying Targets (G) .... Feb. 16 10½m.
Jai Alai (G) ..... Nov. 30 8½m.
Roughouse Fiesta (E) .. Mar. 8 9m.
Skiing Technique (G) .. Jan. 19 10m.

PHANTASIES

'39-'40 (10)

Man of Tin (F) ..... Feb. 23 6m.
Millionaire Hobo (B) . Nov. 24 7m.
Mouse Exterminator, The (F) ..... Jan. 26 6½m.
News Oddities ..... May 10 —m.

SCREEN SNAPSHOTS

'39-'40 (12)

No. 2 — Animal Actors and Trainers (E) Nov. 10 10m.
No. 3—Outdoor Parties (G) ..... Dec. 1 10m.
No. 4—Behind the Scenes in Hollywood (G) . Jan. 5 10m.
No. 5 — Art and Artists (E) ..... Feb. 23 11m.
No. 6 ..... Mar. 29 —m.
No. 7 ..... May 3 —m.

TOURS

'39-'40 (8)

Beautiful Switzerland (G) . Nov. 17 10m.
Historic Cities of India (G) ..... Oct. 27 10m.
Life in Paris (E) Dec. 22 11m.
New Hampshire, the Ninth State (F) ..... Feb. 9 11m.
(Cosmocolor)
Pleasurebound in Canada May 3 —m.
Unveiling Algeria .. Mar. 1 —m.

WASHINGTON PARADE

'39-'40 (6)

No. 1—Smithsonian Institution (G) Nov. 10 11m.
No. 2—U. S. Treasury, Bureau of Printing and Engraving (G) ... Dec. 29 11m.
No. 3—Inside the Federal Bureau of Investigation (E) ..... Feb. 9 11m.

METRO

Two Reel

SPECIALS

(Technicolor)

Flag Speaks, The (E) . June 14 20m.

CRIME DOESN'T PAY (6)

Drunk Driving (E) .. Oct. 28 21m.

'39-'40 (6)

Jack Pot (E) ..... Mar. 9 20m.
Know Your Money (E) Jan. 27 21m.
Pound Foolish (E) .... Dec. 23 20m.

One Reel

CARTOONS (11)

(Technicolor)

Blue Danube, The (E) . Dec. 16 7m.

'39-'40 (18)

Fishing Bear, The (G) . Jan. 10 8m.
Home on the Range (G) Mar. 23 9m.
Mad Maestro, The (G) .. Dec. 30 8m.
Peace on Earth (E) . Dec. 9 8m.
Puss Gets the Boot (G) . Feb. 10 9m.

FITZPATRICK TRAVELTALKS

(Technicolor)

'39-'40 (12)

Calling on Colombia (G) Mar. 16 10m.
Land of Alaska Nellie (F) ..... Dec. 23 9m.
Natural Wonders of Washington State (E) .... Oct. 7 9m.
Night Descends on Treasure Island (E) ..... Jan. 26 9m.
Old Natchez on the Mississippi (G) ..... Dec. 30 9m.
Seattle, Gateway to the Pacific Northwest (G) . Feb. 17 9m.
Quaint Saint Augustine (E) ..... Nov. 4 9m.
Sitka and Juneau .... Apr. 30 —m.
Valient Venezuela (G) . Nov. 25 9m.

MINIATURES

'39-'40 (9)

Door Will Open, A (E) Mar. 9 11m.
Failure At Fifty, A (E) Oct. 7 10m.
Mendelssohn's Wedding March (G) ..... Nov. 4 8m.
(Technicolor)
Miracle at Lourdes (E) Dec. 30 11m.
Northward Ho! (E) .... Feb. 10 9m.
Old South, The (E) . Jan. 20 10m.
When Turf Meets Surf (G) ..... Jan. 6 11m.

OUR GANG COMEDIES

'39-'40 (8)

Alfalfa's Double (F) .. Jan. 20 11m.
All About Hash ..... Mar. 30 —m.
Big Premiere, The (F) .. Mar. 9 10m.
Dad for a Day (G) Oct. 21 11m.
Time Out for Lessons (G) ..... Dec. 2 11m.

PASSING PARADE

'39-'40 (8)

Forgotten Victory (E) . Dec. 9 11m.
XXX Medico (E) .... Mar. 23 10m.

PETE SMITH SPECIALTIES (15)

Set 'Em Up (E) ... Oct. 7 10m.

'39-'40 (13)

Domineering Male, The (E) ..... Mar. 30 10m.
Let's Talk Turkey (G) Oct. 28 10m.
Maintain the Right (G) . Jan. 13 10m.
Romance of the Potato (G) ..... Dec. 9 9m.
Ski Birds (E) ..... Nov. 18 8m.
Stuffie (G) ..... Mar. 2 9m.
What's Your I. Q.? (G) . Feb. 10 8m.

ROBERT BENCHLEYS

'39-'40 (4)

Home Movies (G) .... Feb. 17 7m.
See Your Doctor (G) ... Dec. 16 8m.
That Inferior Feeling (G) . Jan. 20 9m.

PARAMOUNT

One Reel

COLOR CLASSICS

(Technicolor)

'39-'40 (6)

Ants in the Plants (G) . Mar. 15 7m.
Kick In Time, A ..... May 3 —m.
Little Lambkin (G) .... Feb. 2 7m.

COLOR CRUISES

(Cinecolor)

'39-'40 (7)

Argentina ..... Apr. 5 —m.
Chile (B) ..... Nov. 10 10m.
Cuba (B) ..... Jan. 5 9m.
Isle of Columbus (F) ... Feb. 9 10m.

HEADLINERS

'39-'40 (10)

Dorsey, Jimmy, & Orchestra (G) ..... Feb. 2 11m.
Have You Met Yvette?
P. Baron and Orchestra ..... Apr. 12 —m.
Here's Hal (E)
H. Kemp & Orchestra . Nov. 24 10m.
Moments of Charm of 1940 (E)
P. Spitalny & All-Girl Orchestra ..... Oct. 27 10m.
(Technicolor)
Olsen, George, and His Music (G) ..... Mar. 8 11m.
Paramount Presents
Frankie Masters (F)
F. Masters & Orchestra ..... Dec. 29 11m.

PARAGRAPHICS

'39-'40 (10)

Bits of Life (G) ..... Nov. 17 11m.
Busy Little Bears (F) .. Oct. 20 10m.
Not So Dumb (E) ..... Mar. 15 10m.
Paramount Pictorial (F) Feb. 16 11m.
Television Preview .... Apr. 12 —m.
Touchdown Review (G) . Dec. 22 10m.
Sugar Wind (F) ..... Jan. 19 9m.

POPEYE CARTOONS

'39-'40 (12)

Females Is Fickle (G) .. Mar. 8 7m.
Me Feelin's Is Hurt .... Apr. 19 —m.
Never Sock a Baby (G) . Nov. 3 6m.
Onion Pacific ..... May 10 —m.
Shakespearean Spinach (G) ..... Jan. 19 7m.
Stealin' Ain't Honest (F) Mar. 29 6m.
Wimmin Is a Myskery .. May 31 —m.

POPULAR SCIENCE

(Cinecolor)

'39-'40 (6)

No. 2 (E) ..... Nov. 3 11m.
No. 3 (G) ..... Dec. 15 11m.
No. 4 (E) ..... Feb. 16 11m.
No. 5 ..... Apr. 19 —m.

SPORTLIGHTS

'39-'40 (13)

Aqua-Rhythm (G) .. Nov. 24 10m.
Blue Streak, The (G) ... Apr. 19 10m.
Bowling Skill (G) .... Jan. 26 10m.
Catching Whoppers (F) Oct. 13 10m.
Dog Is Born, A (G) .... Nov. 3 10m.
Human Fish (G) ..... Feb. 23 10m.
Judo Experts (G) .... Dec. 15 10m.
Two of a Kind (G) .... Mar. 22 10m.

STONE AGE CARTOONS

'39-'40

Foul Ball Player, The ... May 10 —m.
Granite Hotel ..... Apr. 26 —m.
Ugly Dino, The ..... May 24 —m.
'Way Back When a Night Club Was a Stick .... Apr. 12 —m.
'Way Back When a Nag Was Only a Horse (F) Mar. 15 7m.
'Way Back When a Triangle Had Its Points (G) ..... Feb. 9 8m.

SYMPHONIC SERIES

'39-'40 (3)

Merry Wives of Windsor (E) ..... Oct. 27 9m.
William Tell (E) ..... Nov. 24 11m.

UNUSUAL OCCUPATIONS

(Cinecolor)

'39-'40 (6)

No. 1 (G) ..... Oct. 13 11m.
No. 2 (E) ..... Nov. 17 11m.
No. 3 (G) ..... Jan. 19 10m.
No. 4 (G) ..... Mar. 22 10m.
No. 5 ..... May 24 —m.

RKO-RADIO

Two Reel

EDGAR KENNEDY COMEDIES

'39-'40 (6)

Kennedy the Great (G) . Dec. 8 19m.
Mutiny In the County ... May 3 17m.
Slightly at Sea (F) .... Feb. 9 16m.

LEON ERROL COMEDIES

'39-'40 (6)

Scrappily Married (F) .. Mar. 1 20m.
Truth Aches (G) ..... Nov. 3 19m.

THE MARCH OF TIME

'39-'40 (13)

No. 3 — Uncle Sam, the Farmer (G) ..... Oct. 27 18m.
No. 4 — Newsfronts of War, 1940 (E) ..... Nov. 24 19m.
No. 5—Crisis in the Pacific (G) ..... Dec. 22 17m.
No. 6—The Republic of Finland, 1919-1940 (E) ..... Jan. 19 18m.
No. 7 — The Vatican of Pius XII (G) ..... Feb. 16 18m.
No. 8 — Canada at War (G) ..... Mar. 15 18m.
No. 9 ..... Apr. 12 —m.
No. 10 ..... May 10 —m.

RADIO FLASH COMEDIES

'39-'40 (8)

Blamed for a Blonde (F) R. Atwill	Oct. 20	16m.
Chicken Feed (B) B. Gilbert	Jan. 19	18m.
Coat Tales (G) J. Prouty	Nov. 17	18m.
Goodness! A Ghost (F) H. Langdon	July 5	16m.
Twincuplets (G) Stroud Twins	Apr. 12	20m.

WESTERN MUSICALS

'39-'40 (4)

Bandits and Ballads (F)	Dec. 29	17m.
Corralling a School Marm	June 14	20m.
Molly Cures a Cowboy (F)	Mar. 22	19m.

One Reel

INFORMATION PLEASE

'39-'40 (13)

No. 3—Clarence Budington Kelland (G)	Nov. 3	10m.
No. 4 — Deems Taylor (E)	Dec. 1	11m.
No. 5—Christopher Morley (G)	Dec. 29	10m.
No. 6 — Gene Tunney (G)	Jan. 26	11m.
No. 7 — Clarence Buddington Kelland (G)	Feb. 23	10½m.
No. 8—Ruth Gordon (G)	Mar. 22	10m.
No. 9	Apr. 19	—m.
No. 10—Deems Taylor	May 17	—m.
No. 11—Christopher Morley	June 14	—m.
No. 12—Ruth Gordon	July 12	—m.
No. 13	Aug. 9	—m.

REELISMS

'39-'40 (13)

Acres of Plenty (F)	Oct. 13	9m.
American Royal (G)	Nov. 10	9m.
Hollywood	July 19	—m.
Men of Muscle (G)	Jan. 5	9m.
Navajo Land (F)	Mar. 1	10m.
Pursuit Planes	June 21	—m.
Siege (E)	Mar. 29	10m.
Stray Lamb	May 24	—m.
Streamlined	Apr. 26	—m.
Unarmed	Aug. 16	—m.
Vacation Diary (G)	Feb. 2	10m.
West Wall, The (E)	Dec. 8	10m.

SPORTSCOPES

'39-'40 (13)

Aqua Poise (G)	Jan. 19	9m.
Court Favorites (G)	Apr. 12	9m.
Flycasting (E)	Mar. 15	9m.
Hurdle Hoppers	May 10	—m.
Ice Cutters (F)	Oct. 27	9m.
Pennant Chasers (G)	Feb. 16	9m.
Quail	Mar. 15	—m.
Sky Game (E)	Dec. 22	9m.
Sky Sailors	July 5	—m.
Wind Blown	June 7	—m.
Winter Playground (E)	Nov. 24	9m.

WALT DISNEY CARTOONS (18)

(Technicolor)

'39-'40 (18)

Billposters, The	May 17	—m.
Day in a Dog's Life		—m.
Donald's Dog Laundry (E)	Apr. 5	8m.
Donald's Outboard Motor	June 28	—m.
Donald's Vacation		—m.
Magician Mickey		—m.
Mr. Bush Steps Out	June 7	—m.
Riveter, The (E)	Mar. 15	7m.
Tugboat Mickey (G)	Apr. 26	7m.

REPUBLIC

SERIALS (4)

Zorro's Fighting Legion R. Hadley, S. Darcy	Dec. 16	12 ep.

'39-'40 (4)

Adventures of Red Ryder		12 ep.
Drums of Fu Manchu (E) H. Brandon	Mar. 15	15 ep.
King of the Royal Mounted		12 ep.
Lone Texas Ranger, The		15 ep.

20th CENTURY-FOX

One Reel

ADVENTURES OF A NEWSREEL CAMERAMAN

'39-'40 (4)

Filming the Fleet (E)	Oct. 27	11m.
Sky Fighters (E)	Dec. 8	10m.

DRIBBLEPUSS PARADE

'39-'40 (6)

Labor Savers (G)	Apr. 12	9m.
Silly Season, The (F)	Jan. 5	10m.

FASHION FORECAST

(Technicolor)

'39-'40 (4)

No. 6—Winter Fashions (E)	Dec. 22	10m.
No. 7 — Spring Fashions (E)	Mar. 29	10m.

MAGIC CARPET OF MOVIETONE

'39-'40 (6)

Aghileen Pinnacles, The (G)	Nov. 10	11m.
Climbing the Spirit's Home (E)	May 10	10m.
Evergreen Empire, The (G)	Oct. 13	11m.
Flying Stewardess (G)	Mar. 15	10m.
Valley of Ten Thousand Smokes (E)	Feb. 16	10m.
Kangaroo Country (F)	Feb. 2	10m.

SPORTS REVIEWS

'39-'40 (6)

Clocking the Jockies (G)	Nov. 24	11m.
Following the Hounds (E) (Technicolor)	Mar. 1	10m.
Over the Seven Seas (E)	Apr. 26	10m.
Topnotch Tennis (F)	Jan. 19	10m.

TERRYTOONS

'39-'40 (26)

Black and White

All's Well That Ends Well (F)	Mar. 8	6m.
Dog in a Mansion (B)	Jan. 12	7m.
Edgar Runs Again (F)	Jan. 26	6m.
Hare and Hounds (F)	Feb. 23	7m.
Hitch-Hiker, The	Dec. 1	7m.
Ice Pond, The (F)	Dec. 15	7m.
It Must Be Love (F)	Apr. 5	7m.
One Mouse in a Million (F)	Nov. 3	7m.
Watchdog, The (F)	Oct. 20	7m.
Wot's All the Shootin' For	May 3	—m.

Technicolor

Catnip Capers	May 31	—m.
First Robin, The (F)	Dec. 29	7m.
Harvest Time (F)	Feb. 9	7m.
Just a Little Bull	Apr. 19	—m.
Much Ado About Nothing (G)	Mar. 22	6m.
Wicky-Wacky Romance (F)	Nov. 17	7m.

UNIVERSAL

Two Reel

COMEDY RE-ISSUES

Ooh, La, La (F) S. Summerville	Jan. 1	19m.
We, We, Marie (F) S. Summerville	Jan. 1	20m.

MUSICALS

'39-'40 (13)

Bullets and Ballads (F) Fenchonettes, Armida	Feb. 14	17½m.
Folies Parisienne	Apr. 17	—m.
International Revels (G) W. Sabbot, J. Collins	Mar. 13	17m.
Rhumba Land (G) W. Shaw	Nov. 15	18m.
Rhythm Jamboree (E) J. Starr	Jan. 17	18m.
Snow Follies (F) L. Roth, King Sisters	Dec. 13	18m.
Swing Hotel (G) D. Daly and Orchestra	Oct. 18	18m.

SERIALS

'39-'40 (4)

Flash Gordon Conquers the Universe (E) L. Crabbe	Apr. 9	12 ep.
Green Hornet, The (G) G. Jones, A. Nagel	Jan. 9	13 ep.
Phantom Creeps, The (G) B. Lugosi, D. Arnold	Oct. 17	12 ep.

One Reel

GOING PLACES

'39-'40 (15)

No. 67 (F)	Oct. 16	9m.
No. 68 (G)	Nov. 13	9m.
No. 69 (G)	Dec. 11	8m.
No. 70 (G)	Dec. 25	8m.
No. 71 (G)	Jan. 15	9m.
No. 72 (G)	Feb. 5	9m.
No. 73 (F)	Feb. 26	8m.
No. 74 (E)	Mar. 18	9m.
No. 75	Apr. 29	—m.
No. 76	May 13	—m.
No. 77	May 20	—m.

STRANGER THAN FICTION

'39-'40 (15)

No. 67 (G)	Oct. 9	9m.
No. 68 (F)	Nov. 6	9m.
No. 69 (G)	Dec. 4	9m.
No. 70 (G)	Dec. 18	9m.
No. 71 (G)	Jan. 8	9m.
No. 72 (F)	Jan. 29	8½m.
No. 73 (F)	Feb. 19	9m.
No. 74 (G)	Mar. 11	8½m.
No. 75	Apr. 15	—m.
No. 76	May 6	—m.
No. 77	May 27	—m.

WALTER LANTZ CARTUNES

(Technicolor)

'39-'40 (13)

Adventures of Tom Thumb, Jr. (G)	Mar. 4	9m.
Andy Panda Goes Fishing		
Kittens Mittens (G)	Feb. 12	8m.
Life Begins for Andy Panda (G)	Oct. 9	8½m.
100 Pigmies and Andy Panda	Apr. 22	—m.
Scrambled Eggs (G)	Nov. 20	9m.
Sleeping Princess, The (G)	Dec. 4	9m.

VITAPHONE

Two Reel

BROADWAY BREVITIES

'39-'40 (10)

Alex in Wonderland (G) W. Catlett, C. Foy	Mar. 9	14m.
Double or Nothing (E) L. Dixon, Doubles	Apr. 20	19m.
Ice Frolics (G) E. Gardner, Merry Macs	Oct. 28	17m.
One for the Book (F)	Feb. 3	20m.
Remember When? (E) Eton Boys, R. Ragland	Jan. 20	20m.
World's Fair, Jr. (F) Kiddie Revue	Dec. 9	20m.

TECHNICOLOR PRODUCTIONS

'39-'40 (8)

Cinderella's Feller Meglin Kiddies	May 4	—m.
Monroe Doctrine, The (E) S. Blackmer	Oct. 14	22m.
Old Hickory (E) H. Sothern, V. Killian	Dec. 23	17m.
Royal Rodeo (E) J. Payne	Nov. 25	15m.
Singin' Dude, The D. Morgan, L. Fairbanks	Apr. 6	—m.
Teddy the Roughrider (E) S. Blackmer	Feb. 24	19m.

One Reel

COLOR PARADE

'39-'40 (10)

American Saddle Horses (E)	Nov. 11	10m.
Gun Dog's Life	May 11	—m.
Mechanix Illustrated		
No. 2—(G)	Dec. 2	10m.
No. 3—(G)	Feb. 17	10m.
Men Wanted (F)	Mar. 23	8m.
New Horizons (F)	Jan. 6	10m.

LOONEY TUNES

'39-'40 (16)

Africa Squeaks (E)	Jan. 27	7m.
Ali Baba Bound (G)	Feb. 17	7m.
Film Fan, The (F)	Dec. 16	7m.
Naughty Neighbors (F)	Oct. 7	7m.
Piod Piper Porky (G)	Nov. 4	7m.
Pilgrim Porky (E)	Mar. 16	7m.
Porky's Last Stand (F)	Jan. 6	7m.
Porky's Poor Fish	May 18	—m.
Porky the Giant Killer (F)	Nov. 18	7m.
Slap Happy Pappy	Apr. 13	—m.
You Ought to Be In Pictures	Apr. 27	—m.

MELODY MASTERS

'39-'40 (10)

Apollon, Dave, & Orchestra (F)	Mar. 2	10m.
Clinton, Larry, and Orch.	May 25	—m.
Coquettes, The (F) F. Carroll	Feb. 17	10m.
Hoff, Carl, & Orchestra	Mar. 23	—m.
Rubinoff and His Orchestra (G)	Nov. 11	8m.
Shaw, Artie, and Orchestra in "Symphony of Swing" (E)	Dec. 30	10m.

MERRIE MELODIES

(Technicolor)

'39-'40 (26)

Bears' Tale, The	Apr. 13	—m.
Busy Bakers (F)	Feb. 10	7m.
Confederate Honey (E)	Mar. 30	9m.
Cross Country Detours (E)	Mar. 16	7m.
Curious Puppy, The (F)	Dec. 30	7m.
Early Worm "Gets the Bird," The (G)	Jan. 13	7m.
Elmer's Candid Camera (F)	Mar. 2	7m.
Fagin's Freshman (G)	Nov. 18	7m.
Fresh Fish (E)	Nov. 4	7m.
Gander at Mother Goose	May 25	—m.
Good Egg (F)	Oct. 21	7m.
Hardships of Miles Standish	Apr. 27	—m.
Little Lion Hunter (G)	Oct. 7	7m.
Mighty Hunters (G)	Jan. 27	7m.
Scrowball Football (F)	Dec. 16	7m.
Sniffles and the Bookworm (G)	Dec. 2	7m.
Sniffles Takes a Trip	May 11	—m.

VARIETIES

'39-'40 (6)

No Parking (G) Grouch Club	Mar. 30	10m.
Organ Novelty, An (G) The Crawfords	Jan. 13	9m.
Radio and Relatives	May 18	—m.
Sword Fishing (E) H. Hill	Oct. 21	10m.

COMMERCIAL

Addresses of the producers or distributors will be furnished on request.

Aristocrats of Fashion (E)—Al O. Bondy	10m.
Beauty in Bali (G) — Bali Bra Company (16 mm. only)	19m.
Behind the Flood Headlines (G) — American Red Cross	10m.
Circus Daze (G)—Handy	9m.
Five Grand and a Girl (E) — Wilding Picture Productions	15m.
Free and Easy (G) — Jam Handy	9m.
Here's Looking (G) — Handy	9m.
Life Is What You Make It (F)—Stark Films	10m.
Miami Miracle (F) — Paramount	10m.
Miracle of Milk, The (E) —Principal Productions	10m.
Modeled for Distinction (G)—Handy	10m.
More Power to You (E) —Handy (Also: 1-reel version)	10m.
Noiseless News (G) — Handy	10m.
Vacuum Control (E) — Handy	11m.
Washington (G)—Baltimore & Ohio Railroad	10m.

MISCELLANEOUS

Addresses of the producers or distributors will be furnished on request.

Afternoon at a Bull Fight (F)—Emanuel. 10m.
Anti-Mutuel Talk — Soc. Prev. of Crime ..... 3m.
Birth of a Champion (G)—Fistic Films .. 14m.
Broken Earth (G)—Sack Amusement ..... 8m.
Colored America on Parade (G) — Million Dollar-Sack ..... 10m.
Colored Champions of Sports, No. 3 (E)—Million Dollar-Sack .. 10m.
Country Fair (E)—Central Films ..... 10m.
Disinherited, The (G)—Children's Aid Society of N. Y. ..... 15½m.
Excursions in Science and Engineering (F)—General Electric ..... 10m.
Finland Speaks (E) — Hoffberg ..... 10¾m.
Footsteps of Saint Patrick (F)—Guaranteed 25m.
Future Admirals (G)—Philip Provenza .... 11m.
Great Train Robbery, The (—)—Klein ... 10m.
Happy Landing, A (F) —Imperial ..... 8m.
Homes of Today (E)—Fed. Housing Administration ..... 11m.
Island of Love (F) — Principal ..... 10m.
Joe Louis — "Brown Bomber" (E) — Million Dollar-Sack .... 10m.
Finland Fights (E) — Emerson Yorke—Finnish Relief Fund.... 5½m.
Kilmainham Jail (G)—Alexander ..... 28m.
Association ..... 19m.
Know Your U. S. A. (E) —U. S. Census Bureau 4m.
Life in Harlem (E)—Million Dollar-Sack .. 10m.
Louis-Godoy Fight Pictures (G)—Banner .. 29m.
Montmartre (F) — French Cinema Center 15m.
Napoli E Canzone (G)—Roma Film ..... 22m.
News Comics (F)—Ideal 9m.
1939 — Year of Dark Contrasts (E)—Paramount News ..... 16m.
One Night Before Christmas (G)—Syndicate. 13m.
Paper Hanger, The (F) —King of Comedy... 19m.
Pyramids of Mexico, The (E)—Atlas ..... 11m.
Raiders Over England (F)—Monogram ... 18m.
Recovery Road (G) — Children's Aid Society 9m.
Serum to Windham (G) —N. Y. State Department of Health ... 9m.
She Shall Have Music (F) — Imperial.... 35m.
Southern Beauties (F)—Imperial ..... 10m.
Spy Menace, The (F)—Screen Classics ..... 11m.
Warning, The (G)—Alliance ..... 36m.
What Goes Up (G)—Sepia Art Pictures... 20m.
Wild Innocence (—)—Garfield ..... 34m.
With These Weapons (E) —Amer. Social Hygiene Assn. ..... 11m.
Xochmilco (G)—Atlas 11m.
Young America (G) — Atlas ..... 10m.
Your Town (G)—Modern Talking Picture Service ..... 10m.
Zoo in Manhattan (G)—Central 10m.

THE EXHIBITOR'S ORIGINAL NATIONAL RELEASE DATE GUIDE

ANOTHER SERVICE OF THE JAY EMANUEL PUBLICATIONS CREATED IN THE INTERESTS OF BETTER MANAGEMENT

Pictures listed are in the order of their release by the several companies, placed as closely as possible to the correct date. This Guide is subject to changes in dates, titles, and casts, as made by the companies' home office. For convenience, series westerns are designated by a W following the title, not to be confused with (W) in the Warner-First National column, where the letter designates a Warner picture.

	COLUMBIA	METRO	MONOGRAM	PARAMOUNT	RADIO	REPUBLIC	20th-FOX	UNITED ARTISTS	UNIVERSAL	WARNERS FIRST NAT.
MAR 15	Men Without Souls J. Litel, R. Hudson	Young Tom Edison M. Rooney, F. Bainter, G. Bancroft		Women Without Names E. Drew, J. Barrett, R. Paige	Millionaire Playboy J. Penner, L. Hayes	Forgotten Girls L. Platt, D. Woods, R. Armstrong	The Grapes of Wrath H. Fonda, J. Darwell, J. Carradine		Ma! He's Making Eyes at Me T. Brown, C. Moore	Three Cheers for the Irish (FN) P. Lane, D. Morgan, T. Mitchell
22	Too Many Husbands J. Arthur, F. MacMurray, M. Douglas		The Midnight Limited M. Reynolds, J. King, P. Flaherty	Road to Singapore B. Crosby, D. Lamour, B. Hope	Primrose Path G. Rogers, J. McCrea, M. Mander	Rancho Grande, W G. Autry, S. Burnette, J. Storey	The Blue Bird S. Temple, S. Byington, N. Bruce (Technicolor)	My Son, My Son! B. Aherne, M. Carroll (Small)	It's a Date D. Durbin, K. Francis, L. Howard	Virginia City (W) E. Flynn, M. Hopkins, R. Scott
29		Florian R. Young, H. Gilbert, C. Coburn	Son of the Navy J. Dunn, J. Parker, M. Spellman	The Farmer's Daughter M. Raye, C. Ruggles, W. Frawley		Ghost Valley Raiders, W D. Barry, L. Andre, L. Mason	Free, Blonde and 21 L. Bari, J. Davis, H. Wilcoxon	Over the Moon M. Oberon, R. Harrison, U. Jeans (Technicolor) (Korda)		
APR 5	Blazing Six Shooters, W C. Starrett, I. Meredith	And One Was Beautiful J. Muir, L. Day, B. Burke	Tomboy J. Moran, M. Jones	Adventure in Diamonds G. Brent, I. Miranda Dr. Cyclops A. Dekker, J. Logan (Technicolor)	The Courageous Dr. Christian J. Hersholt, D. Lovett, R. Baldwin Bullet Code, W G. O'Brien, V. Vale	Hi-Yo Silver Silver Chief, L. Roberts, S. Andrews	Star Dust L. Darnell, J. Payne, R. Young		Half a Sinner H. Angel, J. King, C. Collier Riders of Pasco Basin, W J. Brown, B. Baker	It All Came True (W) A. Sheridan, J. Lynn, H. Bogart
12		Dr. Kildare's Strange Case L. Barrymore, L. Ayres, L. Day	Covered Wagon Trails, W J. Randall, S. Cairns, D. Sharp Sky Bandits J. Newill			Dark Command J. Wayne, C. Trevor, W. Pidgeon Young Buffalo Bill, W R. Rogers, G. Hayes	Viva Cisco Kid C. Romero, J. Rogers, C-P. Martin	Rebecca L. Olivier, J. Fontaine, G. Sanders (Selznick)	Black Friday B. Karloff, B. Lugosi House of Seven Gables M. Lindsay, G. Sanders, V. Price	King of the Lumberjacks (W) J. Payne, G. Dickson, S. Fields
19	The Man With Nine Lives B. Karloff, J. Sayers, R. Pryor	Two Girls on Broadway G. Murphy, L. Turner, J. Blondell	Pals of the Silver Sage, W T. Ritter	French Without Tears R. Milland, E. Drew (English-made)	Beyond Tomorrow C. Winninger, H. Carey, J. Parker	In Old Missouri Weaver Bros. and Elviry, J. Storey Covered Wagon Days, W 3 Mesquiteers	Johnny Apollo T. Power, D. Lamour, E. Arnold	Saps at Sea S. Laurel, O. Hardy (Roach)	Enemy Agent R. Cromwell, H. Vinson, R. Armstrong	'Til We Meet Again (FN) M. Oberon, G. Brent, P. O'Brien
26	The Doctor Takes a Wife R. Milland, L. Young Babies for Sale G. Ford, R. Hudson	Forty Little Mothers E. Cantor, R. Johnson, B. Granville	Missing People W. Fyffe (English-made)	The Light of Western Stars V. Jory, J. Sayers, R. Hayden	Curtain Call B. Read, J. Archer, A. Mowbray	Grandpa Goes to Town J., L., R. Gleason, H. Davenport	Shooting High J. Withers, G. Autry, M. Weaver		If I Had My Way B. Crosby, G. Jean, E. Brendel	An Angel From Texas (FN) E. Albert, W. Morris, R. Lane
MAY 3	The Man from Tumbleweeds, W B. Elliott, I. Meredith Ten Days in Paris R. Harrison, K. Verne	20 Mule Team W. Beery, L. Carillo, N. Beery, Jr.	The Cowboy From Sundown, W T. Ritter, R. Ates	Buck Benny Rides Again J. Benny, E. Anderson, E. Drew	My Favorite Wife I. Dunne, C. Grant, R. Scott	Doctors Don't Tell C. Coburn, J. Wayne, S. Gurie	So This Is London B. Churchill, G. Sanders (English-made)	One Million B. C. L. Chaney, Jr., C. Landis, V. Mature (Roach)	Ski Patrol L. Deste, P. Dorn, K. Adams	
10		Edison, the Man S. Tracy, C. Coburn, G. Reynolds		Opened by Mistake C. Ruggles, J. Logan, R. Paige	Tom Brown's Schooldays C. Hardwicke, J. Lydon, F. Bartholomew	Women in War E. Janis, W. Barrie, P. Knowles	I Was an Adventuress V. Zorina, R. Greene, P. Lorre		Black Diamonds R. Arlen, A. Devine	
17	Island of Doomed Men P. Lorre, R. Hudson, R. Wilcox	Waterloo Bridge V. Leigh, R. Taylor, M. Ouspenskaya		Typhoon D. Lamour, R. Preston, L. Overman (Technicolor)		Gaucho Serenade, W G. Autry, S. Burnette J. Storey	Jones Family On Their Own J. Prouty, S. Byington, H. Armetta	Turnabout J. Hubbard, C. Landis, A. Menjou (Roach)	Sandy Is a Lady Baby Sandy, M. Auer, B. Lenhart	
24		The Stars Look Down M. Lockwood, M. Redgrave (English-made)		The Biscuit Eater B. Lee, C. Hickman, R. Lane		Crooked Road E. Lowe, I. Hervey, H. Wilcoxon	Lillian Russell A. Faye, D. Ameche, H. Fonda			

Memo to Adv. Dept.

Here's a letter received from Mr. Zunser and we had Joe ask for the attached photo.

How about using this as an adv. on US.

The Editors

CUE

THE WEEKLY MAGAZINE OF NEW YORK LIFE • 6 EAST THIRTY-NINTH STREET, NEW YORK CITY • LEXINGTON 2-5300

March 14th
1 9 4 0

Mr. Joe Joel,
Jay Emanuel Publications, Inc.,
1600 Broadway, New York City.

Dear Joe Joel:

I don't know where I've been all these years --but I've just discovered the most complete, comprehensive, intelligently planned and conveniently arranged Survey and Index of Motion Picture Productions I've ever seen.

It's name, of course, is The Exhibitor's Servisection.

It contains a perpetually up-to-the-minute list of Feature and Shorts Releases -- indexed and cross-indexed, with complete data -- name of producer, running time, production number, type of film, entire cast and credits, intelligent plot synopsis, and a competent estimate for exploitation that should be invaluable to many people besides the theater owners for whom it evidently was intended.

In the course of my film-reviewing for CUE MAGAZINE, I frequently have to check back for picture data. In no other publication have I found this data so conveniently arranged. I stop-watched my time for digging up information on films --and find it runs from seven to twelve seconds, with the Exhibitor's Servisection before me.

I call that pretty good -- not so much for me, as for The Exhibitor. Your subscribers, present and future, are to be congratulated.

Sincerely yours,
Jesse Zunser
JESSE ZUNSER
Cinema Editor

jz:t

We give up! There's nothing we can think of that Mr. Zunser didn't say—

THE EXHIBITOR

BROOKLYN ASKS PLACE IN INDUSTRY SPOTLIGHT

1940-1941 CONVENTION SEASON MAKES ITS BOW

ALPHABETICAL INDEX TO 1939-1940 FEATURES

SERVISECTION: 38 FEATURES, SHORTS REVIEWED

BETTER MANAGEMENT:

"COURTESY, CONTACT BETWEEN PATRON, STAFF"

NEW YORK STATE EDITION

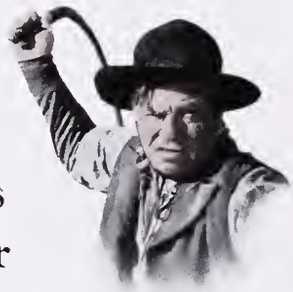
ENTERED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST OFFICE AT PHILADELPHIA, PA., UNDER THE ACT OF MARCH 3, 1879

APRIL 17, 1940
VOL. 23 No. 23 PRICE 10 CENTS

M-G-M's GREATEST TRANS-CONTINENTAL TOUR!

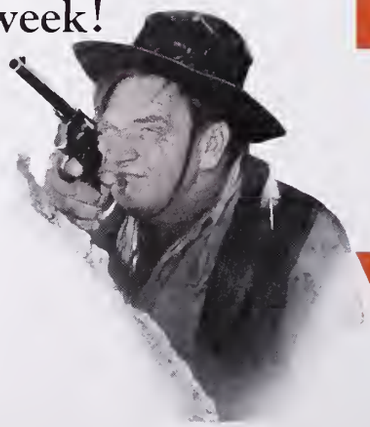
"20 MULE TEAM"

is on its way across America!



WALLACE BEERY

Star of M-G-M's dramatic thriller "20 MULE TEAM" launched this amazing promotion triumph in Los Angeles this week!



Greater than M-G-M's world-famed "Trackless Train"! Greater than M-G-M's sensational Travelling Motion Picture Studio! M-G-M once more electrifies the industry with another nationwide showmanship scoop!

E D I T O R I A L

THE

EXHIBITOR

VOLUME 23, No. 23 APRIL 17, 1940

MEMBER AUDIT BUREAU OF CIRCULATIONS

A Jay Emanuel Publication. Covering the film territories in the Metropolitan East. Published weekly by Jay Emanuel Publications, Incorporated. Publishing office: 1225 Vine Street, Philadelphia, Pennsylvania. New York City office, 1600 Broadway. West Coast office, 1119 Poinsettia Drive, Hollywood, California Representatives in Washington, D. C.; Albany, Buffalo, Boston, New Haven. Jay Emanuel, publisher; Paul J. Greenhalgh, business manager; Herbert M Miller, managing editor. Subscription rates: $2 for one year; $5 for three years. Address all communications to 1225 Vine Street, Philadelphia, Pennsylvania.

Just In Passing

TOO MANY LAWYERS

This department has pointed out many times in the past that the motion picture industry is presenting a field day for the lawyers and that whatever the legal departments cost is being paid for by the exhibitors in film rentals. Things were bad enough when companies chose litigation for arbitration, but when the lawyers go into the branch offices for the information necessary to proper defense in the various actions against the companies and this results in the normal activity of the exchanges being held up, it sets a new high.

We still believe that if the companies had spent the same amount of time and less money in paying attention to the complaints of the exhibitors, it would have proved cheaper in the long run.

GEORGIA COURTESY

Having just returned after partaking of some of that southern hospitality in Atlanta and Albany, Georgia, in connection with the premiere of Paramount's "The Biscuit Eater," we might declare that there is really nothing like it. And although "The Biscuit Eater" isn't the biggest picture ever made, that didn't stop the localites from putting on a show that almost made us think another "GWTW" was being born.

A FRIEND PASSES

The trade mourns the loss of Louis A. Diamond, for many years head of the Paramount short subjects production and music department. This publication particularly regrets the passing of a man whose encouragement in the development of shorts services was so valuable. There are so few industryites really concerned themselves with the future of good shorts that the loss of one man, let alone an executive of his type, will be mourned.

YES, THIS IS A VERY FUNNY BUSINESS

THIS HAS BEEN CALLED an odd business and we can think of nothing more peculiar than the situation regarding previews and early reviewing of features, a problem for which the tradepapers have themselves in a measure to blame.

ONE OF THE purposes of any tradepaper, we have always maintained, is that of reviewing features and shorts as early as possible, allowing the exhibitors to get some idea of just what is contained in each can of film. One would think that all the companies would be more than glad to co-operate in order that this information be laid before the industry as soon as possible. But this is not the case.

LET'S LOOK at the record.

AT LEAST two companies have requested that no reviews of their pictures be printed until the official coast screenings of the shows. A reason one of them gave is that the coast papers have promised to stop carrying reviews on sneak previews of uncompleted pictures.

AT LEAST one company will not let the tradepapers see its pictures but it does offer early co-operation to the National Legion of Decency and the National Board of Review. They see shows weeks ahead of the trade press, in many cases. And screenings for music, radio and other groups always come ahead of the trade press viewings, too.

AT LEAST one distribution executive runs a preview for himself when a print comes in, in order to be at the head of the parade, even though it is obvious that a re-running of the shows later for the important first runs becomes an additional expense.

ONE COMPANY runs exchange screenings for exhibitors but the tradepapers can't run the reviews until notified.

THEN THERE IS "executive order No. 56." This advises the branch manager not to screen pictures in a "cold" projection room but to make certain that it is shown before an audience "as it is that type of picture." Whether those who gave the executive order know it or not, this is an advertisement to the trade that there is something wrong with the show. If the company were certain it had a hit, no "executive orders" would be given.

THERE IS at least one company which places no restrictions on its screenings in its exchange centers, encouraging each and every exhibitor within reach to come into the projection room to see the shows when the distributor heads do.

THESE ARE ONLY a few of the examples. They are sufficient to prove our point—that the companies in question are defeating their own ends by keeping the news of their pictures from the people who must know about them—the exhibitors.

WHY KID OURSELVES? If there is an aroma to a production, it gets about, but when a show is really good there is nothing that succeeds like success.

AS A TRADEPAPER that believes in service all the time, it proves very annoying when we can't deliver the goods to our readers as fast as we would like.

AND IN ANSWER to those who ask why we can't break the reviews as early as we see them, regardless of the companies' desires, we would like to point out that another of our principles of operation concerns itself with the keeping of a promise. Because it is useless to try to pave the way alone, we must go along—but we still don't like it.

Jay Emanuel

QUAD.

Thank you Miss Babcock

STREET & SMITH PUBLICATIONS
INCORPORATED
SEVENTY-NINE SEVENTH AVENUE · NEW YORK, N. Y.

MURIEL BABCOCK · EDITOR · PICTURE PLAY

February 15, 1940

Dear Mr. Emanuel:

You deserve a big bouquet of orchids for The Exhibitor's Original National Release Date Guide. I have the Guide pasted up on the pull-out leaf of my desk where I can refer to it readily, which means several times a day.

Just thought you might like to know what a fine service feature it is for those of us in the movie industry who must be posted.

Sincerely yours,

Muriel Babcock

Muriel Babcock, Editor,
Picture Play.

mb/lw

Mr. Jay Emanuel,
The Exhibitor,
1225 Vine Street,
Philadelphia, Pa.

Showmen, Too, Recognize the Superiority of

THE EXHIBITOR

Services

That's one reason why—in the areas it serves—it DOMINATES all other Trade Journals in Paid Circulation.

TERRITORIAL HIGHLIGHTS

Metropolis "Makes Good"; Gets "World Premieres"

Cantor, Benny Shows In Bows Here

NEW YORK CITY—Proof that this town has finally come into the big time was noted this week when the first of two "world premieres" was scheduled to be held here today (April 17) at Loew's Canal, with Metro's Eddie Cantor feature, "Forty Little Mothers" bowing in under auspices of many charitable units.

The next "world premiere" takes place next week in Loew's Victoria, Harlem, when "Buck Benny Rides Again," Paramount show, bows one day ahead of its Broadway Paramount debut April 24.

In both cases, the usual gala trimmings are expected, but it was not known at this writing whether guests, tradepress, critics, etc. will be carried in a body to the openings a la the "Dodge City," "Virginia City," "Biscuit Eater" doings. (Editor's Note: Someone suggested chartering a subway car.)

What with most of the "world premieres" taking place in small hamlets, localites figure that this city is finally coming into its own and has finally established itself in a big way.

Harlem buckled down to the job of laying plans for the event. A committee of prominent Negro newspapermen was formed to make plans for the premiere. Trade and civic associations throughout Harlem were planning to celebrate the day of the premiere as "Rochester Day," in honor of Eddie (Rochester) Anderson, who has a featured role in the Benny film.

"Birth" Appeal Still Up

ALBANY—Another attempt was made last week to have "The Birth of a Baby" shown in this state. when the American Committee of Maternal Welfare, Inc., sought to have Censor Edmond's ban overruled by the Court of Appeals. The society is stressing the fact that "The Birth of a Baby" was produced under the auspices of medical and educational organizations, in an effort to get the subject properly before the public.

C. J. Ryan, Jr., Resigns

NEW YORK CITY—Clendenin J. Ryan, Jr. was last fortnight reported resigned from his post as assistant to Mayor Fiorello La Guardia in his push to bring film production to this city Herman Levin is reported succeeding.

Brooklyn Break

NEW YORK CITY—Removal of the Brooklyn Fulton Street "El," work on which is to commence about the first week in June, should be a boom to the numerous movie houses located under the shadow of Brooklyn's "black spider." Announcement of the early demolition of the aged structure was made by Herbert L. Carpenter, chairman of the Mayor's Committee on Removal of Elevated Structures.

The "El" will be torn down from Fulton Ferry to Rockaway Avenue, thus providing a break for theatre owners along the route. Among the houses in downtown Brooklyn to profit by the removal are RKO Albee, Loew's Metropolitan, Paramount, Fox, Momart, Strand, Majestic, St. George Playhouse, etc.

Jersey Legislators Pass Child Labor Bill

Concerns Employment From 7-18 Years

TRENTON—At the session of the New Jersey Legislature April 8, the House passed the child labor regulation bill, Assembly 174, concerning employment of youths and children ranging in age from 7 to 18 years, prescribing conditions under which minors may obtain working certificates.

Labor unions hope to have Assembly Bill 41 enacted. This measure would limit and regulate the issuance of injunctions in labor disputes and strikes. New Jersey Allied opposes this measure. Negro organizations have been unable to have Assembly 122, "Negro Civil Rights Segregation" measure, reported in the House for a vote.

Exhibitors are against the bill.

Variety Delegation Leaves

NEW YORK CITY—Delegation which will attend the Variety Club convention in Dallas, Texas, April 19-20 left here yesterday (April 16), returning April 23.

Netco Shift May 1

POUGHKEEPSIE—Home office of Netco circuit, George Walsh, head, shifts to the Paramount offices May 1.

Now Brooklyn Wants Place in Industry Sun

Milton Solomon Outlines Campaign

NEW YORK CITY—As part of a drive to "Boost Brooklyn," Milton Solomon, avid civic worker in Brooklyn, last week mapped his campaign to bring the film industry back to Brooklyn. Not only does Solomon and his co-workers want the industry revived here, but they bitterly assailed circumstances which forced the showing of second and third-run features here while third- and fourth-class cities enjoy first-run releases.

"High taxes," asserted Solomon, "and the vanishing need for the California climate are sure to uproot the Hollywood colony sooner or later. And Brooklyn, which was the cradle of the industry, ought to get it back again. Motion picture people were, and still are, good neighbors. When the movies left Brooklyn they did so because of extreme weather conditions here that held up for weeks at a time the taking of exteriors. But that was back in the silent days. Now all exterior scenes must be taken indoors because of sound effects. Engineers create scenery so that the sound will not be spoiled by outdoor noises."

He pointed out that a revival of the motion picture industry in Brooklyn would create a demand for better class homes, boom real estate, and generally improve conditions.

On the subject of getting first-run cinemas in the borough, Solomon had this to say: "We want our picture houses to show the best on the market first. There is no reason why Brooklyn should play second-fiddle to Manhattan in anything."

Strand Decision Reversed

NEW YORK CITY—The New York Court of Appeals last week reversed the decisions of two lower courts in the suit brought against Warners' Strand by press agent Irving Zussman. Zussman won damages of $2,100 as a result of injuries sustained two years ago when a girl fell from the balcony of the theatre on him while he was seated in the orchestra.

The Appellate Division upheld the verdict, but the Court of Appeals voided both previous decisions and Zussman, besides receiving no money for hospital expenses, was told to pay $1,000 legal costs.

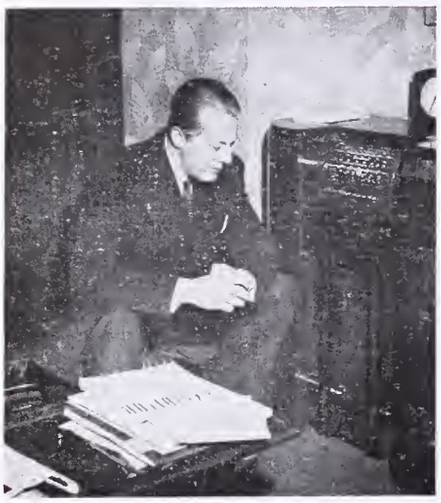
Schines to Rebuild

GLOVERSVILLE—New Waller, Laurel, Del., destroyed by fire April 7, will be rebuilt as soon as possible, the Schine home office revealed last week. House, which suffered $50,000 damage, will have an entirely new interior, enlarged seating capacity, and the very latest in theatre equipment.

Jack Schwartz Mourned

NEW YORK CITY—Trade mourned the passing last week of Jack Schwartz, partner of Charles Steiner in the operation of the Belle circuit. He was ill for some time.

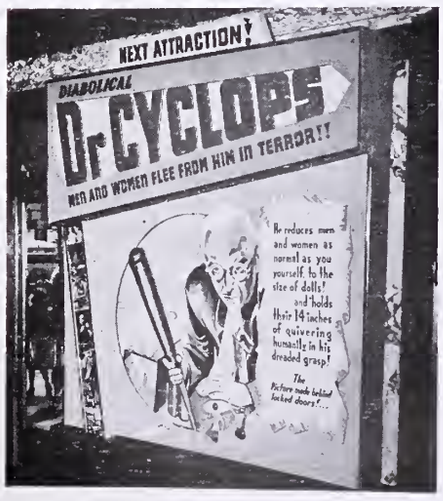
EXPLOITATION AND NEWS PICTURES TAKE THIS WEEK'S SPOTLIGHT



GENE RAYMOND, who will appear in RKO's "Cross Country Romance," is pictured in the company's home office Exhibitor's Lounge. Note THE EXHIBITOR.

THIS SET PIECE, about 14x30 feet, was designed by Cameron Dooley, manager, Fabian, Paterson, N. J. Display features prominently the drawings made for the 20th Century-Fox film by Thomas Hart Benton, famous American artist. Also plays up Steinbeck novel.

ALBANY MEN Charles Ost, National Screen Service, and Leon Herman, RKO, talk over the recent deal made between National Screen Service and RKO.



THIS LOBBY DISPLAY was the New York City Paramount's way of telling their patrons that the Paramount feature, "Dr. Cyclops," was on its way.

PICTURED HERE is the Cocalis managers luncheon at the Hotel Lincoln, during which winners of the Cocalis Enterprises' J. J. Thompson Drive for better business were announced. In the bottom right picture are Lewis J. Lenge, J. .J Thompson and Monroe Stein. Top right, in the top row are Ralph Doyle and A. Moreno. Standing in front of them are James Stamatis, Milton Stamatis, and Al Stevens. The center picture was posed for by Ben Friedman, Joe Kannon, Herman Slepian, and Fred Unger. At top left we see Leo Stearns, Gus Bouzis, and Jesse Bonney. Cliff Loth, Sam Stiefel and Harold Klein are left to right in the picture at the bottom left. Stearns, Bouzis and Bonney were first, second and third prize winners, respectively. Special prizes were also awarded in the contest, which closed March 31.

LATE NEWS HIGHLIGHTS

"Rebecca" Hot News In Broadway Grosses

"Johnny Apollo" Also Does Well

NEW YORK CITY—"Rebecca," zooming to an expected $100,000 on its third lap at the Music Hall, is the biggest thing in Manhattan this week; with "Gone With the Wind's" slip from $20,000 to $18,000 at the Astor also notable.

First run business, as reported to THE EXHIBITOR by usually authentic sources, is as follows:

"REBECCA" (Selznick) — Did a tremendous $71,000 on Thursday, Friday, Saturday, Sunday, third week, headed for over $100,000 on the seven days, after a splendid $101,000 on the second stanza. With stage show.

"DR. KILDARE'S STRANGE CASE" (Metro) —Was expecting $20,000 on the week at the Capitol, mediocre.

"GONE WITH THE WIND" (Selznick-Metro) —Slipped from $20,000 to $18,000 after maintaining former figure for four months. Still excellent, however, for the Astor.

"DR. CYCLOPS" (Paramount) — Pretty good $17,000 for Saturday, Sunday, first week, with stage show, but nothing to shout about at the Paramount.

"IT ALL CAME TRUE" (Warners)—After a good $35,000 on the first week, with stage show, did pretty good $17,000 Friday, Saturday, Sunday, second, Strand.

"JOHNNY APOLLO" (20th Century-Fox) — Headed for an excellent week at the Roxy, with stage show, after hitting very good $30,500 Friday, Saturday, Sunday.

"IT'S A DATE" (Universal)—Holding up very well for $15,000 on the fourth week at the Rivoli. Will hold for full fifth week.

"GENTLEMAN FROM ARIZONA" (Monogram) and "SECRETS OF A MODEL" (Time)—Not bad $1,300, Saturday, Sunday, Central.

"KING OF THE LUMBERJACKS" (Warners) — Did a mediocre $2,600, Saturday, Sunday, Globe.

Syracuse Empire Difficulty

SYRACUSE, N. Y.—Future of the stage show policy at the local Empire looked in doubt last week end following return of the theatre to straight picture policy. It is reported that four projectionists and two stagehands for the picture policy are working with hopes that the current week's salary starting April 12 will be paid as the result of new arrangements.

An agreement between George E. Robertson, business agent, Local 9, stagehands; Bob Crosby, representing his stage show and band, and Fred Trump, manager for Charles Martina, Empire, arranged for box office receipts to be turned over to Robertson and Crosby to insure payment of back salary for stagehands, projectionists, rental of equipment, and Crosby salaries, with Crosby's band playing relinquishing box office control to Martina after enough had been taken in to insure payments.

Ask Trial Delay

NEW YORK CITY—Counsel for the major defendants in the equity suit were reported last week end having asked the court to delay the beginning of the trial until June 1. The application will be passed upon sometime this week. Request was based on the fact that two defense attorneys are busy with other cases.

Government set up permanent headquarters here last week. Its request to drop Adolphe Rambish and Charles R. Rogers, former U directors, as defendants, was granted. Charles R. Prutzman substitutes for Rogers.

20th Century-Fox Sets Policies for New Season

Levy Again Drive Leader

CHICAGO—Highlighted by the announcement of product for the 1940-1941 season, 20th Century-Fox salesmen, at their convention here last week end, also heard that Morton A. Levy will again serve as Kent Drive leader. About 450 members of 16 branch offices received $21,000 in prize money for the drive just completed.

Spyros Skouras told the convention that higher admission prices must come to take care of revenues lost by the war. Foreign chief Walter Hutchinson said that the company's business in that division was now back to 1934 levels. There will be no South American or European convention this year, he said.

"Cargo" Banned in Prov.

PROVIDENCE—"Strange Cargo," which was shown at first-run theatres here for two weeks, was last week banned from further showing here.

Ban came 23 days after the first-run showings were ended and seven days before the lapse of time required before second-run showings. It had been billed for at least two second-run houses.

Loew Moves in Newport

NEWPORT, R. I. —Building housing the Colonial, E. M. Loew house, has been sold and will be torn down to make way for a department store, it was revealed last week. E. M. Loew announced that the chain would move April 21 to the Paramount, which has been dark.

New Developments Headline SMPE Meeting

Plans for AC Session Announced

ATLANTIC CITY — New developments in practically every department of the motion-picture art, as well as recent strides in television and frequency modulation broadcasting, will be discussed during the four-day Spring convention of the Society of Motion Picture Engineers beginning April 22.

Forty-six technical papers, and lectures, many with demonstrations, are scheduled for presentation during the convention's nine sessions, for which approximately 250 delegates from every section of the country are expected to register.

Globe, Bronston Merge

HOLLYWOOD—Merger of Globe Productions, James Roosevelt unit, and Samuel Bronston Productions was completed last week, with the company taking the latter name. Globe will produce 16mm. shows for Mills Novelty Company. Samuel Bronston is president of the company, James Roosevelt, chairman of the board; E. H. Schwab, chairman of the executive committee; Frank Perry, vice-president; William O'Connor, secretary. Roosevelt's production and release setup remains the same.

J. J. O'Connor Honored

NEW YORK CITY—John J. O'Connor, vice-president in charge of theatre operations for RKO, was honored April 15 with a dinner at the Warwick Hotel, with Malcolm Kingsberg, toastmaster. This wound up the successful month named after him. Among those present were RKO theatre executives, home office heads, members of the theatre staff and invited guests. It was a gala affair.

Stealing the Show

NEW YORK CITY—In an attempt to make the 1940 edition of the World's Fair pay profit dividends for Broadway, Capitol publicity director Ben Serkowich last week end forwarded a plan whereby at least once weekly Manhattan's entertainment mecca would "steal" the show from Flushing Meadows.

His plan, which has met with approval wherever presented, would call for each midtown movie house to have an extra-strong attraction billed during certain periods. Once each week, all the theatres would combine in an entertainment parade along Broadway. Marching in line would be as many Hollywood and Broadway celebrities as can possibly be reached. Up to now, according to Serkowich, about 350 celebrities and semi-celebrities have shown their willingness to cooperate. Serkowich is now contacting the film companies to sound out their feelings.

Hope for Fair Union Peace

NEW YORK CITY—Hope was expressed last week end that the labor row which threatened the World's Fair would be settled.

The tiff, which began with scales for actors, also drew in the stagehands and projectionists.

According to a statement from a spokesman for the Fair:

"The motion-picture operators, who claim jurisdiction of the 16 and 35mm. machines, are demanding $117 per week for operators on 35mm. machines, as opposed to a scale running from $65 to $80 a week in the New York motion-picture theatres. The Fair sees no reason why it should be asked to pay more than the prevailing scale.

"The stagehands are demanding $150 a week for heads of departments and $84 per week based on a six-hour day for regular stagehands known as grips. The corporation has offered the stagehands $115 for heads of departments and $80 for stagehands, the latter working on an eight-hour day rather than six hours demanded by the union."

WE's Wolff Honored

NEW YORK CITY—William A. Wolff, information manager, Western Electric Company and Electrical Research Products, Inc., was honored upon his 35th service anniversary with the Company, April 11, at a dinner tendered by his friends and associates at the Waldorf-Astoria.

Wolff began his career with Western in 1905 as a student engineer.

"Ninotchka" Winners Chosen

NEW YORK CITY—Combined advertising and exploitation campaigns of Julius Daniels and Samuel Greenfield, managers, Strand, Ditmas, in Perth Amboy, N. J., were adjudged the best of 19 entries in the special "Ninotchka" advertising contest, limited to the first-run theatres of the Walter Reade circuit in New York and New Jersey, which was sponsored by Loew's, Inc. Second award was given to LeRoy Blumenheim, manager, Strand, Plainfield, N. J.

Keith Units Re-Elect

NEW YORK CITY—Officers of Keith-Albee-Orpheum and B. F. Keith Corporation were re-elected last week at a meeting of the boards of directors, which are identical. K-A-O's board declared a dividend, out of operating surplus, of $1.75 per share on the seven per cent cumulative convertible preferred stock for the quarter ended December 31, 1937. Dividends are payable July 1 to stockholders of records June 14.

UA Sets Four

NEW YORK CITY—First of four United Artists regional sales conferences will be held here May 13, according to an announcement made last week. Three other meetings will follow, with second probably going to Chicago.

National Legion of Decency List—April 17, 1940

UNOBJECTIONABLE FOR GENERAL PATRONAGE—"Covered Wagon Trails," (Monogram); "Ghost Valley Raiders," (Republic); "Lightning Strikes," (Colony); "On Their Own," (20th Century-Fox); "The Phantom Rancher," (Colony); "Pioneers of the West," (Republic).

UNOBJECTIONABLE FOR ADULTS —"Dr. Kildare's Strange Case," (Metro); "Irene," (RKO); "The Mind of Dr. Reeder," (Monogram).

Conn. Units Meet

NEW HAVEN—Meeting of the Connecticut exhibitor units were scheduled to have been held yesterday (April 16). The MPTO was scheduled to have convened with Arthur H. Lockwood presiding. Federal trade problems, discussing of theatre circulars in mail boxes, results of a recent survey on the Neely Bill were highlights.

K-A-O Re-elects Directors

NEW YORK CITY—Keith-Albee-Orpheum stockholders last week re-elected all directors of the company and authorized an amendment to the by-laws which will permit the corporation to purchase its own preferred stock. A total of 3,000 shares will be purchased at $100 a share, it was indicated. There are 64,304 outstanding shares at present.

Flores for Sack

NEW YORK CITY—Albert Flores was last week transferred from Sack Amusement Enterprises' Atlanta office to relieve Lester J. Sack, local branch manager, who left for an extended visit in Dallas, where the company's home office is located.

"Pot o' Gold" Legal

WASHINGTON — The Justice Department last week advised the Federal Communications Commission that the "Pot o' Gold" radio program does not violate anti-lottery laws.

THE EXHIBITOR

VOLUME 23, NUMBER 23 APRIL 17, 1940

Advance Shots on Coming Reviews ... 15
Better Management ... BM1–BM26
Editorial Page ... 3
Hints on Newspaper Advertising ... 16
In the Spotlight ... 6
Late News Highlights ... 7, 8
National Mirror ... 9, 10, 11
National Mirror Picture Page ... 12
National Release Date Guide ... Inside Back Cover
News of the Territory ... 17, et seq.
Brief Glances at Production Happenings ... 15
Servisection (Reviews) ... SS-1–SS-8
Territorial Highlights ... 5
Warren Stokes Hollywood Newsreel ... 13

Material contained in the Late News Highlights section often represents new developments in stories to be found on other pages of this issue. If the reader will bear this in mind it will avoid possible confusion. This section of THE EXHIBITOR goes to press last, with latest developments within the industry, where available.

Bamberger Heads AMPA

NEW YORK CITY—After balloting had resulted in a deadlock, Lou Pollock, eastern advertising and publicity director for Universal, withdrew his name from the presidential sweepstakes and Leon Bamberger, RKO, succeeded Warners' Paul Lazarus, Jr., last week as president of Associated Motion Picture Advertisers.

Remainder of the nomination committee's slate went through unopposed—Vince Trotter, Paramount, vice-president; Ed Schreiber, Warners, treasurer; Joe Gould, United Artists, secretary. The new board of directors is made up of Rutgers Neilson, RKO-Radio; Lou Lifton, Monogram; Eli Sugarman, The Billboard; Martin Starr; and Paul Lazarus, Jr.

Mrs. Fox May Be Sued

CAMDEN, N. J.—Creditors of William Fox indicated in the Federal court last week they would sue to recover $9,000,000, which they contend is due to them from a company headed by Mrs. Eva Fox, his wife.

The creditors contend that Mr. Fox turned over all his personal assets to the All-Continent Company, headed by his wife, in 1931 before starting bankruptcy proceedings.

Heymann Must Pay

NEW YORK CITY—Andrew R. Heymann, president of the French Cinema Center, Inc., was ordered last week to pay a $500 fee, plus court costs to Arthur Garfield Hays, counsel to and director of the American Civil Liberties Union, for his services in winning reversal of the New York State censorship ban on the motion picture "Harvest," distributed by the French Cinema Center, Inc.

Traco Inspection Denied

TOMS RIVER, N. J.—An application by Mrs. Helen F. Pratt, Asbury Park, for a writ to inspect the accounts of the Traco Theatre Company, this city, was denied last week end by Supreme Court Justice Joseph B. Perskie on the grounds that she is not a bona fide stockholder of the company, attorneys for the theatre announced.

Monogram Men to Dallas

HOLLYWOOD—Headed by W. Ray Johnston, president, Monogram's coast executives entrained, April 16, for the company's franchise holders' convention April 21 and 22 at the Baker Hotel, Dallas, Texas.

Home office contingent left on a special train from New York, April 16, picking up franchise holders and salesmen enroute.

Philly Music Peace ?

PHILADELPHIA — Possibility of a peace between Stanley-Warner and the striking musicians loomed last week end when Thomas J. Williams, Federal labor conciliator, arrived from Washington to preside at a conference between S-W executives and the musicians local heads. A possible settlement was looked for, with the end of the five months' strike in sight.

THE NATIONAL MIRROR

Paramount Puts on Dog For "Biscuit" Premiere

Albany, Ga., Has Place in Sun

ALBANY, GA.—With more than 350 leading circuit and independent theatre operators, a group of Hollywood celebrities, visiting newspaper, trade and syndicate representatives, world premiere of Paramount's "The Biscuit Eater" took place April 11 at the Albany here.

Fifty leaders of canine blue blood were on display to participate in this unusual premiere.

Complete program of events for the premiere got under way with a huge street parade in which all local city, civic and social organizations participated. Radio station WSB, NBC outlet in Atlanta, covered the event for radio listeners.

Joe E. Brown later officially opened the Southern baseball season at the game scheduled between the Albany nine and the Americus team.

A very big press barbecue was held at Radium Springs Georgia Casino, on the $2,000,000 estate of Barron Collier. Following the barbecue, visitors attended the special Vox Pop broadcast.

Personal appearances of the visiting celebrities and premiere of "The Biscuit Eater" at the Albany took place in the evening. In addition to the opening at the Albany, there was a simultaneous all-Negro premiere of "The Biscuit Eater" at the Ritz.

Following the premiere, the guests attended the Hospital League Dance.

Full national syndicate and trade paper coverage was assured, with the attendance of a group of ace reporters and photographers.

Accompanying the group of newspaper men and trade paper men, were: Al Wilkie, Tom Waller, Herb Berg and Ed Sullivan, Paramount home office.

Mr. and Mrs. Walter Brennan, Joe E. Brown, Evelyn Keyes and John Howard planed out from Hollywood to attend the premiere. Foregoing group of celebrities joined Billy Lee, Jean Cagney, William Henry, producer Jack Moss, director Stuart Heisler and Y. Frank Freeman, Jr.

Many southern exhibitors were also present.

Sharf Moves Up

NEW YORK CITY—George Sharf, who while in the Loew publicity department studied law at night, was last week promoted to a place in the MGM legal department.

Republicans March On

NEW YORK CITY—Even the political parties are going in for movies now with the Republicans producing last week a campaign fund stimulator called "A New Tomorrow."

The story deals with an officeholder who bumps his head on a chair and comes to convinced that the government's spending of $55,000,000,000 in the last eight years has caused any number of unhappy events. Having received the message, he devotes his time to fixing things up; and the film, which was made in Hollywood, closes with the words "America Hasn't Started Yet!"

Senator Neely Backs Divorcement Measure

Little Chance of Immediate Attention

WASHINGTON — Senator Matthew M. Neely, West Virginia, sponsor of the Neely anti-block booking bill, introduced a measure calling for theatre divorcement into the Senate last week.

Measure makes it unlawful for any producer or distributor "to own, control, manage, buy or book films for, or operate, in whole or in part, any motion picture theatres or theatres located in any state, territory or the District of Columbia, or to have any interest, direct or indirect, legal or otherwise in any such motion picture theatre or theatres."

Fines and imprisonment for violations are included.

Although there is small chance that the bill will get any action this session, hearings may be held.

Boris Morros Organizes

HOLLYWOOD—National Pictures Corporation was organized last week, with Borris Morros as its head. Robert Stillman is the vice president, with Sam Rheiner secretary. A. Robert Simon is on the board.

In Room 1306

NEW YORK CITY — Room 1306, Federal Court Building, has been reserved for the equity suit, it was announced last week. Trial starts May 1.

Coast Sound Chiefs Visit Eastern Plants

ERPI Guests See Developments

NEW YORK CITY—Sound directors of the major motion picture studios arrived here last week as guests of Electrical Research Products, Inc., for a week's study of recent and pending technical improvements in sound film recording and reproduction.

One of their first visits was to Bell Telephone Laboratories as guests of Dr. O. E. Buckley, executive vice-president.

Among the many scientific innovations witnessed by the sound men was a new magnetic tape machine by means of which voices may be recorded and instantly reproduced without the delay occasioned by processing in sound tracks such as are necessary in the case of conventional recording devices. In addition the directors were shown a variety of new magnetic materials; a series of recently developed sound measuring instruments; a device for reproducing sounds so high in pitch as to pass beyond the range of hearing of the ordinary ear; and finally some of the recent advances which have been made in the much heralded frequency modulation system of radio broadcasting.

Clifford W. Smith, Hollywood vice-president of ERPI, was in charge of the trip. Others in the party included Douglas Shearer, Metro; Elmer Raguse, Hal Roach; E. H. Hansen, 20th Century-Fox; Loren L. Ryder, Paramount; John Livadary, Columbia; Thomas Moulton, Samuel Goldwyn; Bernard Brown, Universal; E. I. Sponable, Fox-Movietone News; Jack Whitney, General Service Studios; K. F. Morgan, commercial manager, ERPI.

Trans-Lux Heads Renamed

NEW YORK CITY—Stockholders and board members of the Trans-Lux Corporation re-elected all directors and officers last week.

Directors re-elected include Robert W. Atkins, Robert Daine, George H. Eichelberger, Harold P. Farrington, Percy N. Furber, Percival E. Furber, Robert L. Gordon, Edwin G. Lauder, Jr., George H. Robinson, Walter Siemers, and Leslie E. Thompson.

Officers renamed were Percy N. Furber, chairman of the board; Percival E. Furber, president; Arthur C. Payne, E. H. Unkles, and Robert Daine, vice-presidents; Arthur D. Erickson, treasurer; Aquila Giles, secretary, and A. T. Mulcahy, assistant secretary.

Paramount Sues Ameche

HOLLYWOOD—Paramount last week instituted suit against Don Ameche for damages in the sum of approximately $170,000, allegedly sustained by it on account of Ameche's refusal to perform his services in its picture "The Night of January 16th."

"His services had been borrowed from 20th Century-Fox Film Corporation for this picture." said Y. Frank Freeman, vice-president in charge of studio operations, "and his failure to live up to the terms of his contract cost Paramount approximately $170,000."

U. S. Films Available

WASHINGTON—The United States Film Service announced last week that it has available for distribution three films in 16mm. and 35mm. sound versions, "The River," "Good Neighbors," and "Housing in Our Time."

"The River," running 31 minutes, is the story of the Mississippi, dealing with settlement, progress, cultivation and devastation of the land in the Great Basin. "Good Neighbors," running 18 minutes, deals with the "Good Neighbor" steamship fleet, and a voyage of the SS. Brazil. Scenes in various ports of call are shown. "Housing in Our Time," running 20 minutes, depicts the need for slum clearance and better housing for low-income groups. Film traces the development of a better-housing project.

These films are available to exhibitors at the Film Service, Washington, D. C., while offices of the United States Housing Authority control "Housing in Our Time." Requests for these films, for which no charge other than transportation costs is made, should be made a month in advance, giving three optional playdates.

Companies' Profits Up, Report

NEW YORK CITY—Paramount earnings are ahead of a year ago, despite the foreign situation, according to an announcement by Wall Street sources last week.

Paramount is expected to report a bigger net for the period ending March 31 than it did for the same perior last year when the common stock earned 41 cents a share. This is attributed to production activities being in the black, and an improvement in the business at company theatres.

Loew's profits this year may approximate the $5.37 per share earned in 1939, due mainly to "Gone With the Wind."

The half-year net of Warners, which ended in February, is expected to compare favorably with the earnings of the same half-year period last year, when $1,665,000, or 39 cents a share, was reported.

FA Plans Announced

NEW YORK CITY—Distribution of 50 English-made films, domestic production, and an enlarged distribution set-up are being undertaken by the Film Alliance of the United States, it was announced last week by Film Alliance executive vice-president Nat Wachsberger, upon his return from Europe.

Wachsberger, who brought 25 completed English-made negatives and commitments on 25 British stories to be produced back with him, reported that this three-point plan would make Film Alliance the leading independent distributor of foreign and domestic product.

Several foreign producers are expected to arrive shortly to inaugurate Film Alliance's Hollywood production.

Decorative Lighting • Glass and Metal Work
Exit and Direction Signs • Ornamental Plaster
Drinking Fountains • Air Distribution Plaques
18 Years in Business Is Your Assurance of Our Reliability.
VISIT OUR SHOWROOMS OR WRITE US
VOIGT Designers-Engineers-Manufacturers
1745 N. 12th Street, Phila.

25 For Terry

NEW YORK CITY—With production of the final picture in his 10th season of Terry-Toons, Paul Terry, the producer, rounds out a quarter of a century devoted to the making of screen animated cartoons, establishing a record unapproached by any other producer in this field, it was announced last week.

It was 25 years ago that Terry, a young newspaper artist-protographer, working single-handed in a small bedroom-workshop in midtown Manhattan, completed his first crude film cartoon. It was a take-off on the stage magic performed by the famous magician Herman the Great, and Terry called the cartoon "Little Herman."

Mohawk Buy Upheld

NEW YORK CITY—Ruling that there had been no fraud in the bidding which preceded Mohawk Pictures' purchase of Grand National Pictures recently, Referee Peter B. Olney last week refused to put aside the sale of negatives of Grand National to the Mohawk company.

Gustave De Lemos, who made the application to vacate the sale, claimed that the bidders had been misled and that the creditor's committee had failed to act impartially. Prior to the decision by Referee Olney, De Lemos offered $37,500 for all GN assets remaining.

Stars Oppose Neely Bill

WASHINGTON—A letter expressing opposition to the Neely Bill and signed by 23 stars was received last fortnight by House Interstate Commerce Committee Chairman, Representative Clarence F. Lea.

"We are convinced that this bill is highly harmful to the American screen and against the best interests of the American public," stated the stars, expressing inability to understand why the bill was introduced in the first place.

Ludwig Leaves Minn. Unit

MINNEAPOLIS—I. J. Ludwig last fortnight resigned as general manager of Minnesota Amusement Company to enter the advertising business. J. J. Friedl is head of the group, which is a Paramount subsidiary.

"GWTW" Scores Again

NEW YORK CITY—The May issue of Photoplay magazine last week announced its annual Gold Medal award to David O. Selznick for the Selznick-International production, "Gone With the Wind."

Scully's Rave

NEW YORK CITY—William A. Scully, U sales chief, returned from his Coast trip last fortnight raving about "La Conga Nights," the U show in which Hugh Herbert takes five roles.

"This will knock them off their seats," said Scully, " and I predict it will be a surprise picture."

Noisemen Have Their Day

NEW YORK CITY—Individualists who have been insisting for years that symphonic music is "just noise," had their day at Carnegie Hall last week when Bell Telephone Company engineers put on a demonstration of a new system of "stereophonic reproduction of enhanced music," previously recorded on films.

In the system, first music from the original film is heard. It is then recorded on a fresh film to be projected to the listeners. Ultimately, after mechanical adjustments expanding or compressing each of the sound track are made, the resulting "enhancement" allows the operator to bring a giant orchestra down to a whisper, or a soloist up to a roar that could shake Carnegie Hall gallery-ites out of their seats.

Leopold Stokowski and the Philadelphia Orchestra provided the music for the occasion. Eager engineers approached Serge Rachmaninoff after the demonstration and requested his opinion of the "enhancement" of "Pictures at an Exhibition."

"Why, I didn't know what it was until they got well into the piece," he replied. "Too much 'enhancing,' too much Stokowski."

Two Universal Conventions

NEW YORK CITY—Universal will hold two sales conventions early in May, with Atlantic City and Chicago as the probable choices, it was announced last week by W. A. Scully, vice-president and general sales manager. Company will release the same number of pictures in 1940-41 as were handled in the present season, he declared.

New season product conferences began in the home office with President Nate J. Blumberg, John Joseph, ad director, and Scully in attendance. Joe Pasternak also attended the initial conference.

Balance of the current season's product was reviewed and set in the Coast session.

Segal Suit Dismissed

NEW YORK CITY—Breach of contract suit of Harry Segal against Standard Pictures Distributing Company and George Leganes was dismissed last week by New York Supreme Court Justice Samuel H. Hoffstadter. Segal was given leave to file a new complaint.

Justice Hoffstadter dismissed the complaint on the ground that it failed to state a cause of action.

WE Stockholders Re-elect

NEW YORK CITY—At the annual meeting of the stockholders of the Western Electric Company held April 9, all directors re-elected with the exception of Charles L. Rice, who retired from active service in the company January 10.

At the annual meeting of the directors, all officers of the company were re-elected.

Select Makes Deal

NEW YORK CITY—Select Attractions, Inc., last fortnight closed contracts with Charles J. Hirliman for the immediate release throughout the United States of "Wrath of Jealousy." Select is also releasing Harry Lauder's latest picture, "Song of the Road," and Michael Bartlett in "Lilac Domino."

20th Century-Fox ANNOUNCES '40-'41 LINEUP

CHICAGO—Fifty-two feature pictures are planned for release next season by 20th Century-Fox Film Corporation, it was announced here April 14 by Herman Wobber, general manager of distribution, at the company's annual sales convention. Company also will release 52 one-reel films and 104 issues of Movietone News.

Eighteen of the 52 features will be personally produced by Darryl F. Zanuck, vice-president in charge of production; four by executive producer Sol M. Wurtzel and four by associate producer Lucien Hubbard.

Among the pictures now being prepared for early production are:

"Brigham Young," now before the cameras with a cast composed of Tyrone Power, Dean Jagger, Linda Darnell, Jane Darwell, Mary Astor, John Carradine, Vincent Price, Brian Donlevy, Ann Todd, Fuzzy Knight. Henry Hathaway will direct from the story of the Mormon leader by Louis Bromfield.

"The Great Commandment," a spectacle that relates the drama of a crushed and helpless people during the days of Christ. Tyrone Power will be the star.

"Down to the Sea in Ships," drama of whaling days on which writers and technical experts have been working for a year.

"The Great Profile," a story gleaned from the front pages of the newspapers, in which Adolphe Menjou will be seen in the title role.

"I Married a Nazi," an expose of life in the Third Reich.

"The Return of Frank James," to be produced in Technicolor, with Henry Fonda in the title role.

"Elsa Maxwell's Public Deb No. 1," with a stellar cast headed by Brenda Joyce, George Murphy, Mischa Auer, Ralph Bellamy. Gregory Ratoff will direct.

"Down Argentine Way," a Darryl Zanuck Technicolor feature. Carmen Miranda, South American songstress, will have one of the leading roles.

"Young People," a picture that parallels Shirley Temple's own sensational success story, already in production with Shirley Temple, Jack Oakie, Charlotte Greenwood, George Montgomery and Arleen Whelan in the cast. Allan Dwan is directing.

"Fifth Avenue," an adaptation of a new novel, "Manhattan Holiday," by Polan Banks.

Other stories from which the 52 features will be chosen include the following: "How Green Was My Valley," Richard Llewellyn's novel; "For Beauty's Sake," by Clarence Buddington Kelland; "Western Union," a Zane Grey novel; "Brooklyn Bridge," "The Californian," "One Man Army," "Song of the Islands," "The Khyber Pass," "Brothers," "Red Cross Nurse," "Down on the Wabash," "Yesterday's Heroes," "Shadows in the Snow," "Hudson's Bay Company," "Belle Starr," Irving Berlin's "Say It With Music," Louis Bromfield's "Marching as to War," "Too Much for One Man," "Steinmetz, the Wizard," "Comrade Stalin," "Sun Valley," "The Great American Broadcast," "Uncensored," "Highway 66," "Miss Pilgrim's Progress," "Dance Hall," "Breach of Discipline,' 'Falling Star," "Strange Bedfellows," "The Bride Wore Crutches."

In the additional 26 pictures which will make up the new season's program of 52 pictures will be four Jane Withers comedies, four Cisco Kid features starring Cesar Romero, and four productions from the company's London studio. Other titles will be announced later.

Darryl Zanuck will be assisted in producing this program by executive producer Sol M. Wurtzel and associate producers Lucien Hubbard, Harry Joe Brown, Ralph Dietrich, Raymond Griffith, Fred Kohlmar, Nunnally Johnson, Gene Markey, Walter Morosco, Kenneth Macgowan, John Stone.

Stars and featured players under contract to Twentieth Century-Fox, who will be seen in the above pictures, include the following: Alice Faye, Tyrone Power, Don Ameche, Sonja Henie, Shirley Temple, Richard Greene, Henry Fonda, Jane Withers, Cesar Romero, Joan Davis, Brenda Joyce, Linda Darnell, Nancy Kelly, John Carradine, Lynn Bari, Jane Darwell, Charlotte Greenwood, Mary Beth Hughes, Ricardo Cortez, Chris-Pin Martin, George Sanders, Robert Shaw, George Montgomery, Marjorie Weaver, Arleen Whelan, Sidney Toler, Jean Rogers, Binnie Barnes, Katharine Aldridge, Ted North, John Payne, Ann Baxter, Dorris Bowdon, Mary Healy, Robert Lowery, Eddie Collins, Bob Conway, Joan Valerie, Frank Swann, Elyse Knox.

Directors under contract include: Otto Brower, David Burton, Irving Cummings, Allan Dwan, John Ford, Eugene Ford, Henry Hathaway, Henry King, Walter Lang, Fritz Lang, Archie Mayo, Irving Pichel, Gregory Ratoff.

Stories and scripts for the new season's pictures will be prepared by 43 writers, the largest contract list in the history of the company.

SHORTS

An increased use of Technicolor in shorts was foreshadowed. In addition to the regular semi-weekly issues of Movietone News reels, the company will release 52 single reel subjects during the coming season.

Truman Talley, producer of Movietone News and short subjects, and his staff, comprised of Lew Lehr, Lowell Thomas, Ed Thorgersen, Edmund Reek and Vyvyan Donner, informed the convention of their plans.

On the 1940-41 short subject schedule there will be four single reel productions of "Lowell Thomas' Magic Carpet of Movietone" series. The first of these, "Land of Flowers," has already been filmed in Technicolor.

First of six "Ed Thorgersen's Sport Reviews," "Vacation Time," has already been photographed in Technicolor. At least half of this series will be in color.

Vyvyan Donner's Technicolor "Fashion Forecasts" will be four in number as in the past, and the company will also produce four "Adventures of a Newsreel Cameraman" and four Lew Lehr comedies.

Two of the four "Father Hubbard's Alaskan Adventures," "Eskimo Trails" and "Isle of Mysteries," are already far advanced in preparation for release and the remaining two of the series are being readied.

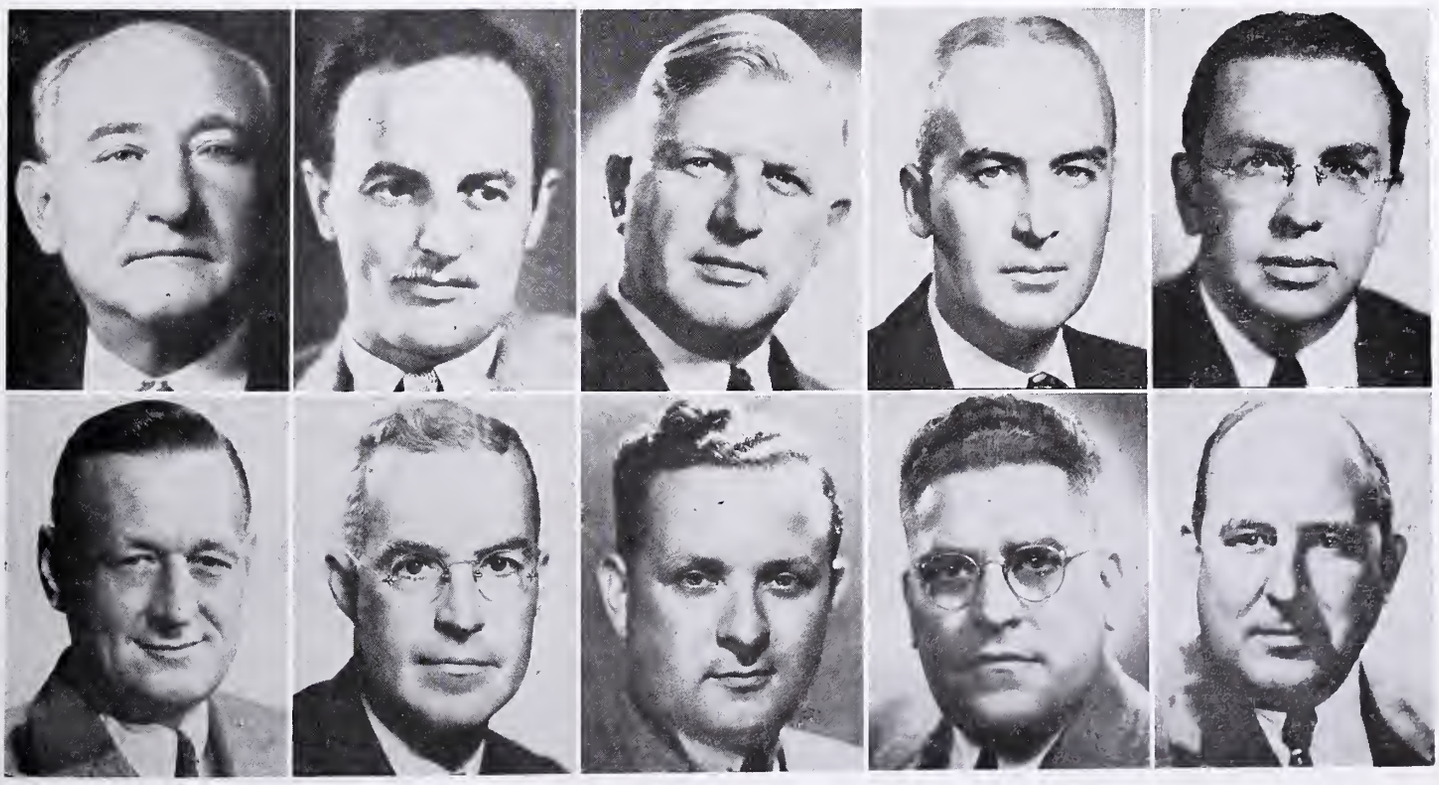
A full half of the total of 26 Terrytoons made during the coming year will be in Technicolor, Paul Terry, producer, told the convention.

Sales policy was outlined to the company's sales convention by Wobber.

Delegates to the convention numbered more than 250 from 37 branch offices in the U. S. and Canada.

The West Coast group was headed by Joseph M. Schenck, chairman of the board; Darryl F. Zanuck, vice-president in charge of production, William Goetz, vice-president and executive assistant to Zanuck, and Harry Brand, studio publicity director.

The East Coast unit was headed by William Sussman, eastern division manager, William Gehring, central division manager, and William Kupper, western division manager.



PICTURED HERE are the 20th Century-Fox executives who headed the goings-on at the Chicago convention last week end. On the top row, are, left to right, Joseph Schenck, chairman; Darryl F. Zanuck, vice-president in charge of production; Herman Wobber, general manager of distribution; Charles E. McCarthy, director of advertising and publicity; William Goetz, executive assistant to Zanuck. On the bottom row, reading from left to right, are Walter J. Hutchinson, director of foreign distribution; Felix Jenkins, general counsel; William Sussman, eastern division sales manager; William Gehring, central division sales manager; and William J. Kupper, western division sales manager.

20TH CENTURY-FOX MEN DEPART, MILLAND ARRIVES, SOUND ENGINEERS MEET

RAY MILLAND, star of Paramount's English-made comedy, "French Without Tears," is here shown upon his arrival in New York April 8 to take part in Kate Smith's nationally broadcast program. He and Ellen Drew appeared in a radio version of their picture, "French Without Tears."

WEST COAST STUDIO SOUND ENGINEERS, who arrived April 8 for a preview of the Bell Laboratories' stereophonic sound development, pay a visit to ERPI's New York City headquarters to meet Western Electric executives. Standing left to right are: John R. Whitney, General Service Studios; Clarence G. Stoll, president, Western Electric; Thomas T. Moulton, Sam Goldwyn studios; Elmer Raguse, Hal Roach studios; Douglas Shearer, Metro; Bernard B. Brown, Universal; T. Kennedy Stevenson, president, ERPI; John P. Livadary, Columbia; Edward H. Hansen, 20th Century-Fox; Loren L. Ryder, Paramount.

PICTURED HERE is the departure of some of 20th Century-Fox's top home office and exchange men for their convention in Chicago. In the top picture, left, are Paul Terry, Bill Gehring, and William Sussman. Top right are Bill Clark, Charles McCarthy, Anthony Muto, and Truman Talley. In the bottom left picture are Aubrey Schenk and Martin Moscowitz. Bottom center are E. X. Callahan, Tom Bailey, and William Sussman. Bottom right are Joe Lee and Moe Sanders. Soon after these pictures were taken, the boys left for Chicago and their important get-together.

Warren Stokes' HOLLYWOOD NEWSREEL

• HOLLYWOOD IS LEARNING the value of exploitable product. Showmanship is slowly but surely finding its way back to the picture business and, if the celluloid city continues to recognize these values, the box office will be in a healthier condition and the industry in general will benefit accordingly. The industry's exploiteers are again coming into their own, enjoying the recognition to which they are justly entitled as evidenced by the Warner trek to "Virginia City" and the subsequent business at the ticket window, together with Metro's latest contribution of a cross country jaunt exploiting "Twenty Mule Team," and the latest novel exploitation of Paramount's "The Biscuit Eater."

Putting on the Dog

• PUTTING ON THE DOG for a movieland preview is an old Hollywood custom. The sonorous loud speaker through which they bark the names of the attending celebrities—the glaring spotlights piercing the skies, and the rush of autograph seekers to the scene of action—all this is no longer front page news to the jaded journalistic fraternity. But, when Hollywood goes to the dogs, it is a different story. This celluloid village literally went to the dogs for the preview of Paramount's "The Biscuit Eater," and Hollywood's stellar personalities faded out of the spotlight to make room for some of the snootiest canines in the world. A doggone good stunt in any man's language.

Three Angles

• "THE BISCUIT EATER," particularly, is the first picture to come out of Hollywood in many years, which lends itself to novel exploitation adaptable to the smallest situations. To begin with, it is grand entertainment, but, in order to secure maximum patronage, and favorable word of mouth comment, that first night audience is still all important. How to get them in and send them away to spread the good news is the all important question. This holds true with any celluloid offering. "The Biscuit Eater," is made to order for the wide awake exhibitor who recognizes these facts. Your town, large or small, might not boast a lot of fancy dogflesh or affiliation with the famed Tailwaggers Organization but, you can put on the dog just the same and sell this picture for greater profits. Bear with me and I will show you that I am not barking up the wrong tree.

Hollywood's Dog Ideas

• PARAMOUNT EXPLOITEERS, with the cooperation of the Tailwaggers, famed organization of Hollywood dog-lovers, featured a lobby exhibition of fine dogs owned by motion picture celebrities at the local preview of "The Biscuit Eater," garnering plenty of pictorial newspaper space and attracting a flock of paying patrons to the theatre box office. You will undoubtedly arrive at the conclusion that the lack of fancy dogflesh in your community makes it impossible for you to do likewise. In that case, you can go to the extreme, offering a prize for the winning canine in a lobby display of just plain mutts. A stunt of this kind would undoubtedly bring out some rare specimens, garner a lot of newspaper comment, and swell that ticket buying line in front of your theatre.

His Idea

• A RHINESTONE COLLAR for the homeliest mutt in the community, would be a tremendous incentive for any boy or girl to go out and boost the attraction to their friends and relatives. The collar can be procured at a nominal fee or perhaps promoted from the local jeweler for its advertising value and awarded to the dog owned by the boy or girl securing the most votes. You can combine the voting with a lobby display of the participating canines, advertised in your local paper, each canine contender fronted with a ballot box bearing his name, in which the patrons can deposit a voting stub secured with every ticket purchased for the celluloid attraction. The winner can be announced the closing night of the picture and the award made to the winner from the theatre stage at that time. In this manner, you can keep up the interest for the entire run of the picture and provide yourself with a live lobby display that will attract maximum attention.

More Angles

• ADDITIONAL EXPLOITATION can be secured through cooperating with your local grocer tieing in pictures of the contest with a window display of well-known dog foods, with pet shops handling puppies, hardware stores selling dog collars, and other canine accessories, dog hospitals and humane societies and many other outlets suggesting themselves to this particular idea. To make a long story short, "The Biscuit Eater" offers plenty of food for thought demonstrating the possibilities of exploitation and its values in the selling of celluloid product. In passing, it is well to remember that numerous other pictures come out of Hollywood with inexpensive exploitation possibilities if one will only dig beneath the surface to find them.

More Service

•THE EXHIBITOR, your home town paper, and yours truly recognizes its duty of service to you. In this capacity, we are happy to pass on to you any suggestions and ideas for promoting the sale of your product to the public. We shall from time to time, make these suggestions and we sincerely invite your comment regarding this service.

IN OLD MISSOURI

WEAVER BROTHERS and ELVIRY

100,000 THRONG LAWRENCE, KANSAS, AS REPUBLIC'S "DARK COMMAND" OPENS

THE WORLD PREMIERE of Republic's "Dark Command," held in Lawrence, Kansas, brought 100,000 people onto the streets of this town of 15,000. Here are pictured several of the highspots of the event. At top left is shown a part of the crowd that lined the streets to watch the parade of stars go by. Top right, Gene Autry, Mrs. Autry, and H. J. Yates ride down the street as part of the procession. Second row, left, Binnie Barnes and her escort for the evening, a Kansas University student chosen by vote of his fellow classmates. Also pictured here is Bill Saal, who stage-managed the whole premiere. He is asking Binnie, "Did you ever see such a crowd?" Bottom, right, Binnie Barnes and Walter Pidgeon speak their piece for the kilocycles. Third row, left, June Storey and Autry, surrounded by fans, are kept busy signing autographs. Third row, right, one of the many window displays on "Dark Command" which lined Lawrence's two-and-a-half mile main street. Bottom, left, H. J. Yates, Binnie Barnes, and Elmer Rhoden (Fox-Midwest) ride to the premiere in a local trolley. Second row, right, John Wayne and his lady for the evening, a Kansas University coed chosen for the honor by her fellow students. All in all, it was a gay occasion without the mishaps which so often befall premieres.

Brief Glances At PRODUCTION HAPPENINGS

West Coast News Items

HOLLYWOOD—So that its readers may keep abreast of the times, be in the know on the major developments and interesting sidelights, THE EXHIBITOR offers the following items from the various lots:

Columbia

Dorothy Parker and Alan Campbell are doing the screen-play for "Singapore," Sam Bischoff's first Columbia production. Miriam Hopkins has been signed for the lead opposite Melvyn Douglas, and Al Hall will direct. . . . Irving Briskin unit has exercised its option on the services of director Nick Grinde.

Metro-Goldwyn-Mayer

Studio has purchased the screen rights to the Kenneth Earl, Curtis Kenyon, M. Musselman original story, "Mr. Coed." A comedy dealing with trials and tribulations of a man who enters a girl's school. According to present plans, Rosalind Russell and Robert Young will be co-starred.

Paramount

Title of the forthcoming Claudette Colbert starring vehicle, story of a woman correspondent who falls in love with an American soldier of fortune in Spain, is announced as "Arise My Love." Shooting is scheduled for the early part of June. . . . Julia Faye, star of the silent era, is playing the role of an Indian squaw in C. B. DeMille's "North West Mounted Police." . . . Patricia Morison will play the role of Sharon opposite Fred MacMurray in "Rangers of Fortune." Top supporting roles go to Joseph Schildkraut, Gilbert Roland and Albert Dekker.

RKO-Radio

Gene Raymond is coming back to co-star with Wendy Barrie in "Cross Country Romance," Eleanore Browne novel which chronicles romantic adventures of a heiress who runs away on her wedding day and hides in the trailer of a young doctor adventure bound. . . . Morgan Conway gets the leading heavy role in "Millionaires In Prison," starring Lee Tracy, with Linda Hayes in the feminine lead. . . . Louis Bromfield has been signed to write the screen play of the Carole Lombard starring vehicle, "The Unbreakable Mrs. Doll." . . . Dennis O'Keefe is on loan from Metro for a top role in "$1,000 Marriage," starring Leon Errol.

20th Century-Fox

Company will send a production company to Wales to film in its actual locale, the Richard Llewellyn story, "How Green Was My Valley." . . . New purchase here is film rights to the Clarence Budington Kelland novel, "For Beauty's Sake," expose of the beauty shop racket. Linda Darnell is a likely candidate for the starring role. . . . "Four Sons," starring Don Ameche, is now before the cameras under direction of Archie Mayo. . . . Contract renewal list for the period of one year, includes the names of Brenda Joyce, Linda Darnell and Jean Rogers. . . . Talbot Mundy's novel, "Khyber Rifles," property of this studio for several years, is being prepared for production.

Terry-Toons

"Towser's War of Nerves," final production of the season, has just gone into production. . . . Volney L. White has joined the Terry-Toon staff as director.

Universal

Busy signal is flashing on this lot with six pictures in the making. "The Boys From Syracuse," Jules Levy's first Mayfair Production, is under way with Allan Jones, Joe Penner, Rosemary Lane and Irene Hervey in the top spots, under direction of Edward Sutherland; Joe May is directing the Dead End Kids feature, "You're Not So Tough"; Al Rogell is directing the Glen Tryon production, "One of the Boston Bullertons," with Nancy Kelly, Roland Young, Hugh Herbert and Robert Cummings. Others now rolling are "The Bad Man From Red Butte," "No Exit," and "South to Karanga."

Warners

Recent story purchase here is C. B. Glassock's "War of the Copper Kings," which this company will produce under the title of "Montana," continuing its production of historical Western epics. George Brent and Olivia de Havilland will be co-starred. This picture will be preceded in production by "Santa Fe," epic of the Santa Fe Trail which will star Errol Flynn. . . . Johnny Sheffield, 8, the screen's "Little Orvie," and Bill, his 4-year-old brother, have been signed to portray Knute Rockne at their ages in "The Life of Knute Rockney," starring Pat O'Brien. . . . John Huston will write the screen play of "High Sierra," recently purchased from W. R. Burnett, as a vehicle for Paul Muni. . . . Tommy Kelly, who portrayed Tom Sawyer, has been cast in "Brother Orchid," Edward G. Robinson's new starring picture.

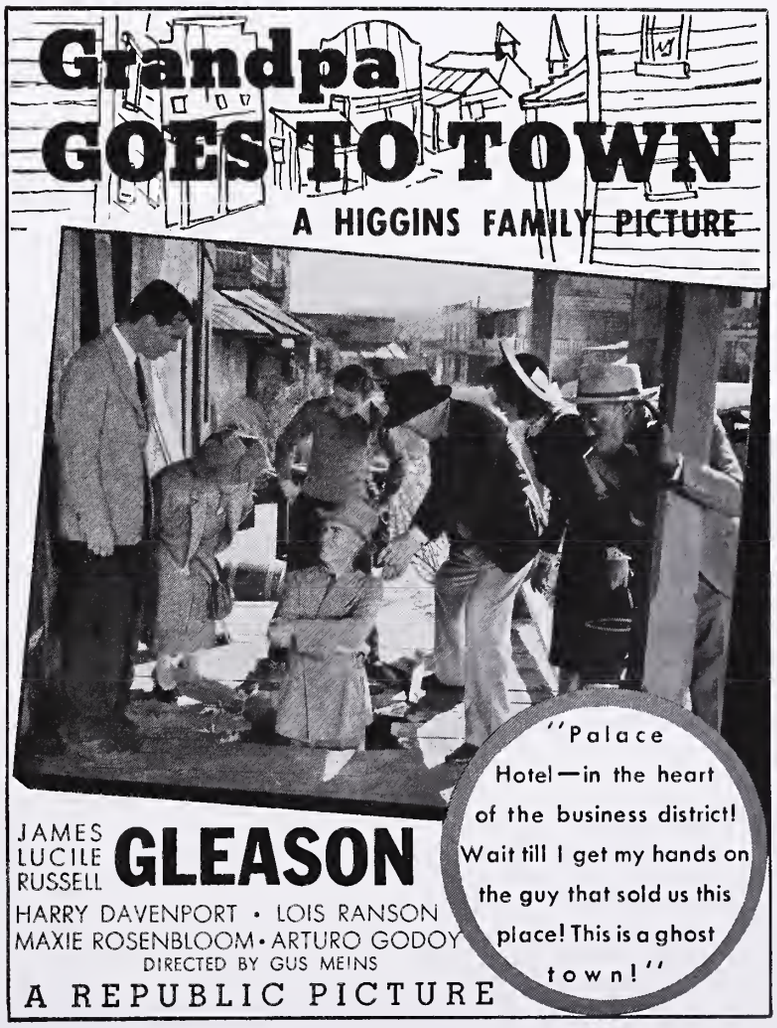
Advance Shots On COMING REVIEWS

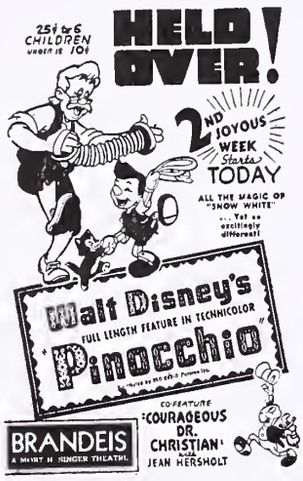
SO THIS IS LONDON (20th Century-Fox). Berton Churchill, George Sanders, Fay Compton. 84m. One of the company's imports that does not hit the mark set by the others, although there are two American names in the cast. Show is headed for attention on the bottom of the duallers, where the English vintage can be played. Another fault of the film is overlength.

FOLLIES PARISIENNE Universal—Musical). 18m. Fair.

STRANGER THAN FICTION NUMBER 75 (Universal). 9m. Fair.

GOING PLACES NUMBER 75 (Universal). 9½m. Good.



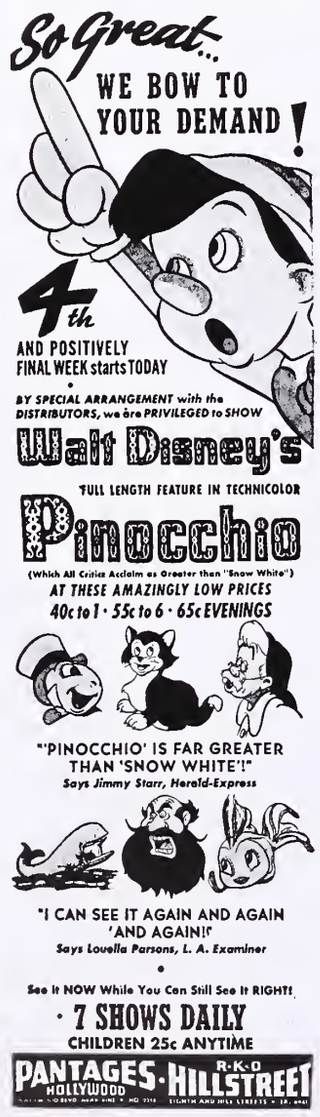


OMAHA

NEW YORK CITY

SYRACUSE, NEW YORK

LOS ANGELES



NEW YORK CITY

NEW YORK CITY

MIAMI

HINTS ON NEWSPAPER ADVERTISING

No. 129—"Pinocchio" (RKO)

The ads here have been chosen for their variety, showing the amount of combinations possible, by using parts of the pressbook ads.

In the novelty division, we note several choice holdover ads, the big one from Los Angeles being especially attractive.

"Pinocchio" has been running below "Snow White," which is not entirely a surprise, and the real handicap to hurdle is that of the adult angle.

The kids will come but the difference in the gross will depend on how the parents take to the show.

Without ignoring the children, try to use the adult appeal. It will make a lot of difference at the box office.

NEWS OF THE TERRITORY

NEW YORK CITY

Crosstown

Edward Farrell, International Projector Corporation, and Anne Murphy, secretary to W. C. Michel, 20th Century-Fox, were married last fortnight. . . . Richard de Rochemont, European director of The March of Time, sailed for Europe and stopped briefly at Rome to present to Vatican officials a print of March of Time's recent issue, "The Vatican of Pius XII." He will visit England and Belgium before returning to his headquarters in Paris.

Charles Pfenninger, familiarly known as "Pop" to thousands of children in Bay Ridge, Brooklyn, died last fortnight, at the age of 79. He was employed as a bookkeeper in Wall Street until 1929, when the crash threw him out of work. Since 1935 he had been doorman of the Harbor, 9215 Fourth Avenue. During his final illness of six weeks the management issued daily bulletins on his condition at the request of the children.

Annex has installed the latest modern theatre chairs, purchased through the Crown Motion Picture Supply Company, manufactured by the General Seating Company. . . . Alvaro Reyes, branch manager for Paramount in Bogota, Colomba, arrived accompanied by Mrs. Reyes and their son and daughter. Reyes will remain in New York throughout April, on Paramount and personal business.

The most prized volume today in the library of the Community Center of the New York Guild for the Jewish Blind is the Braille edition of "Gone With the Wind." Distinction comes to it for three reasons, each unique: First, because to the best of all knowledge it is the longest hand-copied novel in existence, requiring 30 volumes in Grade 1½ Braille to effect the transcription; second, because it has just completed a round-trip journey to the West Coast; and third, because the first, second, and thirtieth volumes bear the autographs of Clark Gable and Vivien Leigh, stars of the film version of the book.

Eltinge will have RCA Photophone sound installed. . . . Dr. S. J. Begun, Brush Development Company, Cleveland, will discuss a new type of recorder at a meeting of the Atlantic Coast section of the Society of Motion Picture Engineers tonight (April 17) at the Hotel Pennsylvania. "Hill and dale" acetate recording and reproducing equipment will be demonstrated by Dr. Begun. Original date for the meeting was changed to give out-of-town members of the Society who plan to attend the Atlantic City convention an opportunity to attend the lecture and demonstration. Convention will be held the Haddon Hall April 22 to 25, inclusive.

Paramount's caravan of acting, directing and writing talent, due for the premieres of "French Without Tears" and "Buck Benny Rides Again," was headed by Ray Milland April 8. Ellen Drew arrived the same day, accompanied by Bob Hussy, chief of the Paramount radio department. Mark Sandrich, whose first job as producer-director was "Buck Benny Rides Again," arrived April 7, accompanied by Ernest Pagano and Zion Myers, the writers assigned to do the script for the forthcoming Sandrich-directed Jack Benny-Mary Martin-Fred Allen comedy. Other arrivals were Arthur Jacobson, head of the Paramount talent department, and his wife.

East Side Chamber of Commerce and the Grand Street Boys unite tonight (April 17) at 8.30 in a celebration to welcome Eddie Cantor back to the East Side after an absence of 30 years. Ceremonies will include a gala luncheon, a parade and special entertainment. George Jessel will act as master of ceremonies. Arrangements are under way also for making the program include the first presentation of Cantor's "Forty Little Mothers," for one night only at Loew's Canal. Proceeds of the gala premiere will be donated in their entirety to the following settlement houses: the Madonna House, the Educational Alliance, the Yeshiva, the University Settlement, the Henry Street Settlement House, the Madison House Settlement, the Jacob A. Riis House, the Hamilton House, and the Grand Street Settlement House.

Al Smith, Jr., was invited to join the honorary committee in charge of the homecoming.

Matty Radin, formerly at the Cameo, is reported having the local Select franchise. . . . Further testimony in the Educational Films bankruptcy will be taken April 22. . . . . Bob Salomons, Warners home office, was tendered a dinner on the occassion of his 25th anniversary. . . . Eddie Solomon is the new member of the 20th Century-Fox ad department. . . Eddie Saunders, Metro western chief, hopped to Chicago for a meeting with field men.

Edgar E. Lloyd announces he will release 15 Czechoslovakian features in this country, all pre-Nazi made. . . . Lloyd will release during this season "Merry Wives," (formerly "The Maidens' Guild of Kutna Hora"). Lloyd will also release immediately "Zborov," a film, which was banned and confiscated by the Nazis, after they invaded Czechoslovakia. Among the 15 pictures, which Lloyd will distribute nationally, are also "Karel Hynek Macha" and "Svanda Dudak."

Look magazine and American Pictures, Inc., announce the world premiere of their first Look-Ampix production, "Lights Out in Europe." Look-Ampix productions also announce two shorts ready for release, and five other films in production.

"The Mayors Dilemma," an FA show, has been booked to follow "The Human Beast" at the 55th Street Playhouse. "The Deserter," another Film Alliance picture, will follow "The Mayor's Dilemma." . . . Herman Yablokoff, Jewish actor who just returned from a two-year theatrical tour of the world, has leased the Second Avenue, which he will operate as a legitimate Yiddish playhouse during the 1940-41 season.

The Charles (I am an athlete) Cohens, Metro, celebrated their second wedding anniversary, while the Al Altmans (he is the Metro eastern talent head) had a baby daughter. . . . "Buck Benny Rides Again" had its world premiere in Harlem at the Loew's Victoria April 23.

Sale of the New York theatre by Consolidated to Brandt has one angle in that Shep Henkin, the original theatre press agent, goes along with the sale. . . . Monogram's Manny Reiner and Blaine-Thompson's Bill Guyer officially ushered in the spring when they played (?) tennis on soggy courts last week end. . . . Seth Raisler, manager, Columbia's contract department, mourned the death of his mother last week. . . . More welcome news from Columbia is the knowledge that Ethel Polin, secretary to short subjects sales chief Max Weisfeldt, is to be married shortly. . . . Ditto for Ethel Walters, Abe Montague's gal Friday.

It must've been 20th Century-Fox night at the Stork a week ago Saturday. Rodney Bush and Earl Wingart were on tap as escorts to Hollywood visitor Louella Parsons. Lowell Thomas and Movietone prexy Truman Talley were stagging it. . . . Another Storker was theatre architect Drew Eberson, who had just returned from Mexico. . . . George David, amusement editor, Rochester Globe-Democrat, was a Stem visitor. . . . Home office gals at RKO-Radio haven't been the same since Cary Grant dropped in to say hello. . . . Speaking of RKO, this column sympathizes with Rutgers Neilson who's been ailing with rheumatics.

Captain Herb MacIntyre and shorts boss Harry Michaelson are back in town after a tour of the RKO exchanges. . . . It was SRO at the "Information Please" filming last week at the local Fox Movietone studio. Elmer Davis was guest-guesser. . . . J. R. McDonough was a visitor from the RKO studio. . . . Monogram's Lou Lifton is up to his neck in convention work.

Among the returning Florida contingent was Eddie Aaron, assistant to Metro sales chief William F. Rodgers. . . . Joe Pasternak, U producer, went back to the Coast after several weeks in the East. . . . The Sidney Pickers (he is the Republic exchange office manager), went away on a month's trip to the Coast and Honolulu. . . . George J. Schaefer, RKO president, is chairman of the Motion Picture Industry Scholarship Fund of Yeshiva College. It seeks to raise $5,000.

The Gayety, which became a magnet for theatre-goers from all parts of the city at the turn of the century, is being stripped of its walls and furnishings to make way for a modern apartment or a used car lot in Williamsburg.

Loew's

Oscar A. Doob, Loew ad head, was confined to his home with a throat ailment.

Staten Island

John Firnkoess, manager, Paramount, is using a fortune teller as a lobby attraction. Fortune teller mixes plugs for coming attractions with forecasts. . . . Proud poppa Elihu Glass showed the boys his versatility by regaling them with a

LUCKY AND BINGO
The ONLY GUARANTEED Theatre Games!
DENNIS GAMES, Inc.
N. E. Cor. 13th and Race Streets, Philadelphia
RUSS COHEN, 353 W. 44th Street, N. Y. C.
"Pioneer of Theatre Games"

violin concert. . . . Harry Black, general manager, Fabian Staten Island theatres, has inaugurated a managers' school for all assistants. All phases of theatre operation are taught and discussed at weekly meetings. Last session was devoted to advertising with Edgar Goth, local director of publicity, explaining various media and newspaper layouts. . . . Sid Deneau visited local Fabian houses last week going over booking situations with managers. . . . George Evans, manager, Fabian St. George, had an unusual, effective attention compelling lobby display in conjunction with the showing of "Young Tom Edison." It features replicas of lamps dating from 100 B. C. to the present day. . . . Sig Kasse, manager, Fabian Capitol, will have to look to his laurels now that Ritz manager George Trilling is promoting vegetables, fruits and fowl to give away as extra prizes on "Traveling Jackpot" nights.

Now that spring is here, Art Lane, manager, Fabians Strand, is doing road work every morning to keep his weight down. . . . Success of the money games at the Stadium are due in good measure to Roy Sherkey's excellent presentation and m.c.ing of the games. . . . Mike Garzetta secured excellent co-operation from the churches in selling "Vatican City." A local church announced playdate and theatre at all Sunday masses. Priests urged every Catholic to see the short. Announcements were also made in Catholic and public schools. Catholic church in town for the first time within the building displayed a one-sheet card with stills. One-sheet card was displayed prominently at all Sunday masses.

JOE JOEL SAYS:

Among Other Things . . .

Company formerly known as Film Products, Inc., has been taken over by Jack Rosenfeld, who will trade in his own name and handles the "Race Night," "Film Broadway Handicap" and toys. . . . Sam Post, although a new man in the motion picture business, is meeting with great success as assistant manager, St. George, Brooklyn. . . . Harry Freidman, well-known exhibitor, Newburgh, is now a proud grandpa. His daughter, Iona Sussman, gave birth to an eight-pound boy. His name is Gordon J. . . . It is with deep regret that I must announce the illness of my esteemed friend, John Dacey, whom I have known for over 25 years. He is connected with RKO. He is in the Post Graduate Hospital. His many friends are anxiously awaiting his return to active duty. . . . Sam Stern, salesman, United Artists, has returned from a motor trip to Miami, Florida. Sam's advice to those who go to Florida is to go by auto if you wish to enjoy the trip. . . . State Poster Company is now located at 630 Ninth Avenue, Film Center Building, room 416. Eldridge Premium Company is now located at 341 West 44th Street. . . . Irving Grossman, representing the Premium Promotion Company, has just returned from a very successful trip.

Phil Engel, Warners' eastern publicity representative, returned to his office after flying to Buffalo assisting on the campaign for "It All Came True." Phil reports that business looks very encouraging. . . . Harry Decker, Brooklyn manager, Warners, returned from Florida with the best sun-tan in the district. Harry has taken plenty of kidding from the boys who wanted to know where the sun lamp was hidden. . . . Sam Berliner, pioneer in the motion picture industry, has something new that will interest all exhibitors. He can be seen any day at the Film Center. . . . Dick Perry and Lester Tobias are now connected with Monogram . . . Motion Picture Bookers' Club will have something special to announce in next week's issue.

Joe Louis, the champion, is about to appear in a serial. I have been told it will be a knockout in the first episode. . . . A visitor to the Film Center was Al Glaubinger and didn't he look prosperous. He has a very expensive auto. I said, "Al, how come," and he answered, "When I was a salesman, I sold film and now I fillum with liquor."

NEW JERSEY

Bergen County

Palisades Park organization presented musical comedy for two nights at Park Lane. . . . Failure of a woman to turn off an electric iron in a dress shop in the Rex building, East Rutherford, caused fire that did $1,000 damage. Firemen fought blaze more than a hour to keep it from spreading to the theatre. . . . Plaza, Englewood, held a special Saturday morning show for children. . . . Arthur Rothafel, manager, Westwood, Westwood; Louis Stahl, Palace, Bergenfield; Norman Gluck, Teaneck, Teaneck, announced they would present a weekly Family Night.

—P. C.

Bloomfield

Lou Gans, supervisor, Rapf and Ruden's Jersey theatres, effected a splendid tie-up with Bloomfield merchants to give away a number of Wurlitzer Spinette Pianos at the Royal. Presentations of the pianos to holders of the "lucky" tickets are to be made on successive Tuesdays. High point of a far-reaching campaign was the appearance of the mayor of Bloomfield to present the first award.

Jersey City

David Kane, manager, Orpheum, is reported quite a baseball player. . . . Ditto for Bert Hoffman, Fulton. . . . Rudolph A. Kuehn, district manager, Warner Brothers' Theatres, Hudson County, announced the following changes: Leto J. Hill, DeWitt, Bayonne, transferred to Branford, Newark; Harold Widenhorn, Central, Jersey City, becomes manager, DeWitt; Robert R. Deitch, Ritz, transferred to Central and Edward Maillard, Eureka, Hackensack, goes to the Ritz. . . . Three-year-old Spitz dog was turned over to Society for the Prevention of Cruelty to Animals after the animal had looked through three performances at the Stanley for the boy with whom he entered the theatre. Dog was named "Jimminy Cricket" because of the fact that "Pinocchio" was showing at theatre.

Mayfair, West New York, has started a Book-a-Week Club. . . . Nearly 5,000 deserving children were guests of Mayor Frank Hague, the United Democratic Ward Clubs and Jersey City civic, service and fraternal clubs at two "Young Tom Edison" parties at Loew's Jersey City. Judge Frank Eggers was host to the children and spoke to them from the stage. Co-operating were Kiwanis, Elks, Rotary, and Lions Club, Knights of Columbus and Hudson County Grand Jurors Association. Private cars, buses and trucks also used to convey children to theatre where manager George Dumond offered congratulations to committee.

George Dumont, manager, Loew's, attracted considerable attention with his contest seeking to find Jersey City's own Tom Edison. Cash prizes were awarded youths who submitted the cleverest ideas for inventions.

Harold Gerhardt, former assistant to Garry Voorman, Montauk, Passaic, will assist Bill Weiss, Capitol. His old job will be filled by John O'Neil, former assistant to Charles Griswold, Garden, Paterson. Frank Lynch, Milton Brenner's assistant, Wellmont, Montclair, will become the Garden's number two man. Jack Campbell, right-hand man to Sam Goldman, Central, Newark, will assist at the Wellmont. Russell Bowden, service chief, Regent, Elizabeth, will take over Campbell's duties at the Central, Newark.

Skouras theatres are arranging a coloring contest in conjunction with showing of "Pinocchio." . . . Samuel Kreitzer, formerly, Tivoli, is the new assistant manager, Capitol. . . . Strand, Bayonne, started new giveaway of dinnerware.

—P. C.

Newark

A corporation headed by Irving Dollinger has acquired the Liberty here through a long term lease from the F. and R. Amusement Company. House was renovated and re-equipped two years ago.

Passaic

George Birkner, who started as an usher at the Capitol in 1923, has been made manager of the Eureka, Hackensack. . . . His old job as assistant to manager Bill Weiss will go to Harold Gerhardt, present assistant, Montauk. . . . Gerhardt's job will go to John O'Neill, assistant, Garden, Paterson. . . . Louis McMahon, 20-year-old Passaic theatre usher, is producing amateur movies. . . He specializes in westerns and "jungle" thrillers, getting out neat four reelers.

Ridgewood

Frank Costa, manager, Warner, arranged a special matinee visual education show in co-operation with local and neighborhood schools and Parent Teachers' Associations. Presenting the "Swiss Family Robinson," "The Monroe Doctrine" and other selected subjects, enabled Frank to report matinee business over four times greater than normal.

NEW YORK STATE

Albany

Phil Strauss, Pine Plains, has been trying out a television receiver. . . . Bill Kennedy, Rouse's Point, Champlain, is busy these days making maple syrup. . . . Ben Strauss, former manager, Palace, Saratoga Springs, when under D. J. Harrington operation, is now operating a liquor store in Schuylerville.

Sunday movies have been O.K.'d for another year in Manchester Depot, Vermont. Proposition must be voted on each year by town council. "Cap" Landman operates the town's only theatre.

Harry Gallup, Speculator, known as the "ice-box of America," is now busy digging out—and expects to have his first show of the season late in April or early in May, a benefit showing of "The Fighting 69th" sponsored by the American Legion. . . . Mrs. Mike Boumasour, wife of the Malone exhibitor, was painfully burned by the explosion of a silex coffee pot. . . . Mrs. Ferguson, Copake, recently returned from a Florida visit. . . . Al Beckerich, former Warner theatre manager of Elmira, Albany, Troy was in selling a patented advertising novelty, tied-up with Warner chain. He recently completed a deal for the Stanley, Avon, Utica.

Mrs. Bernie Kranze, wife RKO branch manager, is mourning the death of her father in Florida. . . . Artie Newman, Republic, was a cold victim. . . . Dick Hayes, Paramount, presented his daughter Joan with a cocker spaniel puppy. . . . Walter Wertime, Chestertown exhibitor and hotel operator, has remodeled his hotel there, and has instituted a policy of playing name bands there.

Woody Campbell, Warner contact office, was hospitalized for observation. . . . Anna Swint, telephone operator, same office, was down with the flu. . . . While Kitty Hickey was expected back at the Warner switchboard following a protracted illness. . . . Lillian Water, wife of Paramount salesman Weldon Waters, was off to Cleveland for a week's stay.

Ralph Pielow, Metro, was troubled with a cold, and another on the sick list was Chris Buckley, Bennington, Vermont exhibitor, who no sooner returned from his Florida vacation than he caught a bad case of the grippe. . . . Dave Willig, former Lansingburg exhibitor, has taken over the Rivoli, Schenectady, from Johnny Gardner, leaving the latter with the Colonie, American. . . . Fred Asher, Star, Rhinebeck, is the latest to leave for Florida, where he plans a three week stay.

Herb McIntyre, drive captain, Ned Depinet Drive, was in to conduct a sales meeting with Bernie Kranze and his RKO sales force. Accompanying McIntyre was RKO short subject sales manager Harry Michaelson. . . . A. W. Schwalberg, head of exchange operations for Warners, was a visitor, conferring with branch manager Paul Krummenacker, then heading for Montreal.

Owen Bertrand has been making extensive improvements to his Bertrand, Clayton, taking out the balcony, installing a new ladies lounge room, repainting and redecorating throughout—and doing the greater part of the work himself. . . . Advent of Sunday movies in Ravenna has made Mitch Conery, head of the Conery circuit, an operator for a day—as Mitch is now subbing in the booth for his projectionist on his day off, Sunday. . . . Kingsley Ryan, Ausable Forks, Keesville, was a row visitor. . . . Mitch Pantzer's new car is said to be one of the snappiest and sportiest in town. . . . Bad roads have forced Frank Weitung, Cobleskill, to make his trips to the row by train. . . . Bob Rosenthal, brother of Leonard Rosenthal, owner-manager of State, Troy, took his departure for Florida, with expectations of a two or three week visit.

Harry Rice, United Artists exploiteer, was in in advance of "Rebecca" and "My Son, My Son," both dated at the Strand and with co-operation of Strand manager Andy Roy, landed a reviewing contest in the morning Times-Union.

—C.

Buffalo

George H. Mackenna, Cataract, Strand, has announced several promotions among his staffs. Harold Wackett has been graduated to the post of manager, Strand, with Daniel Hartnett as assistant manager. Richard Hayman goes into the Cataract as manager, with Kenneth Wright, assistant. . . . After getting off to a poor start, the Lafayette bowling team won 21 straight games and April 8 were crowned champion of the local theatre bowling league. Congratulations go to Freddie Koester, George Schneller, Walter Gerhardt, and Mike Crato.

Bob Murphy (Chief Barker), Bill Martin (Dough Guy), Jake Lavene, Harry Berkson, Irving Fried and Jack Berkson went to the Variety Club National Convention, Dallas, Texas. . . . Mina Rosen has taken over the Artistic, formerly operated by Frank Wyzalek, and plans to reopen it.

Many friends of Nick Basil will be glad to know he has fully recovered from an operation. . . . George Hanny, Jr., Capitol, purchased a Chriscraft at the Annual Boat Show. . . . Herman Lorence, formerly, Cattaraugus, Cattaraugus, has returned from a trip. . . . It is rumored that Frank Hager, North Collins, is enjoying a box of smokes, the result of a wager with one of our local film salesmen. . . . Congratulations go to Barbara Basil, wife of Nick who celebrated her birthday April 9. . . . Tremendous business on "Rebecca," Shea's Buffalo, warranted it being brought to the Great Lakes for a second week. Sydney Lehman, branch manager, United Artists, advises that it is being held over in all situations. . . . Our sincere sympathy goes to Jerry Yogerst, Universal, on the passing of his brother, John.

Ralph Maw, branch manager; Manny Woronov, city salesman, Metro; Charles Boasberg, branch manager, and Elmer Lux, city salesman, RKO, form the com-

Do You Need a

CHANGE?
REST?
VACATION?

We Specialize in Group Meetings . . . Excellent Facilities . . . Special Rates . . . Further Information Upon Request.
L. H. STECKEL,
Promotion Manager

THE ANSWER!

GOLF
TENNIS
FISHING
RIDING
BOARDWALK

INDOOR SALT WATER POOL
TURKISH BATHS
"ROUND-THE-WORLD ROOM"

Relax on Our Sun Decks—Feel the Invigorating Tonic of Brisk Salt Air—Enjoy Unsurpassed Cuisine—Play in Our Beautiful "Round-the-World" Room—and then—Enjoy a Quiet, Completely Relaxing Night's Rest.

The President
ON THE BOARDWALK
ATLANTIC CITY, N. J.
HARRY N. NORTON, Manager

mittee appointed for the motion picture division of the Joint Charities and Community Fund. Ralph Maw and Elmer Lux attended the inaugural meeting.

Herb Silverberg, whose plane was grounded enroute, found time to stop at the Variety Club awaiting his train. . . . Rose Alco Dowser, secretary, Universal, was all in a dither over the birthday of her two-year-old daughter, Barbara. . . . Mr. and Mrs. Phil Lavene, Embassy, had a coming out party for their lovely daughter, Lucille, at the Variety Club.

Lena Lavene, wife of Jake Lavene, Academy, was installed as High Priestess in the White Shrine April 10 at the Buffalo Consistory. Many of Lena's friends came from out of town to see this great honor. . . . Freda Samson, wife of Sydney, 20th Century-Fox branch manager, was hostess at the luncheon given by the Variety Barkerettes. . . . Sincere sympathy is extended to Ann Rafferty White, former contract clerk, Universal, on the death of her mother. . . . We hear that Frank Curro, booker, Columbia, is getting plenty of exercise these nights walking. . . . Another great honor that was bestowed upon one of our Barkerettes was the election of Sara Weil, secretary, RKO, as district deputy president, Erie District, No. 5, Rebekah Order. . . . Plans are being formed for United Artists' Night at the Variety Club May 4. . . . Madelein Moore, stenographer, Columbia, is having trouble with her horse.

Deepest sympathy is extended to Charles Harter, booker and office manager, Columbia, whose father, William, died suddenly April 7. . . . Buffalo branch of Metro, "The Friendly Company," is inaugurating an exhibitors' drive during June, July and August, object being to assist the exhibitor during the summer months, which they believe will, in turn, assist them in winning the Summer championship contest. . . . Charles Boasberg, branch manager, RKO, is confined to his home suffering from a streptococcus infection. . . . Joseph P. Burke, traveling auditor, 20th Century-Fox, with his charming wife, Evelyn, arrived in Buffalo for an audit. . . . Emile (Shea's) Giffoniello is proudly displaying pictures of Jessica Dragonette.

Phil Engel, Warner exploitation department, was in town laying the groundwork for "Dr. Ehrlich's Magic Bullet" at John Carr's Shea's Hippodrome, and at the same time planning a college stunt on the coming Ann Sheridan picture. . . . Manny Woronov, city salesman, Metro, is the special representative at the "Gone With the Wind" engagement at the State, Falconer. . . . There was a huge attendance at 20th Century-Fox Night at the Variety Club and the guests are still talking about the grand time. . . . Mr. and Mrs. George Gammel, Gammel circuit, entertained film folk at a lovely supper party at their home. . . . Mr. and Mrs. A. C. Hayman, Lafayette, Strand, Cataract, will return from Florida April 20. . . . News from Metro is that they are booking their "Gone With the Wind" in the smaller situations for two and three days run during the latter part of April, May and June.

Loretta Pinkel, secretary to Advertising Accessory manager Harold Johnassen, was selected as one of the mannequins for the Catholic Charities Style Review. . . . We saw Mrs. George Gammell looking stunning t'other night. . . . Vacations at the 20th Century-Fox exchange are starting early. Evelyn Garnham was off on a two weeks' trip. . . . Ralph Maw, branch manager, Metro, returned from a New York City meeting conducted by eastern district manager E. K. O'Shea. . . . Fred Myers, Jr., Paramount's Syracuse representative, also knows what the high water is all about, having been stalled on the road. . . . Lee Gross and Alice McCarthy, Shea's Buffalo office, were noticed dining and dancing at the Statler.

Next regular meeting of the Variety Barkerettes will be held April 24. . . . George Schneller, projectionist, Lafayette, is passing cigars and candy celebrating the arrival of a new daughter, Joan Gale, born March 29. . . . Marjorie Stein, cashier, Strand, Niagara Falls, has returned to her post. . . . Al and Lydia Behling, Ellen Terry, Sylvia, made their initial trip to Film Row, after their Florida vacation. . . . Correspondence between Emmy Dickman, city salesman, 20th Century-Fox, and George Beiler, Palace, Hamburg, (now sojourning in Hollywood, Florida) is something the professors would beam over. . . . Congratulations go to Lee Gross, Shea office, who celebrated her birthday. . . . Thomas Rance, formerly, Arcade, has taken over the Cattaraugus, Cattaraugus.

20th Century-Fox convention special picked up Buffalo contingent, Sydney Samson, branch manager; George Sussman, office manager; G. Emerson Dickman, city salesman; William C. Rowell, Rochester and Syracuse salesman. . . . Pete Biffarella, Joylan, Springville; George Tooker, Glen, Watkins; Ray Pashley, Lakes, Interlaken; Max Vogel, Webster, Rochester; Jack Karp Cameo, Rochester, were in. . . . Harry Reiners, RKO New York City office, blew in and out of town one day. . . . Bob Ferguson, son of George, city salesman, Columbia, has made application to enter Canisius College. . . . Ruth, contract clerk, 20th Century-Fox, and Billy Berger, are looking very smart in their new maroon car.

Eddie Meade's office team turned back Tom Sacher's operators in a special post season bowling match with 100 majority. Other members of the winning team were Henry Fruecht, Ed Miller, Chuck McKernan. . . . If you have seen that glow on the faces of Mr. and Mrs. Val Klaiber, booker, Metro, it is because they are expecting a bundle from heaven. . . . Winnie Bischoff, cashier, Lafayette, has returned to her post. . . . Mr. and Mrs. Joe Friedman, National Screen Service, entertained 50 guests at a formal "Sweet Sixteen" party at the Variety Club in honor of their daughter. . . . Dorothy Gammel was noticed lunching at the Statler with her friend from Florida, Mrs. Morgan.

Test case to decide the legality of "Bingo" was tried in County Court recently. Corporation operating Old Vienna, Inc., of which former Mayor Frank X. Schwab is president, has been operating movies and "Bingo" games at the former Gayety and was on trial before Judge George H. Rowe and a jury on an indictment charging it operated a "Bingo" game in the theatre in violation of the state lottery laws, citing a specific date, November 20. 1939. Several patrons who were participating in the game on the date mentioned were subpoenaed and called as witnesses. George Ferguson, salesman, Columbia, who leased the picture on the date in question, was called to the witness stand and George Mackenna, manager, Lafayette, was called to testify that the picture had its first run at the Lafayette. After nine hours' deliberation, the jury was dismissed after it had announced that it was hopelessly deadlocked, with six for acquittal and six for conviction. It was later announced that District Attorney Leo J. Hagerty might possibly seek injunction proceedings in an effort to obtain a final decision in the test case of the legality of "Bingo," as operated by Old Vienna. While the trial was in session, Frank X. Schwab passed around books of matches outside the courtroom advertising "'Bango at Old Vienna' with entertainment de luxe" and "$600 cash given away free during intermission," "Bango" being the way it read on the matches.

—M. G.

Binghamton

Dave Cohen is back from Florida with a neat tan. . . . Lela Merritt, main office, and Cecily Reynolds, cashier, Strand, vacationing in Florida, claim that they like California better. . . . Carl Winters, maintenance man, Capitol recently underwent a major operation. . . . Lee O'Hara is a new addition, Capitol. . . . A unique campaign and co-operative ads were given to "Rebecca" at the Riviera by J. L. Fitzpatrick and Tom Cary. . . . Tommy Hanifan, manager, Strand, has finally completed a well arranged campaign book on "Gone With the Wind." . . . A man dressed in an awe-inspiring lead suit and terrifying mask was a smashing costume for a street ballyhoo made by sign artist, Jake Ruppenthal, at the Capitol, for "Dr. Cyclops."

Jerry Burke, manager, Star, is brushing up his golf sticks. . . . Symphony manager Harry Balin is catching up on his low blood pressure. . . . Jack Lalley, assistant booker, claims he had laryngitis. . . . Photograph of Marie Lake, Strand cashier, appeared in the local papers announcing her approaching marriage. . . . Buddy Kornblite, Suburban, promoted a full-page co-operative on "Blondie On a Budget." . . . Bud Shelton's jitterbug contest at the Enjoy proved a huge success. . . . Eddie Charlier, Capitol doorman, has mastered the Hindu magic rope trick. . . . J. L. Fitzpatrick is back at the Riviera. . . . Marion Hilsinger, main office, Strand, and Laura Getter, cashier, Symphony, are both resting comfortably at home. . . . Louis Parmley, Capitol usher, has the urge, with Jack Lake, to buy an old jalopy and travel to California.

—F. D. R.

Dunkirk

Mrs. Dalton Burgett, wife, Capitol manager, is ill with scarlet fever, and her husband is quarantined. Ed Burgett is attending to theatre operation. . . . Clyde R. Lathrop, owner, State, is in general charge of the Lakeshore Golf Club this year.

Elmira

Donald, son of Eddie Yarbrough, manager, Keeney, spent his Easter vacation in New York City. . . . Sophie Matthews replaces Mary Roe in service department, Keeney. . . . Clyde Fravel, Regent service staff, is leaving. . . . Eddie Yarbrough has rented his Keeney for one day for presentation of San Carlo Opera Company under civic sponsorship. . . . Pumps have been going at full speed at Elmira's Keeney, Regent, Strand.

NEW YORK CITY EXCHANGE LISTING

ADVANCE

630 Ninth Avenue—CIrcle 6-6765

President—Emil Rosenbaum.

Salesmen—Mike Thomas, New York and Brooklyn; Al Spector, New Jersey.

ALLIANCE

630 Ninth Avenue—CIrcle 6-6660

Vice-President—Budd Rogers.

General Manager—Arthur Greenblatt.

Salesmen—Julius Levine, Brooklyn and Long Island; Jack Farkas, New York City and Upstate; Sidney Hess, New Jersey.

Booker—Louis Solkoff.

COLUMBIA

630 Ninth Avenue—CIrcle 6-0900

District Manager—Nat J. Cohen.

New York and Brooklyn Supervisor—Saul Trauner.

New Jersey, Upstate, Long Island Supervisor—Irving Wormser.

Office Manager—Edward Helouis.

Salesmen—Jack Sokoloff, Brooklyn; Moe Fraum, New Jersey, Upstate; John Wenisch, New Jersey; Seymour Schussell, Long Island, Upstate.

Bookers—Sam Feinblum, Head Booker; William Katz, Brooklyn; Jack Safer, New Jersey; Gilbert Fillet, Upstate, Long Island; Ira Michaels, city.

HOFFBERG PRODUCTIONS, Inc.

1600 Broadway—CIrcle 6-9031-32

President—J. H. Hoffberg

Sales Manager—Oliver Unger

Salesmen—Irving Grossman, Robt. Snyder.

Booker—Walter Klee

MERIT PICTURES CORPORATION

630 Ninth Avenue—CIrcle 6-0271

Manager—Otto Lederer.

Salesman—Jerome Wilson.

Booker and Office Mgr.—Etta V. Segall.

METRO

630 Ninth Avenue—CIrcle 6-6200

District Manager—E. K. O'Shea.

New Jersey, Long Island, Upstate Manager—Ben Abner.

New York, Brooklyn Branch Manager—Jack Bowen.

Office Manager—Harold Goldgraben.

Salesmen—Harry Miller, Brooklyn; Howard Levy, New York City; Lou Allerhand, New Jersey; H. L. Ripps, Long Island, Upstate.

Bookers—Eddie Richter, New Jersey; Moe Rose, New York City; Johnny Cuniff, Brooklyn; Al Arnswalder, New Jersey; Harry Margolis, Upstate, Long Island.

Head Booker—Robert Ellsworth.

MONOGRAM

630 Ninth Avenue—CIrcle 6-8886

Branch Manager—Joseph J. Felder.

Office Manager—Sol Kravitz.

Salesmen—Irving Landes, Upstate and New Jersey; Charles Penser, Manhattan, Bronx; Ben Schwartz, Brooklyn, Long Island.

Booker—Sol Kravitz.

NATIONAL SCREEN SERVICE

630 Ninth Avenue—CIrcle 6-5700

Salesmen—Harold Bennett, Joe Friedman, Jack Judd, L. George Ross, Henry Reiner, Louis W. Vogel, Arnold Cohen, Charles Ost, Stanley Neal, Herman L. Booth, E. Feldberg, A. J. Edman.

PARAMOUNT

331 West 44th Street—CIrcle 6-6160

New York State District Manager—Milt Kusell.

Brooklyn Branch Manager—Henry Randel.

New York Branch Manager—Myron Sattler.

New Jersey Branch Manager—Edward Bell.

Salesmen—Ted Aber, Max Mendel, Brooklyn; Irwin Lesser, Jack Tuohy, New York; Herbert Kaufman, Albert Gebhardt, New Jersey.

New York Bookers—Kitty Flynn, Nat Stern, Irving Baron, Victor Bikel.

Brooklyn Bookers—L. Bergson, Sam Lake, Ruby Greenberg.

New Jersey Bookers—Jack Perley, Seymour Berkowitz, Richard Magan.

PRODUCERS DISTRIBUTING CORP.

630 Ninth Avenue—CIrcle 6-8866

Eastern District Manager—Harry Rathner.

Salesmen—Bert Kulick, Melvin M. Hirsh, Sidney Kulick, Larry Kulick.

Booker—Larry Kulick; assistant, Dora Fried

RKO

630 Ninth Avenue—CIrcle 6-4700

Branch Manager—R. S. Wolff.

Assistant Manager—F. L. Drumm.

Sales Manager—Phil Hodes.

Salesmen—Jack Ellis, New York City; Louis Kutinsky, Ed Carroll, New Jersey; John Dacey, short subjects; Harry Zeitels, Long Island, Upstate.

Bookers—F. Laurie, New York City; Jean Slade, Brooklyn; D. Post, Long Island, Upstate; H. Silverman, New Jersey.

REPUBLIC

630 Ninth Avenue—CIrcle 6-0760

Exchange Head—Herman Gluckman.

General Sales Manager—Morris Epstein.

Office Manager—Sidney Picker.

Salesmen—Anthony Ricci, New Jersey; David Black, Brooklyn; Dave Sohmer, New York City; Robert J. Fannon, Long Island, Upstate.

Bookers—Jen Dennett, Anna Plisco, Pearl Goldstein.

SACK AMUSEMENT

723 Seventh Avenue

In charge—Lester J. Sack.

SYNDICATE

630 Ninth Avenue—CIrcle 6-8866

President—Melvin Hirsh.

Salesmen—Bert Kulick, Larry Kulick, Sidney Kulick.

Booker—Larry Kulick.

TIMES PICTURES

630 Ninth Avenue—CIrcle 6-0980

Managers—Moe Kerman, Dave Rosengarten.

Salesmen—Harry Goldstone, New York; Lenny Rosengarten, Brooklyn; Morris Cohen, Jersey.

Booker—"Dixie" Birstein.

TREO FILM EXCHANGE

630 Ninth Avenue—CIrcle 6-4724

Ben Levine.

20th CENTURY-FOX

345 West 44th Street—CIrcle 6-6700

Branch Manager—H. H. Buxbaum.

Sales Manager—J. J. Lee.

Office Manager—Moe Sanders.

Salesmen—Moe Kurtz, New Jersey; Seymour Florin, Upstate; J. St. Clair, Long Island; Willie Schutzer, Brooklyn; Abe Blumstein, New York City.

Bookers — George Blenderman, head booker; Al Mendelson, New Jersey; Lou Kuttler, New York City; Pete Fishman, Brooklyn, Long Island; Norma Bernstein, newsreels.

UNITED ARTISTS

630 Ninth Avenue—CIrcle 6-5480

District Manager—Charles Stern.

Branch Manager—Clarence Eisman.

Assistant Branch Manager—Nat Beier.

Office Manager—Eddie Mullen.

Salesmen—Sam Rifkin, New Jersey; Dave Burkan, New York City; S. Stern, Brooklyn; Larry Brown, New York State.

Bookers—Herb Richek, Ben Levine, Tony Agoglia.

UNIVERSAL

630 Ninth Avenue—CIrcle 6-4747

District Manager—A. J. Herman.

Branch Manager—David A. Levy.

Sales Manager—Max Cohen.

Assistant Manager—Nat Goldberg.

Salesmen—Ben Price, Bronx, New York City; Phil Winnick, New Jersey, Staten Island; Jules "Sonny" Liggett, Upstate, Long Island; Harry Furst, Brooklyn.

Bookers—Sam Phillips, Harold Weisenthal, New York City; Leo Simon, New Jersey; James Cummings, Brooklyn, Long Island.

WARNERS

315 West 44th Street—CIrcle 6-1000

District Manager—Edward M. Schnitzer.

Metropolitan Manager—Sam Lefkowitz.

Supervisor Brooklyn—Harry P. Decker.

Supervisor New York City—Leo Jacobi.

Supervisor New Jersey—Gus Solomon.

Supervisor Long Island and Upstate—Irving Rothenberg.

Office Manager—S. Macomber.

Short Subjects Sales Supervisor—

Salesmen— , New York and Brooklyn; I. Rothenberg, Upstate, Long Island and Brooklyn; New Jersey.

Bookers— , head booker; Max Fried, Upstate and Long Island; Dan Ponticelle, New Jersey; Peter Saglembeini, New York; Al Blumberg, Brooklyn. P. Levine, non-theatrical.

WORLD PICTURES CORPORATION

729 Seventh Avenue — MEdallion 3-2943

President—Irvin Shapiro.

Sales Manager—Archie Mayers.

Asst. Sales Manager—Ed Barison.

Booker—Ann Litman.

The material which appears in these columns is gathered for THE EXHIBITOR by a hand-picked and well-paid staff of news men in and about the cities represented under separate headings. These men are constantly in touch with each local situation and this accounts for THE EXHIBITOR appearing first with such local doings.

In response to many inquiries which have reached this department, this material is not copyrighted, which probably explains why some of the material finds its way at later dates into contemporary publications.

It is the opinion of the editors of this publication that while news may be copyrighted, ability (which is far more important) cannot be. This explains why we ignore the first and value the second.

Gloversville

Schine Home Office News

Miss Helen Phelan, private secretary to Harold F. Sliter, is on the sick list. . . . John A. May, Schine comptroller, is back from a trip through the Maryland territory. . . . Artie Newman, RKO's eastern manager, was in for a conference with George V. Lynch, as were Bert Stern, United Artists, Cleveland, and Sid Lehman, United Artists district manager, Buffalo. . . . Jack Armstrong, Salem China Company, Salem, Ohio, was in for a talk with H. F. Sliter. . . . Chief film buyer Lynch and Snappy Sliter taking a great deal of kidding over their new Spring headgear, the red band on George's hat bringing the warning that he should keep out of pastures where any bulls might be grazing. . . . E. Douglas Leishman is back from his vacation in Florida, receiving many thanks for the crate of oranges he sent northward.

—J. B.

Hornell

Jimmy Macris, manager, Warners' Jamestown district, past four and one-half years, resigned as manager of the Strand, Hornell, to accept a position with a Wellsville concern. . . . Bill Leggiero, manager, Steuben, Strand, was in general charge of the annual Warner Club party April 9. Joe Armella was in charge of entertainment, assisted by Margaret Dealy, Angie Johnson. Others assisting included Bill Maloney, Nick Julian, George Price, Jack Donelly, Bill Treshy, Ken Harold, Warren Lehman and Leo Doctor. Attending also were Elliott Hazen, Bill Switzer, Lyn Blackner, George Griffing, Edna Watt, Joe Whitman, George Hartman, Jack Bogardus, Ed Hartman, Don Moretti, Tony Galezzo, Jim Macris, Clarence Price. C. L. Hollister, Babcock, Wellsville, was a guest.

Jamestown

Al Beckerich, formerly at the Palace, is now handling the booking of several stage shows. . . . Allen Newhall, Palace, spent a few days in Elmira and Hornell. . . . Office staff is saying "many thanks" for the lucious Florida fruit that Ralph Crabill distributed.

Manny Woronov, Metro salesman, Buffalo, was in working on "Gone With the Wind," State. . . . Ralph Crabill, district manager, Warners, returned from fishing-vacation trip to Florida. . . . Mrs. Nafsica Macris, owner Temple, Wellsville, stopped in to see friends. . . . Pete Grafiades, Allegheny Theatre Corporation, Olean, was a visitor. . . . Ruth Kelley, district office, attended the Sportsman's Show, Buffalo.

Medina

Betty Board, cashier Diana, resigned. Ann Ferri replaces.

Mount Vernon

Four co-ops were had by Loew's George Miner and Nat Slater, on "GWTW."

New Rochelle

Loewmen Jim Grady and Al Nemerov had nine corking co-ops on "GWTW."

Ossining

Local Victoria put on quite a campaign for "The Blue Bird." It sponsored a coloring contest in local schools with tickets for the show as prizes and made much of the fact that film was same as presented on Broadway, but at regular prices. It also had the Better Film Committee of Ossining Women's Club endorse film.

Contributions from kids entering contest were really elaborate, with paint and silver and gold being applied as well as crayons. A jeweler in the locality had his ad on the back of the contest blank containing the drawing.

Rochester

Clayton S. Cornell, manager, Rialto, East Rochester, staged a spring fashion show. . . . Schine houses give comics books to kid patrons at Saturday matinees. . . . Mr. and Mrs. Ben Belinson, Little, are taking month vacation at Myrtle Beach, S. C. House manager Winfield Thompson runs theatre during their absence. . . . Charles Kurtzman, new Loew's district manager, was in making his first Rochester visit. . . . Mrs. Louis Levitch, wife of the manager of the Riviera, is back from the hospital. . . . Little, less arty than formerly, draws from all classes with single features and higher prices than other subsequent runs. . . . J. J. Armstrong called on Schine City manager "Bud" Silverman. . . . George David, D. and C. film critic, spent a week in New York City seeing shows and interviewing picture celebs.

Mildred Lighthouse, cashier, Little, spent a week end in Buffalo. . . Ben Neivert is looking at new cars. . . . Jay Golden, RKO Palace, and William Cadoret, city manager ,visited the home office to arrange bookings and discuss problems. . . . Manager Windy Thompson, Little, tied in with Rochester Pilots' Association as boost for "Lion Has Wings." . . . Rochester theatre managers will have special table at 50th anniversary banquet of Central Trades and Union Council April 25. Mike Mungovan, Stagehands, chairman of celebration cracked: "We aim to be nice to the managers one day out of the year." . . . Al Lebowitz, Embassy, books in a stage show to interrupt four-day-a-week Italian pic policy.

—D. R.

Syracuse

Manager Jack Roe, Turn Hall, used "Cloistered" during Holy Week to good advantage by having the picture endorsed by the priest of the local parish and running priest's picture and story in the Italian language paper. The Catholic Sun and both daily papers ran stories and gave the picture a plug.

We miss those meetings at the Hotel Syracuse and wonder if this spring weather won't start the independent theatre owners feeling the urge to get together again for the luncheons. . . . We're almost willing to bet that Lou (I promise you) Leiser will back down. . . . . Wonder how Jimmy Spear enjoyed the lunch at a recent party. . . . Jack Karp believes that roller skating should be held in rinks. . . . Al Gilbert is using comic books as the enticer for kiddies at the Avon Saturdays.

Phillip Thomas Rossomando asked for a fancy trimming on his new car. Jack Kerly saw that he got it. . . . Notice to George Brown and Manford Pickrell: Jack Meaney's p.a. system at Recreation alleys is working fine. . . . There is a new steel desk at 505. . . . Wanted: All members of Local 376 to try out the new cars of "Horsewegotchie" and Jack Kerly. . . . George Phillips wishes the ice will go out of the lakes so that he can take Rap Meriman fishing. . . . Wonder what kind of doubling Eddie Cummings is doing at the Empire? . . . Too many film markings often run into Christmas seals. . . . "Bennie" Coates hopes the birthday presents will not come COD. . . . If Fred Donahue gets enough nickels out of the music box he is thinking of taking a vacation.

Note to Frank Murphy: Ruth Bolton is an accomplished organist, but don't give her a tin cup. . . . Jimmy O'Brien is another one who can get bent fenders. . . . Its reported that Charles Martina was injured in auto accident near Auburn and returned to home in Albion. . . . Harry Joslyn, Sr., was seen in the lobby admiring his displays. (They are good, Harry.) . . . Mitchel Fitzer is using merchandise as door prizes at Rivoli Thursday nights. . . . Den Haese and Company is investigating those small loans of the Bill Doss outfit. . . . "Booknights" have been started by Rap Merriman, Franklin, and Lou Byer, Hollywood.

Syracuse Scenery and Stage Lighting Company (George E. Robertson and George Steves) furnished lighting equipment, portable switchboard and drops for the New Empire. . . . Carl Henry is in doubt about raising capons. . . . We seem to run into Harry Burges, Jr. . . . Spring is really here; the Unterfort coonskin has disappeared. . . . Lynn Goff is really mowing them down on the alleys. . . . "Soft wood" Phil threatens to take his ball if "Red" doesn't keep quiet. . . . We understand Max Rubin has some fine promotion stunts up his sleeves. . . . Glad to see the ice has finally gone from in front of Sid Grossman's Elmwood.

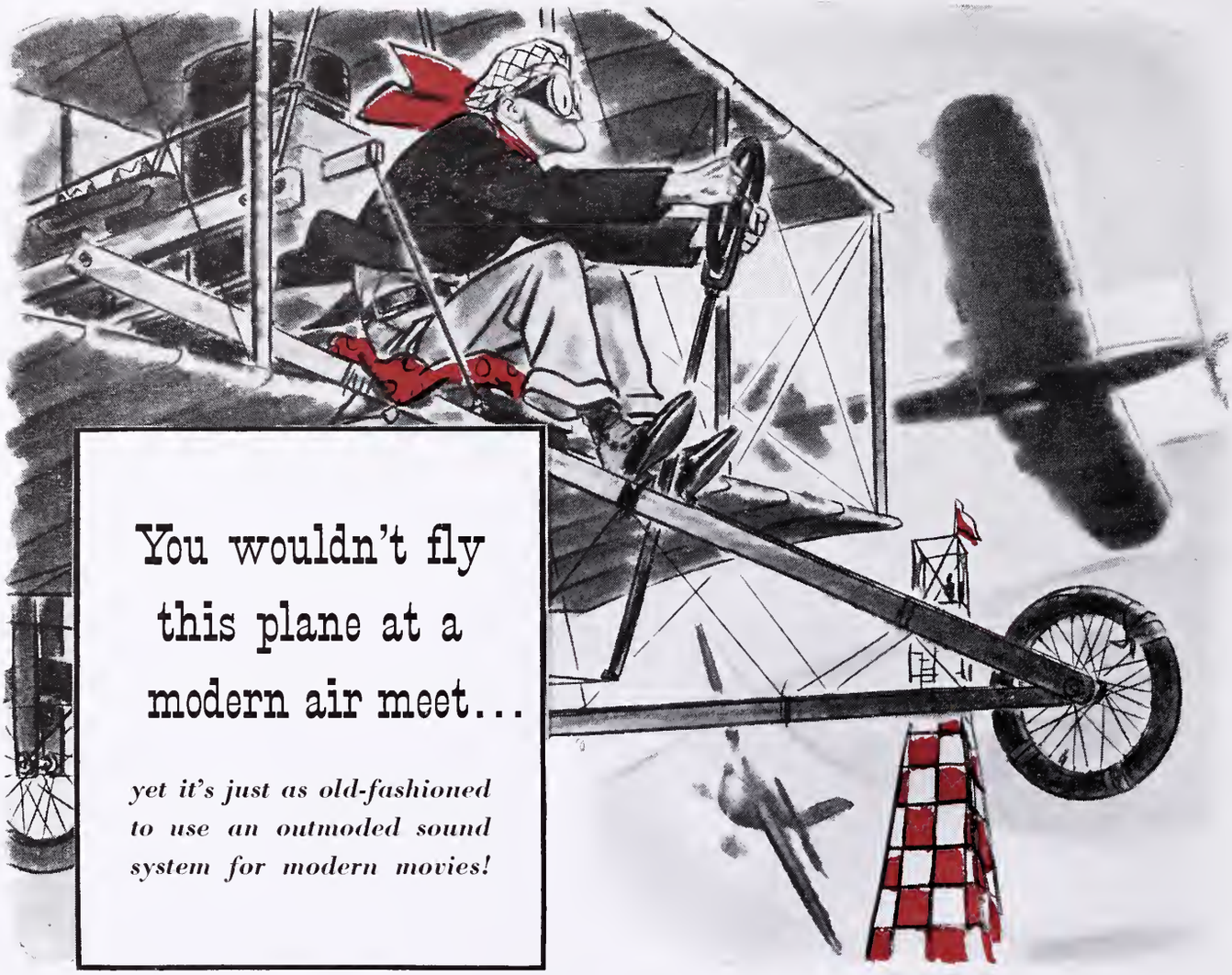
We expect to call on Frank Allen most any time now at his Solvay. . . . Big name bands and vaude are drawing crowds to Salina Street. . . . We have missed those two jovial connivers, Seeley and Wilcox, lately. . . . That new station wagon with the I. A. emblem should be a great help to the two Georges. . . . Final answer to Fay Woodford, we understand, was "No Sale." . . . Martin Wazlohowski finds that drilling slate is something different again.

—J. J. S.

BETTER MANAGEMENT

A MONTHLY SECTION DEVOTED TO THE PHYSICAL THEATRE
ITS DESIGN, CONSTRUCTION, REMODELING, EQUIPMENT,
SUPPLIES, MAINTENANCE, AND MANAGEMENT.

APRIL, 1940
VOLUME III NUMBER 4



BE PROFIT-WISE! MODERNIZE WITH RCA PHOTOPHONE MAGIC VOICE OF THE SCREEN!

It's the only movie sound equipment with Rotary Stabilizer plus Shock-proof Drive! Is available at low cost to theatres of every size!

In this age of sound, movie-goers have sharp ears. They lay their cash on the line to *listen* as well as look. And that's why Hollywood studios spend fortunes on sound recording equipment.

Without spending a fortune, you can greatly stimulate your takes by stimulating your sound with this new RCA Photophone Equipment.

The new Magic Voice of the Screen was specifically designed for true reproduction of modern movie sound. It is the good sound you need for good box-office. There are models and prices for theatres of every size. Get full details today from your RCA Photophone representative.

Better sound means better box office—and RCA Tubes mean better sound

Only the New Magic Voice of the Screen offers all these Features!

Constant film speed is assured by famous RCA Rotary Stabilizer! This new Magic Voice also offers you new styling, new protection, new convenience, new added reserve power and many other outstanding features!

• • •

RCA Photophone's service organization has a low cost theatre service plan in which you'll be interested.

RCA **PHOTOPHONE**

MAGIC VOICE OF THE SCREEN

MAGIC VOICE of the SCREEN

RCA Manufacturing Company, Inc., Camden, N. J. • A Service of the Radio Corporation of America

Of Particular Interest

•

COURTESY AND CONTACT BETWEEN PATRON AND STAFF IS A MOST IMPORTANT GOAL TO BE ACCOMPLISHED ..... PAGE 5

By WILLIAM DELAIET, whose observations are recorded by LEWIS S. MENTLIK

GOOD SERVICE PAYS DIVIDENDS... PAGE 6

PICTURING THE NEW IN THEATRES ..... PAGES 9-16

WESTWOOD THEATRE, CINCINNATI, OHIO
TELENEWS THEATRE, CHICAGO, ILLINOIS
ROCKET THEATRE, ROCK ISLAND, ILLINOIS

SMPE PAPERS ..... PAGE 18

SELLING FEATURES ..... PAGE 22

RECENT INSTALLATIONS ..... PAGE 23

•

BETTER MANAGEMENT

VOL. III, No. 4 APRIL, 1940

• IT SEEMS TO US

MORE THAN ONE EXHIBITOR has called the attention of this department to the fact that the insistence of the projectionists unions in having a booth man on hand whenever the regular service company services the equipment, with the resulting overtime charge, is an example of needless expense. The exhibitors admit that when the service man can do the job during regular hours, the projectionist allows him to, but there are cases where the work can only be finished outside of the regular time. They inform us that servicemen belong to the unions, too, in most cases.

It seems to us that there should be some middle ground in which the unions and the exhibitor can both be happy. The service companies naturally are in the middle of things. Their solè concern is seeing that the mechanisms run perfectly.

Perhaps some of our readers have some thoughts on the subject.

INASMUCH AS this issue is devoted, in part, to contact between patron and theatre staff, we do think that the observations of a theatre cashier in a fair-sized eastern town should be recorded:

"I think it is nicer to be a cashier in a friendly neighborhood than a downtown first-run. For instance, someone is always bringing me a Coca-Cola, or a rose, or passing a few pleasant remarks. Why there's an 11-year-old boy who comes by nearly every night and wants me to make a date with him."

We do not have any PERSONAL PROBLEMS department but we do hope that the cashier was able to solve this one.

• THE COVER THIS MONTH

SERVICE IS WHAT THE PUBLIC WANTS. Here may be seen manager Alec Hurwitz, M. and P. Strand, Taunton, Mass., (fourth from left) and his staff, including, from left to right, usher Ralph Ricketson, usher Ralph Cotter, cashier Elizabeth Lyons, usher Raymond Harwood, and head doorman Raymond Auclair, all of whom are not only well-trained but conscious of the part service plays in the modern theatre. They are but one of the many thousands of house staffs who know their jobs.

One "Booking" that's paying

Big Returns

AMERICAN
Bodiform
RESTFUL CHAIRS

1940 American Bodiform Chairs with the ultimate in comfort —Foam Rubber over spring-arch seat construction installed in the Harper Theatre, Detroit, Michigan.
Wisper & Wetsman, *Owners* • Charles N. Agree, *Architect*

YOUR good judgment tells you to book the sure-fire hit pictures. Do the same when buying theatre seating. "Book" the seating that brings BIG RETURNS—*American Bodiform Chairs.*

Theatre owners from coast to coast acclaim their greater beauty and comfort. They're enthusiastic about the automatic three-quarter safety fold, the unique, easily replaceable seat and back covers and the compact design which allows closer row spacing.

Let us prove to your entire satisfaction that American Bodiform Chairs are today's best theatre chair investment. Don't buy any theatre seating until you've seen the Bodiform.

American Seating Company
GRAND RAPIDS, MICHIGAN
Pioneers and pacemakers in theatre, auditorium, school, church, stadium and transportation seating • *Branch Offices and Distributors in Principal Cities*

Courtesy and Contact Between Patron and Staff Is a Most Important Goal to Be Accomplished

Says William DeLaiet

Treasurer and Director of Uniformed Employees, United Artists Rivoli, Broadway, New York City

As Told in An Interview with Lewis S. Mentlik

PERHAPS this is somewhat of a far-fetched analogy, but selling seats at the United Artists' Rivoli is a problem quite similar to that faced by the salesmen whose job it is to sell clothing retail right in the heart of the wholesale garment district. The retail outlets have plenty of customers for the simple reason that most people like their service with a heavy coating of sugar.

On New York's Great White Way, exhibitors aren't giving away films wholesale. However, they are giving away first-run major product plus "name" stage shows for prices as low and lower than those plastered above the cashier's cage at the Rivoli, where the show consists of one major first-run picture and a couple of short subjects. Consider for a moment the competition faced by the Rivoli (price scale: 35 to 99 cents)—Radio City Music Hall, Roxy, Paramount, Loew's State, Strand, and the numerous grinds offering duallers at bargain prices. That's an imposing lineup of opposition to buck and the keyword of the Rivoli in so bucking is "Good Pictures and Good Service."

LIKE "Old Man River," the Rivoli just keeps rolling along, sometimes hitting top grosses and at other times just clearing the nut. With all that "wholesome competition" around, it seems that the credit must fall to the management. We decided to find out by firing questions at William De Laiet, the theatre's treasurer and the man who hires and fires all the men in uniform. What follows are our questions and Bill's answers—verbatim and rehashed.

STRICTLY PERSONAL

William DeLaiet is one of those get-ahead fellows who started from the bottom of the theatre business as an usher at the old Broadway Rialto and is now treasurer as well as the man who hires the help at the United Artists' Rivoli, one of Manhattan's leading film showcases.

About 10 years ago, when Paramount-Publix still owned both the Rialto and Rivoli, DeLaiet moved to the 2,100-seat Rivoli as an usher. Progressively, he has moved up to assistant chief usher, chief usher, assistant treasurer, and, now, treasurer.

A good-loking gent, always on the job garbed in impeccably neat dinner clothes, DeLaiet is also a family man. He's married; is the father of one child—a boy; and lives across the Bay in Staten Island.

DO YOU HAVE A SPECIAL TRAINING SYSTEM FOR YOUR USHERS?

"Training the ushers to a point of perfection. The instructors are provided with an outline listing the various duties, assignments, the fundamentals and necessity of physical drill, and contact with patrons. All ushers are given a training period of one week during which time they study their manuals, and otherwise learn their jobs."

WHAT PAINS ARE TAKEN TO IMPRESS THE PATRON WITH THE EFFORT THE HOUSE IS MAKING TO GIVE HIM THE BEST POSSIBLE SERVICE?

"Because we are selling only pictures and not a combination of pictures and vaudeville as does our competition, we have to emphasize courtesy and service at all times. Therefore, we go out of our way to impress the patrons with the faultlessness of our staff."

DO YOU USE ANY SPECIAL DEVICES, IE. CALL DOCTORS, CHECKING, ETC.?

At this point, DeLaiet explained how doctors leave their cards and their seat numbers for immediate calls. The "miscellaneous" section of the instructors' outline lists such items as "Lost and Found," "Emergency Cases," "Handling of Morons," "Broken Heels," "Smoking Privileges," etc.

ARE THE USHERS INSTRUCTED TO "DRESS THE HOUSE" OR TO ALLOW PATRONS TO SIT WHERE THEY WISH?

"The only time ushers do not ask the patrons where they want to sit is occasionally in the balcony. This is not intended to "dress the house," but rather to keep the flow of people from interfering with those already seated. People wishing to sit in the orchestra are led to any part of the floor they prefer.

DOES YOUR SERVICE STAFF HAVE ANY INCENTIVE FOR PROMOTION?

It's about the same in most places. Keeping a job and eventually getting advanced depends on the individual. We used to have staff competition, but now each boy has to depend on himself. The Rivoli has a standing staff of 18 men in uniform and that group is augmented by an additional 14 or 18 men during the first week of a new picture. The set staff is kept on its toes trying to outshine the contingents and the part-timers are wideawake in an attempt to wrest a steady job for themselves. As a matter of fact, I worked up from an usher and practically everyone out of uniform here was once an usher."

WHAT ADVANTAGES IN THE MATTER OF SERVICE DO YOU THINK YOUR HOUSE HAS AGAINST OTHERS?

"I guess we just seem to be closer to the boys. Although the staff, while on duty, may appear stiff and formal, there is a mutual respect existing between the men, management, and executives. The chief of each staff gives his men a 'pep' talk before they go on detail. We hold a service meeting at least once a week and there's a fire drill every other Sunday."

DO YOU BELIEVE A THEATRE, HANDICAPPED IN RUN, CAN OVERCOME THIS HANDICAP IF THE SERVICE AND SURROUNDINGS ARE OF THE BEST?

"Not facing any clearance problems as they do in neighborhood houses, we however have something similar in the matter of competing against the vaudeville shows I mentioned before. And, as I said before, you'll get the business if you combine good pictures with outstanding service."

ARE ANY SPECIAL WINTER AND SUMMER SERVICES USED TO IMPRESS THE PATRONS?

"Well, in the winter, the ushers and pages are kept busy brushing the snow off the patrons' coats. When it rains, the doorman meets all cars and cabs with an umbrella. Inside the theatre, air conditioning keeps the temperature always between 72 and 78 degrees—warm in the winter and cool in the summer. The doorman always helps theatregoers out of cars and cabs."

IN THE CASE OF OVERFLOW BUSINESS, ARE ANY SPECIAL MEANS USED TO KEEP STANDEES AMUSED OR PLEASED WHILE WAITING?

"Because we don't have overly long shows, we aren't faced with that problem as acutely as the vaudeville houses. The staff keeps the overflow well in hand and there is very seldom a wait longer than 20 minutes."

WE thanked Bill DeLaiet for answering our barrage of queries, and on the way out, we glanced at the ushers. Suddenly there popped into our mind an idea to start a campaign to publicize something to the effect of "as straight as a Rivoli usher" instead of the "Roxy" tag so often utilized in that simile.

GOOD SERVICE PAYS DIVIDENDS

A leading metropolitan circuit allows us to reproduce the rules which guide the house staffs of its many theatres.

GENERAL RULES

Employees should always remember every patron is a personal guest.

Do not chew on duty. Take pride in your appearance, both off and on duty.

Remember that you represent the theatre while you are employed and the company you work for at all times, whether on or off duty, and conduct yourself so that it can be proud of you.

Report to the manager any unusual occurences of any nature, regardless of how unimportant such occurences may seem to you.

List comments from anyone in your theatre, the programs played, particular pictures patrons would like to see, any condition, favorable or unfavorable, and report them to manager.

Never raise your voice. Always speak softly and courteously.

Handle all routine, exchange tickets, etc., in the proper manner so there can be no question about your honesty.

Be thoroughly familiar with the current program playing in your theatre, the time each feature or short subject goes on the screen and is finished. Know the stars in pictures you are playing. Know the big pictures that will be shown in your theatre soon and know in detail the next program to play your theatre.

It is compulsory to attend regular house fire, and safety drills.

MANAGER

It is the manager's duty to merchandise his pictures, operate his business in the proper manner, and establish and maintain an efficient and courteous staff.

A manager must be in his theatre at least one-half hour before opening time, open and close the theatre and be on the floor during hours theatre is open. However, in theatres which have continuous shows, while manager is away for meals, the assistant or head usher will assume charge of floors until manager returns which should be no later than 7 P. M. in evening.

Manager will set example in neatness and in appearance. Wear dark clothes or Tuxedo during winter months, light coat and proper apparel during summer months. White shirts, where possible, should be worn at all times. Be clean shaven. Nothing will mar your appearance more than poorly kept teeth. A bad breath is offensive to anyone and, most of all, your patrons. If you must eat vegetables or other food which has an objectionable odor, never do it before going on duty at your theatre. Set the proper example to your employees in your own dealing with patrons and citizens of your community.

TELEPHONE OPERATOR

In the case of smaller theatres, the telephone operator is usually the cashier.

The phone should be answered "——— Theatre, good afternoon" or "Good evening," etc. The operator is usually asked what is playing and the schedule of the show. She should have a copy of the schedule next to the phone to be able to give a clear, concise and polite information at all times. Remember that a voice can smile the same as a face.

CASHIERS

When choosing cashiers, make sure they are neat, attractive and possess a pleasing personality. They should not use too much make-up nor wear eye-attracting jewelry. When on duty, they should not chew gum, eat or drink in the box office. The box office should be kept neat and tidy—shelves neat and clear. There should be no display of large amounts of money in the box office.

The girls should be pleasant and polite at all times and should always say "thank you" to patrons buying tickets.

Cashiers should follow the rules and regulations set down by the auditors in conducting the business in the box office.

Another important item for cashiers to avoid is to have reading material in the box office. At no time should the girl be reading a book, newspaper or magazine while on duty in the box office.

When friends or other employees linger around the box office, the cashiers should not carry on a conversation not pertaining to business. All personal conversations are taboo while on duty.

Watch your appearance, be neat, clean and attractive. S M I L E.

DOORMEN

Basically, a doorman's job in each theatre is to take the tickets at the door. However, his duties are varied in each individual theatre. He must be able to use tact and diplomacy at all times as the door is the place where most disputes take place in the theatre.

It is preferable to have a doorman go through the ushers' training and to be on the floor as an usher before he is placed on duty on the door. He must be taught how to stop patrons with an insufficient amount of tickets, how to stop young people who have children's tickets instead of adult ones, how to explain to parents that a child is too old to pass in with a child's ticket, that even children must have tickets.

He should have a schedule of the running times of the show and be able to give polite information on the show at all times. He should know how to announce on the walk and what phrases to be used, what is to be said during standing room conditions and what definite phrases are to be used to patrons.

He must keep a check on the outside house lighting, marquee, roof signs and all illumination used during the day and evening. Any irregularity should be reported immediately to the chief of service.

He should, under no circumstances, speak to the cashier while on duty unless it is purely a matter of business. No conversations are to be held in front of the theatre that do not pertain to the business at hand.

He must not keep any stubs in his hand, but deposit them immediately in the box. Also, he should say "thank you" upon returning the stubs to the patron. Remember nothing makes patron feel so at home as a friendly greeting from the doorman. Be polite and courteous and, above all, be sure that your friendly greetings are enthusiastic and sincere.

USHERS

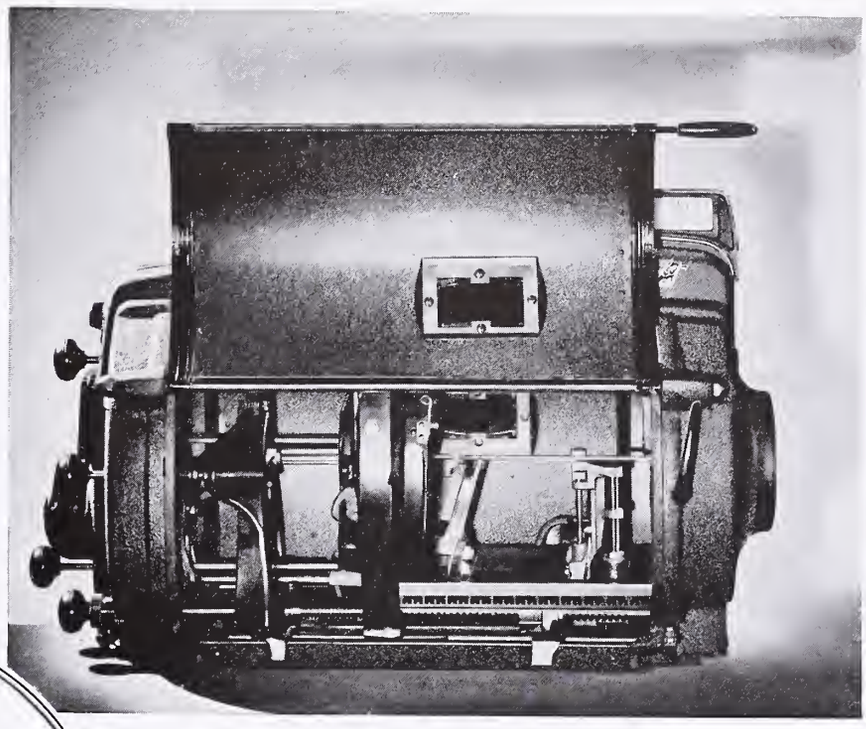
INTELLIGENCE: The first thing to be determined in an applicant is intelligence. It is hardly possible to give each applicant an intelligence test, so the employer must judge according to what he sees fit in deciding on the relative mental capabilities of the applicant.

APPEARANCE: An usher at all times on the floor should be neat and well groomed. He should be at least five feet 10 inches tall, if possible, clean shaven, with clean hands and face, finger nails trimmed and clean, hair combed neatly, shoes shined and clothes pressed and neat. If the applicant is untidy when applying for a job, it is a fair indication that he is naturally untidy and careless of his appearance. His face should not be repulsive.

WILLINGNESS: It is possible, by noting an applicant's attitude in applying to judge whether or not he is willing to

(*See page* 8)

Theatres that pride themselves on efficient service are usually successful. They have found out that the proper contacts between staff and patron go a long way toward building a house's reputation. On this page may be found some rules that every theatre employee should read.



THIS IS THE LAMP

• • • that is putting high intensity projection lighting within the reach of moderate size theatres heretofore restricted to the use of low intensity lamps, because the operating, if not the original cost, of the earlier high intensities has been prohibitive.

The New 19000 Series

Simplex HIGH

is a low cost, direct current projection arc of intermediate capacity designed especially for theatres of up to 800 seats and using screens as large as 18 feet in width.

Although the Simplex High projects twice as much light as the low intensity the over-all operating costs are only slightly higher, because this new arc operates at only 27 volts as compared to 55 volts in the low intensity, and each 14-inch 7 m.m. suprex positive carbon burns for at least two hours.

This Simplex High projects the snow white light characteristic of the high intensity arc which is so necessary to the projection of colored pictures.

Distributed by

NATIONAL THEATRE SUPPLY CO.

—Branches in Principal Cities

work. Some boys apply just to have a job to make them a few extra dollars each week. Most do not realize that they have a chance to advance in this business. An attitude of willingness to learn and work is a prime necessity for an usher.

POISE: This is another important requisite in picking ushers. A boy may qualify in every other detail, but he may not be able to walk correctly. He may be one of those ungainly, loose-limbed, gangling boys who are awkward and will make an awkward appearance. Each boy must have the ability to walk, stand and be snappy in his posture. One boy out of line in poise will practically ruin a service staff in its appearance.

GENERAL RULES—USHERS

Be careful in your treatment of all patrons and extend friendly welcome to your patrons both leaving and entering the theatre and extend courteous service.

for 20 years.

• we have designed and installed, directly or indirectly, lighting fixtures in theatres, hotels, churches and homes in the United States as well as in other parts of the world.

IT DOES NOT cost any more to design to order than to buy stock merchandise; we give it the individual touch that goes for good showmanship.

WE WILL BE PLEASED to have the opportunity to solve your lighting problem.

CHAS. J. WEINSTEIN & CO., Inc.
will now be known as

Charles J. Winston & Co., Inc
IMPORTERS AND MAKERS
Distinctive Lighting Effects
2 WEST 47TH STREET
NEW YORK

Never talk back to a patron no matter how they abuse you.

Never use a flashlight in such a manner that it will attract the attention of the patrons and detract them from what is happening on the screen. Keep the flashlight pointed to the floor at all times.

Noisy babies are a problem and you must be very diplomatic but yet accomplish your purpose in quieting such disturbances without offending anyone.

Know your hand signals and use them so that your work can be accomplished with no disturbance whatever.

Know exactly what to do in case of emergency.

Report immediately to the manager defective sound, defective light or screen, poor ventilation, insufficient heat, petting parties, etc.

Do not visit with friends, acquaintances, employees or patrons or allow them to loiter near your station.

Ushers must be taught to give special service to the aged, children and particularly women with children in their arms, not to get too far in front of patrons being shown to seats, and not to turn off the flashlight until the patron is seated.

When it is necessary to ask a patron to come to the stage, he should be ushered from the time he leaves his seat until he has returned.

Don't flirt with the young lady patrons even if they are receptive to flirting or invite it.

Don't have a bad breath.

Learn your time schedule of shows daily.

Never accept a tip.

Ushers must know at all times how many available seats there are in their section.

An usher at all times should be able to use common sense. He must realize that something different happens every day. Some situations develop each day which have never before occurred. He must learn that common sense and self-reliance are important factors in being an usher. Every rule is subject to conditions and alterations some time during operations. At these times, judgment must be used. If a situation cannot be handled by an usher, his superior must be found immediately.

MATRONS

Matron should present herself in a manner of a hostess helping with package, outer clothing and try to make patron confortable. Take very good care of children, see that they sit in proper place and behave. Have a schedule of the show ready. Never argue with the patron. Speak only when spoken to, in a quiet and gentle manner. Refer all complaints to the chief of service.

Know all first aid instructions and where to go for supplies. Keep a needle and thread on hand at all times. See that towel containers and soap containers are kept filled. See that waste receptacles are clean and all bulbs are lit. Any irregularities should be reported to the chief at once. Always be in the ladies room at the break. Do not engage in lengthy conversation with other employees. If patron enters the ladies room with a small boy, use discretion in handling the situation. If necessary, offer to have an usher take the boy to the men's room. Uniform must be neat and clean at all times. Listen to all comments and report to chief, whether comments good or bad.

PORTERS

Porter's duties depend on the size of the theatre. Their main functions for any theatre, however, are the same—to keep the entire theatre spotlessly clean at all times, well-heated, and well ventilated. It is best to have a regulated schedule for porter to follow as to daily work and periodical work.

WITH THANKS

The Better Management editors wish to express their thanks to the circuit which allowed us to reprint these excellent rules for the house staff.

There are many theatres which, from time to time, have requested just this type of information.

We believe that what appears in this article should more than fill the bill.

PUBLIC SAFETY AND FIRE PREVENTION

The theatre manager and staff are charged with the public safety. It is their first responsibility. A theatre manager who, through neglect, has endangered the lives of his patrons can never serve again. The theatre, itself, must offer every means of safety. The aisle, exits and passageways must be ready for an immediate emergency. The staff must be schooled for the unexpected.

FIRE PREVENTION

The theatre staff should provide an effective fire brigade and the staff meeting should be the time to discuss the location, purpose and use of each piece of fire prevention apparatus. A private system for conveying an alarm of fire and providing for the orderly prompt evacuation of the house should be devised by the manager and should be understood by the entire staff. The chief of the fire department should attend a staff meeting once every six months. The use of kerosene for cleaning or polishing and paint stored around the theatre aids to the fire hazards.

There are several preparations (inexpensive) for rendering the stage scenery practically fireproof. Holiday decorations or advertising displays in which lights and flimsy fabrics are used constitute positive fire risk. Be very careful in using them. Most big theatre fires are attributed to defective electrical wiring or temporary wiring for stage and advertising display. Rubbish permitted to accumulate is extremely likely to cause a fire some day. This is especially true of oily rags, cotton or janitors cleaning material form part of accumulation.

Fire escapes are never needed until the emergency arises. They should be tested regularly and should be adequate to empty quickly a capacity house. Be certain that your supply of water for sprinklers and hydrants is tested regularly. See that each hydrant and sprinkler carries an inspection day tag. Fire hose should be kept in a ventilated recess. If hose is enclosed in an airtight shelf, its life will be greatly shortened. Smoking and cooking, curling irons and electrical appliances should be prohibited in the dressing rooms and staff rooms. Booth fire doors, fire shutters, panic bolts on each door should be inspected regularly.

ACCIDENTS

The accident problem in the theatre is an acute one which requires a great deal of common sense, tact and diplomacy. When a patron falls down the stairs (the most common accident), there are several things which can be done. If the person is hurt, or cannot walk, he should be assisted

(*See page* 20)

1940 PRESENTATION No. 10

The New
WESTWOOD
Cincinnati, O.

Owner: Louis Wiethe
Designer & Builder:
F & Y Building Service

THE EXTERIOR at night, is much more brilliant than in the daytime, result of excellent illumination. The vertical name sign has a maroon border trimmed in yellow porcelain with stainless steel channel letters. The marquee is in Indian red and buff with the nose at the apex painted blue.

THE EXTERIOR has been finished in face brick and terra cotta. The boxoffice has been recessed from the building line, and balancing this effect on the opposite side of the entrance doors is a bank of glass block as the building angle. The display frames are stainless steel.

Of recent construction in Cincinnati, Ohio, was this 900 seat deluxe house, designed and constructed by F & Y Building Service for Louis Wiethe, owner and operator. Located at Sunset and Glenway Avenues in an area where the approximate patron draw is 40,000 with the general and economic character of the population being divided between middle class workers and business men. The house fronts on a street boasting of only a narrow sidewalk, but genius of design has overcome this handicap and none of the attractiveness of the exterior has been lost. Many new features in theatre design have been incorporated in the project. Both owner and designer should be proud of the result.

THE AUDITORIUM looking toward the proscenium. The side walls are Neo-Moderne with Greek Doric curves. To effect this design, Indian red velour with painted wood mouldings were used. The proscenium is simple in design and is gayly adorned with beautiful hand-painted, plush curtains. The ceiling is in three levels with the center a field of delft blue and the outer portion in bright orange.

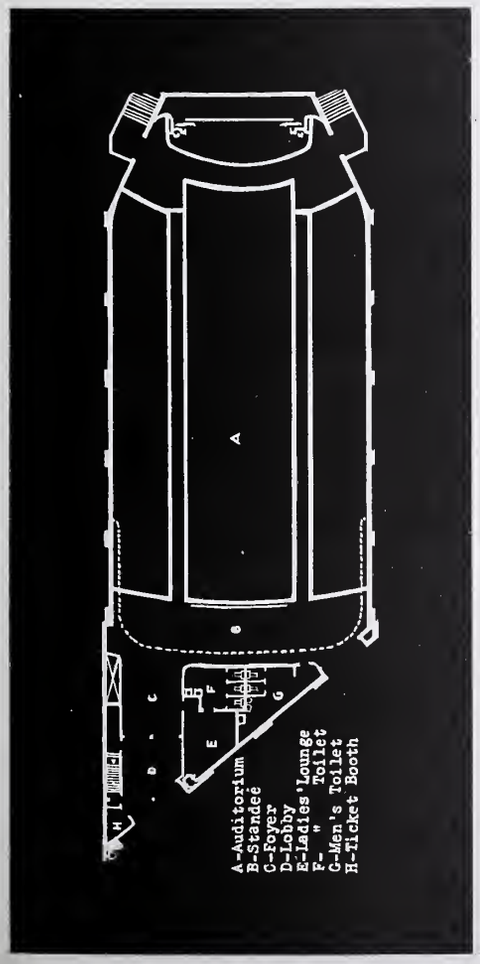
THE STANDEE ROOM, showing a direct view of the standee rail. The rail is plaster over masonry with wood cap. The center section is in tuffed upholstered, highly padded Naugahyde. Here is gained a better view of the side wall treatment. The light field is covered in Naugalite imitation leather stretched into squares. This travels along the top of the wainscot completely around the rear of the house.

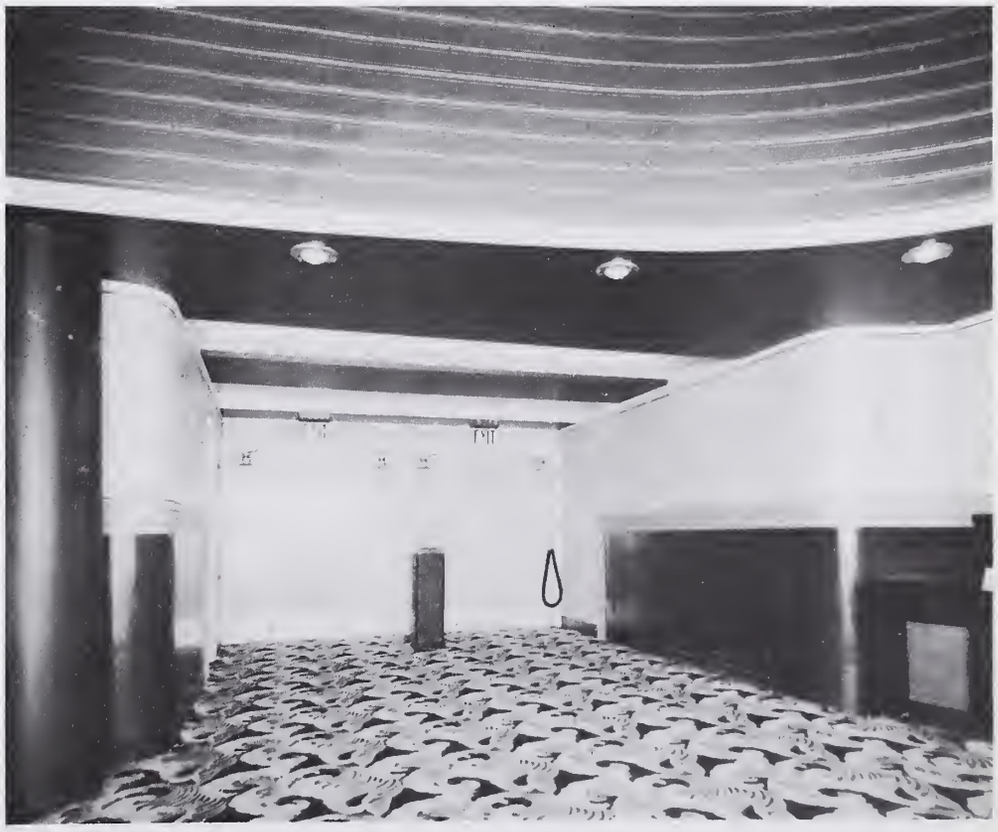
REFERENCE FACTS:

Seating Capacity. 900
Cost Without Ground: Approximately $70,000

Acoustical Treatment—Velour, damask and Naugalite over Kimsul acoustical material. Kimsul Manufactured by Kimberly-Clark. Naugalite manufactured by U. S. Rubber Co.
Air Conditioning—Refrigeration system. General Electric Compressors.
Carpets—Blue, gold and cream. Manufactured by Mohawk Carpet Mills, Inc.
Chairs—Blue mohair back, and black imitation leather covered rubber seat. Manufactured by International Seat Corp.
Construction Material—Face brick, terra cotta, steel concrete and glass block.
Curtain Controls—Vallen. Manufactured by Vallen, Inc.
Draperies and Stage Curtains—Manufactured by F & Y Building Service.
Furniture—Manufactured by Heywood-Wakefield Co.
Generators—Manufactured by J. E. Robin, Inc.
Lighting Fixtures—Manufactured by Business Boosters Equipment Co. and Voigt Co.
Projection Lamps—Brenkert. Manufactured by Brenkert Light Projection Co.
Projectors—Brenkert. Manufactured by Brenkert Light Projection Co.
Rubber Mats—Manufactured by Hamilton Rubber Co.
Screen—Manufactured by Dalite Screen Co.
Sign and Marquee—Fabricated and erected by American Sign Co.
Sign Letters—Wagner. Manufactured by Wagner Sign Service, Inc.
Sound—Manufactured by RCA Mfg. Co.
Supply Dealer—Midwest Theatre Supply Co.
Ticket Register—Manufactured by General Register Corp.

THE AUDITORIUM looking toward the rear. The rear half-cyclorama of the upper portion of the side walls projects approximately 12" wraps around the standee space, and is covered with a delft blue damask with brown and Indian red lines woven in, giving a horizontal sweep to the entire rear portion of the theatre. The Naugalite can be seen here as it travels from one side wall to the other.





THE FOYER illumination is neon cove. Exit doors are solid birch slab doors of natural finish in a selected grain. The Naugalite leatherette is again used here to good advantage and as the foyer is actually a part of the standee room it helps carry the treatment of the rear wall in a sweeping movement around the theatre. The ceiling projects at a lower level into the standee space and forms the soffit of the overhanging cyclorama.

1940 PRESENTATION No. 11

The New
TELENEWS
Chicago, Ill.

Owner:
Midwest News Reel Theatres, Inc.
Architect: Shaw, Naess and Murphy

THE EXTERIOR of this newsreel house is of a design typical of that current for this type of theatre. A huge triangular marquee extends well out and across the sidewalk, gaining much attention over the neighboring stores. Prominent in this view is the stainless steel boxoffice with its automatic turnstile. Large built-in display frames allow billing for the numerous features of the current news and added short subjects.

In recent years the motion picture industry has seen the advent of newsreel theatres. These houses screen the industry's weekly newsreel output as their feature attraction and fill in with sufficient short subjects of merit to make up a definite program. In most instances, they are of new construction and the idea of a turnstile to replace the doorman has come into being. Because of the location of these theatres in the high rental districts, most designers have incorporated a small front into the building, leasing adjoining stores to cut overhead. Pictured here is just such a house designed by Shaw, Naess and Murphy for Midwest Newsreel Theatres, Inc., of Chicago.

THE AUDITORIUM is small as is usual with most newsreel houses. A balcony with a capacity of approximately 150 capably handles the first floor overflow. Simple in its decoration the sidewalls of this room are of blue green painted plaster. The rear wall is acoustical treated and in the natural color of the material. The lighting fixtures are brass and were designed especially for this house.

REFERENCE FACTS:

Seating Capacity: 606

Air Conditioning—Refrigeration system, Compressors manufactured by Westinghouse Electric Co.

Carpets—Special design. Manufactured by Marshall Field & Co.

Chairs—American Bodiform. Two types used. 404 with padded backs, Nukraft (latex hair decking) over the springs and 202 with deluxe spring backs and foam rubber seat decking.

Construction Material—Steel and reinforced concrete.

Curtain Controls—Vallen. Manufactured by Vallen, Inc.

Decorator—Shaw, Naess & Murphy

Display Frames—Special bronze frames.

Draperies and Stage Curtains—Dark plum and black. Manufactured by Lemle Co.

Furniture—Manufactured by Marshall Field & Co.

Lighting Fixtures—Manufactured by Walter G. Warren Co.

Projection Lamps—Peerless Magnarc. Manufactured by J. E. McAuley Mfg. Co.

Projectors—Super Simplex. Manufactured by International Projector Corp.

Rubber Mats—White, black and red. Manufactured by Thomas Maddock.

Rectifiers—G. E. Manufactured by General Electric Co.

Screen—Walker white sound screen. Manufactured by Walker-American Corp.

Sign and Marquee—Fabricated and erected by Whiteway Electric Sign and Maintenance Co

Sign Letters—Adler. Manufactured by Adler Sign Letter Co.

Sound—RCA. Manufactured by RCA Mfg. Co.

Turnstile—Manufactured by Perey Turnstile Co.

Supply Dealer—National Theatre Supply Co.

THE EXTERIOR at night fully illuminated shows the attractiveness of the signwork and the extent of the exploitation necessary for this type theatre.

1940 PRESENTATION No. 12

The New
ROCKET
Rock Island, Ill.

Owner: Tri-State Theatres Corp.
Architect: Wetherell & Harrison

Modernism, the dominant trend in current theatre building, is well-used as the outstanding feature of this theatre recently constructed in Rock Island, Illinois. Seating 800, this neighborhood house has been received with extremely favorable comments by its local patronage. The house was designed by Wetherell and Harrison, architects of Des Moines, Iowa, for the Tri-State Theatre Corporation of Des Moines. It is completely air-conditioned and equipped with the latest developments in theatre comfort and efficiency.

THE EXTERIOR of this deluxe neighborhood house has been designed to good advantage. Finished in green and white glazed tile, it is extremely attractive. Feature of the front is the tower centered over the entrance that carries the theatre name in large neon illuminated letters. Neon chaser lines run around its top as a trim.

THE PROSCENIUM decoration has been moderate with painting done in subdued colors to enhance vision. The only touch of the artistic here is the painted design on the walls flanking the screen. The stage curtains and exit door drapes are of a gold plush material with a swirl design.

THE AUDITORIUM has been thoroughly equipped for acoustical perfection. The rear and side walls being finished in Acousti-Celotex with Nu-Wood for a wainscot. The ceiling has been done in acoustical plaster, painted in varied tones, and stepped to lessen the height of the side walls.

THE LOUNGE which serves both men and women patrons has been exquisitely appointed. Most notable are the specially designed settees placed on either side of the large mirror centered on the side wall. The wall flats flanking the mirror have a dark background with a modernistic floral design.

THE FOYER is the promenade to the auditorium and to the stairs leading down to lounge and restrooms. The two modern pieces of furniture shown, comprise this room's entire furnishings. The modernly themed wall decoration prominent in this view is striking.

THE LADIES' LOUNGE has been furnished in fine taste. The simplicity is noteworthy, for it favors cleanliness.

REFERENCE FACTS:

Size of Lot: 88 x 140

Seating Capacity: 804

Acoustical Treatment—Nu-Wood and Acousti-Celotex. Nu-Wood manufactured by Wood Conversion Company. Acousti-Celotex manufactured by The Celotex Corp.

Air Conditioning—Well water system and coils.

Carpets—Bigelow Lockweave. Manufactured by Bigelow-Sanford Carpet Co., Inc.

Chairs—Insert panel back with rubber cushion. Manufactured by International Seat Corp.

Construction Material—Tile, brick, steel and concrete.

Decorator—Hanns Teichert.

Draperies and Stage Curtains—Gold swirl plush. Manufactured by Younker Brothers.

Furniture—Manufactured by Davidson, Ltd.

Generators—Hertner. Manufactured by Hertner Electric Co.

Projection Lamps—Peerless Magnarc. Manufactured by J. E. McAuley Mfg. Co.

Projectors—Super Simplex. Manufactured by International Projector Corp.

Rubber Mats—Rub-O-Rug. Manufactured by Younker Brothers.

Screen—Walker white sound screen. Manufactured by Walker-American Corp.

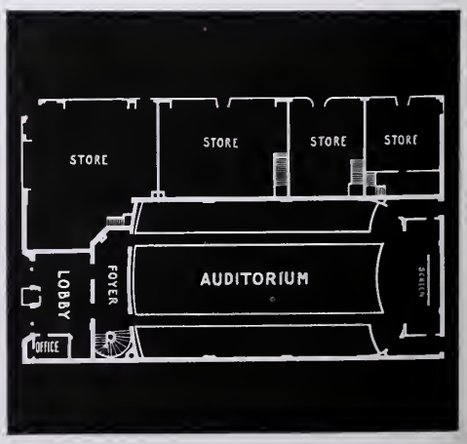
Sign and Marquee—Fabricated and erected by Roy Hansen Lustrolite Co.

Sign Letters—Adler. Manufactured by Adler Sign Letter Co.

Sound—RCA. Manufactured by RCA Mfg. Co.

Supply Dealer—National Theatre Supply Co.

Ticket Register—General. Manufactured by General Register Corp.



De Luxe Reproducer Set Offered by Mirrophonic

New York City—From ERPI last week came announcement of the new Mirrophonic De Luxe Reproducer Set, featuring the two principles of maximum simplicity and accessibility, and standard in all six models of the Mirrophonic De Luxe Line.

A statement from the company follows:

Among the important features is the use of only one large precision machined 32-toothed sprocket to engage the film which consequently runs at half the speed of the conventional sound head sprocket. The lesser R.P.M. of this sprocket tends to pull the film over the stabilizer evenly, giving smoother action, eliminating possible vibration and providing protection against flutter. The principle of single sprocket threading has been time-tested in ERPI's (Electrical Research Products, Inc.'s) laboratories and on sound recording machines though it is a new development in the construction of a reproducer.

The impedance roller is designed to give proper compliance of the film around the stabilizer drum under all conditions of shrinkage and regardless of other films conditions.

The "Thermo-Proof" stabilizer is another feature of the Mirrophonic De Luxe Reproducer. This hermetically sealed drum, with its enclosed flywheel operating in a specially developed liquid, imparts to the travel of the film a constant, smooth action, assuring flutterless reproduction.

The nitralloy sprocket and guide roller, the shafts, and the four sturdy extra-wide gears are machined with exacting precision of workmanship. All shafts operate on ball-bearings. This assures long life and the acme of silent operation.

A marked departure from the conventional design which materially reduces vibration and which, in consequence, contributes to smoothness and silence of operation, is the unique method of motor support. This arrangement enabled the designers to locate the constant speed direct drive motor in the central position on one side of the reproducer set where, regardless of the projection angle, the drive shaft operates horizontally. Because the motor fits snugly on a rigid table against the side of the reproducer set and near its natural center of gravity, the entire assembly is stable, proper lubrication without leakage is assured, and no thrust bearings are required.

The side mount also permits coupling through quiet gears between the motor and its load. The silent link-chain of hardened steel and its sprockets which couple the reproducer set and the projector mechanism were especially designed and engineered to carry double their load. The chain drive eliminates all intermittent action from projector mechanism to reproducer and brings the maximum of stability and smooth, quiet operation.

The design of the motor offers protection against excessive motor current occasioned by subnormal line voltage through an "overload sentry" which automatically functions as an instantaneous circuit breaker when needed.

..hard abuse

"In my nine years of theatre work and theatre management I have seen many traffic miles of wear on many kinds of carpet and without reservation I recommend Alexander Smith Carpet for the traffic wear and the hard abuse that theatres give their carpets."

Robert B. Busch, Manager
TOWER THEATRE
Oklahoma City

..like new

"I use Alexander Smith & Sons Carpet in my little theatres for two reasons - service and satisfaction, and the price was lower too. I have had the use of one carpet for almost three years and when cleaned it looks and walks on like new. I operate theatres in Parsons and in Princeton, Tennessee, and have just equipped my new theatre, the Rustic with Alexander Smith Carpet."

G. H. Goff, Owner
RUSTIC THEATRE
Parsons, Tennessee

ALEXANDER SMITH CARPET

"The Carpet that Can Take It"

Alexander Smith & Sons, 295 Fifth Avenue, New York

Important Papers Loom In SMPE Convention List

NEW YORK CITY—Although final details of the convention were not to have been available until shortly before the opening, the following is a partial list of the papers scheduled for the Spring convention of the Society of Motion Picture Engineers April 22-28, inclusive, in Haddon Hall, Atlantic City.

"Partial Deafness and Hearing-Aid Design," by W. C. Beasley, National Institute of Health, Bethesda, Maryland.

"Silent Variable Speed Treadmill," Robbins.

"Automatic Shutter Phasing in Background Projection Employing A. C. Interlock Motor System."

"Motion Picture Productions in 16mm." by J. A. Maurer, Berndt-Maurer Corporation, New York City.

"Professional 16mm. Recording Equipment," by D. R. Canady, Canady Sound Appliance, Cleveland, Ohio.

"Direct 16mm. Production," by L. Thomson, The Calvin Company, Kansas City, Missouri.

"Advancement in Projection Practice," by F. H. Richardson, New York City.

"A Personal Safety Factor for Projection Practice," by T. P. Hover, Lima, Ohio.

"Defects in Motion Picture Projection, and Their Correction," by L. Gordon, Akron, Ohio.

"Records for the Production Room," by J. R. Prater, Palouse, Washington.

"Historical Development of Carbons for Motion Picture Projection," by E. R. Geib, National Carbon Company, Cleveland, Ohio.

"Products of Combustion of the Carbon Arc," by A. C. Downes, National Carbon Company, Cleveland, Ohio.

"The Cyclex System of Motion Picture Projection," by C. S. Ashcraft, Ashcraft Manufacturing Company, Long Island City, New York.

"Television Pick-Up of the Pasadena Rose Tournament Parade," by H. R. Lubcke, DonLee Broadcasting System, Los Angeles, California.

"Tone Reproduction in Television," by I. G. Maloff, RCA Manufacturing Company, Camden, New Jersey.

"Remote Control Television Lighting," W. C. Eddy, National Broadcasting Company, New York City.

"Practical Application of the Theory of Two-Color Reproduction in Motion Picture Photography," by J. Engl, Mount Vernon, New York.

"Color Theories and the Inter-Society Color Council," by H. P. Gage, Corning Glass Works, Corning, New York.

"Photographic Tone Reproduction — Theory and Practice," by L. A. Jones, Eastman Kodak Company, Rochester, New York.

"The Use of Fluorescent Phenomena in the Motion Picture Field," by T. T. Baker, New York City.

"Testing and Evaluation of Studio Lighting Equipment," by E. C. Richardson, Mole and Richardson, Inc., Hollywood, California.

"Frequency Modulation," by E. H. Armstrong, Columbia University, New York City.

"Mathematical Expression for Developer Behavior," by J. R. Alburger, RCA Manufacturing Company, Camden, New Jersey.

"Motion Picture Theatre Developments," by M. Rettinger, RCA Manufacturing Company, Hollywood, California.

"Notes on Sound Motion Picture Engineering," by William A. Mueller and B. F. Miller, First National Warners Brothers Studios, Burbank, California.

"Audience Noise as a Limitation to the Permissible Volume Range of Dialogue in Sound Motion Pictures," by William A. Mueller, First National Warner Brothers Studios, Burbank, California.

"Current Practices in Blooping Sound Films," by W. M. Offenhauser, The Berndt-Maurer Corporation, New York City.

"Transmission Measurements," by George Farley.

"Filtering Factors of the Magnetic Drive," E. W. Kellogg, RCA Manufacturing Company, Camden, New Jersey.

"An Electric Densitometer of the Integrating Sphere Type," by G. R. Crane and J. G. Frayne, ERPI, Hollywood, California.

"Investigation of the Influence of the Negative on the Ground-Noise of Photographic Sound Prints," O. Sandvik and W. K. Grimwood, Eastman Kodak Company, Rochester, New York.

"The Effects of the Uitraviolet Light on Variable-Density Recording and Printing," by V. Pagliarulo and J. G. Frayne, ERPI, Hollywood, California.

"The Use of Fine-Grain Positive Emulsions for Variable-Density Film Recordings," by J. K. Hilliard, Metro Studios, Culver City, California.

"Recording and Reproducing Square Waves," D. R. Canady, Canady Sound Appliance Company, Cleveland, Ohio.

"RCA Portable Television Pick-Up Equipment," by G. L. Beers, RCA Manufacturing Company, Camden, New Jersey; O. H. Schade, RCA Radiotron Corporation, Harrison, New Jersey; and R. E. Shelby, National Broadcasting Company, New York City.

Pix Theatre, New York, a modern, brilliant, curved marquee display with 10" and 16" ADLER LETTERS held on exclusive Locked-in-Line Multi-Decker, Glass-in-Frame Units.

Out in Front!

ADLER

EXCLUSIVE

Locked-in-Line

MULTI-DECKER GLASS-IN-FRAME CONSTRUCTION

for Interchangeable Use of

8"-10"-12"-16"-24"

ADLER LETTERS

(6" SIZE ALSO AVAILABLE)

SETS DIRECTLY IN SIGN GROOVES—NO CLIPS TO SCRATCH THE SURFACE—LETTERS SLIDE FREELY FROM FRAME TO FRAME—JOINTS ARE LIGHT-TIGHT.

24" AND 16" ADLER LETTERS LINE UP PERFECTLY WITH 10". USE THEM AS INITIALS OR COMPLETE WORDS.

PROTECTED BY NATIONAL PATENT CORPORATION CHICAGO

Fully Covered by U. S. and Canadian Patents

ADLER SIGN LETTER CO.

2909-E Indiana Ave., Chicago - 33-E W. 60th St., New York

Chicago - New York - Toronto, Can. - London, Eng.

LISTED BY UNDERWRITERS' LABORATORIES, INC.

NTSC Projection Book Now Available to Trade

NEW YORK CITY—A new edition of its famous Projection Room Planning Book was announced last week by National Theatre Supply Company.

This 1940 edition of this book contains the general construction recommendations of the Society of Motion Picture Engineers as well as a complete example of a layout that has been used in a number of actual projection rooms. Because the planning of the theatre projection room calls for complete knowledge of its uses and special kind of construction, National offers this unique book to all theatre owners and architects interested in the subject.

Plentifully illustrated with a number of charts, diagrammatic drawings and layout designs on both projection and sound, the National Projection Room Planning Book in its 16 pages offers what is believed to be the most comprehensive manual of its kind.

Some of the valuable construction features in the Projection Room Planning Book are: location and sizes of portholes; electrical outlet in floor and ceiling ventilation; method of locating projection port and porthole shutters and controls; conduit layouts on Simplex "E," "A," "B" and "C" sound systems; rectifier wiring; wiring connections for changeovers; Hertner transverter wiring; dimensional data on Hertner transverters.

• *To the left*, a distinctive design from the Heywood 625 series. This chair is available with the new Extra-Depth, steel back panel which gives full protection to the seat cushion whether in raised or lowered position.

The Best BUY *You Can Make!*

HEYWOOD Streamline Chairs give you *more value*, per dollar of investment. They give luxurious comfort to your patrons . . . give *you* the real economy of troubleproof maintenance, year after year. The *real* value of Heywood Chairs is in their *solid, practical*, sturdy construction. With their all-steel hinges; all-steel back panels and bottom boards; cold-rolled Streamline Edges; protective, Extra-Depth Backs; Heywood Streamline Chairs are the best buy you can make . . . the best box-office bet you can place on any program. May we tell you about these swanky, modern chairs in detail?

• *Below:* a glimpse of the Heywood all-steel back panel. Note the sleek, trim, turned-over top which protects back upholstery from soil and wear.

HEYWOOD-WAKEFIELD

Established 1826

GARDNER
MASSACHUSETTS

THEATRE RENOVATION
. . . is a specialized art!

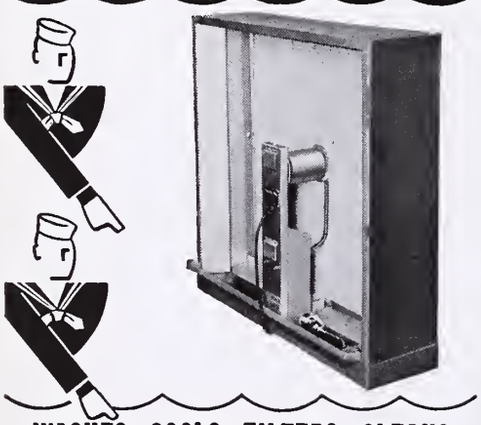
Leading architects and exhibitors use our services continually for complete work—or for painting and decorating, draperies, lighting effects, stage rigging, acoustical correction, etc.

Send for circular showing recent installations.

CHARLES H. KENNEY STUDIOS, INC.
112-118 W. 44th ST. NEW YORK CITY

JEP—Your BEST Services

LOOK AT U.S. AIRCO Gyra Spray
FOR FAR LESS MONEY



WASHES · COOLS · FILTERS · CLEANS

MAIL THE COUPON. Get the facts on U.S.Airco's New Gyra Spray washed air cooling chamber. Hooks up with present Blower Equipment in single unit or series. Engineered for your house. Amazingly effective cooling. Gyra Spray cools, washes, filters and cleans. Inexpensive to own and operate. Put washed air cooling to work for you. Write today for details.

THE EARNING POWER OF CONTROLLED AIR CONDITIONING in the Modern Theatre

Easy Monthly Payments

EX440

United States Air Conditioning Corp.
Northwestern Terminal, Minneapolis, Minnesota
Without obligation send me details on Gyra Spray Washed Air Cooling.

Name.....
Theatre.....
Town.....State.....

Service

(*Continued from page 8*)

to some office where first aid can be administered. The spot where the accident took place should be examined immediately to determine if the accident was due to a fault in the carpetry, etc. Take down time, date, name and address and all information necessary for the report. It is important to obtain any witnesses possible who saw the accident. Under no circumstances should an employee of the theatre take the injured person home in his car. If an accident should occur to the automobile, the theatre would be liable. A relative, taxi, or city ambulance should be called with an interne. Aisle lights and special lighting effects at places in the theatre where accidents may happen minimize the danger. Theatre lights must be regulated against the daylight which the public leaves upon entering the theatre. That is, a theatre needs more illumination during the matinee performances or when it is brighter outside than at night. Worn or loose carpet, sliding rugs or weather mats which curl are among the most common accident hazards.

Theatre steps or stairways must be properly lighted and have protecting hand rails. Accidents occur from signs falling when it is windy. Display boards and valances should be carefully watched and counter-balanced to keep from blowing down. Accidents often happen to pedestrians and non-patrons in front of the theatre. The sidewalks must have same care as the auditorium. Tile and terrazzo in the rest rooms, lobby and sidewalks in front of the theatre should be cleaned with Trisodium Phosphate as soap leaves an insoluble substance when dry. Theatre floors should never be waxed. Know the danger spots in the theatre and fortify them by special lighting and staff guidance.

LOST AND FOUND

The chief of service is usually in charge of the lost and found situation. When a patron loses an article, it is usually reported to the first usher seen. This usher should make an immediate effort to locate the missing article with the least amount of disturbance to seated patrons. If article is not found, card should be filled out by chief of service. If the lost article is later found, a letter should be sent or a telephone call should be made to the patron asking them to come to the theatre and identify and claim the article. After a certain period, if the article is not found, it is customary to send a letter of regret informing the patron that the article has not been located. A filing system makes it easy to refer to all forms pertaining to the missing article. Articles should be kept locked in a cabinet for a certain period of time, then put into another cabinet and after another period of time, the article may be disposed of. In case of real valuable articles not called for, they must be sent to the home office.

And from another circuit comes these general rules for ushers:

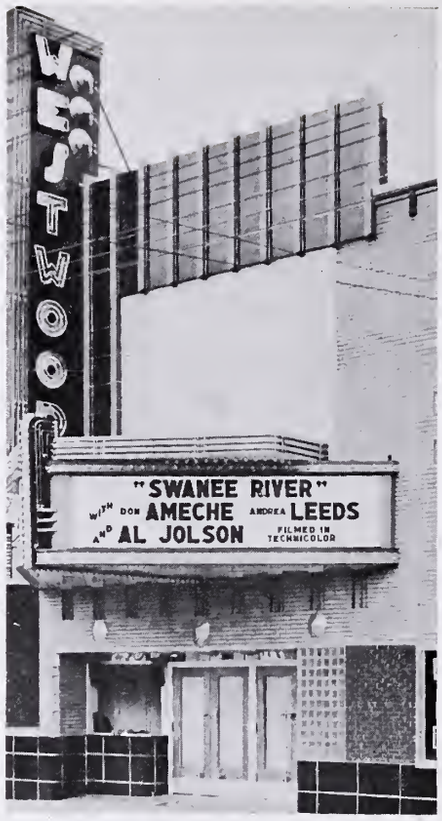
Report on the floor in uniform and be ready for work five minutes before your scheduled time.

When given your post by the Chief of Service or usher in charge, stand at attention and DON'T LOOK AT THE SCREEN.

Keep a steady check on your aisles, and when it is busy be sure you know amount and location of seats vacant.

In the mezzanine, feet must be kept off the railing in the first row, and off seats in front.

Watch for loud talking, snoring, or male patrons wearing hats.



WESTWOOD, Cincinnati, recently installed a new marquee which shows to advantage the uses of Wagner Flex-Word units with four-inch Wagner letters as a means of selling first names and technical copy. Westwood was designed by the F. and Y. Building Service.

Wagner Flex-Word

NEW YORK CITY—A new development, permitting greater flexibility in marquee lettering, has been introduced recently by the Wagner Sign Service, Inc. The Wagner Flex-Word unit consists of four-inch letters and frames that mount on standard Wagner three-in-one frames. Two rows of four-inch letters fit into one Wagner bar space. Properly spaced, the four-inch letters require four inches of horizontal space. Two or more Flex-Word units can be butted together to handle long words, thus increasing their flexibility. One 20-inch length and one 24-inch length Flex-Word unit will carry the words C-o-m-i-n-g A-t-t-r-a-c-t-i-o-n-s.

Take every patron down to a seat.

Pick up pieces of paper lying on the floor.

Don't hold long conversations with anyone.

Don't smoke, chew, or drink intoxicating liquors while in uniform.

Don't leave your post without permission from the manager, Chief, or man in charge.

When on relief do not go out in uniform jacket unless you are sent on a short errand. When going on a long errand, remove your jacket.

When going out on an errand, always notify the person in charge.

When addressing a patron, courtesy is demanded at all times.

While working, hold no conversation with cashier or candy stand employees.

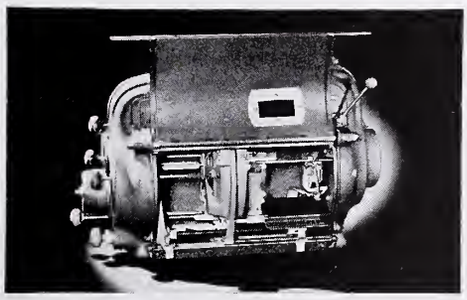
At the break, go to the head of your aisle, except when there is standing room.

Know your schedule of show without leaving your aisle to answer a question.

Any usher flirting on the floor will be dismissed immediately.

". . . with the new Strong Utility High Intensity Arc Lamps. They give me twice the light I had with my old low intensities at an increased combined current and carbon cost of less than 2c an hour.

"The densest black and white films fairly sparkle and I realize now that it's impossible to show colored films properly without the snow-white light of the high intensity."



The new Strong Utility High Intensity Arc Lamp was designed especially for moderate sized theatres, with screens up to 18 feet in width; where the vivid brilliancy of high intensity projection has been heretofore denied by prohibitive operating cost. Write today for descriptive folder.

THE STRONG ELECTRIC CORPORATION
2501 LAGRANGE STREET • TOLEDO, OHIO
Export Office: Room 2002, 220 W. 42nd St. New York City

An Independent Theatre Supply Dealer will arrange a demonstration in your theatre without obligation.

GET IT FROM NATIONAL

YOU free your mind from all concern over the choice of theatre equipment when you go "National."

• From front entrance to exit door, from lobby to projection room, National Theatre Supply Company's quality units make people think of your theatre as the place to spend their money.

SERVING THE THEATRES OF AMERICA

NATIONAL THEATRE SUPPLY COMPANY

NATIONAL

EVERY STORE A LOCAL INSTITUTION WITH A NATIONAL REPUTATION FOR RELIABLE SERVICE

• THEATRE • MODERNIZATION

For more than twenty years we have been specialists in converting and modernizing theatres.

•

Bring us your problems. Estimates and sketches gratis.

•

We take one contract for the complete job. Whether it be new construction or remodeling.

PISANI STUDIOS, INC.

ORESTE PISANI and VINCENT FIORE

33 West 42nd Street, New York

JEP—Your BEST Services

TWENTY THOUSAND THEATRE CHAIRS

REMOVAL SALE OF Completely Rebuilt Chairs with Spring Seats and Upholstered Backs. Get Our Special Prices.

EASTERN SEATING COMPANY

NICK DIACK, Prop.

58 DOBBIN ST., BROOKLYN, N. Y.

Selling Features

Co-Ops Ideas Biggest In "Tom Edison" Bally

SYRACUSE, N. Y.—Manager Frank Murphy, Loew's State, had a three-page layout of co-op advertising in the Herald-Journal day before opening with leading merchants of city, selling electrical appliances, giving liberal space. An exhibit of old and new appliances made possible by the wizardy of Tom Edison was shown on the mezzanine floor and advertised by use of 40x60 sign giving credits to donors in front of theatre. Contest was run in Syracuse Press on previous Mickey Rooney titles. A half-page of publicity was used in the afternoon paper being composed of intimate remembrances of Edison as given by prominent local Syracusans.

ELMIRA, N. Y. — Eddie Yarbrough, Keeney, tied up all Sunoco Oil distributors for wide exploitation. Distributors placed 200 window cards in dealers windows in Elmira and surrounding towns and in all filling station locations. Newsrooms, stores, had window and counter tie-ups with Screen Romances magazine, with copy and playdate prominently displayed. House tied in on Mazda lamps, all electrical and hardware stores, etc. having received advance material from Edison Company for window exploitation and lamp display boards sent from Edison Company, credit cards made prominent of course. Music company windows of three merchants displayed RCA Victrolas with tie-in copy of "Edison invented the Phonograph," and showing pictures of the evolution of phonograph and radio, with tie-in copy on Keeney engagement.

FALL RIVER, MASS.—Manager Chris Joyce and his assistant, Joe Bean, Interstate Durfee, distributed some 4,000 student tickets at the B. M. C. Durfee High School in publicizing this picture, offering a reduced price up to 4.30 P. M.

27,000,000 for "Heaven"

NEW YORK CITY—An extensive national advertising campaign reaching 27,000,000 magazine readers will be launched by Warners on the production of "All This and Heaven Too," in the June issues of 15 important publications.

In addition to Good Housekeeping the magazines are:

Photoplay, Silver Screen, Screen Guide, Movie Mirror, Picture Play, Motion Picture, Movie Story, Screen Book, Modern Screen, Hollywood, Screenland, Movies, Movie Life and Screen Romances.

"Virginia City"

SYRACUSE, N. Y.—Manager Harry Unterfort, RKO-Schine-Keith's, planted a bowl filled with golden candies in local store window, together with stills and theatre card announcing the showing. Contest was to guess the number of pieces in the bowl. Newspaper contests were used in both daily papers to find nearest correct number of pictures that Errol Flynn had appeared in. Classified ad was run in Post-Standard to try and find old stage coach or covered wagon to be used as street bally. A youth wearing cowboy outfit sat at a table near the theatre, with several guns parked on top of the table, bannered "Park your guns here before entering the theatre."

"20 Mule Team" Route

NEW YORK CITY—Route of Metro's "20 Mule Team" across the country includes stops at many towns in the area covered by THE EXHIBITOR, it was announced last

(*See page* 24)

THE CONSOLIDATED AMUSEMENT COMPANY owns a circuit of 25 of the largest and finest motion-picture theatres in Hawaii, and is completing another. These are 100 percent Simplex equipped. Firm operates 45 other theatres, and has been the distributors of Simplex projectors for 17 years. It has used Simplex since 1917. Pictured here are A. E. Mayer, sales manager, International Projector Corporation; E. I. Parker, president, Consolidated; K. Streuber, export manager, National Theatre Supply Company; J. Brozek, export manager, International Projector Corporation, and Fred Williams, vice-president, Consolidated.

Recent Installations

EDITOR'S NOTE: *In the following paragraph are summarized some of the recent equipment installations in the territory served by* THE EXHIBITOR, *as reported.*

MINNEAPOLIS—From United States Air Conditioning Corporation comes the following report:

Kooler-Aire washed air system was installed in the Lyman, Lyman, S. C., by Wil-Kin Theatre Supply Company, distributor. Cold water coil system was installed in the Princess, Rushville, Ind. Gyraspray evaporative cooling system was installed in the Ewing, Bloomington, Ill. Kooler-Aire evaporative system was installed by A. and S. Steinberg, Inc., in the Gerard, West View, Pa. U. S. AircO blower ventilation and blast core heating system was installed in the Keystone, W. Va., Community by H. J. Gilbert, distributor. Cameo, Anniston, Ala., had Kooler-Aire washed air system installed by Wil-Kin Theatre Supply Co., distributor. U. S. AircO blower ventilation system, and blast core heating system, was installed in the O. C. Pasiley, Osborn, Idaho, by Harry Smith Theatre Supply Co., distributor. Gyraspray evaporative cooling system was installed in the Highland, Natrona, Pa., by A. and S. Steinberg, distributors. U. S. AircO blower ventilation and blast core heating was installed in the Trojan, Troy, Mo., by L. T. Rockenstein Company, distributor. Louisiana Motion Picture Equipment Company installed U. S. AircO blower ventilation system in the Home, Waterproof, La. Gyraspray evaporative cooling was installed in the New View, Los Angeles, Cal., by the Carabin Engineering Company. U. S. AircO blower ventilation system was installed in the New Center, Miami, Fla., by the Wil-Kin Theatre Supply Company, distributor.

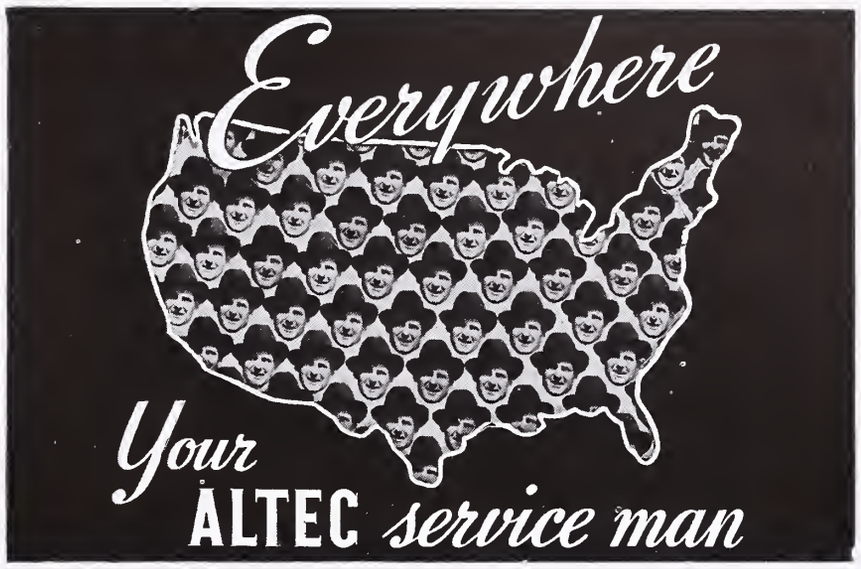
BOSTON—H. C. Elwes, RCA Photophone, reports the following: The RCA Manufacturing Company recently sold High Fidelity equipment to the Van Dorens, Waterbury, Conn., for their new Tower. Same equipment also was contracted for by F. E. Lieberman for use in the Boston Newsreel and Old South. De Luxe RCA equipment and a public address system are a part of the new Whitney, New Haven, opening May 10. The National Theatre Supply Comapny furnished the projection equipment.

GoldE Nubicrome Arrives

CHICAGO — GoldE Manufacturing Company recently announced the completion of and development for use of the heretofore limited fluorescent and "black light." Use of fluorescent materials as affected by "black light" has been limited to special lighting units, transformers, and costly switching, which provided a limited though beautiful and startling effect.

Now, with the use of the GoldE Nubicrome, there is provided a source of supply of "black light," plus a constant contrasting change from any color desired to the fluorescent effect. Colors preceding the "black light" may be changed at will.

Nubicrome is a complete motor-driven, self-contained unit, using a long life low-cost lamp.



AL. TEC

Al. Tec *says*

There are worries that *nobody* can take off an exhibitor's shoulders. Choice of product, for example, and exploitation. Those are the essentials of showmanship. But *technical* problems are worries that *can* be delegated. Delegate problems of sound, of projection room repairs and replacements, to the leading service organization of your industry: namely, Altec.

ALTEC SERVICE CORPORATION

250 West 57th Street, New York City

THE SERVICE ORGANIZATION OF THE MOTION PICTURE INDUSTRY

For the Best Showmanship

"Wagner Letters & Flex-Word Units

Create the Flexibility of the Printed Page"

With Wagner Master Multiple Construction you can use any or all of the eight sizes of Wagner Letters (from 4" to 30") in the Wagner frame.

•

This illustration of the Westwood Theatre shows Wagner 10" Letters and word-plates, also Flex-Word Units with 4" letters.

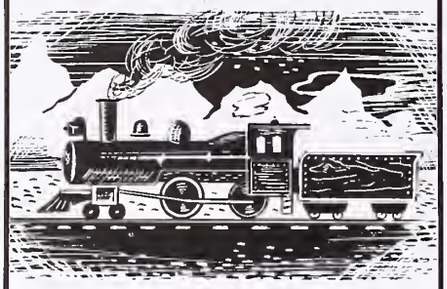
Send for illustrated literature

WAGNER SIGN SERVICE, Inc.

218 S. Hoyne Ave. ..... CHICAGO
123 W. 64th St. ..... NEW YORK
706 E. Hancock Ave. ..... DETROIT
6 Britain St. ..... TORONTO

The fine new Westwood was designed and built by F & Y Building Service (Theatre Div.) Columbus, Ohio

"Streamline"-1860!



Sure—it got you there. It was the last word in Scarlett O'Hara's heyday. But—times change, pace quickens, modern business must meet modern demands.

So why rely on an obsolete, antiquated theatre to do business?—any theatre not Air-Conditioned is antiquated. TYPHOON offers up-to-date Air-Conditioning Systems that meet your exacting requirements, regardless of location, size, type or budget.

ONE OF THESE

TYPHOON

AIR CONDITIONING SYSTEMS

Will Modernize Your Theatre

PROP-R-TEMP
MECHANICAL SYSTEM

ICEDAIRE
COOLING WITH ICE

LEV-L-LOAD
COMBINATION OF PROP-R-TEMP AND ICEDAIRE FOR ECONOMICAL OPERATION

HYDROKOOL
WELL-WATER COOLING

BREEZAIRE
BLOWER SYSTEM

Don't Wait Until the Last Minute. NOW IS THE TIME TO CALL A TYPHOON ENGINEER FOR AN ESTIMATE.

TYPHOON AIR CONDITIONING CO., INC.

252 West 26th Street New York, N. Y.
2439 Fairmount Ave. Philadelphia, Pa.
96 Suffolk Street Holyoke, Massachusetts
6530 31st Street Washington, D. C.

Patronize Our Advertisers!

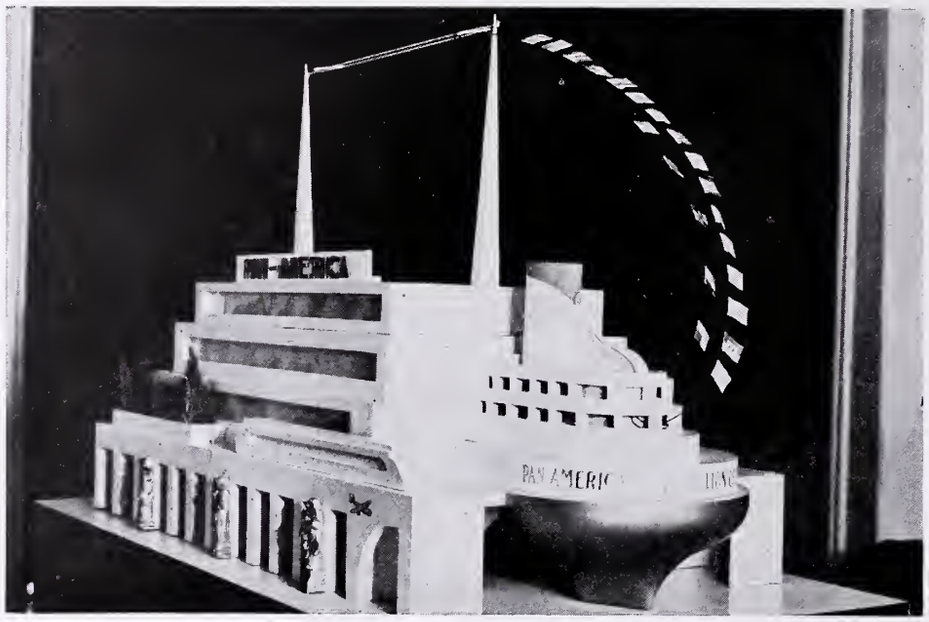
TELL THEM "I SAW IT IN THE EXHIBITOR"

NOVELTY SCENIC STUDIOS

Interior Decoration • Curtains • Draperies
Murals • Acoustic Wall Treatments

320 West 48th Street, New York City

Pan-American Center Looms as Big Opportunity



New York City—Details were released early this month on a proposed Pan-American theatre and information center being planned as a permanent exhibit for New York City. The proposed building would have the stern of a liner as its main feature and front entrance, with promenade decks, tropical gardens, colorful awnings, deck chairs, etc., 30 to 40 feet above the ground. The building would have a large funnel, pouring out illuminated steam, and whistling hourly.

A broadcasting station and theatre would feature educational and entertaining programs, while a huge diorama of the American continent would be on display in the lobby. Each pan-American country is expected to have an exhibit in the building, showing their products, present progress, imports, exports, natural resources, tourist attractions, etc.

Backers of the project, the Pan-American Exposition of Progress, call it timely and not to be postponed to some future date, because:

1—The European War invites the U. S. control of the Latin American business.

2—Construction of the Pan-American building has to start at once in order to accommodate the material available at the closing of the World's Fair.

3—It is sound.

4—It will appeal to the 21 republics as an economical and effective form of permanent representation in the U. S.

(*Continued from page 22*)

week. Among the cities to be visited, and the dates of the visits, are:

Buffalo, N. Y., May 3; Rochester, N. Y., May 4; Syracuse, Utica, N. Y., May 6; Schenectady, Albany, N. Y., May 7; Pittsfield, Mass., May 8; Springfield, Worcester, Mass., May 9; Boston, May 10; Providence, R. I., May 11; Hartford, Conn., May 13; New Haven, Conn., May 14; Bridgeport, Conn., May 15; New York City, May 16-17; Trenton, N. J., May 18; Philadelphia, May 20; Baltimore, May 21; Washington, May 22; World's Fair—beginning May 23.

"Too Many Husbands"

Harrisburg—Several stunts were used effectively by manager Jack O'Rear, Colonial, for the Columbia comedy, while exploiter Ed Rosenbaum, Philadelphia, planted a contest in the Harrisburg Telegraph's movie column. Guest tickets were offered to women who wrote the best 10 reasons for saying "My Husband is Best Because."

Manager O'Rear ran a classified ad in local newspaper reading "I've got two husbands and don't know what to do." He arranged for distribution of miniature rolling pins, with tags, in restaurants, night clubs, etc., and throw-aways in form of personal letter from Jean Arthur. The latter, described as "A letter from a girl with Too Many Husbands," was distributed through tie-in with greeting card shop.

Washington—Columbia picture was exploited to the hilt by the busy Warner publicity department. Drama editors and many women were invited to screening. Film was stopped and cards distributed to let the women decide which husband they'd pick and why. This could be used with prizes offered for the best answer. There was an amateur author contest with a story (up to a certain point) printed in the daily papers and prizes offered for the best ending. Special fashions pictures on Jean Arthur went well with local fashion editors. A personal letter from Jean Arthur was distributed in magazines sold at local newsstands.

Philadelphia—Highlight of the local campaign arranged by Everett Callow, Stanley-Warner ad and publicity chief, and his aides was a dinner for the winners of the "perfect husband" contest conducted by the Record in conjunction with the showing. It was held at the Warwick, and the entire party then went to KYW where the five leading contestants read their letters to the studio audience as well as broadcasting them on the air before a grand winner was selected.

It was a big success throughout.

"Primrose Path"

PROVIDENCE, R. I.—George French and Bill Morton, RKO-Albee, made tie-ups with the National Biscuit Company and the Sunshine Bakeries, plugging Ginger Snaps in market displays.

Motorcycle sequence in the film proved a natural for tie-up with the Rhode Island Cycle Company. Two flower shops tied in on the name.

Dress shop used fashion stills in a window display. In a tie-up with the Providence Gas Company on a co-op ad, the idea "PP (Primrose Path) means very soft in music, but in entertainment it's something to shout about" was employed to advertise the gas company's silent ice boxes.

"The Farmer's Daughter"

GLOVERSVILLE, N. Y.—Schine's Hippodrome here exploited this Paramount film in a decidedly original way, distributed circulars reading: "Don't be a Goose! Have a Ducky time and come out quacking with laughter! See 'The Farmer's Daughter' with Martha Raye, Charles Ruggles. Open up for more good news—"

The "more good news" was a real egg (fresh as the Farmer's Daughter, etc.). Stunt was pulled through tie-in with a local dairy and poultry farm, which stated that all its eggs were as fresh as the one enclosed. Whoever thought this one up deserves a lot of credit.

"Three Cheers for the Irish"

FALL RIVER, MASS.—Manager Bill Canning, Interstate Empire, and his second man, Tommie Dries, had large green shamrocks painted on all outside doors. Clay pipes with large green bows ornamented the box office while a large green shamrock cutout standing six feet high, decorated with old TD clay pipes, at the edge of the sidewalk called attention.

March of Time—"Vatican of Pius XII"

SYRACUSE, N. Y.—Manager Harry Unterfort, RKO-Schine-Keith's, had special stories in the Catholic Sun and the Italian language paper. At the request of the secretary of the local bishop of the Catholic diocese, the picture was held until after Lent. Following a screening for the benefit of the church officials and organizations, picture was approved.

Para Kills Ideas

CORTLAND, N. Y.—Following conviction of Garson Jaffa, manager, Temple, on a charge of placing "untrue, deceptive and misleading advertising" in the Cortland Standard, and imposition of a $50 fine March 29, Paramount sent out a kill order to all theatres on the press book containing the offending teaser ads for Paramount's "Parole Fixer" and also deleted the offending material from books not yet sent out.

The New York State Press Association also wired its members a warning against using the copy following Jaffa's arrest.

Selling History

ROCHESTER, N. Y.—City manager "Bud" Silverman made big civic and patriotic play with special Saturday morning Americanization shows in 10 Schine theatres April 13. Bills included three Warner Bros. two-reelers on historical subjects, such as "Sons of Liberty," "Monroe Doctrine," "Lincoln in the White House," "Declaration of Independence," programs varying according to number of prints available. Cartoon and band films rounded out the programs.

Event, which had county-wide emphasis due to large number of theatres involved, had endorsement of Board of Education, County Legion, Veterans of Foreign Wars and Boy Scouts. Officials of these organizations gave five-minute talks on Schine nightly broadcasts over WSAY throughout week, stressing patriotic angles. Biggest stunt of its kind ever tried here went over with a bang, adding good will as well as profit and capping strong campaign to boost Schine houses here since manager Silverman took over.

"Shooting High"

ROCHESTER, N. Y.—Street ballyhoo and radio featured manager Arthur Krolick's campaign at the Regent. Boy and girl in ranch costumes rode in downtown area carrying banners with theatre credits, the "cowboy" vocalizing a la Gene Autry.

The Irwin Crusader

We'd be happy to have You decide

Whether or not so much of comfort, convenience, practical durability and outright value has ever previously been packed into any other theatre chair.

Inspect the CRUSADER at one of the nearby display rooms or write for descriptive literature. We confidently predict you will find it the most advantageous investment in theatre seating that can be made.

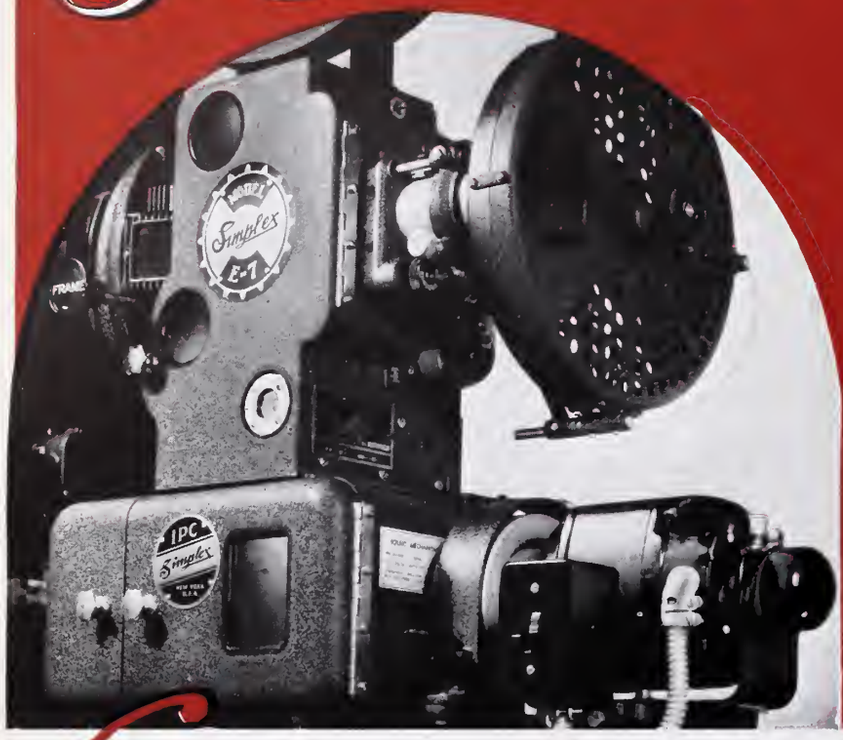
SEATING COMPANY IRWIN GRAND RAPIDS, MICH.

Distributed by
NATIONAL THEATRE SUPPLY COMPANY
Branches in All Principal Cities

IRWIN SEATING COMPANY • GRAND RAPIDS, MICH.

THE MANY ADVANCED FEATURES OF

Simplex E-7 AND Simplex ★★★★ Sound



CAN HELP YOU

in the

BIGGEST JOB OF THE INDUSTRY

Getting Patrons Back Again

It's the *re-orders* that *count* in any field • How to keep patrons *coming back* is what interests Theatre Owners and Managers *most* • "The Play's the Thing",—admittedly—but good Sound and Visual Projection help a whole lot in increasing the entertainment value of your show • A good front gets them in—

BUT

Simplex E-7 and Simplex ★★★★ Sound

Brings patrons back again

MANUFACTURED BY
INTERNATIONAL PROJECTOR CORPORATION
88-96 GOLD STREET, NEW YORK, N.Y.

Simplex Sound Projection System

DISTRIBUTED BY
NATIONAL THEATRE SUPPLY COMPANY
BRANCHES IN PRINCIPAL CITIES

SIX-POINT FEATURE REVIEWS

METRO

And One Was Beautiful (32)

FAMILY DRAMA 70M.

Robert Cummings, Laraine Day, Jean Muir, Billie Burke, Ann Morriss, Esther Dale, Charles Waldron, Frank Milan, Rand Brooks, Paul Stanton, Ruth Tobey. Directed by Robert B. Sinclair.

Here is an entertaining screen version of Alice Duer Miller's novel which might prove, despite its lack of big marquee names, a highly saleable attraction in many situations. It provides an excellent showcasing of Hollywood's younger talent with Laraine Day, who clicked in "My Son, My Son!" definitely proving her worth as an up and coming star. Story is that of a glamour girl (Jean Muir) allowing her rich playboy friend (Robert Cummings) to serve time in prison for a drunk driving manslaughter charge of which she is guilty. The younger sister, Laraine Day, stands by the playboy, finally discovering the guilt of the elder sister, who tries to reform through confession. The boy is released through the efforts of Larraine, the elder sister tries to again move in, but is given the cold shoulder by the playboy who has had time to reflect and reform and he takes the clinch with Laraine for the happy ending. A low-budget production with high-rating qualities, audience reaction was good.

ESTIMATE: *Better than average in low-budget class.*

Dr. Kildare's Strange Case (30)

FAMILY MELODRAMA 77M.

Lew Ayres, Lionel Barrymore, Laraine Day, Shepperd Strudwick, Samuel S. Hinds, Emma Dunn, Nat Pendleton, Walter Kingsford, Alma Kruger, John Eldredge, Nell Craig, George H. Reed, Paul Porcasi, Horace MacMahon, Marie Blake, Marcia Mae Jones, Charles Waldron, Frank Orth, Margaret Seddon, Fay Helm. Directed by Harold S. Bucquet.

Another yarn about the young doctor Kildare, this sequel film brings back Lew Ayres and Lionel Barrymore in the same roles in which they were so successful in their previous efforts. While not as fresh and interesting as "Young Doctor Kildare," the picture nevertheless provides absorbing entertainment, especially for those who like stories of the medical profession. Ayres and Barrymore dominate every scene, so that one really does not notice the supporting cast which does a good job throughout; Ayres is studying under Barrymore, a famous physician, as the picture opens. Barrymore, who is confined to a wheelchair because of cancer, is immensely fond of his protege, resents in a gruff, good-hearted way the attempts of others to share Ayres' attention. Ayres appreciates the great ability of the older man, turns down an instructorship at a wealthy university to remain and study under Barrymore at the hospital. A brain case comes in and Ayres urges a weak colleague, Shepperd Strudwick, to operate immediately. The surgery is successfully completed, but the patient emerges from the ether insane. Ayres sets out to prove that the patient was deranged before the operation but is immensely hindered because the patient was an emergency accident case and carried no means of identification. Failing to learn anything about the man, Ayres decides to try the insulin shock treatment in secret in an effort to restore sanity. With the aid of nurse Laraine Day, Ayres administers the treatment, which necessitates a violent and dangerous reaction on the part of the patient. The treatment is successful, and the patient regains his sanity. Ayres is still not in a position to marry the pretty nurse he's in love with, and thus another sequel may yet follow.

ESTIMATE: *Satisfactory Kildare; capitalize on previous success.*

MONOGRAM

Son of the Navy (3902)

FAMILY COMEDY DRAMA 70M.

James Dunn, Jean Parker, Martin Spellman, Craig Reynolds, William Royle, Dave O'Brien, Selmer Jackson, Sarah Padden, Charles King. Directed by Wiliam Nigh.

Monogram's excursion into the navy atmosphere type of story brings forth a pleasing show that should appeal to the family trade. Outside of the background of the fleet in port, etc., development is on the comedy rather than the melodramatic action side, with the yarn, adapted from a radio broadcast, different from the usual type produced by the company. James Dunn, a gunner, hitchhiking to get back to his ship at San Pedro, runs into Martin Spellman, an orphan with a dog, running away from the asylum. Both are picked by Jean Parker, a navy man's daughter. Spellman, to avoid being returned to the orphanage, tells Miss Parker (after Dunn has gone aboard ship) that Dunn is his father, plays upon Miss Parker's sympathies and is taken by her to San Francisco, where the fleet is headed. Then arises a series of complications, with everyone thinking Dunn is trying to sidestep his responsibility as the boy's father, the eventual denouement and Miss Parker marrying Dunn to give the orphan a father and mother.

ESTIMATE: *Pleasing family program.*

PARAMOUNT

The Biscuit Eater (3931)

FAMILY COMEDY DRAMA 81M.

Billy Lee, Cordell Hickman, Helene Millard, Richard Lane, Lester Matthews, Snowflake, William Russell, Earl Johnson, and "Promise." Directed by Stuart Heisler.

Outstanding in this family entrant is little Billy Lee, a lad of about 10, but an actor all the way through. The picture itself deals with bird dogs, their training, the infinite patience of their trainers, and the deeply instilled love of a boy for a dog. Kids and dog lovers in the family houses should eat this fare up. Cordell Hickman, a small colored boy, is highly entertaining as the faithful companion of Billy Lee. Billy is promised a puppy out of the litter of a champion pointer owned by Lester Matthews. Richard Lee, who trains and breeds the dogs on Matthews' estate, is Billy's father, and it is from him that the young boy inherits his fondness for keen bird dogs. The litter is born and there is one weakling. Billy saves it, trains it himself, but the animal is apparently bad, or what dog men call a "biscuit eater," that is, a hunting dog that is more interested in eating and stealing food than in hunting. Lane has the dog thrown off the estate, but Billy still has faith in his pet, gets him back, and keeps him secretly. The day of the field trials arrives, and Billy enters his dog with the other contenders. Eliminations finally leave Billy and his father matched against each other, and soon Billy's "biscuit eater" is heavily outpointing Lane's dog. However, Billy fearing that his father might lose his job as trainer if his dog lost, makes his own dog lose. Later Billy's dog is accidentally killed, but Billy is cheered by a new litter of pups sired by his beloved animal.

ESTIMATE: *Very pleasing family dualler.*

RKO-RADIO

Curtain Call (027)

FAMILY COMEDY 63M.

Barbara Read, Alan Mowbray, Helen Vinson, Donald MacBride, John Archer, Leona Maricle, Frank Faylen, Tom Kennedy, Ralph Forbes, J. M. Kerrigan, Ann Shoemaker, Tommy Kelly. Directed by Frank Woodruff.

A low budget production destined for the lower half of the entertainment bill of fare this is a lightweight yarn with little to recommend it other than a few smart lines and one or two clever situations. Barbara Read is the author of a mediocre play purchased by a Broadway producer for the express purpose of getting even with a temperamental star. To the surprise of all concerned, the star believes the play has what it takes, and the producers are faced with the problem of staging the opus at a costly figure running the chance of ruining their reputation, or paying the star $50,000 for failure to live up to contractual obligations. Producer and director want to rewrite the play, the star objects, and the producer learns that the play can be revised under a clause in the contract, and it becomes a success with everybody satisfied. Alan Mowbray, as the director, and Donald MacBride, in the role of the producer, garner a few

laughs with their rubber faced antics, while Helen Vinson is adequate as the temperamental star. Tom Kennedy, a strong-arm masseur, also gets a few giggles. Audience reaction was fair.

ESTIMATE: *For the duals and nabes.*

Irene (024)

FAMILY COMEDY DRAMA WITH MUSIC 101M.

Anna Neagle, Ray Milland, Roland Young, Alan Marshall, May Robson, Billie Burke, Arthur Treacher, Marsha Hunt, Isabel Jewel, Doris Nolan, Stewart Robertson, Ethel Griffies, Tommy Kelly, Juliette Compton, Roxanne Burkley. Directed by Herbert Wilcox.

A high ranking job by Miss Neagle and director-husband Herbert Wilcox, this old favorite in its latest form should bring in the masses and the classes. Those who may have doubted that Anna Neagle looked youthful enough to play this light ingenue role will be surprised to find her tripping blithely away with the acting honors of the picture. The talented star of "Victoria the Great" and "Nurse Edith Cavell" reveals a talent for singing and dancing in "Irene" that is nothing short of amazing. She sings "Alice Blue Gown" as it should be sung and several other numbers ("Out On a Limb") excellently; her graceful dancing is delightful. The story is the same. Irene is a cute Irish girl who is given an opportunity to become a fashion model when Ray Milland, wealthy owner of a modiste's salon, falls in love with her. Irene also captivates Alan Marshall, rich scion of a socially prominent family. Through a publicity stunt, Irene is exploited as the daughter of an Irish duchess, and Milland and Marshall pursue her through many adventures and misadventures until Milland finally wins her. Other splendid performances are turned in by Roland Young, May Robson, Billie Burke, and Arthur Treacher. Miss Neagle sings "Alice Blue Gown" and "Out On a Limb," with Martha Tilton and Stuart Robinson also contributing versions. "Castle of Dreams" is sung by the Three Debutantes, with "Irene" also sung by the King's Men. Another number is "There's Something In the Air." The Technicolor ball sequence is 1504 feet.

ESTIMATE: *Sell this big.*

REPUBLIC

Dark Command (901)

FAMILY ACTION DRAMA 94M.

Claire Trevor, John Wayne, Walter Pidgeon, Roy Rogers, George Hayes, Porter Hall, Marjorie Main, Raymond Walburne, Joseph Sawyer, Helen Mackellar, J. Farrell MacDonald, Trevor Bardette. Directed by Raoul Walsh.

All the superlatives heaped upon the super-westerns of the past year or so must be pulled out of the dictionary again to describe the excellence of "Dark Command," Republic's big budget follow-up to "Man of Conquest." Replete as it was with action and thrills, the latter film is outdone by "Dark Command." The story, a combination of fact and fiction, is that of the romance of Marshal John Wayne and lovely Kansan Claire Trevor. The remainder of the inevitable triangle is Walter Pidgeon, who portrays a ruthless Jekyll-Hydeish marauder. Trevor marries Pidgeon after she feels that Wayne is the cause of her father's death, but the marriage is never fully consummated because Pidgeon has to join his mob of hoodlums who were raiding homes and farms in Kansas while the Kansans were embroiled in the Civil War. Climactic point of the story comes when Wayne kills Pidgeon during a gunfight taking place in Trevor's home after the outlaw sees his own mother shot down by his own men. Accolades to the artists must be all-inclusive, but the three leads can justifiably be cited for giving their best, or at least the equals of their best, performances. Roy Rogers, as Trevor's excitable kid brother, turns in a corking job as does Marjorie Main, Pidgeon's sorrowful mother. Raoul Walsh's megaphoning can be listed among his most outstanding chores. Besides the action, suspense, and thrills, there's also a beautiful romance to be plugged in selling this show.

ESTIMATE: *Republic's best.*

Hi-Yo Silver (129)

FAMILY WESTERN 67M.

The Lone Ranger, Silver, Tonto, Lynn Roberts, Stanley Andrews, George Cleveland, William Farnum, Lane Chandler. Directed by William Witney and John English.

This is Republic's feature edition of the "Lone Ranger" serial, and it will probably satisfy except in spots where the kiddies remember it from Saturday matinees. A slick job has been done on the cutting and assembling of the episodes, and, with the use of the flashback method, a smooth-flowing coherent narrative has been effected. To those unfamiliar with the serial, "Hi-Yo Silver" will impress as a top-notch western, full of action and gun-fire and the usual things that go to make up the better class of horse-opera, only more so. The photography is excellent, taking full advantage of a striking scenic background. A musical score accompanies the pictures effectively, except where it descends to the inevitable "William Tell Overture" during the Lone Ranger's rides.

ESTIMATE: *Superior feature edition of the "Lone Ranger" serial.*

20th CENTURY-FOX

Jones Family in On Their Own (044)

FAMILY COMEDY 65M.

Spring Byington, Ken Howell, George Ernest, June Carlson, Florence Roberts, Billy Mahan, Marguerite Chapman, John Qualen, Charles Judels, Chick Chandler, Forrester Harvey, Isobel Randolph. Directed by Otto Brower.

Here is another standard offering in the Jones Family series with plenty of good comedy situations. Jed Prouty, missing from the cast, is accounted for in the story which places him in the hospital as the result of a heart attack, brought on by a nervous breakdown because the company of which he was a director has failed. Forced to sell the business, the family moves to Hollywood to try its hand at self-support. Spring Byington, conniving with her sons, Ken Howell and George Ernest, shuffles the cheques and becomes the owner of a bungalow court unaware that it houses only one tenant. Learning that other courts in the block object to children, she welcomes them and soon fills her own premises. A meanie, who owns an adjoining apartment house, protests against the noise of the children, brings Spring to court on a trumped up case that her building is two feet off line, and the judge, about to impose a fine on Spring, is phoned by his wife that they have been served with a dispossess because his children are a pest to the tenants. and Spring is sprung. Audience reaction was good.

ESTIMATE: *Standard Jones family.*

UNIVERSAL

Enemy Agent (4033)

FAMILY MELODRAMA 61M.

Richard Cromwell, Helen Vinson, Robert Armstrong, Marjorie Reynolds, Jack Arnold, Russell Hicks, Philip Dorn, Jack LaRue, Bradley Page, Abner Biberman, Luis Alberni, Jack Carson, Milburn Stone. Directed by Lew Landers.

Routine spy meller, with a slight surprise ending, this will fit into the lower half of the duals without any trouble. It lacks any special feature strength, but keeps moving, which is an asset. Richard Cromwell, a draftsman in a plane factory, wrongly accused of being a spy after a trick watch to take photos of planes is found in his locker, manages to stumble on a clue which reveals the real culprits to him. He tracks them down, and almost loses out until Helen Vinson, who has posed as a luncheonette hostess, turns out to be a G-woman and tracks the gang. The cast is filled with familiar faces, most of whom do their work in a routine manner. The topical angles may help.

ESTIMATE: *Routine spy meller for the duallers.*

WARNERS-FN

'Til We Meet Again (456)

FAMILY DRAMA 99M.

Merle Oberon, George Brent, Pat O'Brien, Geraldine Fitzgerald, Binnie Barnes, Frank McHugh, Eric Blore, George Reeves, Victor Kilian, Cy Kendall, Marjorie Gateson, Henry O'Neill, Frank Wilcox, Herbert Anderson, Frank Orth, Chester Gan, Jack Mower, Doris Lloyd, William Halligan, Maris Wrixon, Jane Gilbert, DeWolf Hopper, John Ridgely. Directed by Edmund Goulding. Associate producer, Hal K. Wallis.

A remake of the successful "One Way Passage," the William Powell-Kay Francis starrer of some years back, "'Til We Meet Again" is a beautiful drama. Definitely a woman's picture, it should play to upped grosses almost everywhere. Female portion of the projection room audience thought this was "just wonderful," to quote one of them. The story, if you remember, is that of Merle Oberon, a beautiful young lady who knows her days are numbered because of a failing heart. She meets and falls in love with George Brent, a captive of detective Pat O'Brien who is taking his catch back to San Quentin to pay the penalty for murder. They live two weeks of sublime happiness during the boat trip from Hong Kong to Frisco where Brent has to leave for a hanging and Oberon will live a few weeks of happy dreams before succumbing to the inevitable. What comedy relief there is is supplied by Frank McHugh and Eric Blore. Geraldine Fitzgerald turns in her usually superb performance. Ditto for Binnie Barnes, Brent, O'Brien, and Oberon. Goulding's direc-

tion is perfect to the point of making several "impossible" situations feel real.

ESTIMATE: *The women will make it profitable in a big way.*

MISCELLANEOUS

Lights Out In Europe

FAMILY DOCUMENTARY 66M.

(Mayer and Burstyn)

Commentary written by James Hilton. Narrative delivered by Fredric March. Original music by Werner Janssen. Produced by Herbert Kline. Photographed by Alexander Hackenschmied. Directed by Herbert Kline. Associate producer and director—Peter Mayer. Production manager—Rosa Harbun Kline.

By far the most powerful and professional film document dealing with the events leading up to, and the beginnings of, the second World War, "Lights Out In Europe" can and should create enough stir at the box office in almost every situation to make it a very profitable bet for exhibition. Editing of the film having been done in Walter Wanger's Hollywood studio, it has the finished touch lacking in most pictures of this sort. Throughout it is exciting, suspenseful, sordid, thrilling, impassionate as possible, and a cogent celluloid editorial to keep this country out of the mess abroad. It opens with a study of the English people going about their everyday chores with no worries as to the future and with an air of optimism that there would be no war. There are shots of the Poles mobilizing; the Germans entering Danzig; the Nazis viciously invading Poland; recruiting drives in and around London; Chamberlain en route to history-making meetings; and many more important scenes. This is not a collection of library shots—rather, it is a compilation of some corking photography by Alexander Hackenschmied, who also handled the camera on "Crisis." It was directed intelligently by Herbert Kline who megged "Crisis"; aiding in the production and direction was Pete Mayer, the son of an exhibitor; marquee names, James Hilton and Fredric March, wrote and delivered the narrative; and Werner Janssen provided excellent mood music. This has all the exploitation angles and should pay off nicely for those who want to shout about it to their patrons.

ESTIMATE: *Money-making documentary.*

The Unashamed

ADULT SEX FILM 66M.

(Cine-Grand, Inc.)

Rae Kidd, Robert Stanley, Lucille Shearer, Emily Todd, Joseph W. Girard, Frances Grey, Joan Charles, Ross Lynn and Wood McGillicuddy (dummy). Directed by Allen Stuart.

This nudist movie has limited dialogue with a good part of the picture being in pantomime, with musical score by Frederic Chapin. Picture was photographed in Lake Elsinore, California area, at Olympic Fields camp, and shows for the most part, activity in a nudist colony. It also incorporates a boy meets girl angle in the presentation. Plot weaves about Robert Lawton, city gentleman, who has lived on medicine but who is influenced to try nudist colony life for health. His secretary, Rae Lane, who was in love with him, enjoys the camp life until the arrival of Barbara Pound, "patent medicine heiress," who accidentally finds the camp. Bob and Barbara fall in love, an event very much to the dismay of Rae. In song, "Back to Nature," synchronization is off, as were some other singing sequences. Limited comedy is supplied by dummy, Wood McGillicuddy, and Dad McGillicuddy.

ESTIMATE: *Sexer, depends on locality.*

FOREIGN

Claudine

FAMILY MELODRAMA 82M.

(French Motion Picture Corp.)

Blanchette Brunoy, Max Dearly, Margo Lion, Suzet Mais, Pierre Brasseur, Le Petit Mouloudji, Jeanne Fusier-Gir, Leon Larive. Directed by Serge de Poligny.

One of the most charming and entertaining Gallic imports, "Claudine" is good enough cinema to play in spots which have not as yet experimented with the exhibition of foreign films. Art and French houses should undergo no difficulty in making this pay a healthy profit. From the pen of the French novelist, Colette, comes the tale of adolescent love, happiness, and disappointment. Blanchette Brunoy, a vivacious 16-year-old, portrays Claudine, the schoolgirl who is always up to some mischief. Her only true friends are the animals in the neighborhood woods and orphan Le Petit Mouloudji. She believes she finds another friend in school teacher Suzet Mais, but is doomed to disappointment. Brunoy falls desperately in love with the town's new doctor, Pierre Brasseur, and is terribly hurt when she discovers he is engaged to another. However, the film closes with her smiling, knowing that "at my age—what does it matter?" Brunoy gives an understanding and spirited performance. Mouloudji is the perfect carefree youngster and Pierre Brasseur smoothly plays the doctor. The direction is excellent.

ESTIMATE: *Gallic picture making at its best.*

Hidden Menace

FAMILY MELODRAMA 56M.

(English-made)

(Alliance)

Otto Kruger, Gertrude Michael, John Clements, Patrick Barr, Barbara Blair, Gene Sheldon, John Turnbull. Directed by Albert de Courville.

For filler on nabe duals, the exhibitor won't go wrong by marking this in for the bottom spot. Although it's the usual triangle yarn, there are certain elements of suspense which lift it above the cut-and-dried variety. John Clements, a handsome tight-rope walker, while playing in a theatre at which Otto Kruger and Gertrude Michael are also billed, falls desperately in love with Michael. Kruger, a sinister, smirking smoothy, wants Michael for himself and proceeds to get his competition out of the way by means of some sort of a ray machine capable of blurring the tight-wire. However, Kruger meets his death and the lovers are free to do as they darn well please. Film pleased a matinee mob in a metropolitan grind house and there were no complaints as to the thickness of the English accent.

ESTIMATE: *Okay for nabe dual support.*

NOTE: The Roma feature, "The Blessed Mother Cabrini," listed in the April 3 blue section as Italian-made, was produced in New Jersey. The film is released in Italian English, and other versions.

Madam Minister Dances

COMEDY WITH MUSIC 87M.

(Pani Minister Tanczy)

(Polish-American Film)

Aleksander Zabczynski, Tola Mankiewiczowna, Joseph Orwid, Michal Znicz, Mieczyslawa Owiklinska, Konrad Tom, Henryk Malkowski. Directed by Juliusz Gardan.

To a non-Polish-comprehending customer, "Pani Minister Tanczy" will be practically unintelligible for the first 80 minutes, when it is revealed that Madam Minister and a luscious night-club singer-and-dancer are being confused by the politicos and their own boyfriends. But to those understanding the language, this case of mistaken identity should prove to be continually amusing. It seems that Madam Minister is being impeached, or something, on account of unseemly appearance as a cabaret entertainer, but it all works out all right when the entertainer appears at the proceedings and proves that Madam Minister is quite the circumspect official she should be. Several lilting melodies are included in the action, performed by an able company.

ESTIMATE: *Strictly for the Polish.*

Monkey Into Man

FAMILY DOCUMENTARY 56M.

(World Pictures Corp.)

Supervised by Julian Huxley and S. Zuckerman. Directed by Stanley Hawes, Evelyn Spice, Donald Alexander. Commentary by John Martin.

Unusual educational fare which can be sold if the exhibitor possesses a flare for showmanship, "Monkey Into Man" is a British import attempting to show how closely man resembles other mammals and how man has reached the top of the animal scale. The first few clips are pretty technical as to content and commentary, but the second part of the film is at once entertaining and educational. The latter portion of the film deals with the "family life" of various types of animals.

ESTIMATE: *Exploitable program offering.*

Suicide Legion

ADULT MELODRAMA 54M.

(English-made)

(Film Alliance)

Tullio Carminati, Lilli Palmer, John Garrick, Geraldine Hislop, Davini Cragi, Hubert Harben, Edgar Driver, Alice O'Day, Eileen Munro. Directed by Norman Walker.

Most surprising thing here is that such a tried and true producer as Herbert Wilcox ("Victoria the Great," "Irene") is associated with this inferior entrant. Another unpleasant surprise is Tullio Carminati, who turns in an inferior job. Story has Carminati, an Italian cavalry officer, falling madly in love with Lilli Palmer, neglecting everything, especially finances, pursuing her. He finally winds up singing in a near-Eastern dive. Palmer enters the place as he is singing "their song," and the lovers are reunited. The title of the film sounds exciting, but it is the only thing that is attractive about this picture.

ESTIMATE: *Inferior English-made offering.*

NOTE: An English version of "The Life of Guiseppe Verdi" has been released by the Esperia Film Distributing Corporation, in addition to the Italian version reviewed in THE EXHIBITOR'S Six-Point-Feature-Review Section, April 3, 1940.

THE SHORTS PARADE

TWO-REEL

Dramatic

AMERICA'S YOUTH—1940. RKO-Radio—March of Time. 19m. Another outstanding subject from MOT, this suffers slightly from the injection of political propaganda which might very well have been left out. In discussing the problems facing American youth today, there are a few subtle slams at the present administration and one very obvious "Dewey for President" plug. After showing the various endeavors of men and women between 16 and 25 years of age, the film studies case histories of young white collar workers, semi-skilled labor, farmers, etcetera. Although there is quite a deal of attention paid to the unemployment problem, the film as a whole is pretty much on the optimistic side. It's good entertainment, but doesn't come up to the MOT standard of objectiveness. GOOD. (03109). L. S. M.

Color Musical

THE SINGING DUDE. Vitaphone—Technicolor production. Dennis Morgan, Lucile Fairbanks, Fuzzy Knight, Frank Wilcox, Oscar O'Shea, Dickie Jones. Directed by William McGann. 18m. Packing the punch of a full-length western and more entertaining than most oaties, this two-reel musical horse opera in Technicolor is worthy of a spot on the marquee. Dennis Morgan, wanted by the sheriff for murdering a gambler, and sidekick Fuzzy Knight elude the law by posing as dudes on Lucile Fairbanks' dude ranch. When Morgan is partially the cause for injuries sustained by the bronc buster who Fairbanks had banked on to win a local rodeo and thus lift the mortgage, he rides in the rodeo and saves the day. The sheriff catches up to him and delivers the good news that Morgan had killed a man wanted "dead or alive" by the government. Its right smart and fast entertainment. Morgan delivers a vocal on a swell tune, "Night On the Prairie." Other songs are "We're Headin' For the Rodeo" and "Honeymoon Hayride." EXCELLENT. (5005). L. S. M.

SERIAL

TERRY AND THE PIRATES. Columbia—Serial in 15 episodes, with William Tracy, Granville Owens, Joyce Bryant, Allen Jung, Victor de Camp. Directed by James W. Horne. Adapted from the comic strip, this should more than please kids and action-lovers. First episode, 29m.; others, two reels each. Terry and Pat Ryan come to the jungle to find Terry's father, Professor Lee. Ryan has some papers for the Professor. Fang, the local bad man, would stop them from finding Terry's father by (1) getting rid of them; (2) getting rid of the father. This is almost done several times in the first episode, via flying knives, a gorilla, fire, spears, guns, etc., but Terry and Pat survive to carry on their search. Chapter One, "Into the Great Unknown," starts slowly but builds excitingly enough to have the kiddies yelling. Terry and Ryan have been well cast. Wild animal scenes from the library have been effectively cut into the action. GOOD. (1160-1174). J. M.

Highlight Shorts

•

TWO REEL

COLOR DRAMATIC

The Flag Speaks—Metro

DRAMATIC

Jackpot—Metro

ONE REEL

COLOR CARTOON

Cross Country Detours—Vitaphone
Donald's Dog Laundry—RKO-Disney

CARTOON

Pilgrim Porky—Vitaphone

COMEDY

The Domineering Male—Metro

DRAMATIC

XXX Medico—Metro

COLOR NOVELTY

Fashion Forecasts No. 7—20th Century-Fox

NOVELTY

Know Your U. S. A.—U. S. Census
Life in Harlem—Million Dollar
Not So Dumb—Paramount

SPORT

Colored Champions of Sports—Million Dollar
Joe Louis-Brown Bomber—Million Dollar
Roughhouse Fiesta—Columbia
Over the Seven Seas—20th Century-Fox

TRAVEL

Climbing the Spirits' Home—20th Century-Fox
Going Places No. 74 (They Call It Little England)—Universal

ONE-REEL

Color Cartoon

THE BEARS' TALE. Vitaphone—Merrie Melody. 7m. The Schlesinger lads seem to have an endless chain of belly laughs. This time they mix up the story of Goldilocks with Red Riding Hood and the result is a wow throughout. Not only does the wolf get left holding the bag but the three bears get scared, and both Little Red Riding Hood and Goldilocks are saved. All in all, this is story telling in new and hilarious fashion. EXCELLENT. (5316) H. M.

CONFEDERATE HONEY. Vitaphone—Merrie Melody. 9m. By far the slap-happiest and most laugh-provoking reel of color cartooning ever put out by Leon Schlesinger (and that takes in a lot of territory), this take-off on "Gone With the Wind" had a projection room audience doubled up with laughter. It concerns the sad tale of Elmer Cuttler, who is called to the colors before he has an opportunity to propose to Crimson O'Hair Oil. He does return, however, but he doesn't get the gal who waited patiently for him. Ah, woe! EXCELLENT. (5315). L. S. M.

JUST A LITTLE BULL. 20th Century-Fox—Terry Toon. 7m. The little bull seems to have his troubles getting along, but when the rustlers capture his parent, he comes to the rescue and saves the day. Just a fair entrant, it has one of two gags which are worth repeating. FAIR. (0558). H. M.

TUGBOAT MICKEY. RKO-Radio—Walt Disney. 7m. Although not ranking with the best of the Disneys, the latest Mickey Mouse entry is still a corker for the kids. The adults might not find it as much to their liking as other Disney efforts. Tug captain Mickey receives an SOS and goes to the rescue. Pluto gives the boat too much steam; Donald Duck gets stuck on a piston rod; and Mickey can't control the steering apparatus. They are all relieved (?) when the tug blows up and the radio gives out the news that the SOS was a part of an Orson Welles-ish scare broadcast. GOOD. (04104). L. S. M.

Cartoon

IT MUST BE LOVE. 20th Century-Fox—Terrytoon. 7m. A rather pleasant entry from the Paul Terry stable, this, however is still lacking in that extra oomph which would put it at or near the top of the cartoon scale. The rooster is beating the small duck in the sweepstakes for the fair lady's hand until the rooster shows a yellowish streak and the duck rescues the fair lady from a scare brought on by an inflated rubber octopus. A catchy tune, "It Must Be Love," runs throughout the film. FAIR. (0511). L. S. M.

Musical

AIDA. Guaranteed. 9m. The rousing strains of "The Triumphal March" from "Aida" provides the score for this outstanding musical subject by Frederick Feher and the National Philharmonic Orchestra. Its worth as screen entertainment is best described by comments of some of the persons in the audience. A woman behind the reviewers said she "could listen to this for hours." A gentleman beside us uttered: "Why do they have to show this in a movie house?" In other words, it's up to the neighborhood. GOOD. L. S. M.

CARL HOFF AND HIS ORCHESTRA IN "ROMANCE AND RHYTHM." Vitaphone—Melody Master. 10m. Straight presentation of Carl Hoff and his orchestra makes this a pretty good 10-minute insertion for any film program. The orchestra plays "Darktown Strutters' Ball," "Dancing In the Dark," "Heaven Can Wait," "I Got Rhythm," "The Whirling Dervish," and The Kidoodlers give out with a novelty version of "Old MacDonald Had a Farm." Barry McKinley and the Three Randall Sisters handle the vocals. Hoff makes a good-looking and personable front man. GOOD. (5507). L. S. M.

Novelty

HOLLYWOOD RECREATIONS. Columbia—Screen Snapshots No. 6. 9m. This time camera shoots activities at opening game of the Hollywood Stars baseball team, film folk on the golf course, at a swimming exhibition, Monkey Island and an amusement park. Spotted in the group are: Joe E. Brown, Jane Withers, Gail Patrick, Rita Hayworth, Dixie Dunbar, Roy Rogers, Carol Landis, Robert Taylor, Barbara Stanwyck, Buster Keaton, who provides the comedy, and others. FAIR. (1856). G. K. K.

MAKING THE FUNNIES. Meredith—Clancy. 10m. Although this is not an exceptional reel by any means, it is sure to interest everybody who reads the funnies (and who doesn't?). Shown at work are Milton Caniff (Terry and the Pirates); Russell Patterson (Patterson's girl); Harold Gray (Little Orphan Annie); Walter Berndt (Smitty); and Bill Holman (Smoky Stover). GOOD. J. M.

NO PARKING. Vitaphone — Grouch Club. 10m. Another humorous Grouch Club entry, this features the lisping man whose efforts to fix a parking ticket result in a 60-day jail sentence. There are a lot of laughs and the customers will go home happy, although feeling a bit sorry for the ticket-quasher. GOOD. (5704). L. S. M.

Sport

SWING WITH BING. Distributor not set. 13m. This is a novelty short directed by Herbert Polesie and Bing Crosby, made during the fourth annual Rancho Santa Fe Pro-Amateur golf tournament with the aid of Professional Golfers Association of America. Bing, backgrounded by a bunch of cuties, indulges in a little golf practice, is invited to participate in a tournament and the fun begins. Offering introduces some trick putting and driving, is bolstered by outstanding names in the sports world such as Byron Nelson, Jimmy Thompson, Bud Ward, Walter Hagen, Clayton Heafner, Jimmy Demaret, Jug McSpaden, Lawson Little, Ed Oliver, Frank Rodia, Leo Diegel, and Tony Penna from the golf world and other sporting gentry such as Ty Cobb, Marshall Duffield, Jimmy McLarnin, Scotty Chisholm, Henry McLemore and Richard Arlen. Bing scores with an original ditty, "The Little White Pill on the Little Green Hill," authored by John Burke and James V. Monaco, and shares numerous laughs with Arthur Q. Bryan, the Grouch Club tongue twister. It is both entertaining and instructive. It won instant approval of the theatre preview audience and should click on any program. EXCELLENT. W. S.

Index to Shorts Parade Indices

For the benefit of exhibitors who desire to refer to past shorts reviews, this index to previous shorts indices will be printed every issue:

From September 1, 1937, to May 1, 1938 ..... 128, 129
From May 15, 1938, to August 15, 1938 179
From September 1, 1938, to December 14, 1938 229
From December 28, 1938, to May 31, 1939 ..... 325, 326
From June 14, 1939, to August 23, 1939 374
From September 6, 1939, to November 29, 1939 427
From December 27, 1939, to March 6, 1940 487

Color Travel

MEN WANTED. Vitaphone — Color Parade. 8m. Written and directed by Ira Genet, this travel reel which points out the vast resources in Alaska suffers a bit from mediocre color photography. Short camera visits are paid to Petersburg, Juneau, Anchorage, Fairbanks, Valdez, and other points of Alaskan interest. It emphasizes the need for manpower to take advantage of the territory's wealth. FAIR. (5406). L. S. M.

Commercial

ARISTOCRATS OF FASHION. A Roland Reed Production. Distributed nationally by Al O. Bondy. Photographed in Technicolor by William Steiner. 10m. Made in the Vyvyan Donner formula and not suffering one whit by comparison with the excellent 20th Century-Fox fashion reels, this Technicolor promotion of American Bemberg rayon products is worthwhile playing in any spot able to get it. Made in New York City and edited in Hollywood, it has the professional touch often lacking in commercial celluloid. Sportswear, daytime clothing, and formal gowns are worn by Powers' models while they enact the country club romance of a girl who knows that "clothes make the women who want to make the man." The annoying commercial plugs accompanying most sponsored films are pleasantly lacking here. It is to be offered free to first runs throughout the country. The photography and Technicolor are well nigh perfect. EXCELLENT. L. S. M.

EXCURSIONS IN SCIENCE AND ENGINEERING. General Electric — Sepia. 10m. Metal springs are subject to many deficiencies; heat expands them, cold contracts them, chemicals disturb their resilience. Therefore, science now uses delicate quartz-thread springs which are manufactured by an exceedingly simple process. Scientific research has also led to the discovery of various metal alloys which are shown in this short undergoing various tests in which their peculiar properties are demonstrated. Last subject treated is the sodium vapor lamp which is used in lighting highways for safer night driving. This short has a rather limited appeal. FAIR. D. O.

LAST MINUTE FEATURE REVIEWS

Man with Nine Lives

(Columbia) — FAMILY MELODRAMA 71M.

Boris Karloff, Roger Pryor, Jo Ann Sayers, Stanley Brown, John Delson, Hal Taliaferro, Bryon Foulger, Charles Trobridge, Ernie Adams. Directed by Nick Grinde.

Give multi-faced Boris Karloff a subterranean laboratory, a rack of sputtering, smoking chemicals, a brace of terrified victims and he will turn out an appropriately blood-chilling horror picture. "Man with Nine Lives" follows the formula laid down by former successful Karloff frights, will be a killer-diller with the nabe and horror film addicts. When Boris makes his first appearance frozen stiff in a cake of ice, the fans should spin in their seats. Roger Pryor and pretty Jo Ann Sayers furnish a minimum of love interest, and the rest of the cast comprises mostly victims-to-be. Pryor is a young doctor conducting experiments with a freeze-cure for cancer in a large hospital. He is following the incomplete notes left by a famous doctor who disappeared 10 years before, but soon undesirable publicity forces him to suspend his work on the cure. He takes a trip with nurse and fiancee, Jo Ann Sayers, and visits the dilapidated home of the missing doctor, finds the doc far underground encased in solid ice. They chop him out and miraculously he revives, tells how he and four authorities from a nearby town who came to jail him fought and were frozen in the ice chamber. Karloff also reveals that he has discovered the positive freeze-cure for cancer. The others are revived from their 10-year freeze and trouble begins all over again. When one of them destroys the formula, Karloff, enraged, experiments with them one by one to rediscover it, is killed as he succeeds.

ESTIMATE: *Good Karloff chiller; a natural for exploitation.*

Saturday's Children

(Warners) — FAMILY DRAMA 100M.

John Garfield, Anne Shirley, Claude Rains, Roscoe Karns, Lee Patrick, Dennie Moore, George Tobias, Elizabeth Risden, Berton Churchill. Executive producer Hal B. Wallis. Directed by Vincent Sherman.

Screen version of Maxwell Anderson's Pulitzer Prize play, exceedingly human in its appeal with clear-cut etchings of the characteristics of the average American family, its hopes, disappointments, joys and sorrows; this is superbly presented. John Garfield with a flair for inventions and a habit of celebrating instead of moping over hard knocks, meets Anne Shirley entering the business world as a clerk in an importing house, where her father, Claude Rains, officiates as head bookkeeper. Romance blooms under the influence of Shirley's sister, Lee Patrick, who teaches Anne all the tricks needed to land a husband. Comes the marriage of Anne and John, development of their characters in the face of hard knocks, and an approaching blessed event, with Claude Rains willing to make all kinds of sacrifices to obtain funds so that John can accept the offer of a good job in the Philippines taking Anne along to a brighter future. Woven into the dramatic threads are some delightful comedy moments depicting domestic spats in the face of adversity, with top notch performances turned in by John Garfield, Anne Shirley and Claude Rains. Audience reaction was excellent.

ESTIMATE: *Good entertainment; rates top billing.*

Angel from Texas

(Warners) (468) — FAMILY COMEDY 69M.

Rosemary Lane, Eddie Albert, Wayne Morris, Ronald Reagan, Jane Wyman, Ruth Terry, Hobart Cavanaugh, John Litel. Directed by Ray Enright.

A fairly aged George S. Kaufman script is whipped into film form in this amusingly entertaining programmer which features practically the entire Warner stock company. The smaller situations might get along very well by topspotting it and the others will find "Angel" more than satisfactory in a supporting role on duals. Shoestring producers Wayne Morris and Ronald Reagan part Texan Eddie Albert from his bankroll when they promise to star Rosemary Lane in their forthcoming legit. Ruth Terry's gangster boy friend doesn't approve of having his gal tossed out of the lead and blows up the theatre stage during the openin night. That is the climatic point to a play which was so bad that it was really funny. The show, because of its inanity, becomes a success and Lane-Albert-Jane Wyman triumvirate sells it back at a profit to the two chiselers when they discover a plagiarism suit waiting for them. It's a lot of fast, albeit minor, fun.

ESTIMATE: *Pleasing comedy program.*

Feature Production Number Listing, with National Release Dates

COLUMBIA

1003	His Girl Friday	Jan. 18
1004	Too Many Husbands	Mar. 21
1007	The Amazing Mr. Williams	Nov. 23
1010	U-Boat 29	Oct. 7
1011	Beware Spooks!	Oct. 24
1013	Blondie Brings Up Baby	Nov. 9
1014	Blondie on a Budget	Feb. 29
1015	Those High Grey Walls	Sept. 21
1018	Music in My Heart	Jan. 10
1019	The Lone Wolf Strikes	Jan. 26
1020	Five Little Peppers at Home	Feb. 8
1025	Hidden Power	Sept. 7
1026	Fugitive at Large	Dec. 7
1027	Outside the Three-Mile Limit	Mar. 7
1030	Cafe Hostess	Nov. 30
1031	Scandal Sheet	Oct. 16
1032	Miracle on Main Street	Oct. 29
1033	My Son is Guilty	Dec. 28
1034	Convicted Woman	Jan. 31
1035	Men Without Souls	Mar. 14
1071	Lost Horizon (re-issue)	June 2
1072	The Awful Truth (re-issue)	June 16
1101	Mr. Smith Goes to Washington	Oct. 19
1110	I Married Adventure	
1201	Outpost of the Mounties	Sept. 14
1202	The Stranger From Texas	Nov. 2
1203	Two-Fisted Rangers	Jan. 4
1204	Bullets for Rustlers	Mar. 5
1205	Blazing Six Shooters	Apr. 4
1206	Texas Stagecoach	June 6
1211	Taming of the West	Dec. 7
1212	Pioneers of the Frontier	Feb. 1
	The Man With Nine Lives	Apr. 18
	The Doctor Takes a Wife	Apr. 25
	Ten Days in Paris	Apr. 30
	The Man From Tumbleweeds	May 2
	Babies for Sale	May 10
	Island of Doomed Men	May 16
	The Lone Wolf Meets a Lady	May 24
	Passport to Alcatraz	June 6

METRO-GOLDWYN-MAYER

1	The Women	Sept. 1
2	Henry Goes Arizona	Dec. 8
3	Dancing Co-Ed	Sept. 29
4	Thunder Afloat	Sept. 15
5	Blackmail	Sept. 8
6	Fast and Furious	Oct. 6
7	Ninotchka	Nov. 3
8	Marx Bros. "At the Circus"	Oct. 20
9	Babes in Arms	Oct. 13
10	Bad Little Angel	Oct. 27
11	Remember?	Nov. 10
12	The Secret of Dr. Kildare	Nov. 24
13	Another Thin Man	Nov. 17
14	Joe and Ethel Turp Call on the President	Dec. 1
15	Nick Carter, Master Detective	Dec. 15
16	Judge Hardy and Son	Dec. 22
17	Balalaika	Dec. 29
18	The Earl of Chicago	Jan. 5
19	Congo Maisie	Jan. 19
20	The Shop Around the Corner	Jan. 12
21	Broadway Melody of 1940	Feb. 9
22	Lambeth Walk	Jan. 26
23	Strange Cargo	Mar. 1
24	The Man From Dakota	Feb. 16
25	Northwest Passage	Feb. 23
26	I Take This Woman	Feb. 2
27	The Ghost Comes Home	Mar. 8
28	Young Tom Edison	Mar. 15
29	Florian	Mar. 29
30	Dr. Kildare's Strange Case	Apr. 12
31	New Moon	
32	And One Was Beautiful	Apr. 5
33	Two Girls on Broadway	Apr. 19
34	Forty Little Mothers	Apr. 26
	20 Mule Team	May 3
	Edison, the Man	May 10
	Waterloo Bridge	May 17
	The Stars Look Down	May 24

MONOGRAM

3901	Rip Van Winkle	
3902	Son of the Navy	Mar. 30
3907	The Fatal Hour	Jan. 15
3912	The Gentleman From Arizona	Dec. 25
3916	The Human Monster	Mar. 8
3917	Chasing Trouble	Jan. 30
3918	The Secret Four (Four Just Men)	Jan. 15
3919	Heroes in Blue	Nov. 7
3921	The Midnight Limited	Mar. 20
3922	Hidden Enemy	Jan. 20
3923	The Phantom Strikes	Nov. 15
3924	East Side Kids	Feb. 10
3936	Crashing Through	Oct. 1
3937	Fighting Mad	Nov. 5
3938	Yukon Flight	Dec. 5
3939	Danger Ahead	Jan. 10
3940	Murder on the Yukon	Feb. 25
3941	Sky Bandits	Apr. 15
3951	Roll, Wagons, Roll	Nov. 25
3952	Westbound Stage	Dec. 15
3953	Rhythm of the Rio Grande	Mar. 2
3954	Pals of the Silver Sage	Apr. 20
3955	Cowboy From Sundown	May 2
3961	Pioneer Days	Jan. 25
3962	The Cheyenne Kid	Feb. 20
3963	Covered Wagon Trails	Apr. 10
3964	Land of the Six Gun	May 2
3965	Kid From Santa Fe	May 17
	Tom Boy	Apr. 20
	Mysterious Mr. Reeder	Apr. 30
	Amateur Detective	May 24
	Queen of the Yukon	May 31

PARAMOUNT

3901	Death of a Champion	Sept. 1
3902	Beau Geste	Sept. 15
3903	$1,000 a Touchdown	Sept. 22
3904	Honeymoon in Bali	Sept. 29
3905	What a Life!	Oct. 6
3906	Jamaica Inn	Oct. 13
3907	Television Spy	Oct. 20
3908	Disputed Passage	Oct. 27
3909	The Cat and the Canary	Nov. 10
3910	Rulers of the Sea	Nov. 17
3911	Our Neighbors, the Carters	Nov. 24
3912	The Night of Nights	Dec. 1
3913	The Llano Kid	Dec. 8
3914	All Women Have Secrets	Dec. 15
3915	Gulliver's Travels	Dec. 22
3916	The Great Victor Herbert	Dec. 29
3917	Emergency Squad	Jan. 5
3918	Geronimo!	Jan. 12
3919	Remember the Night	Jan. 19
3920	Parole Fixer	Feb. 2
3921	The Light That Failed	Feb. 9
3922	The Sidewalks of London	Feb. 16
3923	Knights of the Range	Feb. 23
3924	Seventeen	Mar. 1
3925	Women Without Names	Mar. 15
3926	The Road to Singapore	Mar. 22
3927	The Farmer's Daughter	Mar. 29
3928	Adventure in Diamonds	Apr. 5
3929	Dr. Cyclops	Apr. 5
3930	French Without Tears	Apr. 19
3931	The Biscuit Eater	May 24
3932	Buck Benny Rides Again	May 3
3933	Opened by Mistake	May 10
3934	Typhoon	May 17
3935	The Light of Western Stars	Apr. 26
3954	Range War	Sept. 8
3955	Law of the Pampas	Nov. 3
3956	Santa Fe Marshal	Jan. 26
3957	Showdown	Mar. 8
3958	Hidden Gold	June 7
3959	Stage Coach War	July 12
	The Way of All Flesh	May 31
	Safari	June 14
	Those Were the Days	June 21
	Queen of the Mob	June 28
	Untamed	July 5
	Comin' Round the Mountain	July 19

RKO-RADIO

001	Nurse Edith Cavell	Sept. 29
002	The Day the Bookies Wept	Sept. 15
003	Full Confession	Sept. 8
004	Three Sons	Oct. 13
005	Meet Dr. Christian	Nov. 17
006	Allegheny Uprising	Nov. 10
007	Vigil in the Night	Feb. 9
008	Reno	Dec. 1
009	Abe Lincoln in Illinois	
010	The Flying Deuces	Nov. 3
011	That's Right, You're Wrong	Nov. 24
012	Sued for Libel	Oct. 27
013	Two Thoroughbreds	Dec. 8
014	Married and In Love	Jan. 19
015	The Hunchback of Notre Dame	Dec. 29
016	Mexican Spitfire	Jan. 12
017	Isle of Destiny	Mar. 8
018	The Marines Fly High	Feb. 2
019	Swiss Family Robinson	Feb. 16
020	Little Orvie	Mar. 1
021	The Saint's Double Trouble	Jan. 26
022	Millionaire Playboy	Mar. 15
023	The Primrose Path	Mar. 22
024	Irene	
025	My Favorite Wife	May 3
026	(Not set)	
027	Curtain Call	Apr. 26
028	A Bill of Divorcement	
029	Tom Brown's Schooldays	May 10
030	The Courageous Dr. Christian	Apr. 5
031	Beyond Tomorrow	Apr. 19
061	Queen of Destiny	
081	Marshal of Mesa City	Nov. 3
082	Legion of the Lawless	Jan. 5
083	Bullet Code	Apr. 5
091	Pinocchio	Feb. 23

REPUBLIC

901	Dark Command	Apr. 15
905	Main Street Lawyer	Nov. 3
911	Flight at Midnight	Aug. 25
912	Calling All Marines	Sept. 21
913	Sabotage	Oct. 13
914	Jeepers Creepers	Oct. 27
915	The Covered Trailer	Nov. 10
916	Thou Shalt Not Kill	Dec. 22
917	Money to Burn	Dec. 28
918	Wolf of New York	Jan. 25
919	Village Barn Dance	Jan. 30
920	Forgotten Girls	Mar. 15
921	In Old Missouri	Apr. 17
922	Grandpa Goes to Town	Apr. 19
941	South of the Border	Dec. 15
942	Rancho Grande	Mar. 22
951	The Arizona Kid	Sept. 29
952	Saga of Death Valley	Nov. 22
953	Days of Jesse James	Dec. 20
954	Young Buffalo Bill	Apr. 12
961	The Kansas Terrors	Oct. 6
962	Cowboys From Texas	Nov. 29
963	Heroes of the Saddle	Jan. 12
964	Pioneers of the West	Mar. 12
991	Ghost Valley Raiders	Mar. 26
	Covered Wagon Days	Apr. 22
	Doctors Don't Tell	May 20
	Women in War	May 25
	The Crooked Road	May 7
	Gaucho Serenade	May 10
	Gangs of Chicago	May 13
129	Hi-Yo Silver	Apr. 10

20th CENTURY-FOX

001	Elsa Maxwell's Hotel for Women	Aug. 4
002	Chicken Wagon Family	Aug. 11
003	Stanley and Livingstone	Aug. 18
004	Quick Millions	Aug. 25
005	The Adventures of Sherlock Holmes	Sept. 1
006	Charlie Chan at Treasure Island	Sept. 8
007	Hollywood Cavalcade	Oct. 13
008	Stop, Look and Love	Sept. 22
009	Here I Am, a Stranger	Sept. 29
010	The Escape	Oct. 6
011	The Rains Came	Sept. 15
012	The Cisco Kid and the Lady	Dec. 29
013	20,000 Men a Year	Oct. 27
014	Pack Up Your Troubles	Oct. 20
015	Drums Along the Mohawk	Nov. 10
016	Too Busy to Work	Nov. 17
017	Swanee River	Jan. 5
018	Shipyard Sally	Oct. 20
019	Heaven With a Barbed Wire Fence	Nov. 3
020	Day-Time Wife	Nov. 24
021	Charlie Chan in City in Darkness	Dec. 1
022	Inspector Hornleigh on Holiday	Dec. 1
023	He Married His Wife	Jan. 19
024	The Honeymoon's Over	Dec. 15
025	The Bluebird	Mar. 22
027	City of Chance	Jan. 12
028	High School	Jan. 26
029	Everything Happens at Night	Dec. 22
030	The Man Who Wouldn't Talk	Feb. 2
031	Little Old New York	Feb. 9
032	Young as You Feel	Feb. 16
033	They Came by Night	Feb. 23
034	Earthbound	June 5
035	Charlie Chan in Panama	Mar. 1
037	Free, Blonde and 21	Mar. 29
036	Star Dust	Apr. 5
038	I Was an Adventuress	May 10
039	Viva Cisco Kid	Apr. 12
040	The Grapes of Wrath	Mar. 15
041	Shooting High	Apr. 26
042	Johnny Apollo	Apr. 19
043	So This Is London	May 3
044	On Their Own	May 17
045	Lillian Russell	May 24
046	Marriage in Transit	May 31
047	Four Sons	June 14
048	Charlie Chan's Murder Cruise	June 21
049	Lucky Cisco Kid	June 28
050	Maryland	July 5
051	Girl in 313	July 12
052	Sailor's Lady	July 19
061	The Road to Glory (re-issue)	Oct. 13
062	The First World War (re-issue)	Oct. 27

UNITED ARTISTS

GOLDWYN

They Shall Have Music	Aug. 18
The Real Glory	Sept. 29
Raffles	Dec. 29

KORDA

The Four Feathers	Aug. 4
The Lion Has Wings	Jan. 19
Over the Moon	Mar. 29

ROACH

The Housekeeper's Daughter	Oct. 26
Of Mice and Men	Jan. 12
A Chump at Oxford	Feb. 16
One Million B. C.	May 3
Saps at Sea	Apr. 19
Turnabout	May 17

SELZNICK

Intermezzo, a Love Story	Sept. 22
Rebecca	Apr. 12

SMALL

The Man in the Iron Mask	Aug. 11
My Son, My Son!	Mar. 22

WANGER

Winter Carnival	July 28
Eternally Yours	Oct. 12
Slightly Honorable	Dec. 22
House Across the Bay	Mar. 1

UNIVERSAL

4001	It's a Date	Mar. 22
4002	Destry Rides Again	Dec. 29
4004	My Little Chickadee	Feb. 9
4009	The Invisible Man Returns	Jan. 12
4010	The Under-Pup	Sept. 1
4011	Charlie McCarthy, Detective	Dec. 22
4012	Tower of London	Nov. 17
4013	House of Seven Gables	Apr. 12
4014	Rio	Sept. 29
4016	The Big Guy	Nov. 24
4017	Two Bright Boys	Sept. 15
4018	Black Friday	Apr. 12
4019	Little Accident	Oct. 27
4020	Call a Messenger	Nov. 3
4021	Oh, Johnny, How You Can Love	Jan. 5

Alphabetical Guide

(Continued from page 516)

MAN FROM DAKOTA, THE—74m.—Metro.....476
MAN FROM MONTREAL—60m.—Universal.....417
MAN IN THE IRON MASK, THE—111m.—UA.....347
MAN WHO WOULDN'T TALK—72m.—20th C.-F...441
MAN WITH NINE LIVES, THE—71m.—Columbia..515
MARINES FLY HIGH, THE—68m.—RKO-Radio...463
MARRIED AND IN LOVE—59m.—RKO-Radio.....441
MARSEILLAISE—80m.—World Pictures.....418
MARSHAL OF MESA CITY, THE—62m.—RKO....400
MARX BROS. "AT THE CIRCUS"—87m.—Metro..407
MATRIMONIO IDEALE, UN—see Ideal Marriage
MEET DR. CHRISTIAN—70m.—RKO-Radio.....408
MEN WITHOUT SOULS—60m.—Columbia.....491
MERCY PLANE—71m.—Producers Dist. Corp.....483
MEXICAN SPITFIRE—67m.—RKO-Radio.....441
MIDDLETON FAMILY AT THE WORLD'S FAIR, THE—50m.—Modern Talking Picture Service..396
MIDNIGHT LIMITED—61m.—Monogram.....499
MIKADO, THE—91m.—Universal.....281
MILLIONAIRE PLAYBOY—64m.—RKO-Radio....482
MILL ON THE FLOSS, THE—78m.—Standard.....418
MIRACLE ON MAIN STREET—78m.—Columbia...415
MIRELE EFROS—87m.—Credo Pictures.....410
MISSING EVIDENCE—64m.—Universal.....401
MR. SMITH GOES TO WASHINGTON—130m.—Col..399
MR. MAX (Il Signor Max)—86m.—Esperia.....402
MONKEY INTO MAN—56m.—World.....511
MONTEVERGINE—see The Great Light
MOTEL, THE OPERATOR—80m.—Cinema Service..457
MURDER IN THE AIR—58m.—Warners.....483
MURDER ON THE YUKON—56m.—Monogram....499
MUSIC IN MY HEART—70m.—Columbia.....439
MUTINY IN THE BIG HOUSE—83m.—Monogram..399
MUTINY ON THE BLACKHAWK—66m.—Universal 337
MY DARLIN'—see Macushla
MY FIFTH AVENUE GIRL—see Fifth Avenue Girl
MY HUSBAND IS LOST (Ho Perduto Mio Marito!)—87m.—Esperia.....410
MY LITTLE CHICKADEE—84m.—Universal.....473
MY MAN GODFREY—93m.—Universal (re-issue)..321
MY SON IS GUILTY—68m.—Columbia.....447
MY SON, MY SON!—117m.—United Artists.....493
MYSTIC CIRCLE MURDER—69m.—Fanchon Royer 402

N

NANCY DREW & HIDDEN STAIRCASE—60m.—WB 371
NAPLES THAT NEVER DIES (Napoli che Non Muore)—90m.—Itala Films.....494
NAPOLI CHE NON MUORE—see Naples That Never Dies
NAPOLI D'ALTRI TEMPI—see Love in Old Naples
NICK CARTER, DETECTIVE—60m.—Metro.....440
NIGHT OF NIGHTS, THE—86m.—Paramount.....432
NINOTCHKA—110m.—Metro.....399
NO PLACE TO GO—56m.—Warners.....361
NORTH SEA PATROL—69m.—Alliance Films.....418
NORTHWEST PASSAGE—126m.—Metro.....471
NOTORIOUS ELINOR LEE—104m.—Michcaux.....461
NURSE EDITH CAVELL—98m.—RKO-Radio.....380

O

OF MICE AND MEN—106m.—United Artists.....448
OH, JOHNNY, HOW YOU CAN LOVE—63m.—Univ. 457
OKLAHOMA FRONTIER—58m.—Universal.....401
OKLAHOMA TERROR—50m.—Monogram.....379
OLD DARK HOUSE—74m.—Universal (re-issue)...321
OLD MAID, THE—95m.—Warners.....363
ONE DARK NIGHT—81m.—Million Dollar Prod...434
ONE HOUR TO LIVE—59½m.—Universal.....387
ON HIS OWN—100m.—Amkino.....388
ON THEIR OWN—65m.—20th Century-Fox.....510
ON YOUR TOES—94m.—Warners.....402
$1,000 A TOUCHDOWN—73m.—Paramount.....392
OUR FIGHTING NAVY—see Torpedoed
OUR NEIGHBORS, THE CARTERS—84m.—Para...408
OUTPOST OF THE MOUNTIES—63m.—Columbbia..407
OUTSIDE THE THREE-MILE LIMIT—63m.—Col...471
OUTSIDER, THE—90m.—Alliance Films.....494
OVER THE MOON—78m.—United Artists.....465
OVERLAND MAIL, THE—51m.—Monogram.....416
OVERTURE TO GLORY—85m.—Elite.....474

P

PACK UP YOUR TROUBLES—75m.—20th C.-Fox.386
PAID TO KILL—see Timberland Terror
PAL FROM TEXAS, THE—52m.—Metropolitan....483
PANI MINISTER TANCZY — see Madam Minister Dances
PAROLE FIXER—59m.—Paramount.....463
PEOPLE ETERNAL, A—65m.—Henry Lynn.....418
PHANTOM RANCHER—60m.—Colony.....457
PHANTOM STRIKES, THE—58m.—Monogram.....423
PINOCCHIO—86m.—RKO-Radio.....472
PIONEER DAYS—59m.—Monogram.....472
PIONEERS OF THE FRONTIER—58m.—Columbia..471
PIONEERS OF THE WEST—56m.—Republic.....492
POCOMANIA—65m.—Lenwal.....434
PORT OF SHADOWS (Le Quai des Brumes)—90m.—Film Alliance of U. S.....403
PRIDE OF THE BLUE GRASS—65m.—Warners....393
PRIMROSE PATH—93m.—RKO-Radio.....492
PRISONER OF CORBAL, THE—73m.—Syndicate...381
PRIVATE DETECTIVE—55m.—Warners.....425
PRIVATE LIVES OF ELIZ. & ESSEX—106m.—WB 396

Q

QUAI DES BRUMES, LE—see Port of Shadows.
QUEEN OF DESTINY (60 Glorious Yrs.)—95m.—RKO 220

R

RAFFLES—71m.—United Artists.....445
RAINS CAME, THE—103m.—20th Century-Fox....386
RANCHO GRANDE—68m.—Republic.....500
RANGE WAR—66m.—Paramount.....369
RASPUTIN—93m.—Concord Films.....410
REAL GLORY, THE—96m.—United Artists.....386
REBECCA—129m.—United Artists.....500
RE DI DANARI—see King of Diamonds
REMEMBER?—83m.—Metro.....415
REMEMBER THE NIGHT—94m.—Paramount.....447
RENO—73m.—RKO-Radio.....416
RETURN OF DOCTOR X, THE—62m.—Warners....425
RETURN OF THE FROG—71m.—Select Attractions 381
RHYTHM OF THE RIO GRANDE — 53m.—Monogram.....491
RIDERS OF BLACK RIVER—54m.—Columbia....385
RIDERS OF PASCO BASIN—56½m.—Universal....442
RIDERS OF THE SAGE—56m.—Metropolitan.....402
RIDIN' FOOL, THE—58m.—Metropolitan.....402
RIO—77m.—Universal.....393
ROAD BACK—79m.—Universal (re-issue).....417
ROAD TO GLORY—101m.—20th C.-F. (re-issue)..401
ROAD TO SINGAPORE, THE—85m.—Paramount...481
ROARING TWENTIES, THE—106m.—Warners....409
ROLL WAGON ROLL—54m.—Monogram.....431
ROVIN' TUMBLEWEEDS—64m.—Republic.....424
ROYAL DIVORCE—82½m.—Imperial.....394
RULERS OF THE SEA—97m.—Paramount.....385

S

SABOTAGE—69m.—Republic.....400
SAGEBRUSH FAMILY TRAILS WEST—58m.—PDC 483
SAINT'S DOUBLE TROUBLE, THE—68m.—RKO...456
SAGA OF DEATH VALLEY—58m.—Republic.....424
SANTA FE MARSHAL—68m.—Paramount.....448
SATURDAY'S CHILDREN—100m.—Warners.....513
SCANDAL SHEET—67m.—Columbia.....407
SCIPIONE L'AFRICANO—115m.—Esperia.....394
SCIPIO AFRICANUS MAJOR—see Scipione l'Africano
SECOND BUREAU—66m.—Film Alliance of U. S. 410
SECRET FOUR (Four Just Men)—79m.—Mono..431
SECRETS OF A MODEL—58m.—Time Pictures....474
SECRET OF DR. KILDARE, THE—82m.—Metro 423
SEVENTEEN—75m.—Paramount.....408
SHE GOES TO WAR—55m.—Mitchell Leichter...417
SHIPYARD SALLY—79m.—20th Century-Fox.....401
SHOOTNG HIGH—65m.—20th Century-Fox.....492
SHOP AROUND THE CORNER, THE—100m.—Metro 453
SHORS—92m.—Amkino.....425
SHOWDOWN, THE—65m.—Paramount.....491
SIDEWALKS OF LONDON—86m.—Paramount....463
SIGNOR MAX, IL—see Mr. Max.
SIXTY GLORIOUS YEARS—see Queen of Destiny.
SKELETON ON HORSEBACK—78m.—C. Laemmle, Jr.474
SKY PATROL—61m.—Monogram.....385
SLIGHTLY HONORABLE—85m.—United Artists...456
SMASHING THE MONEY RING—57m.—Warners 409
SMUGGLED CARGO—62m.—Republic 380
SOLDIER'S BRIDE (Jaakarin Morsian)—83m.—Werner F. Savela.....442
SON OF INGAGI—66m.—Sack.....457
SON OF THE NAVY—70m.—Monogram.....509
SONG OF THE STREET—77m.—Mayer-Burstyn 381
SONGS AND SADDLES—65m.—Road Show Attr...235
SORPRESE DI UN MATRIMONION, LE — see The Surprises of Matrimony.
SOS MEDITERRANEAN—78m.—Vedis Films.....458
SOUTH OF THE BORDER—71m.—Republic.....432
SPY BUREAU—same as Second Bureau. q. v.
SQUADRONE BIANCO (White Squadron)—98m.—Esp.425
STANLEY AND LIVINGSTONE—101m.—20th C.-F. 354
STAR DUST—85m.—20th Century-Fox.....500
STOP, LOOK AND LOVE—57m.—20th Century-Fox 380
STRAIGHT SHOOTER—60m.—Victory.....418
STRANGE CARGO—113m.—Metro.....481
STRANGER FROM TEXAS, THE—54m.—Columbia.431
STREET OF MISSING WOMEN—same as Cafe Hostess, q. v.
SUED FOR LIBEL—66m.—RKO-Radio.....400
SUICIDE LEGION—54m.—Film Alliance.....511
SURPRISES OF MATRIMONY, THE (Le Sorprese di un Matrimonion)—118m.—Columba.....410
SWANEE RIVER—86m.—20th Century-Fox.....448
SWISS FAMILY ROBINSON—93m.—RKO-Radio...463

T

TAMING OF THE WEST—55m.—Columbia.....399
TEAR GAS SQUAD—58m.—Warners.....501
TELEVISION SPY—69m.—Paramount.....400
TELL YOUR CHILDREN—see The Burning Question
TEN NIGHTS IN A BARROOM—61m.—B. & M....418
TEVYA—93m.—Mayman.....458
TEXAS RENEGADES—56m.—Producers Distributing Corporation.....484
TEXAS STAGECOACH—59m.—Columbia.....499
THAT'S RIGHT, YOU'RE WRONG—95m.—RKO...424
THAT THEY MAY LIVE—73m.—Mayer-Burstyn....410
THESE GLAMOUR GIRLS—78m.—Metro.....379
THEY CAME BY NIGHT—73m.—20th Cent.-F....482
THEY SHALL HAVE MUSIC—101m.—United Artists 354
THEY WANTED PEACE—73m.—Amkino.....458
THEY WENT TO WAR (Let's Pretend We're Sweethearts; Flirting With Death)—68m.—Imperial..321
THOSE HIGH GREY WALLS—82m.—Columbia....391
THOU SHALT NOT KILL—68m.—Republic.....441
THREE CHEERS FOR THE IRISH—100m.—Warners.....493
THREE SONS—72m.—RKO-Radio.....392
THUNDER AFLOAT—94m.—Metro.....391
THUNDER OVER PARIS—82m.—Transatlantic....425
'TIL WE MEET AGAIN—99m.—Warners.....510
TIMBERLAND TERROR (Paid to Kill)—66m.—Hoff.474
TOO MANY HUSBANDS—80m.—Columbia.....491
TORPEDOED (Our Fighting Navy)—75m. — Film Alliance of U. S.....387
TORPEDO RAIDER—60m.—Monogram.....472
TORTURE SHIP—62m.—Producers Pictures.....409
TOWER OF LONDON—92m.—Universal.....424
TREACHERY ON THE HIGH SEAS—68m.—Times 394
TRIGGER FINGERS—53m.—Victory.....381
TROPIC FURY—62⅓m.—Universal.....370
20,000 MEN A YEAR—84m.—20th Century-Fox..409
TWO BRIGHT BOYS—70¼m.—Universal.....387
TWO THOROUGHBREDS—62m.—RKO-Radio.....432
TWO'S COMPANY—64m.—B. & D.....442
TWO-FISTED RANGERS—62m.—Columbia.....447

U

U-BOAT 29—79m.—Columbia.....391
ULTIMATUM—73m.—Hoffberg.....474
UNASHAMED—66m.—Cine-Grand.....511
UNCIVILIZED—see White Savage
UNDER-PUP, THE—88m.—Universal.....380

V

VENGEANCE OF THE DEEP—62m.—Time Pictures 474
VIGIL IN THE NIGHT—96m.—RKO-Radio.....472
VILLAGE BARN DANCE—74m.—Republic.....464
VIRGINIA CITY—120m.—Warners.....493
VIVA CISCO KID—71m.—20th Century-Fox.....500

W

WALL STREET COWBOY—66m.—Republic.....386
WE ARE NOT ALONE—112m.—Warners.....417
WE WERE SEVEN WIDOWS (Eravamo Sette Vedove)—82m.—Esperia.....484
WESTBOUND STAGE—58m.—Monogram.....447
WEST OF CARSON CITY—55m.—Universal.....424
WHAT A LIFE!—79m.—Paramount.....385
WHY THIS WAR?—81m.—Samuel Cumings.....409
WHITE SAVAGE (Uncivilized)—72m.—BO Attr...445
WHITE SQUADRON, THE—see Lo Squadrone Bianco
WINTER CARNIVAL—91m.—United Artists.....354
WITNESS VANISHES, THE—66m.—Universal.....393
WOLF OF NEW YORK—68m.—Republic.....464
WOMEN, THE—134m.—Metro.....379
WOMEN WITHOUT NAMES—63m.—Paramount..482

Y

YOUNG TOM EDISON—86m.—Metro.....471
YUKON FLIGHT—57m.—Monogram.....431

Z

ZANZIBAR—69m.—Universal.....482

4022	Ma! He's Making Eyes at Me	Mar. 15
4024	Hawaiian Nights	Sept. 8
4025	Zanzibar	Mar. 8
4026	Laugh It Off	Dec. 1
4027	The Witness Vanishes	Sept. 22
4028	Missing Evidence	Dec. 15
4030	One Hour to Live	Nov. 10
4032	Framed	Feb. 23
4033	Enemy Agent	Apr. 19
4034	Double Alibi	Mar. 1
4035	Hero for a Day	Oct. 6
4038	Honeymoon Deferred	Feb. 16
4040	Half a Sinner	Apr. 5
4041	Green Hell	Jan. 26
4044	The Mikado	Sept. 8
4051	Mutiny on the Blackhawk	Sept. 1
4052	Tropic Fury	Oct. 13
4053	Legion of Lost Fliers	Nov. 3
4054	Man From Montreal	Dec. 8
4055	Danger on Wheels	Feb. 2
4056	Hot Steel	May 24
4058	Desperate Trails	Sept. 8
4059	Oklahoma Frontier	Oct. 20
4060	Chip of the Flying U	Nov. 24
4061	West of Carson City	Jan. 19
4062	Riders of Pasoo Basin	Apr. 5
4071	My Man Godfrey (re-issue)	June 2
4072	The Old Dark House (re-issue)	June 2
4073	All Quiet on the Western Front (re-issue)	Sept. 29
4074	The Road Back (re-issue)	Nov. 3
	If I Had My Way	May 3
	Alias the Deacon	May 17
	Ski Patrol	May 10
	La Conga Nights	May 31
	No Exit	June 7
	Sandy Is a Lady	June 14
	I Can't Give You Anything But Love	June 21

WARNERS-FIRST NATIONAL

WARNERS

402	The Private Lives of Elizabeth and Essex	Nov. 11
403	The Roaring Twenties	Oct. 28
404	Virginia City	Mar. 23
406	Brother Rat and a Baby	Jan. 13
408	Invisible Stripes	Dec. 30
411	Kid Nightingale	Nov. 4
413	"Dead End" Kids on Dress Parade	Nov. 18
415	A Child is Born	Jan. 6
416	British Intelligence	Jan. 20
418	Pride of the Blue Grass	Oct. 7
419	Nancy Drew and the Hidden Staircase	Sept. 9
420	Calling Philo Vance	Feb. 3
421	Granny Get Your Gun	Feb. 10
	It All Came True	Apr. 6
422	King of the Lumberjacks	Apr. 12

FIRST NATIONAL

451	The Fighting 69th	Jan. 27
452	The Old Maid	Sept. 2
453	Four Wives	Dec. 25
456	'Til We Meet Again	Apr. 20
457	The Story of Dr. Ehrlich's Magic Bullet	Mar. 2
458	We Are Not Alone	Nov. 25
459	Castle on the Hudson	Feb. 17
461	Dust Be My Destiny	Sept. 16
462	Espionage Agent	Sept. 30
463	On Your Toes	Oct. 14
464	The Return of Dr. X	Dec. 2
465	Three Cheers for the Irish	Mar. 16
468	An Angel From Texas	Apr. 27
469	No Place to Go	Sept. 23
470	Smashing the Money Ring	Oct. 21
471	Private Detective	Dec. 9
481	The Mad Empress	Dec. 16

ALPHABETICAL GUIDE TO 435 FEATURES

Reviewed since September, 1939

A

ABE LINCOLN IN ILLINOIS—110m.—RKO-Radio . 455
ADVENTURE IN DIAMONDS—76m.—Paramount . . 455
ADVENTURES OF MASKED PHANTOM — 55m.—Equity 442
ADVENTURES OF S. HOLMES—82m.—20th C.-Fox 380
AFFAIR LAFONT (Conflict)—84m.—Transat. 402
ALL WOMEN HAVE SECRETS—70m.—Paramount . . 437
ALLEGHENY UPRISING—78m.—RKO-Radio 408
ALLERGI MASNADIERI (The Make-Believe Pirates) —72m.—Americo Pullini 402
ALL QUIET ON WESTERN FRONT—93m.—Univ. . . 392
ALPINE PASSION (Amore sulle Alpi) — 74m. — Esperia 418
AMAZING MR. WILLIAMS, THE—86m.—Columbia 423
AMERICAN GANG BUSTERS—64m.—Times 501
AMICIZIA—see Friendship
AMORE SULLE ALPI—see Alpine Passion.
AND ONE WAS BEAUTIFUL—70m.—Metro 509
ANGEL FROM TEXAS—69m.—Warners 513
ANOTHER THIN MAN—102m.—Metro 423
ARIA DEL CONTINENTE—see Continental Way
ARIZONA KID, THE—61m.—Republic 400
AWFUL TRUTH, THE—92m.—Columbia (re-issue) 29

B

BABES IN ARMS—94m.—Metro 391
BAD BOY—65m.—Atlas 442
BAD LITTLE ANGEL—72m.—Metro 407
BALALAIKA—102m.—Metro 439
BAKER'S WIFE, THE (La Femme du Boulanger)—99m.—The Baker's Wife, Inc. 465
BARRICADE—71m.—20th Century-Fox 429
BEASTS OF BERLIN—see Goose Step
BEAU GESTE—114m.—Paramount 353
BETE HUMAINE, LA—see Human Beast
BETRAYAL—80m.—World 393
BETWEEN TWO WORLDS (Una Donna tra Duo Mondi)—80m.—Esperia 474
BEWARE SPOOKS—68m.—Columbia 407
BEYOND TOMORROW—73m.—RKO-Radio 499
BIG GUY, THE—78m.—Universal 433
BILL OF DIVORCEMENT, A—93m.—RKO-Radio . . 492
BISCUIT EATER, THE—81m.—Paramount 509
BLACK FRIDAY—70m.—Universal 482
BLACK PIRATE, THE—see Il Corsaro Nero
BLACKMAIL—81m.—Metro 385
BLAZING SIX SHOOTERS—61m.—Columbia 491
BLESSED MOTHER CABRINI, THE—71m.—Roma Film 501
BLONDIE BRINGS UP BABY—69m.—Columbia . 415
BLONDIE ON A BUDGET—73m.—Columbia 481
BLUE BIRD, THE—83m.—20th Century-Fox . . . 464
BOMBS OVER LONDON—78m.—Film Alliance . . . 387
BRITISH INTELLIGENCE—62m.—Warners 449
BRIVELE DER MAMEN, A (A Letter to Your Mother)—104m.—Sphinx 393
BROADWAY MELODY OF 1940—102m.—Metro . . 471
BROTHER RAT AND A BABY—87m.—Warners . . 449
BULLET CODE—58m.—RKO-Radio 482
BULLETS FOR RUSTLERS—58m.—Columbia 471
BURIED ALIVE—71m.—Producers 432
BURNING QUESTION, THE (Tell Your Children)—62m.—G. & H. Productions 433

C

CAFE HOSTESS—63m.—Columbia 431
CALL A MESSENGER—65m.—Universal 392
CALLING ALL MARINES—66m.—Republic 386
CALLING PHILO VANCE—63m.—Warners 449
CASTLE ON THE HUDSON—77m.—Warners 465
CAT AND THE CANARY, THE—74m.—Paramount 399
CHARLIE CHAN (IN)—20th Century-Fox:
CITY IN DARKNESS—74m. 408
PANAMA—67m. 456
TREASURE ISLAND—74m. 370
CHARLIE McCARTHY, DETECTIVE—78m.—Univ. . 441
CHASING TROUBLE—63m.—Monogram 455
CHEYENNE KID, THE—49m.—Monogram 491
CHICKEN WAGON FAMILY—64m.—20th Cent.-F. . 362
CHILD IS BORN, A—79m.—Warners 363
CHILDREN OF THE WILD—57m.—Grand National 266
CHIP OF THE FLYING U—55m.—Universal 416
CHUMP AT OXFORD, A—69m.—United Artists . 473
CISCO KID AND THE LADY—73m.—20th C.-Fox. 432
CITADEL DE SILENCE—see Citadel of Silence
CITADEL OF SILENCE, THE (La Citadel de Silence) —90m.—Film Alliance of U. S. 449
CITY OF CHANCE, THE—57m.—20th Cent.-F. . . 448
CLAUDINE—82m.—French Motion Picture Corp. . . 511
CONDOTTIERI (The Leaders)—same as Giovanni de Medici, the Leader, q. v.
CONFLICT—see The Affair Lafont.
CONGO MAISIE—70m.—Metro 455
CONQUESTS OF PETER THE GREAT—96m.—Amk. 387
CONTINENTAL WAY, THE (L'Aria del Continente) —82m.—Esperia 425
CONVICTED WOMAN—66m.—Columbia 463
CORSARO NERO (Black Pirate)—96m.—Esperia . . 442
COURAGEOUS DOCTOR CHRISTIAN, THE—67m.—RKO-Radio 499
COWBOYS FROM TEXAS—57m.—Republic 432
CRASHING THROUGH—55m.—Monogram 391
CURTAIN CALL—63m.—RKO-Radio 509

D

DANCING CO-ED—84m.—Metro 391
DANGER AHEAD—57m.—Monogram 472
DANGER FLIGHT—61m.—Monogram 415
DANGER ON WHEELS—61m.—Universal 457
DARK COMMAND—94m.—Republic 510
DAYS OF JESSE JAMES—63m.—Republic 441
DAY THE BOOKIES WEPT, THE—64m.—RKO. . . . 381
DAY-TIME WIFE—72m.—20th Century-Fox 424
DEAD END KIDS ON DRESS PARADE—62m.—WB 417
DEATH OF A CHAMPION—67m.—Paramount 379
DEATH RIDES THE RANGE—56m.—Colony 465
DEMON BARBER OF FLEET ST.—67m.—Select . . . 381
DESPERATE TRAILS—58m.—Universal 380
DESTRY RIDES AGAIN—94m.—Universal 433
DEVIL IS EMPRESS—(Jouer d'Echees)—75m.—Col. 434
DISPUTED PASSAGE—91m.—Paramount 391
DR. ANTONIO (Dotter Antonio)—103m.—Itala 442
DR. CYCLOPS—77m.—Paramount 491
DR. EHRLICH'S MAGIC BULLET, THE STORY OF —103½m.—Warners 465
DR. KILDARE'S STRANGE CASE—77m.—Metro . . . 509
DONNA TRA 2 MONDI—see Between 2 Worlds
DOTTER ANTONIO, IL—see Doctor Antonio
DOUBLE ALIBI—60m.—Universal 482
DOUBLE DEAL—60m.—Internat. Road Shows 473
DRUMS ALONG THE MOHAWK—103m.—20th C.-F. 408
DUST BE MY DESTINY—88m.—Warners 370

E

EARL OF CHICAGO, THE—87m.—Metro 447
EAST SIDE KIDS—62m.—Monogram 472
ELSA MAXWELL'S HOTEL FOR WOMEN—83m.—20th Century-Fox 362
EMERGENCY SQUAD—58m.—Paramount 440
END OF THE DAY (Fin du Jour)—95m.—Juno . . . 387
ENEMY AGENT—61m.—Universal 510
ENTENTE CORDIALE—93m.—Concord 449
ERAVAMO SETTE VEDOVE—see We Were Seven Widows
ESCAPE, THE—58m.—20th Century-Fox 380
ESCAPE TO PARADISE—62m.—RKO-Radio 432
ESPIONAGE AGENT—83m.—Warners 393
ETERNALLY YOURS—91m.—United Artists 401
EVERYBODY'S HOBBY—54m.—Warners 387
EVERYTHING HAPPENS AT NIGHT—77m.—Fox . . 441
EVERYTHING'S ON ICE—66m.—RKO-Radio 386

F

FACE BEHIND THE SCAR, THE—73m.—Film Alliance of U. S. 494
FARMER'S DAUGHTER, THE—61m.—Paramount . . 472
FAST AND FURIOUS—73m.—Metro 399
FATAL HOUR, THE—68m.—Monogram 455
FEMME DU BOULANGER, LA—see The Baker's Wife
5TH AVE. GIRL (My 5th Ave. Girl)—88m.—RKO 370
FIGHT FOR LIFE, THE—69m.—U. S. Film Service 493
FIGHT FOR PEACE—68m.—Monogram 125
FIGHTING GRINGO, THE—59m.—RKO-Radio . . . 380
FIGHTING MAD—55m.—Monogram 415
FIGHTING RENEGADE—54m.—Victory 387
FIGHTING 69th, THE—90m.—Warners 457
FIN DU JOUR—see The End of the Day.
FIRST FILM CONCERT, THE—52m.—World 418
FIRST LOVE—84m.—Universal 417
FIRST WORLD WAR—78m.—20th C.-F. (re-issue) 400
FIVE LITTLE PEPPERS AND HOW THEY GREW—60m.—Col. 381
FIVE LITTLE PEPPERS AT HOME — 65m. — Columbia 468
FLAMING LEAD—57m.—Monogram 347
FLIGHT AT MIDNIGHT—66m.—Republic 380
FLIRTING WITH DEATH—see They Went to War
FLORIAN—92m.—Metro 503
FLORJAN—95m.—Elektra Film 502
FLYING DEUCES, THE—68m.—RKO-Radio 400
FORGOTTEN GIRLS—66m.—Republic 500
FOUR FEATHERS, THE—115m.—United Artists . . 337
FOUR JUST MEN, THE—see The Secret Four
FOUR WIVES—99m.—Warners 433
FRAMED—60m.—Universal 448
FREE, BLONDE AND 21—75m.—20th Cent.-Fox . 473
FRENCH WITHOUT TEARS—66m.—Paramount . . . 499
FRIENDSHIP (Amicizia)—75m.—Esperia 494
FUGITIVE AT LARGE—66m.—Columbia 361
FULL CONFESSION—78m.—RKO-Radio 370

G

GAMBLING ON THE HIGH SEAS—58m.—Warners . 483
GENTLEMAN FROM ARIZONA—71m.—Monogram . . 440
GERONIMO!—90m.—Paramount 423
GHOST CAMERA, THE—52m.—Olympic 474
GHOST COMES HOME, THE—79m.—Metro 481
GHOST VALLEY RAIDERS—55m.—Republic 500
GIOVANNI DE MEDICI, LEADER—88m.—Esperia . . 457
GOLDEN BOY—101m.—Columbia 379
GOLDEN KEY, THE—70m.—Amkino 453
GONE WITH THE WIND—228m.—Metro 439
GOOSE STEP (Hitler—Beast of Berlin; Beasts of Berlin)—85m.—Producers 409
GRANNY GET YOUR GUN—55m.—Warners 449
GRAPES OF WRATH, THE—128m.—20th Cent.-F 464
GREAT COMMANDMENT—85m.—Cathedral Films . . 402
GREAT LIGHT, THE (Montevergine) — 88m. — Esperia 502
GREAT VICTOR HERBERT, THE—91m.—Para. . . . 432
GREEN HELL—87m.—Universal 448
GULLIVER'S TRAVELS—77m.—Paramount 440

H

HALF A SINNER—59m.—Universal 501
HAWAIIAN NIGHTS—65m.—Universal 370
HE MARRIED HIS WIFE—83m.—20th Cent.-F. . . 448
HEARTBEAT—88m.—French M. P. Corp. 388
HELL'S ANGEL—100m.—Astor 483
HEAVEN WITH A BARBED-WIRE FENCE—62m.—20th Century-Fox 400
HENRY GOES ARIZONA—67m.—Metro 431
HERE I AM A STRANGER—83m.—20th Cent.-F. . . 392
HERO FOR A DAY—65m.—Universal 387
HEROES OF THE SADDLE—56m.—Republic 456
HEROES IN BLUE—58m.—Monogram 415
HIDDEN ENEMY—63m.—Monogram 472
HIDDEN MENACE—56m.—Alliance 511
HIDDEN POWER—60m.—Columbia 319
HIGGINS FAMILY (IN)—Republic:
COVERED TRAILER—66m. 424
MONEY TO BURN—69m. 448
HIGH SCHOOL—74m.—20th Century-Fox 433
HIS GIRL FRIDAY—92m.—Columbia 447
HITLER—BEAST OF BERLIN—see Goose Step
HITLER'S REIGN OF TERROR—56m.—Cummins . . 425
HI-YO SILVER—69m.—Republic 510
HO PERDUTO MARITOI—see My Husband Is Lost
HONEYMOON IN BALI—96m.—Paramount 385
HONEYMOON DEFERRED—59m.—Universal 473
HONEYMOON'S OVER, THE—70m.—20th Cent.-F. . 416
HOLLYWOOD CAVALCADE—96m.—20th Cent.-F. . 400
HORRORS OF WAR—51m.—Merit 474
HOUSE ACROSS THE BAY—88m.—United Artists . 492
HOUSE OF SEVEN GABLES, THE—89m.—Univ. . . . 493
HOUSEKEEPER'S DAUGHTER, THE—80m.—UA . . 386
HUMAN BEAST (Bete Humaine)—79m.—Juno Films 484
HUMAN MONSTER, THE—73m.—Monogram 481
HUNCHBACK OF NOTRE DAME—117m.—RKO. . . 440

I

IDEAL MARRIAGE (Matrimonion Ideals)—84m.—Esp. 442
I MET A MURDERER—78m.—York Pictures 402
I TAKE THIS WOMAN—98m.—Metro 463
IN SOVIET RUSSIA TODAY—100m.—Amkino 393
INSP. HORNLEIGH ON HOLIDAY—74m.—20 C.-Fox 433
INTERMEZZO, A LOVE STORY—70m.—UA 396
INVISIBLE KILLER, THE—60m.—Producers 455
INVISIBLE MAN RETURNS, THE—81m.—Universal 449
INVISIBLE STRIPES—82m.—Warners 442
IRELAND'S BORDER LINE—65m.—Wm. Alexander 409
IRENE—101m.—RKO-Radio 510
IRISH LUCK—58m.—Monogram 379
ISLE OF DESTINY—83m.—RKO-Radio 456
IT ALL CAME TRUE—96m.—Warners 501
IT'S A DATE—103m.—Universal 501

J

JAAKARIN MORSIAN—see Soldier's Bride
JAMAICA INN—95m.—Paramount 392
JEEPERS CREEPERS—69m.—Republic . . . 416
JOE AND ETHEL TURP CALL ON THE PRESIDENT—70m.—Metro 431
JOHNNY APOLLO—93m.—20th Century-Fox 492
JONES FAMILY (IN)—20th Century-Fox:
QUICK MILLIONS—61m. 363
TOO BUSY TO WORK—65m. 401
YOUNG AS YOU FEEL—59m. 456
JOUER D'ECHEES, LE—see The Devil Is an Empress
JUAREZ AND MAXIMILIAN—see The Mad Empress
JUDGE HARDY AND SON—90m.—Metro 439
JUST LIKE A WOMAN—78m.—Alliance 410

K

KANSAS TERRORS, THE—57m.—Republic 408
KATIA—80m.—Mayer-Burstyn 425
KEEP PUNCHING—81m.—M-O Pictures 433
KID NIGHTINGALE—57m.—Warners 393
KILLERS OF THE WILD—see Children of the Wild
KING OF DIAMONDS (Re di Danari) — 84m. — Esperia 453
KING OF THE LUMBERJACKS—61m.—Warners . 483
KLIATSHE, DI—see Light Ahead
KNIGHTS OF THE RANGE—70m.—Paramount . . . 481
KOL NIDRE—90m.—Joseph Seiden 388
KONGA, THE WILD STALLION—61m.—Columbia 385

L

LAMBETH WALK—80m.—Metro 371
LAND OF LIBERTY—188m.—MPPDA 347
LAST DESIRE—77m.—Transatlantic 457
LAW OF THE PAMPAS—74m.—Paramount 407
LAUGH IT OFF—63m.—Universal 417
LEADERS, THE—see Condottieri (same as Giovanni de Medici, the Leader, q. v.)
LEGION OF LOST FLIERS—63m.—Universal 392
LEGION OF THE LAWLESS—59m.—RKO-Radio . . . 423
LET'S PRETEND WE'RE SWEETHEARTS—see They Went to War
LETTER TO YOUR MOTHER, A—see A Brivele der Mamen
LIFE OF GUISEPPE VERDI, THE—115m.—Esperia 503
LIFE ON THE HORTOBAGY—79m.—Jewel 465
LIGHT AHEAD (DI Kliatshe)—103m.—Carmel . . . 393
LIGHTNING STRIKES WEST—56m.—Colony 483
LIGHTS OUT IN EUROPE—66m.—Mayer-Burstyn . . 511
LIGHT THAT FAILED, THE—99m.—Paramount . . . 440
LION HAS WINGS, THE—73m.—United Artists . . . 456
LITTLE ACCIDENT—65m.—Universal 409
LITTLE MISS MOLLY—64m.—Alliance Films 494
LITTLE OLD NEW YORK—100m.—20th Cent.-Fox 464
LITTLE ORVIE—66m.—RKO-Radio 482
LLANO KID, THE—70m.—Paramount 416
LONE WOLF STRIKES, THE—67m.—Columbia 461
LOST HORIZON—118m.—Columbia (re-issue) 1
LOST ON THE WESTERN FRONT—63m.—Standard 410
LOUISE—72m.—Mayer-Burstyn 474
LOVE IN OLD NAPLES (Napoli d'Altri Tempi)—93m.—Esperia 465

M

MA! HE'S MAKING EYES AT ME—61m.—Univ. . . 493
MACUSHLA (My Darlin')—80m.—Transatlantic . . . 457
MADAM MINISTER DANCES (Pani Minister Tanczy) —87m.—Polish-American 511
MAD YOUTH—78m.—Willis Kent 402
MADEMOISELLE MA MERE—80m.—Hoffberg 394
MAD EMPRESS, THE (Juarez and Maximilian)—72m.—Warners 305, 425
MAIN STREET LAWYER—72m.—Republic 416
MAKE-BELIEVE PIRATES, THE—see Allergi Masnadieri.

(Continued on page 515)

THE EXHIBITOR'S ORIGINAL NATIONAL RELEASE DATE GUIDE

ANOTHER SERVICE OF THE JAY EMANUEL PUBLICATIONS CREATED IN THE INTERESTS OF BETTER MANAGEMENT

Pictures listed are in the order of their release by the several companies, plaeed as closely as possible to the correct date. This Guide is subject to changes in dates, titles, and casts, as made by the companies' home office. For convenience, series westerns are designated by a W following the title, not to be confused with (W) in the Warner-First National column, where the letter designates a Warner picture.

	COLUMBIA	METRO	MONOGRAM	PARAMOUNT	RADIO	REPUBLIC	20th-FOX	UNITED ARTISTS	UNIVERSAL	WARNERS FIRST NAT.
MAR 22	Too Many Husbands J. Arthur, F. MacMurray, M. Douglas		The Midnight Limited M. Reynolds, J. King, P. Flaherty	Road to Singapore B. Crosby, D. Lamour, B. Hope	Primrose Path G. Rogers, J. McCrea, M. Mander	Rancho Grande, W G. Autry, S. Burnette, J. Storey	The Blue Bird S. Temple, S. Byington, N. Bruce (Technicolor)	My Son, My Son! B. Aherne, M. Carroll (Small)	It's a Date D. Durbin, K. Francis, L. Howard	Virginia City (W) E. Flynn, M. Hopkins, R. Scott
29		Florian R. Young, H. Gilbert, C. Coburn	Son of the Navy J. Dunn, J. Parker, M. Spellman	The Farmer's Daughter M. Raye, C. Ruggles, W. Frawley		Ghost Valley Raiders, W D. Barry, L. Andre, L. Mason	Free, Blonde and 21 L. Bari, J. Davis, H. Wilcoxon	Over the Moon M. Oberon, R. Harrison, U. Jeans (Technicolor) (Korda)		
APR 5	Blazing Six Shooters, W C. Starrett, I. Meredith	And One Was Beautiful J. Muir, L. Day, B. Burke		Adventure in Diamonds G. Brent, I. Miranda Dr. Cyclops A. Dekker, J. Logan (Technicolor)	The Courageous Dr. Christian J. Hersholt, D. Lovett, R. Baldwin	Hi-Yo Silver Silver Chief, L. Roberts, S. Andrews	Star Dust L. Darnell, J. Payne, R. Young	One Million B. C. L. Chaney, Jr., C. Landis, V. Mature (Roach)	Half a Sinner H. Angel, J. King, C. Collier Riders of Pasco Basin, W J. Brown, B. Baker	It All Came True (W) A. Sheridan, J. Lynn, H. Bogart
12		Dr. Kildare's Strange Case L. Barrymore, L. Ayres, L. Day	Covered Wagon Trails, W J. Randall, S. Cairns, D. Sharp Sky Bandits J. Newill		Bullet Code, W G. O'Brien, V. Vale	Dark Command J. Wayne, C. Trevor, W. Pidgeon Young Buffalo Bill, W R. Rogers, G. Hayes	Viva Cisco Kid C. Romero, J. Rogers, C-P. Martin	Rebecca L. Olivier, J. Fontaine, G. Sanders (Selznick)	Black Friday B. Karloff, B. Lugosi House of Seven Gables M. Lindsay, G. Sanders, V. Price	King of the Lumberjacks (W) J. Payne, G. Dickson, S. Fields
19	The Man With Nine Lives B. Karloff, J. Sayers, R. Pryor	Two Girls on Broadway G. Murphy, L. Turner, J. Blondell	Tomboy J. Moran, M. Jones Pals of the Silver Sage, W T. Ritter	The Light of Western Stars V. Jory, J. Sayers, R. Hayden	Abe Lincoln in Illinois R. Massey, R. Gordon, G. Lockhart	In Old Missouri Weaver Bros. and Elviry, J. Storey Grandpa Goes to Town J., L., R. Gleason	Johnny Apollo T. Power, D. Lamour, E. Arnold		Enemy Agent R. Cromwell, H. Vinson, R. Armstrong	'Til We Meet Again (FN) M. Oberon, G. Brent, P. O'Brien
26	The Doctor Takes a Wife R. Milland, L. Young	Forty Little Mothers E. Cantor, R. Johnson, B. Granville	Mysterious Mr. Reeder W. Fyffe, K. Walsh (English-made)	French Without Tears R. Milland, E. Drew (English-made)	Curtain Call B. Read, J. Archer, A. Mowbray	Covered Wagon Days, W 3 Mesquiteers	Shooting High J. Withers, G. Autry, M. Weaver			An Angel From Texas (FN) E. Albert, W. Morris, R. Lane
MAY 3	The Man from Tumbleweeds, W B. Elliott, I. Meredith	20 Mule Team W. Beery, L. Carillo, N. Beery, Jr.	Land of the Six Guns, W J. Randall No. 4	Buck Benny Rides Again J. Benny, E. Anderson, E. Drew	Irene A. Nagle, R. Milland, A. Marshall	Crooked Road E. Lowe, I. Hervey, H. Wilcoxon	So This Is London B. Churchill, G. Sanders (English-made)	Saps at Sea S. Laurel, O. Hardy (Roach)	If I Had My Way B. Crosby, G. Jean, E. Brendel	
10	Babies for Sale G. Ford, R. Hudson, M. Mander	Edison, the Man S. Tracy, C. Coburn, G. Reynolds	The Cowboy From Sundown, W T. Ritter, R. Ates	Opened by Mistake C. Ruggles, J. Logan, R. Paige	Beyond Tomorrow C. Winninger, H. Carey, J. Parker	Gaucho Serenade, W G. Autry, S. Burnette, J. Storey Gangs of Chicago L. Nolan, L. Lane, B. MacLane	I Was an Adventuress V. Zorina, R. Greene, P. Lorre		Ski Patrol L. Deste, P. Dorn, K. Adams	
17	Island of Doomed Men P. Lorre, R. Hudson, R. Wilcox	Waterloo Bridge V. Leigh, R. Taylor, M. Ouspenskaya	Kid From Santa Fe, W J. Randall No. 5	Typhoon D. Lamour, R. Preston, L. Overman (Technicolor)	My Favorite Wife I. Dunne, C. Grant, R. Scott	Doctors Don't Tell C. Coburn, J. Wayne, S. Gurie	Jones Family On Their Own J. Prouty, S. Byington, H. Armetta	Turnabout J. Hubbard, C. Landis, A. Menjou (Roach)	Alias the Deacon B. Burns, M. Auer, D. O'Keefe	
24	Lone Wolf Meets a Lady W. William, J. Muir, E. Blore	The Stars Look Down M. Lockwood, M. Redgrave (English-made)	Amateur Detective F. Darro, M. M. Jones, J. Moran	The Biscuit Eater B. Lee, C. Hickman, R. Lane	You Can't Fool Your Wife J. Ellison, L. Ball, E. Dunn	Women in War E. Janis, W. Barrie, P. Knowles	Lillian Russell A. Faye, D. Ameche, H. Fonda	Our Town W. Holden, M. Scott, T. Mitchell (Lesser)	Hot Steel R. Arlen, A. Devine	
31	Five Little Peppers at School S. Fellows, D. Peterson		Queen of the Yukon	Way of All Flesh A. Tamiroff, W. Henry, G. George	Bill of Divorcement M. O'Hara, A. Menjou, H. Marshall		Marriage in Transit J. Davis, V. Gilmore, R. Sterling		La Conga Nights H. Herbert, D. O'Keefe, C. Moore	

Just what Loretta ordered!

℞ *Just what the doctor ordered!*

You won't have to have a doctor in the house to know it's CONTAGIOUSLY LAUGH-PACKED!

Just what the exhibitor ordered!

LORETTA **YOUNG** ★ RAY **MILLAND**

The Doctor Takes a Wife

with **REGINALD GARDINER • GAIL PATRICK**
EDMUND GWENN • GEORGES METAXA

Screen play by George Seaton and Ken Englund

Directed by ALEXANDER HALL • Produced by William Perlberg

A COLUMBIA PICTURE

THE EXHIBITOR

SCHINE MEN PREPARE FOR CASH COMPETITION

THE COMPLETE FEATURE AND SHORTS CHECK-UP

"THE TIP-OFF" REPORTS ON CURRENT BUSINESS

EDITORIAL:

"WHEN THE GOVERNMENT REGULATES"

MORE GOOD HINTS ON NEWSPAPER ADVERTISING

NEW YORK STATE EDITION

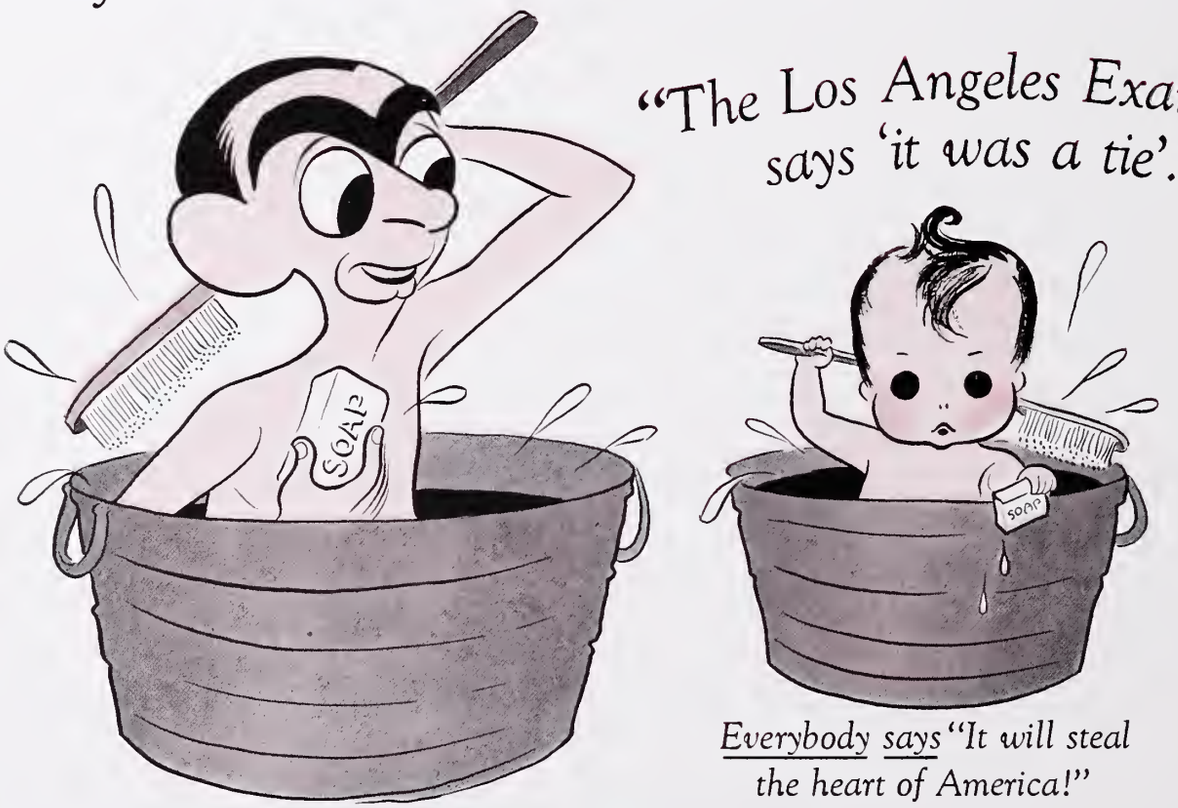
ENTERED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST OFFICE AT PHILADELPHIA, PA., UNDER THE ACT OF MARCH 3, 1879

APRIL 24, 1940
VOL. 23 No. 24 PRICE 10 CENTS

AFTER THE PREVIEW!

"Hollywood Reporter says you 'stole the show'!"

"The Los Angeles Examiner says 'it was a tie'."



Everybody says "It will steal the heart of America!"

"40 LITTLE MOTHERS" IS YOUR NEW M-G-M WOW!

(Flash Reviews by wire from California)

"Nothing could prevent it from being a popular success. Surefire hit!"—***Hollywood Reporter***

"It can't miss!"—***Daily*** *(Coast)* ***Variety***

"Thorough enjoyment."—***Los Angeles Herald and Express***

"It well deserves to score a large hit."—***Los Angeles Times***

"M-G-M has a surefire hit."—***Los Angeles Herald-Examiner***

EDDIE CANTOR *in the Story of* "FORTY LITTLE MOTHERS" with JUDITH ANDERSON
Rita Johnson · Bonita Granville · Ralph Morgan · Diana Lewis · Nydia Westman · Screen Play by Dorothy Yost and Ernest Pagano · Directed by Busby Berkeley · Produced by Harry Rapf.

E D I T O R I A L

THE
EXHIBITOR

VOLUME 23, No. 24 APRIL 24, 1940

MEMBER AUDIT BUREAU OF CIRCULATIONS

A Jay Emanuel Publication. Covering the film territories in the Metropolitan East. Published weekly by Jay Emanuel Publications, Incorporated. Publishing office: 1225 Vine Street, Philadelphia, Pennsylvania. New York City office, 1600 Broadway. West Coast office, 1119 Poinsettia Drive, Hollywood, California Representatives in Washington, D. C.; Albany, Buffalo, Boston, New Haven. Jay Emanuel, publisher; Paul J. Greenhalgh, business manager; Herbert M. Miller, managing editor. Subscription rates: $2 for one year; $5 for three years. Address all communications to 1225 Vine Street, Philadelphia, Pennsylvania.

Just In Passing

MONTAGUE SPEAKS THE TRUTH

Admission by A. Montague, Columbia sales chief, at the recent pre-trial hearing in the government's equity suit, that the company favors independent accounts because it gives higher rentals and results in more and better advertising for the company's product may not mean money in the bank for the Columbia accounts but it does, at least, prove to them that Montague calls a spade a spade. It also brings to mind the fact that if some of the circuits were broken up, as desired by the theatre divorcement advocates, the distributors might secure greater revenues because of the more competitive situation.

The Montague testimony is refreshing, to say the least.

A REAL MAN PASSES

The passing of Gabriel L. Hess, head of the legal counsel for the Motion Picture Producers and Distributors of America, removes from the industry scene a fine man. There were many who did not agree with the MPPDA's philosophy, but all respected Gabriel Hess' intelligence, his keen sense of judgment and, above all, the manner in which he governed over his department in the Hays organization. Although his place will be filled, the industry has suffered a great loss.

DAYLIGHT SAVING AGAIN

Bad Alibi No. 62 moves into its usual place this week end when many towns, cities and hamlets throughout the country adopt daylight saving.

Despite many moves on the part of the industry and others to urge that everyone stick to the old system, daylight saving is admittedly not losing any ground. Just what can be done in cases where the hour-saving goes into effect isn't apparent, but we're always open for suggestions.

WHEN THE GOVERNMENT REGULATES

WE QUOTE the Philadelphia Inquirer, in part:

"Where is this country headed if governmental regulation is allowed to strangle industrial development, inventive genius and commercial initiative?

" . . . FCC recently canceled its permit for television operation to begin September 1 and, on the ground that television receiving sets at their present stage might soon become obsolete, scolded RCA for starting a sales campaign.

" . . . If government of an earlier day had followed the FCC system and sat on all inventions until they had been perfected in laboratories, where would America's great industries be today, and what would the American people have done for jobs in the meantime?

"Industrial perfection, except perhaps in the case of a comparatively few highly specialized products, isn't achieved in the laboratory.

" . . . In an address the other day, citing the FCC's superpaternalistic interference with the infant television industry, Elisha Hanson, general counsel of the American Newspaper Publishers' Association, denounced the "seemingly prevalent philosophy that an all-wise and benevolent government should regulate all human activity," and asserted that "in the development of this philosophy we are being regulated to death."

"He is 100 percent right. Unless Congress and the people call a halt on this consuming passion of Government agencies for regulating, controlling, restricting, impeding, stifling and discouraging legitimate business, American industry conceivably is headed for the bourne of fewer and fewer jobs, lower wages and steadily dwindling opportunities."

WE CALL THE ABOVE, without further comment, to the attention of those who would seek to rest control of our industry in the hands of the government. We might admit, in passing, that the Inquirer is not particularly sympathetic to the aims of the present national administration but that we have yet to see an editorial which has praised the FCC for its action in the television situation. The FCC, in the opinion of most people, seemed to have put its foot in it.

Jay Emanuel

Memo to Adv. Dept.

Here's a letter received from Mr. Zunser and we had Joe ask for the attached photo.

How about using this as an adv. on US.

The Editors

CUE

THE WEEKLY MAGAZINE OF NEW YORK LIFE • 6 EAST THIRTY-NINTH STREET, NEW YORK CITY • LEXINGTON 2-5300

March 14th
1 9 4 0

Mr. Joe Joel,
Jay Emanuel Publications, Inc.,
1600 Broadway, New York City.

Dear Joe Joel:

I don't know where I've been all these years --but I've just discovered the most complete, comprehensive, intelligently planned and conveniently arranged Survey and Index of Motion Picture Productions I've ever seen.

It's name, of course, is The Exhibitor's Servisection.

It contains a perpetually up-to-the-minute list of Feature and Shorts Releases -- indexed and cross-indexed, with complete data -- name of producer, running time, production number, type of film, entire cast and credits, intelligent plot synopsis, and a competent estimate for exploitation that should be invaluable to many people besides the theater owners for whom it evidently was intended.

In the course of my film-reviewing for CUE MAGAZINE, I frequently have to check back for picture data. In no other publication have I found this data so conveniently arranged. I stop-watched my time for digging up information on films --and find it runs from seven to twelve seconds, with the Exhibitor's Servisection before me.

I call that pretty good -- not so much for me, as for The Exhibitor. Your subscribers, present and future, are to be congratulated.

Sincerely yours,

Jesse Zunser

JESSE ZUNSER
Cinema Editor

jz:t

We give up! There's nothing we can think of that Mr. Zunser didn't say—

TERRITORIAL HIGHLIGHTS

Traco Theatre Company Wins in Toms River Tiff

Perskie Denies Pratt Plea

TOMS RIVER, N. J.—Supreme Court Justice Perskie recently denied the application of Helen F. Pratt against the Traco Theatre Company, by which she sought a writ of mandamus to permit her, with the assistance of her attorneys, accountants, and agents, to examine and inspect the stock and transfer books of accounts and financial books, minute books, by-laws, statements, contracts, etc., of the Traco Theatre Company.

Justice Perskie denied her application on the ground that she was not a bona fide stockholder of the company, but was acting in the interests of some undisclosed person.

Defense contended that she was acting for Walter Reade, owner of the Community here. Decision concluded an incident alleged to have been part of the lengthy controversy between the Reade interests, which erected the Community in 1936, and the Traco company, which has operated its theatre since 1920. I. M. Hirschblond is manager of the Traco.

The company had never refused information to stockholders, it was contended during several hearings before Justice Perskie.

Fair Dispute Ends

NEW YORK CITY—The World's Fair labor dispute was successfully mediated last week by Mayor La Guardia with the conclusion of a basic agreement between the Fair Corporation and the 19 unions affiliated in the Theatrical Federation Alliance. The pact, which provides for an American Federation of Labor closed shop, stipulated that "there shall be no strike or lockouts or other stoppage of work by parties to the agreement so long as they lived up to the contract."

Flatbush to Stock

BROOKLYN—Flatbush, key house of the Brandt vaude circuit, is said to be planning stock legit shows starting May 1, continuing through the summer.

Mandel Civic Leader

NEW YORK CITY—Harry Mandel, publicity and advertising director, RKO theatres, was a member of the Citizens Committee of Brooklyn which last week sponsored a testimonial dinner to Frank D. Schroth, new publisher, Brooklyn Daily Eagle.

Love Conquers All

NEW YORK CITY—A combination of "Screeno" and a theatre manager played cupid here last week.

Manager of the Avalon received a letter from a feminine patron in which she stated that her boy friend came up to the Bronx from Hempstead and took in the show at the Avalon. "Screeno" was the main attraction and the girl won a two-dollar prize. In her letter, she claimed it was the first time she or her gentleman friend had ever won a prize of any sort.

Figuring it was a good omen, they took the two bucks and invested in a marriage license.

Buxbaum Hits Rogers Fund For Not Aiding Associates

Heavy Drain Revealed At Meeting

NEW YORK CITY—Scoring the Will Rogers Memorial Fund for not tangibly supporting the Motion Picture Associates, Harry Buxbaum, 20th Century-Fox branch manager, highlighted the MPA meeting attended by some 100 persons here last week.

Pointing out that the Rogers Fund is supported by and through the efforts of persons affiliated with the film industry, he expressed malcontent with the manner in which it helps those in need outside of the business while it does nothing at all to aid the Associates, "an organization which always comes to the aid of the industry's needy in and around the metropolitan district."

President Jack Ellis asserted that the group has been called on for help almost every day and the drain on the treasury is extremely heavy.

"Funds to meet the demand," he said, "will have to come from the outside if we are to continue our charitable efforts."

Other speakers were Sam Rinzler, Randforce circuit; Max Cohen, Cinema circuit; Harold Rodner, executive vice-president, Will Rogers Fund; and Moe Streimer.

Brandt's New York Opens

NEW YORK CITY—Harry Brandt's New York, latest Times Square house, opened last week end on the site of the former George M. Cohan.

House was originally supposed to be operated by Consolidated circuit, but latter gave up its lease, with Brandt taking the spot.

Schine Lists $4100 Prizes In Big Summer Campaign

Gloversville Session Outlines Plans

GLOVERSVILLE—Spring meeting of Schine district managers, held at the home offices here April 16, brought announcement of the "Schine Showmen's Merit Contest" from April 28—August 3.

Contest guarantees distribution among Schine managers of $4,100 in prizes. Its object is to increase activity in the field and to build business during the 14 weeks of summertime.

Awards are to be decided on total number of "merit points" won. Points are to be given for exploitation stunts or campaigns, and box office increases over last year. Fifteen merits will be given any manager who creates and engineers a worthwhile stunt. District managers are to get 25 per cent of all money won in their territory. If managers under him win $800, as an example, the district manager gets $200.

First prize is $500; second, $300; 3rd, $200; 4th, $100, and fifth to 30th, one week's salary.

Executives who attended the meeting were addressed by J. Myer Schine, president, who welcomed them and discussed current theatre problems. Louis W. Schine, vice-president in charge of theatre operations, also spoke, as did department heads.

Zone and district managers present included: Sidney Holland, Mohawk Valley district; Lew Lazar, Bellefontaine, Ohio; Pat McGee, Ohio; William Sellman, Central Ohio; Frank Boucher, Maryland; Delaware; Lew Hensler, Lexington, Ky.; William Tubbert, Northern N. Y. district; Clint Young, Western N. Y. state zone; Harry Goldsmith, Western N. Y. state district; Jerry Fowler, Chenango Valley district; Bud Silverman, Rochester; David Britton, Tiffin, Ohio.

Jersey Bills Move

TRENTON, N. J.—Progress of several legislative measures last week saw the House pass Assembly 40, to limit and regulate issuance of injunctions in labor strikes and disputes, with the measure delivered to the Senate and referred to the Labor Committee. Assembly Bills 50 and 51, contributions to Unemployment Compensation Commission, were placed back in committee, while Assembly Bills 174-A and 174-B, child labor, were delivered to the Senate and referred to the Labor Committee. Assembly 340, unemployment compensation measure, was reported April 15.

N. J. Allied Meets May 2

NEW YORK CITY—An all-day meeting of Allied Theatre Owners of New Jersey will take place May 2, at the Chanticleer, Millburn, N. J.

It was announced that Sidney Samuelson, having sold out his last remaining theatre, has resigned from the local unit. However, Samuelson has been voted an honorary life membership.

J. J. O'CONNOR TESTIMONIAL; COLUMBIA GREETING; CARLSON VISITS

RICHARD CARLSON is here pictured studying the pressbook on RKO's "Beyond Tomorrow" during his visit to the home office here. Carlson seems to be a prolific reader.

COLUMBIA'S FOREIGN DEPARTMENT home office members were down at the dock to greet foreign manager J. A. McConville when he returned from a two month tour of Columbia offices in Latin America. Reading from left to right, they are: Joseph Levy, Clarence J. Schneider, McConville, Herman Golden, Harry Prosdocimi, John Agell, Arnold Picker.

A TESTIMONIAL DINNER to RKO theatres chief J. J. O'Connor was held in New York City recently, and here are some of the gentlemen in attendance. Bottom row, left, is Malcolm Kingsberg making a little speech for the benefit of the diners. Top left, John Cassidy, George Schaeffer, and Mike Poller pose for the cameraman. Bottom row, right, O'Connor appropriates the mike. Bottom second picture, Harry Mandell, Cress Smith, and Ned Depinet. Top row, right, Jim Brennan, Russ Emde, Sol Schwartz, Lou Goldberg, and Charles MacDonald. Bottom third, Senator Walters, S. Barret McCormick, and Fred Meyers.

LATE NEWS HIGHLIGHTS

Sidney R. Kent Testifies In Pre-Trial Questioning

Discusses Prints, Percentage, Etc.

NEW YORK CITY—The "tendency among producers to increase the number of prints distributed on a picture" was criticized by Sidney R. Kent, 20th Century-Fox president, in testifying at a pre-trial examination in the government's equity suit last week.

Kent stated that the companies would have to cut down on these prints if they did not want to suffer bigger losses.

The cause of the increase, according to Kent, is a desire for many simultaneous openings and runs.

Upon questioning by Special Assistant Attorney General Robert L. Wright, Kent stated that average prints cost $140, while Technicolor prints run to four times that sum. This statement was made after Wright indicated that the Department of Justice was in favor of increasing the number of prints so as to give exhibitors a break.

"If we could increase our income and profits by doing that, and get away with it, we're greedy enough to do it," Kent replied; adding that he had found that this was not so.

Kent denied that there was any foundation to the belief that major circuits allotted territories to themselves, and offered to take Wright on a "Cook's Tour" of the country to prove this fact. He gave brief histories of the particular theatrical development in reply to Wright's questioning about the Philadelphia and Kansas City situation.

Kent also stated that he was opposed to centralized operation of theatres, and gave an example of an unsuccessful attempt to make fewer but better pictures and sell them individually. The exhibitors themselves, according to Kent, were responsible for the failure of the idea, because they seemed to prefer to buy even inferior pictures in blocks—rather than compete for each one separately. The case to which he referred was Jesse L. Lasky's attempt, in 1923 or 1924, to cut down from 75 to 52 films a year and use an individual selling program. Even the quality of the pictures was not raised in any way by the cut, according to Kent, and the idea was discarded in five months.

Kent also explained the origin of percentage rentals, by recalling the days when great circuits were built because

(*Continued on next page*)

Mori Case Motion Denied

PHILADELPHIA — Judge William Kirkpatrick at a hearing April 26 dismissed a motion to vacate an order he had made directing defendants in the Eugene Mori anti-trust suit to produce their records and books for inspection.

The defendants must produce their books or appeal. The books and records in question are the local clearance books, master contracts for the entire country, addresses and date of acquisition of S-W theatres, etc.

Government's Suit Now Set for June 3

No Further Delays To Be Allowed

NEW YORK CITY — The government's equity suit begins June 3—without any more delays.

Federal Judge John C. Knox so decided last week end, after hearing defense application for a 60-day extension from May 1. He ruled that no further postponement would be permitted "under any circumstances." Assistant Attorney General Thurman W. Arnold opposed the application for delay. He said that divorcement had to be settled one way or another and that the film industry was "ill advised to push off this trial any more." Arnold also said that he was due to appear in Washington early this week to explain before a judiciary committee why the case has been delayed. Arnold said that the defense had so many counsels, they got in each other's way.

Attorneys for the defendants blamed the government for the delay, and stated that lawyers were working night and day in 30 cities to prepare the case. Special Assistant Attorney General Paul Williams then suggested the defendants could complete preparations during a proposed summer recess.

The defense attorneys blamed serving of subpoenas by the government recently as a further cause for delay.

Arnold said later that it was his "personal belief" the suit would not be settled.

Jack Cohen Passes

NEW YORK CITY—Jack Cohen, 42, Monogram film room employee, died here last week end. A brother-in-law of Max Fellerman, RKO theatres executive, Cohen is survived by his wife and child.

Bad Weather Hurts But "Rebecca" Goes On

Fifth Week Ties "Snow White" Record

NEW YORK CITY — Bad weather held down grosses on the main stem this week, resulting in several disappointing figures. Big news of the week is still "Rebecca," which will go for a fifth week at the Music Hall, after taking $62,000 on Thursday, Friday, Saturday, Sunday of the fourth.

The films that seemed to be most affected by the weather this week were "40 Little Mothers" at the Capitol and "'Til We Meet Again" at the Strand. The former, with a big ballyhoo campaign behind it and Cantor and Jessel supporting it on the stage, was especially disappointing, heading for only about $40,000 on the week, and maybe less. Critic's reviews hurt somewhat.

First-run business, as reported to THE EXHIBITOR by usually dependable sources, is as follows:

"40 LITTLE MOTHERS" (Metro)—Not what was expected in view of buildup, with $40,000 on the week looked for at the Capitol. Cantor and Jessel are on the stage.

"GONE WITH THE WIND" (Selznick)—Slipping only slightly to $17,500 after a marathon run, at the Astor.

"JOHNNY APOLLO" (20th Century-Fox)—Friday, Saturday, Sunday saw $18,842 in the second week at the Roxy, with stage show, pretty good.

"REBECCA" (Selznick)—Did splendid $62,000 Thursday, Friday, Saturday, Sunday of the fourth week, and goes a fifth, approaching "Snow White's" Music Hall run record, with stage show.

"'TIL WE MEET AGAIN" (Warners)—Okay $23,400 Friday, Saturday, Sunday, with stage show, at the Strand. Last week, second for "It All Came True," pretty good $28,000.

"IT'S A DATE" (Universal)—About $12,000 on the fifth and last week at the Rivoli—fair.

"DR. CYCLOPS" (Paramount)—Fair to middlin' $13,500 Saturday, Sunday of the second week at the Paramount, with stage show.

"SECRET FOUR" (Monogram)—Hit $2,300 on Saturday, Sunday, Globe, slow.

Spandow for Engel

ALBANY, N. Y. — Jerry Spandow this week succeeded Joe Engel as U branch head here. Engel will work as a special representative in Dave Miller's district, according to report. Spandow, with the company many years, has also been with the company in Omaha, Philadelphia, as well as in Albany.

American Makes Four

NEW YORK CITY — The formation of American Pictures Corporation, which intends to commence activities here in New York within a few months, was announced last week. First production will be a feature-length picture based upon the life of Samuel Gompers, founder of the American Federation of Labor, for which the screen play will be prepared by Geza Herczeg.

Officers in the new company at 1260 Sixth Avenue, are Julius W. Levine, president; Sydney Weill, vice-president-general manager, and I. M. Ornburn, treasurer. Ornburn is also secretary-treasurer of the union label trades department of the American Federation of Labor.

Weill said last week that the first production would be "independently financed," and that it would have "the friendly co-operation" of the American Federation of Labor.

QUAD.

National Legion of Decency List—April 25, 1940

UNOBJECTIONABLE FOR GENERAL PATRONAGE—"Curtain Call," (RKO); "Dark Command," (Republic); "Mercy Plane," (Producers Distributing); "Son of the Navy," (Monogram); "Young Buffalo Bill," (Republic).

UNOBJECTIONABLE FOR ADULTS—"Two Girls on Broadway," (Metro); "Alias the Deacon," (Universal); "So This is London," (20th Century-Fox).

Kent Testifies

(Continued from page 7)

the exhibitor was "getting away with murder" in paying flat rentals, resulting in the exhibitor getting "everything" and the producer "nothing."

"Today we invest $500,000 to $1,000,000 in a picture, and we put it in a theatre without a five cent guarantee of what we are going to get. And I don't think any method could last this long unless exhibitors preferred it," Kent said.

He also stated that, in his opinion, the coming of sound has made small theatres more desirable than large houses—and, on the whole, more profitable.

According to a statement made by him, 20th Century-Fox will sell 75 percent of its product for 1940-41 on a percentage basis.

Kent stated "As a matter of fact, we will try to sell all our pictures on percentage, but some of the exhibitors won't take the lower bracket films on that basis, especially in view of double billing."

Major company attorneys questioned Kent last week end. It was explained that they wished his testimony in case he could not attend the trial. Kent denied charges of monopoly in any of the three industry branches, asserting there was no discrimination against independents, and that theatre territory was not divided. Discussing prints, he said that highest cost of a print in 1938-1939 was $375, the lowest $170, with $246 average. Top number of exhibitions of one picture was 14,600 lowest 5,552. Average run per print was 37, with total number of all prints exhibitions 476,641.

When he was with Paramount, Kent said, departments of the company did not work hand in hand, the only grosses being discussed with the theatre department being those of Paramount. There was plenty of friction between the two departments he said. Kent said he often conferred with Spyros Skouras, National Theatres head, on theatre problems. Kent charged Thurman Arnold with backing down after a trade practice code had been formulated with the consent of the government.

Baltimore VC Ladies' Night

BALTIMORE — Variety Club, J. Louis Rome, Chief Barker, has planned a Ladies' Night May 1. Wives of the members invited to come to the event. Brown Derby supper will be served in the ball room of the Belvedere Hotel. There will also be a Hollywood sneak preview of an entertainment feature and then dancing and entertainment will take place. Reservations can be made by calling Barry Goldman.

Allied Committee Set

CHICAGO—More than 2,000 independent theatres owners and their families, from 21 states, are expected to attend the three day conclave of Allied States Associations when it convenes at the Morrison Hotel, June 19 to 21 inclusive.

Composed of presidents and officers of the various Allied units throughout the country, the convention committee, headed by Jack Kirsch, includes among others Frank Hornig, Maryland; Frank Lydon, Massachusetts; Lee W. Newberry, New Jersey; Charles H. Olive, Washington, D. C.; Sidney E. Samuelson, eastern Pennsylvania; Al Schumann, Connecticut.

H. A. Cole, Texas, national president of Allied, assisted by Abram F. Myers, general counsel, and Nathan Yamins, are also on the general committee.

Davidson with Warners

NEW YORK CITY—Louis Davidson, formerly of the New York Evening Post, New York Daily News and 20th Century-Fox, has joined the home office publicity department of Warner Brothers Pictures, Inc., it was last week announced by Mort Blumenstock, in charge of eastern advertising and publicity. Davidson takes over the post held by John Harkins, who has been given a leave of absence.

Davidson will handle contacts with the New York newspapers under the supervision of Mitchell Rawson, eastern publicity manager.

Syracuse Empire Closes

SYRACUSE, N. Y.—Empire closed last week end after one week of straight pictures. Creditors were attempting to make financial arrangements with Charles Martina. If successful, it will re-open after remodeling has been completed.

Korda Back to England

NEW YORK CITY—Having set up his organization in Hollywood for the completion of "Thief of Bagdad," Alexander Korda announced last week that he will leave Hollywood April 25 for London where he will start activity on his English film productions.

THE EXHIBITOR

VOLUME 23, NUMBER 24 APRIL 24, 1940

Advance Shots on Coming Reviews .. 15
Better Management 17, 18
The Check-Up (THE EXHIBITOR'S Servi-section) ..... Yellow Section
Editorial Page 3
Hints on Newspaper Advertising 19
In the Spotlight 6
Late News Highlights 7, 8
National Mirror 9, 10, 11
National Mirror Page 16
National Release Date Guide ..... Inside Back Cover
News of Territory .....21 et seq.
Production Happenings 12
Territorial Highlights 5
The Tip-Off 13
Warren Stokes Hollywood Newsreel ... 14

Material contained in the Late News Highlights section often represents new developments in stories to be found on other pages of this issue. If the reader will bear this in mind it will avoid possible confusion. This section of THE EXHIBITOR goes to press last, with latest developments within the industry, where available.

Dembow, Brenner Move Up

NEW YORK CITY—At a meeting last week of the board of directors of National Screen Service, George F. Dembow, general sales manager, and William B. Brenner, general executive, were elected to vice-presidential posts.

Dembow's official title is vice-president in charge of sales. Brenner officially becomes vice-president in charge of operations.

Dembow began his industry affiliation with William Fox in the Philly branch of Box Office Attraction, eventually becoming Fox. Here he made his first contact with Herman Robbins, then general sales chief for Fox. Eight years ago he joined NSS.

Harris Again VC Head

DALLAS—John H. Harris, Pittsburgh, was re-elected Chief Barker of the Variety Clubs at the convention here last week end. Atlantic City gets the annual get-together next year. Other officers include Robert O'Donnell, first assistant; Harry Kalmine, second assistant; James Palmer, dough guy; Eddie Ruben, property master. Report showed that $350,000 was spent on charity by the national organization last year.

Pittsburgh had the biggest delegation in relation to distance traveled. Week end was filled with plenty of activities, and there was a big turnout from the industry's top execs.

"All Quiet" Philly Suit

PHILADELPHIA—Suit was filed here last week end in Common Pleas Court No. 7 by the Breeze, operated by Rose J. Hexter, against Universal Film Exchanges. House claims it lost $1950 because "All Quiet on the Western Front" was not made available for showing early in September, according to the alleged contract, when the war broke out.

Screen Publicists Organize

NEW YORK CITY—Screen Publicists and Advertising Guild announced last week end it had a membership of over 200, claiming a majority in all home offices except one. Plans are being drawn for a contract to be offered the majors. It will be similar to that in effect with the Coast groups.

American Closing Offices

NEW YORK CITY—American Pictures, Inc., (not to be confused with newly-formed American Pictures Corporation) is closing its New York office according to an announcement made over the week end by Barrett King.

Gregg Completes Tour

NEW YORK CITY—E. S. Gregg, ERPI's general foreign manager, last week completed the first half of his tour of the company's Central and South American locations, and is swinging northward again on the last leg of the trip which should bring him back to New York about May 10.

Lessys in Reading

READING, PA.—George Lessy, formerly a Philadelphia exhibitor, was last week reported taking the local Capitol, which recently closed.

THE NATIONAL MIRROR

Coast Top Executives To Appear as Witnesses

Gov't Subpoenas Studio Bigwigs

New York City—Government attorneys in the equity unit last week obtained permission from Federal Judge Henry W. Goddard last week to subpoena several of the defendants as material witnesses for the plaintiffs.

Those who are to be subpoenaed include Charlie Chaplin and Samuel Goldwyn, United Artists; Joseph M. Schenck, Darryl F. Zanuck, 20th Century-Fox; Louis B. Mayer, Metro; and Ernest V. Richards, Jr., Paramount.

RKO filed notice last week that it intends to take depositions of four government witnesses, James Binkov, Union City, N. J.; James C. Forgioni, Metuchen, N. J.; A. Bannon, Newark, N. J.; Howard Leffer, Paterson, N. J., on April 22, 24, 26, 29 respectively, in the office of William Zimmerman, RKO attorney, before Edward W. Cooper, notary public, in the RKO offices here.

These were witnesses named by the government in its bill of particulars as supporting monoply charges against RKO. Other major companies are expected to make similar moves.

The following witnesses in the production field were added by the government last week: Sol Lesser, Principal Artists Productions; Toby Anguish, Los Angeles; Richard Rowland, General Service Studios; Spencer Bennet, Monogram Productions; B. Reeves Eason, Los Angeles.

Among those added to the list of witnesses of exhibitors charging monopoly were Harry Friedman, Lansdowne, Pa., with Robert H. Hexter, Philadelphia, added as a witness to alleged unreasonable clearance.

The bill filed by the government stated that it was unable to furnish additional franchises or understandings between distributors and exhibitors whereby a defendant engaged in exhibition was aided in moving into a new competitive area. It was said the Department of Justice believed there are such agreements. Listed also were 132 witnesses, previously named, who are alleged to know that block booking is forced upon the indes.

These witnesses previously appeared before hearings of a sub-committee of the committee of Interstate Commerce of the U. S. Senate in reference to the Neely Bills in the 74th and 76th Congresses. Names of 82 witnesses, previously named,

(*Continued on page* 10)

Metro Re-opens Fair Booth

NEW YORK CITY—Metro's Times Square information booth will officially open the day when the "20 Mule Team" wagon train arrives from the Coast for the World's Fair.

As was the case last year, exhibitors who register at the booth can have their photographs taken free of charge, with the shots sent for publication to their favorite trade paper (undoubtedly THE EXHIBITOR).

"Dark Days Ahead", MPTOA Bulletin Says

Neely Discussion, Tax Threat Mentioned

New York City—Warning that days ahead "are dark and foreboding" and that threat of new taxes on the industry is nearing again, the MPTOA, in a bulletin last week, urged all theatre organizations to be on the lookout.

The bulletin, for the most part, dealt with a general discussion of the status of the theatre owner in connection with threat of governmental regulation. Many exhibitors today have a feeling that the motion picture industry is like a man with his feet firmly planted in mid-air," the bulletin said, continuing "it's just a question of time before the big crash."

The bulletin stated that theatre owners with substantial investments have a real cause for worry by impending developments in litigation and legislation as well as in the economic course of the industry.

The future, the bulletin said, "is dark and foreboding," but "the storms will pass."

A statement to the effect that RKO does not make its film available for 16mm. release came from Ned E. Depinet in a letter to the MPTOA, the bulletin declared.

The release then wound up with further discussion of the Neely Bill, particularly pointing out that as long as there is no moral issue involved, "what do you think they (the Motion Picture Research Council) expect from the Neely Bill."

Loach Monogram V. P.

New York City—Thomas Loach has been elected a vice-president of Monogram, the company announced last week. He is also treasurer and a member of the board. On May 1 he will resign his Pathe posts.

Zanuck Option Okayed By 20th-Fox Stockholders

Minority Suit Looms, However

New York City—Approval of a new five year contract for Darryl F. Zanuck, granting an option to Zanuck to purchase 100,000 shares of common stock over a period of years highlighted a meeting of 20th Century-Fox stockholders here last week. All 12 directors were unanimously re-elected, as were all officers.

The Zanuck stock deal brought forth some criticism, but restricting amendments offered were later withdrawn.

President Sidney R. Kent was present to outline the current state of the company and to answer questions. He said Zanuck was the company's most valuable asset and showed how under the Zanuck production regime the company had benefitted. He said sale of stock to Zanuck would not weaken the stock on the market but that the money received will go directly into the coffers of the company. Others also praised Zanuck.

Kent pointed out that the stock deal was an incentive to Zanuck, and that Zanuck obviously could make a good deal with any company. He said that he would deplore Zanuck's leaving the company, but that if Zanuck or any other top exec left, there was no reason for any stockholder to believe that the company could not carry on just the same.

Milton R. Weinberger, a stockholder, criticised Kent's and other executives' salaries, to which the latter replied that he had torn up an agreement when he joined the company because it was too much of a load, and that at various times he had failed to draw salary. Weinberger contended this was due to Kent's ill health, to which Kent replied that if his health was not good it was because of the strain put on him working for the company. Kent was applauded by the stockholders.

Weinberger's salary criticism resulted in Kent declaring that another company paid $8,000,000 annually to $850,000 for 20th Century-Fox, and that the company was second highest in earnings on distribution alone. Kent said that "The Blue Bird" had proved disappointing at the box office, when Weinberger declared that the company did not have important Easter Week bookings.

Kent reviewed the foreign situation, estimating that this was 35 percent of the yearly gross, with 65 percent of that from England. Possibility of a common stock dividend was uncertain.

A. E. Meyer on Trip

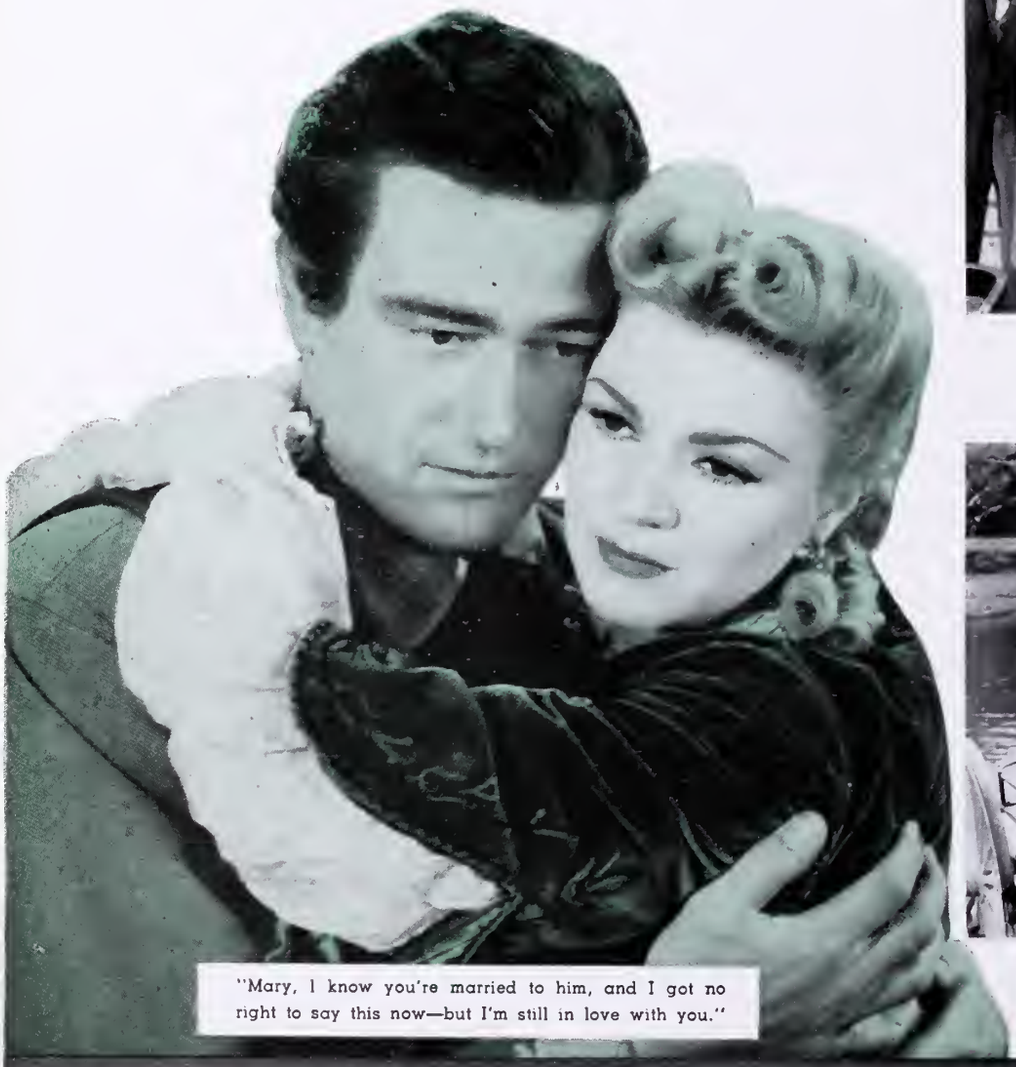
New York City—A. E. Meyer, sales manager, International Projector Corporation, last week began a trip to western branches of the company as well as Mexico, stopping off in Dallas April 18-21.

Included were Oklahoma City, Dallas, Mexico City, Los Angeles, San Francisco, Seattle, Salt Lake City, and Denver.

DARK CO

RAOUL WALS

A DRAMA OF U



"Mary, I know you're married to him, and I got no right to say this now—but I'm still in love with you."

"I've taught reading, writing, history, and logic. They say it can't be done, but, maybe, I'll be able to teach you to love me."

"I've been thinkin' all afternoon as we drove along. I do want to take you back to him. I want to turn this carria around and drive you right down to Texas."

CLAIRE TREVOR · JOHN W

ROY ROGERS · GEORGE HAYES · PORTER H

A REPUBL

MMAND

H · DIRECTOR

NDYING LOVE!

"Do you have any sayings down in Texas about people knowing whether they're wanted or not?"
"No, ma'am—but we got a sayin' that women don't always say what they mean."

"I know the whole truth about Will Cantrell now, Fletch! That's what's hurting me so much!"

"You'd be giving me so much, Will—love, devotion, security—a strong shoulder to lean on, and, maybe, even cry on occasionally. Honestly, I don't know what I could give you."

AYNE · WALTER PIDGEON

LL · MARJORIE MAIN · RAYMOND WALBURN

C PICTURE

Gabriel Hess Mourned

New York City—Sudden passing last fortnight of Gabriel Lorie Hess, for 17 years general attorney for the MPPDA, was mourned by the entire industry. He was 59 when he died April 14.

He is survived by Mrs. Linda Watkins Hess, his widow; two sons and a daughter. He was attorney for MPPDA almost since its beginning.

Funeral services were private April 16.

The following statement on the death of G. L. Hess was made by Will H. Hays, president, Motion Picture Producers and Distributors of America:

"Gabriel Hess was a gentleman. He had courage and understanding; he had faith and he had charity. Brilliant in intellect, rock-bound in integrity, splendid in his loyalties, he was one who dwelt in the inner places of the hearts of those who knew him.

"For 16 years general attorney of this association, Gabriel Hess always was far more than a member of our official family here. He was my counsellor and my deeply loved friend."

Birdwell-Korda Deal

New York City—Alexander Korda last week announced the retention of Russel Birdwell and Associates to handle publicity, advertising and exploitation for his motion picture company, starting at once on "The Thief of Bagdad."

The Birdwell company, which in the past has handled special campaigns on four major productions, last year launched Korda's "Four Feathers" on a one-picture deal arranged by cable between Hollywood and London.

Hickey Allied P. A.

Chicago—Duke Hickey, National Screen Service Corporation's Chicago office, was last week appointed chairman of the publicity committee for the 11th annual national convention of Allied States Association of Motion Picture Exhibitors, and equipment dealers' exposition, according to an announcement by Jack Kirsch, convention chairman and president, Allied Theatres of Illinois, Inc. Three-day conclave will be held at the Morrison hotel June 19 to 21.

Bioff Loses Appeal

Springfield, Ill.—Illinois Supreme Court last week denied William Bioff, Hollywood motion picture union leader, a petition for a writ of habeas corpus to free him from the Chicago House of Correction, where he is serving a six months' sentence imposed upon him 18 years ago for pandering.

FA Has Remake Rights

New York City—Supplementing the program of 50 British pictures recently acquired by Film Alliance of the U. S., vice-president Nat Wachsberger announced last week that his company would also handle remake rights of French productions.

Mrs. Dailey Mourned

New York City—Passing of the mother of J. F. Dailey, president, Typhoon Air Conditioning Company, Inc., last week was mourned. She was buried April 18 in Little Neck, L. I.

Pre-Trial Sidelight

NEW YORK CITY—Interested observers when Joseph Bernhard, Warner theatres general manager, was on the stand during the pre-trial examination were Eugene Mori, Vineland, N. J., exhibitor who has a suit of his own against Warners and others, and Harry Shapiro, his counsel.

Objection was raised to their presence, when Shapiro said he was present to get evidence on behalf of his case. Told to get permission to be present in writing from the proper U. S. judge, Shapiro looked up the law and found out that an Act of Congress made his appearance permissible, that taking of all anti-trust depositions are public.

He walked back into the courtrooms and revealed that he did not need the judge's okay as long as the law said it was. It is reported that the jaws of the defense attorneys dropped.

Dual "Russell" Premiere

New York City—A double world premiere for "Lillian Russell" will be staged by 20th Century-Fox in Pittsburgh and Clinton, Ia., May 15, it was announced last week by the film company. Two days later, May 17, the picture will have its Roxy opening.

Both premieres will be attended by stars and featured players from the company's Hollywood studio and 20th Century-Fox will be hosts to western newspaper critics at the Clinton opening and to eastern critics at Pittsburgh.

"Lillian Russell," which will run for two hours and 20 minutes, is the longest picture 20th Century-Fox has ever released.

Atlas Asks 100,000 Shares

New York City—The Atlas Corporation in a petition filed last week in Federal District Court, asked for 100,000 new common shares of the Radio-Keith-Orpheum Corporation as a "reasonable" payment for its services in the reorganization of the motion picture company.

In addition, Atlas sought reimbursement of $875,037 in expenses, explaining it was willing to take all or part of the payment in common stock.

Does "Pinocchio" Drown?

NEW YORK CITY—THE EXHIBITOR'S child problem editor was last week in receipt of this one from a parent-exhibitor.

"Parents of observant and inquisitive kiddies may wonder why they took them to see 'Pinocchio.'

"Quite a few youngsters seem to have noted that, though Pinocchio spends days comfortably at the bottom of the ocean, he suddenly drowns later. This fact, plus the fact that, made of wood, he shouldn't be prone to drowning, have the little ones confused—and mom and pop will have plenty of trouble before they can explain themselves out of this one."

Can anyone help?

Coast Top Executives

(*Continued from page* 9)

who had allegedly refused runs requested by them were also listed.

Other alleged acts of discrimination and monopoly by the majors were listed.

Among those who testified in the pre-trial examination last week were William J. Kupper, William Sussman and William Gehring, 20th Century-Fox, with information being given about their company's runs in 36 keys.

Statement that the Warner Brothers' theatre department operates separately and apart from the distribution department was made by Joseph Bernhard, Warner Brothers' executive, during his pre-trial examination in the government's equity suit last week. Bernhard said that the policy was a result of "firm, concise and positive" instructions from H. M. Warner.

Chief advantage of affiliation, according to Bernhard, is the assurance of at least one good source of product. He added that the distribution division receives daily sheets of a cross-section of 50 Warner theatres to inform it of the daily gross throughout the country.

Special Assistant Attorney-General Robert L. Wright concentrated on the Philadelphia situation, implying that Warners had acquired those houses on special consideration and as part of a planned policy to monopolize that territory.

Bernhard denied this and claimed that the only question involved in acquiring a theatre was whether that particular theatre would be profitable. In contrast to the Philadelphia situation, the government questioned Bernhard on why Warners had not purchased any theatres in the Chicago Loop for first-run showings. Bernhard declared that he had given no thought to that situation.

Columbia Profit Up

New York City—Columbia Pictures Corporation showed a net profit of $215,582 for the six months ended December 30, 1939, Harry Cohn, president, announced in a letter to stockholders made public last week.

This is after a deduction of $100,000 for an extraordinary reserve and the $104,751 loss for the September quarter. The net profit for the corresponding half of 1938 was $34,596.

For the quarter ended December 30, the net profit amounted to $320,334, contrasted with the net loss of $104,751 in the preceding quarter.

Current assets December 30 were about $13,526,000 and current liabilities $1,550,000, making net working capital of $11,976,000. The company paid the annual installment of $250,000 on its debentures on March 15 in anticipation of the due date, April 30, and now has reduced total debentures outstanding to $1,000,000.

Pioneers Meet May 2

New York City—A change in the date on which the Spring Conference Dinner of the Picture Pioneers is to be held was announced by Jack Cohn, house manager of that organization last week.

The new date is May 2 in the Jade and Basildon Rooms at the Waldorf-Astoria.

Industry's Technicians Meet at SMPE Convention

Important Papers Heard in AC

ATLANTIC CITY, N. J.—New scientific advances benefitting movie goers in every corner of the globe, as well as recent strides in television, are being discussed during the four-day Spring convention of the Society of Motion Picture Engineers in Atlantic City which began April 22.

Among the subjects scheduled for discussion before the 250 motion picture engineers from every section of the country are the effect of movie audience noises on motion picture sound reproduction, new projector lenses which improve motion pictures, and an elaborate new treadmill used by one Hollywood studio to achieve movie realism in action pictures never before possible.

Among the 46 technical papers scheduled to be read before the convention's nine sessions were seven on television, prepared by engineers of the outstanding laboratories in which the new electronic art has been developed.

20th-Fox Plans Big Campaign

NEW YORK CITY—The 20th Century-Fox advertising and publicity departments plan to spend approximately $500,000 on coast-to-coast radio hook-ups on the new season's product, it was announced by Charles E. McCarthy last week. About $2,000,000 of the total budget will be used for newspaper advertising.

A large number of 20th Century-Fox's big pictures will be premiered in the cities that furnish their locale, according to McCarthy.

The company has spent an estimated $200,000 on radio advertising in the past few months, but the new year's plans are even more ambitious.

DAR Hits Neely Bill

WASHINGTON — The Daughters of the American Revolution registered their opposition to the Neely Bill at their annual meeting here last week. Action was unanimous and followed disapproval of the bill by state committees throughout the nation, according to Mrs. Leroy Montgomery, chairman of the Motion Picture Committee.

20th Fox in Cuba

NEW YORK CITY—Havana, Cuba will be the scene of the first 20th Century-Fox foreign sales meeting to be held this year. Meeting, to be held April 26-27, will embrace the entire Central American and Caribbean territory. Walter J. Hutchinson, director of foreign distribution, will preside.

DuMont Station Set

NEW YORK CITY—Paul Raibourn, treasurer, Allen B. DuMont Television Company and executive of Paramount, announced last week that on or before next September 1, DuMont will open a powerful station in the area.

Beg Pardon

(Editor's Note — That good looking damsel appearing in several scenes showing opening of "Dark Command," Republic production, at Lawrence, Kansas, in the issue of April 17 was not Binnie Barnes, as the caption writer would have you believe, but Wendy Barrie. Either the caption writer is a Binnie Barnes fan or he made a plain, old-fashioned error. We prefer the latter.)

Brown Appointment Upheld

NEW YORK CITY—An application to vacate the appointment of William S. Brown as trustee of Educational Films Corporation of America, was denied last week by Federal Judge Harry W. Goddard. The court ruled that Referee John E. Joyce had properly named Brown after creditors had failed to agree upon a trustee.

Technicolor Costs Down

LOS ANGELES—The cost of color film will decline as much as $30,000 for a completed motion picture next Summer, according to Dr. Herbert T. Kalmus, president, Technicolor Motion Picture Corporation, last week. Dr. Kalmus announced a price reduction of one cent a foot, effective August 1, applying to all 35mm motion picture release prints exclusive of advertising and industrial subjects.

"Command" in 24 Keys

NEW YORK CITY—Republic's "Dark Command" has been set for early runs in 24 key towns, it was announced last week by James R. Grainger, president.

"Dark Command," currently running at the Strand, Providence, has been set in April at the Earle, Philadelphia; State, Omaha; Fox, St. Louis; Rialto, Tacoma; Colorado, Pueblo; Orpheum, Portland; State, Oklahoma City; Dent, Lincoln; Ritz, Corpus Cristi; Shubert, Cincinnati.

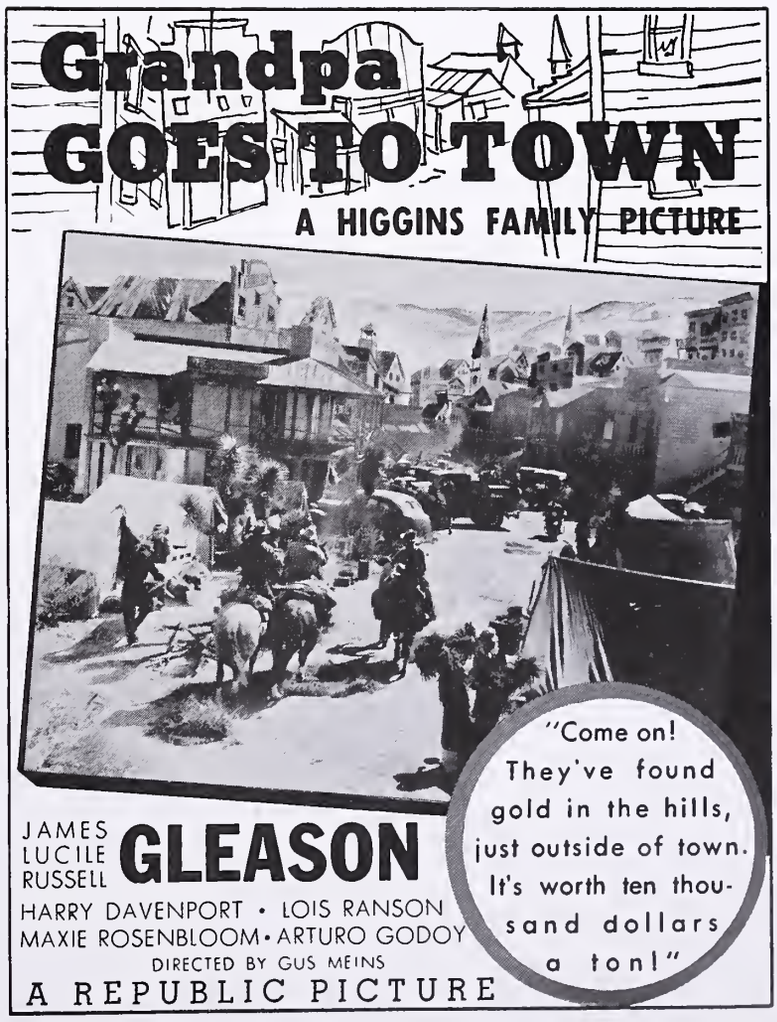
Dates for early May have been set for Stanley, Baltimore; Ambassador, Earle, Washington, D. C.; Alvin, Pittsburgh; Colonial, Dayton; Liberty, Yakima; Kimo, Albuquerque; and the Heilig, Eugene, Oregon.

Ebersons Partners

NEW YORK CITY—Drew Eberson, son of John Eberson, local theatre architect, has been taken into partnership by his father, and after May 15 will join the firm at their new offices, 2 West 47th Street. Drew Eberson, a University of Pennsylvania graduate, recently returned from Hollywood, where he worked for more than four years in the field. New firm's name will be John and Drew Eberson.

Plagiarism Suit Ends

NEW YORK CITY—Plagiarism suit of Edward A. Lynch against Warners was dismissed last week end for lack of evidence in U. S. District Court.



Brief Glances At PRODUCTION HAPPENINGS

Columbia

Charles R. Rogers announces plans for a spectacular outdoor musical, "In Old Monterey," to be made, probably, in color, following his current Columbia production, "Jane Addams and Hull House." . . . Director Sidney Salkow is underway with "The Lone Wolf Meets a Lady," starring Warren William and Jean Muir. Supporting cast includes Thurston Hall, Victor Jory, Eric Blore, Warren Hull and Fred Kelsey.

Metro-Goldwyn-Mayer

Chill Wills, cowboy comic, will sing one of his own compositions, "Sunset Trail Down Oklahoma Way," as a featured number for "Boom Town," all-star picture with Clark Gable, Spencer Tracy, Claudette Colbert and Hedy Lamarr. Jack Conway is directing. . . . Charles Coburn and Billie Burke have been cast for leading roles in "Old Lady 31," film version of Rachel Crothers stage hit, to be directed by Robert Sinclair. . . . New co-starring duo formed here is Norma Shearer and Robert Taylor, set for top spots in "Escape." . . . John Steinbeck's novel "Tortilla Flat," has been purchased for film production.

Paramount

Rose Hobart, New York stage actress, will have the feminine lead opposite Ken Murray in "A Night at Earl Carroll's." . . . Bing Crosby, Dorothy Lamour, and Bob Hope will be co-starred in "Blue Lagoon," a companion piece to "Singapore." . . . 300-pound Don Wilson, radio announcer, has been signed by Harry Sherman to play the role of "Slim" in "The Round Up," which he will produce as a special action picture for Paramount. . . . Clifford Goldsmith, author of "What a Life," has been signed to write an original story for the third in the Henry Aldrich series.

Producers Releasing Corp.

Sigmund Neufeld announces that the title of his first feature production for this company has been changed from "Sons of the Finest," to "I Take This Oath." Picture is now in production at International Studios, under the direction of Sherman Scott, and features Gordon Jones, former West Coast football star. . . . Bob Steele returns to the western field, signing a contract with Neufeld to be starred in four "Sagebrush Family" outdoor features.

(*Continued on page* 14)

50 Features Set For MONOGRAM'S '40-'41 PROGRAM

DALLAS—Fifty features will constitute Monogram's 1940-41 program, according to an announcement by W. Ray Johnston, president, who served as chairman of the franchise holders' convention here last week end.

The schedule for the coming season is almost evenly divided between features and westerns, with 26 productions included in the former classification and 24 in the latter.

Top production budgets will be allocated to "The Pioneers," epic of covered wagon days based on the novel by James Fenimore Cooper; "The Ape," by Adam Hull Shirk, a Broadway stage play in which Boris Karloff will be starred; "Land of the Sky Blue Water," to include two songs by Charles Wakefield Cadman—the title number and "At Dawning"; "The King and the Cowboy," a Graustarkian romance of a boy king.

"Under Northern Skies" and "Land of the Long Shadows" are two novels authored by Jack London which figure prominently on the program. The late Earl Derr Riggers' Saturday Evening Post story "Dollar Chasers" is also scheduled. Gene Stratton-Porter's novel, "Her Father's Daughter," and a sequel to "Freckles" entitled "Freckles Comes Home," by Jeannette Stratton Porter, will be made. Marcia Mae Jones and Jackie Moran, youthful co-starring team, will be seen in a filmization of "The Old Swimmin' Hole" suggested by James Whitcomb Riley's celebrated poem, as well as in "Sweet Sixteen" and "Day Dreams."

Other properties on the list include "College Sweetheart" by Leona Dalrymple, which appeared in the Woman's Home Companion; "Million Dollar Mystery," Collier's magazine story by Hugh Wiley; "I Cover the Town," "You're Out of Luck," "The Sky's the Limit," and "My Home Town," with Frankie Darro; "Boys of the City" and "That Gang of Mine," with the East Side Kids; "While Frisco Sleeps," "Phantom of Chinatown" and "Alias Jimmy Hogan," stories by Hugh Wiley; "One Glorious Adventure," by Dorothy Reid and Betty Burbridge, and "Orphans of the North," a Norman Dawn production.

Three series of eight westerns each will be released by Monogram. Tex Ritter will star in a group of musical western; Fred Scott in another series of outdoor dramas and a new team composed of John King and Ray Corrigan to be known as "The Two Pals" in the third group.

The 1940-41 Monogram sales quota has been set at $9,225,000, it was announced by Johnston. Figure represents an increase of $375,000 over last year and more than $3,000,000 lift since 1937 when the re-organized company held its first convention.

Announcement was received with enthusiasm by the representatives of the 36 branches of Monogram in the United States and Canada who expressed the belief that the strong program augmented by a 50 percent increase in the production budgets of 14 films and a 30 percent increase in the appropriations for 12 others assured the realization of the new sales figures.

Among those on hand to attend the convention were: Ben Welansky, Steve Broidy, Boston; Harry Berkson, Buffalo; George West, Harry Thomas, New York.

MONOGRAM CHIEFS. Here may be seen some of those who will help lead and also appear under the Monogram banner during the new season. Top row, reading from left to right, W. Ray Johnston, president; Scott R. Dunlap, vice-president in charge of production; M. S. White, secretary; Thomas F. Loach, treasurer; Edward Schieber, assistant treasurer; and John S. Harrington, manager of film and accessories. Bottom row, left to right, are Edward A. Golden, general sales manager; Norton V. Ritchey, general foreign manager; Lloyd Lind, assistant to the sales manager; Louis S. Lifton, director of advertising and publicity; Ray Corrigan, cowboy star; John King, cowboy star; and Fred Scott, cowboy star.

The TIP-OFF

Another Exclusive Service of Jay Emanuel Publications

A Consensus of box office results, kept as factually correct as possible, as culled by the field news staff of THE EXHIBITOR in this and neighboring territories.

PICTURE	START (First Runs)	TURN (Sub. Runs)	STRETCH (Neighborhoods)	PAYOFF (Consensus)	REMARKS
ABE LINCOLN IN ILLINOIS (RKO)	Slow	Slow			As one fellow said: "Max, they don't want Lincoln."
THE BLUE BIRD (20th Century-Fox)	Slow	Slow			Kid matinee trade isn't bad, but otherwise . . .
BROADWAY MELODY OF 1940 (Metro)	Fair	Good	Good		Astaire-Powell doesn't equal Astaire-Rogers, but not so bad, at that.
DR. CYCLOPS (Paramount)	Good				The bally is getting some nice business.
DR. EHRLICH'S MAGIC BULLET (Warners)	Fair	Fair	Disappointing		They don't seem to appreciate this one.
DR. KILDARE'S STRANGE CASE (Metro)	Fair				Just another Kildare, with fair grosses.
GRAPES OF WRATH (20th Century-Fox)	Spotty	Fair	Fair		Slowing down after those big openings.
HOUSE ACROSS THE BAY (UA)	Fair				Just fair business.
I TAKE THIS WOMAN (Metro)	Fair	Fair	Fair		Pre-release publicity hurt it, but it's no flop.
IT ALL CAME TRUE (Warners)	Fair				First engagements nothing sensational.
IT'S A DATE (Universal)	Fast				Deanna is doing it again.
JOHNNY APOLLO (20th Century-Fox)	Good				First engagements in the better dough.
OF MICE AND MEN (UA)	Spotty	Spotty	Spotty	Spotty	Spotty, although some houses were surprised.
MY LITTLE CHICKADEE (U)	Fair	Fair	Disappointing	Spotty	All in all, not what was expected.
MY SON, MY SON! (UA)	Good				First openings encouraging.
NORTHWEST PASSAGE (Metro)	Fast	Good	Good		They should all do like this.
PINOCCHIO (RKO)	Fair				Definitely under "Snow White," but don't undersell it.
PRIMROSE PATH (RKO)	Good				Regardless of what the subject matter is, this is doing business.
RAFFLES (UA)	Slow	Slow	Slow	Slow	A miss.
REBECCA (UA)	Fast				Surprise money show of UA's schedule, very big.
REMEMBER THE NIGHT (Paramount)	Good	Good	Fair	Fair	Show was liked but the grosses weren't indicative.
ROAD TO SINGAPORE (Paramount)	Good				This is doing the business, too.
SIDEWALKS OF LONDON (Paramount)	Slow	Slow			A miss, even with the names; too foreign.
STAR DUST (20th Century-Fox)	Fair				First engagements nothing big.
STRANGE CARGO (Metro)	Good				Critical discussion and word-of-mouth are helping this.
SWISS FAMILY ROBINSON (RKO)	Fair	Fair	Spotty	Spotty	Some places yes, others no.
TOO MANY HUSBANDS (Columbia)	Fair				Lightweight, with fair returns.
VIGIL IN THE NIGHT (RKO)	Good	Fair	Fair	Fair	Some did okay, but generally only fair.
VIRGINIA CITY (Warners)	Good				No "Dodge City" but good business, helped by publicity campaign.
YOUNG TOM EDISON (Metro)	Fair				Not as big as expected.

QUAD.

Warren Stokes' HOLLYWOOD NEWSREEL

• HOLLYWOOD'S LATEST HEADACHE, the possible passage of legislature designed to eliminate block booking, is now becoming a real problem. Changed viewpoint of a local publication, which heretofore championed the present system of movie making, standing firmly behind the Hollywoodites and condemning any form of legislature which would change the present system of operation, is causing more anxiety than the outcome of the European conflict. Contributing ammunition for Hollywood's fight against such an invasion via the printed word, the publication in question rallied all of the allied crafts in movieland to fight under the producers' banners, with the convincing argument that the enactment of any such legislature would foster the making of inferior product, throw thousands of studio workers out of employment, and send the industry in general completely to the dogs.

That Recent Shift

• THE RESULT TO DATE has been the mustering of the Hollywood forces, the tapping of every possible source, and a big campaign to fight the passage of any such legislation dubbed by the crusading publisher as a weapon which could only retard the progress of the industry and bring suffering to unemployed thousands and their families. Today, these Hollywoodites can't make up their mind which way to jump, because, "convinced that legislation in one form or another will be enacted to eliminate block booking in its present form, that every piece of legislation now pending will demand a showing of product to the trade" the publisher of the Hollywood paper jumps to the other side of the fence, heralding a new spurt of prosperity for the industry, predicting that Hollywood will be on the jump, with every studio in the business filling its stages with product, working night and day to get it finished.

Now They Say

• IN DIRECT CONTRAST to prior opinion, Hollywood is now told that it must expect, as a result of the changes "that are a cinch to be instituted one way or another," a demand for better pictures, with the understanding that those better pictures will bring better returns than the picture business has ever seen; that this demand will, of necessity, eliminate a lot of the "B" and "Z" pictures that the majors have turned out. To make a long story short, this sudden change of viewpoint, by a Hollywood publication, which set up its guns apparently in defense of the movie makers, firing a series of broadsides at any one daring to suggest a change in Hollywood's current policy, has backfired and landed with startling effect on the celluloid city.

What Caused It?

• SUPPLEMENTING the new point of view, the Hollywood scribe expresses the belief that, with the production of better pictures, the distributors will be able to make individual terms on individual pictures or individual groups of pictures, which will necessitate the exhibitor charging higher admissions, which he will be glad to do under the new scheme of things, resulting in more money for better effort. He consoles those thousands of studio workers once threatened with unemployment under the new scheme of things by stating that the change to come will now be the greatest boon to industry progress since the inception of sound, with every branch of the industry profiting accordingly. The motif for his sudden change of viewpoint is a matter of conjecture. Where he once saw disaster and despair, he now visualizes success and prosperity, and loses no time climbing upon the approaching bandwagon.

Quality Will Do It

• BETTER QUALITY PRODUCT is undoubtedly the answer to most of this industry's problems. One thing our contemporary seems too sure about is the willingness of the exhibitor to raise his admission prices to meet higher rentals—and the willingness of the customers to pay a higher tariff. Any clear-thinking individual will agree that better quality product will insure longer runs at the nation's theatres, netting a larger gross commensurates with the effort on the part of the producer, which should eliminate the necessity of higher rentals. By eliminating the "B" and "Z" productions, the producer is cutting his overhead proportionately, and can, for one-third of the money so wasted, improve his "A" product to such an extent, that the returns through greater patronage and longer runs, will net him a greater profit at less production cost.

Don't Raise Prices

• RAISING ADMISSION PRICES, except in such cases as super colossals like "Gone With the Wind," will not improve conditions in the cinema theatres. Raising the quality of the product will. Family patronage is the objective of this industry. The family pocket book tells the story. The number of tickets purchased by the members of any household constitutes the difference between profit and loss. Most families work on a budget. It is better to secure the patronage of the average family of four or five persons at a nominal charge they can all afford, than to draw only half of the household at a slightly higher price. Anyway you look at the situation, the answer seems to be, better quality entertainment, maintained through the curtailing of excessive production waste on mediocre product which drives the people away from the theatres at any price.

PUBLICITY EXPLOITATION PROMOTION

Young man, excellent connections, formerly in charge of regional campaigns for major distributor; with prominent exhibitor; and executive of national public relations firm, seeks new connection with progressive producer or exhibitor. Open to any interesting proposition.

WRITE BOX 24 — THE EXHIBITOR
1600 Broadway, New York, N. Y.

Production Happenings

(*Continued from page* 12)

RKO-Radio

Leon Belasco, featured comedian in "Meet the People," hit revue at the Hollywood Playhouse, has been signed for a prominent role in "Lucky Partners," forthcoming production which will co-star Ronald Colman and Ginger Rogers.

Republic

Ono Munson and Buck Jones have been signed thus far for roles in the super "Wagons Westward."

20th Century-Fox

George Murphy has been borrowed from Metro to co-star with Brenda Joyce in Elsa Maxwell's "Public Deb No. 1." . . . Lynn Bari has been selected for the role of the waitress-heroine of "Pier 13," a Sol M. Wurtzel production. Lloyd Nolan has the male lead.

Universal

Roland Young and Hugh Herbert, will be brought together for the leading roles in "One of the Boston Bullertons," comedy drama of a decadent Back Bay plutocrat. Nan Grey gets the feminine lead role. . . . W. C. Fields has signed a new contract here and will be starred in a special production tentatively titled "Bank Dick." . . . Next Johnny Mack Brown western will be "Bad Man From Red Butte," with Bob Baker and Fuzzy Knight again appearing in support of the western star.

Wanger

Walter Wanger announces "Foreign Correspondent" as the new and final title for the previously tabbed "Personal History." Cast consists of Joel McCrea, Laraine Day, Herbert Marshall, Albert Basserman and Robert Benchley.

Warners

Studio will bring to the screen the life story of Sergeant Alvin C. York, America's greatest soldier of the World War. Jesse L. Lasky will make the film in association with Hal B. Wallis, executive producers. . . . Ann Sheridan will be co-starred with George Raft in "They Drive by Night," an adaptation of "The Long Haul," A. J. Besserides' novel of the freight truck drivers of the Pacific Coast. Role of the heavy will be played by Humphrey Bogart and Raoul Walsh will direct.

Advance Shots On COMING REVIEWS

ALIAS THE DEACON (Paramount). Bob Burns, Mischa Auer, Peggy Moran. 72m. Despite a rather good cast, this falls a good deal short of its mark, but still has enough entertainment value. Most disappointing is Mischa Auer, whose role is very small, and contains little on which he can get started. Bob Burns plays one of the typical Burns roles.

BUCK BENNY RIDES AGAIN (Paramount). Jack Benny, Ellen Drew, Eddie Anderson. 85m. This will have the benefit of the name and radio draw and the production numbers to get into the better grosses. Angles presented in the yarn should be enough to help sell the show. Paramount has spent plenty of money on the picture and has included beautiful girls, etc.

CAPTAIN MOONLIGHT (Atlas). John Garrick, Winifred Shotter, Stanley Holloway. 64m. This English-made film has numerous shortcomings from production and photographic standpoints, but, on the other hand, it has its worth as a suspenseful and romantic costume meller which can find a place for itself on the bottom portion of nabe duals.

EL DIABLO RIDES (Metropolitan). Bob Steele, Claire Rochelle, Kit Guard. This is a slow-moving western picture that follows the beaten path, with a deviation only to permit the entrance of one new angle. It may do okay with the kids.

FORTY LITTLE MOTHERS (Metro). Eddie Cantor, Rita Johnson, Judith Anderson. 87m. This is Eddie Cantor's first screen appearance in a dramatic role, and he scores in a big way with a human interest story. This is a good blending of comedy and pathos and a nice job of direction. Audience reaction was excellent.

GEORGE WASHINGTON CARVER (Bryant). George Washington Carver, Booker T. Washington III, Ralph Edwards. 69m. More of a documentary than celluloid fiction, this screen biography of the great negro scientist should be a perfect exploitation natural for houses catering to colored folk. It might also serve as reelage for non-theatrical purposes.

GRANDPA GOES TO TOWN (Republic). James Gleason, Lucille Gleason, Russell Gleason, Arturo Godoy. 65m. This is the best to-date in the Higgins family series, relying on gags more than story to garner plenty of laughter. The result is the Higgins family at its dizziest and a genuine laugh fest for the family audience.

IN OLD MISSOURI (Republic). Leon Weaver, June Weaver. 67m. Proving some glimpses of the lighter side of the problem presented in "The Grapes of Wrath," the Weaver brothers and Elviry go to town in one of the screwiest farces of the year. It's a field day for houses which like this type.

THE LIGHT OF WESTERN STARS (Paramount). Victor Jory, Jo Ann Sayers, Russell Hayden. 63m. This screen version of Zane Grey's novel gets off to a slow start and fails to hold the interest until it is well past the half-way mark. Action sequences, backgrounds, and photography have been well done, but the dramatic sequences slow down the offering. Audience reaction very mild.

MR. WASHINGTON GOES TO TOWN (Dixie National). F. E. Miller, Mantan Moreland, Maceo B. Sheffield. 65m. This all-negro film wowed a preview audience when screened in the negro colony of Los Angeles. For the colored houses, the comedy should be a natural.

ONE MILLION B. C. (United Artists—Roach). Victor Mature, Carole Landis, Lon Chaney, Jr. 80m. This is a fantastic drama of the prehistoric era related to a group of mountain climbers by an archaeologist in whose cave they seek shelter during a rain storm. It is a thrilling, spectacular technical masterpiece, running through the projector with mounting interest and suspense, and, through proper exploitation, should prove a good programmer in any situation. It lends itself to novel lobby display and exploitation through its prehistoric data.

TWO GIRLS ON BROADWAY (Metro). Lana Turner, George Murphy, Joan Blondell. 71m. Featuring a sweaterless, albeit very desirable Lana Turner, this pleasant musical programmer is swell cinema with which to round out twin bills or even to place on the feature spot in the smaller situations. It has a few tunes which may catch on.

TYPHOON (Paramount). Dorothy Lamour, Robert Preston, Lynne Overman, J. Carrol Naish. 71m. Add Dorothy Lamour in a sarong, Robert Preston in a sarong, a trained ape, a forest fire, a tidal wave and a typhoon and the result is a melodrama that might strain the intelligence but which certainly offers exploitation angles. Made in technicolor, but obviously not expensive, this should be a good grosser where they go for sarongs and melodramas.

YOUNG BUFFALO BILL (Republic). Roy Rogers, George "Gabby" Hayes, Pauline Moore. 58m. Backed by a title which ought to help a lot, the better type of Republic western, this is a top-ranking entrant. It has everything, and the result is top-notch. Rogers sings two songs, and proves once again that with the right kind of story he is in the top western bracket.

Shorts

ARGENTINE (Paramount — Color Cruise). 9m. Fair.

THE GREYHOUND AND THE RABBIT (Columbia—Color Rhapsody). 7½m. Fair.

KNOW YOUR MONEY (U. S. Secret Service Treasury Department.) 11m. Good.

ME FEELIN'S IS HURT (Paramount—Popeye). 7m. Fair.

NICKEL HEAVEN (Forester Films). 9m. Good.

100 PIGMIES AND ANDY PANDA (Universal—Color Cartoon.) 8m. Good.

PRACTICE MAKES PERFECT (Columbia—Fable). 6m. Bad.

SLAP-HAPPY PAPPY (Vitaphone—Looney Tune). 7m. Good.

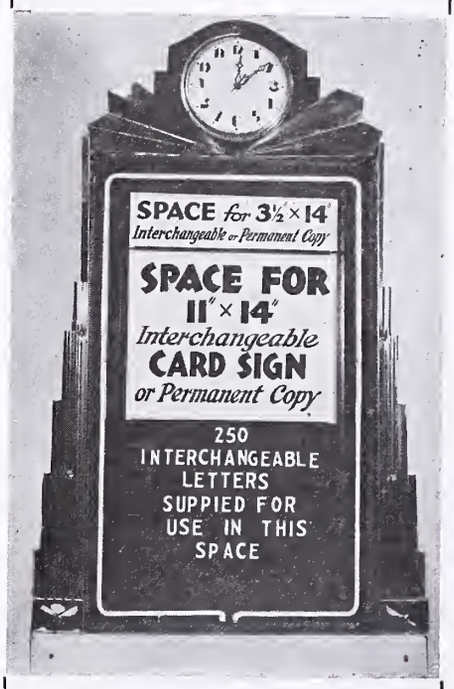
TOMORROW'S STARS (Columbia—News World of Sports). 9m. Excellent.

UNVEILING ALGERIA (Columbia—Tour). 10m. Excellent.

WHAT'S ALL THE SHOOTING FER (20th Century-Fox—Terry Toons). 7m. Fair.

A PROVEN BOXOFFICE BOOSTER

AT BELOW COST PRICES



To clear our warehouse we are offering our complete stock of these deluxe model, chromium and steel window signs, complete with electric clock and 250 interchangeable letters at a fraction of the former price of

$20.00

Thousands have been sold to exhibitors all over the country at this price for placing in cooperative shop windows—we now have 200 left—to be sold at these below cost prices:

Lots of 10 ..... **$6.00** ea.
Lots of 25 ..... **5.00** ea.
Lots of 50 ..... **4.50** ea.

Prices Unpacked at Our Factory

PHILADELPHIA SIGN COMPANY, Inc.
• SIGNS and MARQUEES
305 Brown Street Philadelphia, Pa.

"BISCUIT EATER" BOWS; OTHER NEWS AND EXPLOITATION HAPPENINGS

METRO'S 20 MULE TEAM gets under way in Los Angeles as a nation-wide exploitation stunt for the new Wallace Beery picture.

TESTIMONIAL DINNER was presented to W. A. Wolff, information manager, Western Electric Company and Electrical Research Products, Inc., recently, upon the occasion of his 35th year of service with the company. Pictured here are the participants around the festive board.

OSA JOHNSON, star of Columbia's "I Married Adventure," is here pictured upon her arrival in New York City recently to confer with studio executives.

HERB MacINTYRE, drive leader, (fifth from left) and Harry Michalson (fifth from right) return to New York City after a tour of all RKO exchanges throughout the United States in the interests of the RKO Depinet drive, and are greeted at the station by their wives and home office executives.

AT THE ALBANY, GA. PREMIERE of "The Biscuit Eater," are: left to right, John Howard, Jean Cagney, Y. Frank Freeman, Jr. (Paramount production executive); John Kirby, Paramount Atlanta branch manager; Monroe Goodman, home office; Ray Martin, Martin Theatres; Bob Gillham, Paramount advertising chief; Oscar Morgan, Paramount southern division manager; Scott Lett, Paramount Charlotte, N. C. branch manager; Harold Wilkes, southern district manager; Freeman again; W. K. Jenkins, Lucas-Jenkins circuit, and Grantland Rice. Many other celebrities were present.

BETTER MANAGEMENT

"Dr. Hilarity" Angle For "Doctor Takes Wife"

HARRISBURG, PA.—Manager John Rogers, State, aided by Columbia exploiteer Ed Rosenbaum, shot the works on this attraction.

Highlights were:

Six 24-sheets posted, illuminated boards; 5000 heralds, 5000 special throwaways; man dressed as hospital interne, giving out prescriptions "as a spring toner up you are advised to visit the State, etc."

A specially-made phonograph record, hidden in the foyer, was played as audiences left the theatre, with promotion copy; special lobby display announced "that Doctor Hilarity would be in attendance for those who laugh themselves sick"; thermometer tieup was arranged, sundaes were named after the show; radio plugs were arranged; "should a girl marry a young doctor?" contest was arranged and the usual book store displays, etc., were made.

Yarbrough's Quiz Tie-up

ELMIRA, N. Y. — Eddie Yarbrough, Keeney, has instituted a quiz program for his patrons, broadcast every Thursday over WENY from 8:30 to 9: P. M. Air time is bought by a sponsor who receives a two-and-a-half minute plug. Program, called "Professor R. U. Right and his Radio Quiz," is set to run 13 weeks. Money prizes are given to six contestants called weekly from audience. Program offers swell opportunity for picture plugs, etc., through questions pointing to forthcoming features, stars, or playdates. Three judges are selected from town's notables.

"Cross Country Detour"

WILMINGTON, DEL.—Manager Lewis S. Black, Warner, promoted Vitaphone's cartoon, "Cross Country Detour," with almost as many features as he used for "It's a Date." For the first time in the house's history, he ran a trailer for the short cartoon. He also distributed cards in the lobby and had 40x60 frames for the short.

"Blondie On a Budget"

FALL RIVER, MASS. — Manager Chris Joyce, Interstate Durfee, hooked up with the Boston (Mass.) Globe and secured without any cost to the theatre a thousand copies of the Boston Sunday Globe Pictorial Rotogravure Magazine featuring a large front-page picture of Rita Hayworth who was a new star in increasingly popular series of pictures.

"Atom Chamber" Big Aid In Selling "Dr. Cyclops"

READING, PA.—Exploitation by manager Paul E. Glase, Embassy, was on a big scale. Here are some of the lines covered:

More display space in all newspapers, including those of Reading, Pottstown and all Berks county towns; newspaper stories in all papers, and reference in "What's Doing in Reading" column in Reading theatre pages; ads in Albright College and the Reading High School papers. Stills in many Penn Street stores; cards in leading hotels; card displays in stores; twenty-four-sheet cut out and mounted in theatre lobby week in advance of play date—eyes of Dr. Cyclops cut out and green gelatine placed in open spaces, with blinking green lights to attract attention; trolley car on street two days in advance of opening; 24-sheet poster on each side of car; car used also on opening day and on second day; camera contest with $30 in cash prizes, auspices of Reading Camera Club, awards to best camera shots from body of house during screening of film; 250 notices sent to members of camera club, 250 additional notices posted in camera shops and other stores' windows.

Kresge's five-and-ten store advertised a "Dr. Cyclops" sundae.

House used "atom chamber" idea with reducing lenses in a vacant store window on Penn Street, causing a lot of crowding in front of the window; two girls working in shifts in the window, playing role of victims of "Dr. Cyclops," under trick lenses.

"Ten Nights in a Barroom"

WORCESTER, MASS.—Loew's Poli Plaza distributed 250 window cards in 20 miles radius, posted 250 one-sheets, stenciled sidewalks, set up bar for display purposes in the lobby eight days prior to playdate, distributed 8000 heralds from house to house, had 2000 heralds inserted in copies of Boston Record, made announcements from stage twice daily for 10 days before picture opened, screened preview for 30 Anti-Saloon Leaguers and had temperance organizations working for them.

Local clergy recommended the film to their congregations. House had 15 special window tie-ups on the picture and placed a 12-foot banner on a large, conspicuous building.

"Dark Command" Guide

NEW YORK CITY—A guide to the discussion of Republic's "Dark Command," from the novel by W. R. Burnett, has been prepared by Educational and Recreational Guides, Inc.

UA Offers 1940 Auto For Best "Million" Plan

NEW YORK CITY—With a 1940 model Buick as the big prize, United Artists announced last week that it is sponsoring a "One Million B. C." contest based on the best exploitation campaign on this new Hal Roach production. Contest, open to theatre managers all over the country, starts immediately and closes midnight July 1.

"One Million B. C." was selected for the contest because of its showmanship possibilities.

Prominent exhibitors, who will act as judges include Spyros Skouras, National Theatres; Joseph R. Vogel, Loew's, Inc.; Sam Dembow, Paramount; Fred Meyers, RKO theatres. Also in the judges' box will be Hal Roach, producer, and Murray Silverstone, United Artists.

Entry blanks must be filled out in advance by all theatre managers who wish to enter the contest and sent immediately to "One Million B. C." contest, United Artists Corporation, 729 Seventh Avenue, New York City. Complete exploitation campaign must be postmarked not later than midnight July 1, and should also be mailed to above address.

"My Little Chickadee"

OLEAN, N. Y.—Murray Lafayette, Haven, ballyhooed the Mae West picture with make-up man on W. C. Fields, high hat, cane, red nose, etc., carrying sandwich sign.

Tied up with stores for displays of corsets and girdles, the old-fashioned type and the new streamlined type. Tied up with soda fountains with fountain streamers and window materials selling a Mae West sundae, using posters tieing up her lines such as "Spring is the time for love . . . but Mae says 'What is the matter with the rest of the year'?", etc.

"Rebecca"

WILKES-BARRE, PA.—Manager Bill Walsh, Comerford, took steps to make sure everyone in Wyoming Valley heard about "Rebecca."

He got a break from Wilkes-Barre Record which used review of picture by Robbin Coons, Associated Press writer, day before picture opened. Times-Leader, Evening News used six-day novelization series of picture with accompanying cuts with women's columnist writing review. Radio transcriptions were used for three days before picture.

"Young Tom Edison"

NORTH ADAMS, MASS.—Manager Francis Faille, Paramount, had such an effective lobby stunt that the Western Massachusetts Theatres chain ordered its adoption by other theatres.

A tie-up was made with the Wilcox-Gay recordio company and recordings were made by patrons in lobby. A participating merchant made it possible to present the record to each individual making a recording. Both the recordio company and the participating merchant provided newspaper advertising heralding the stunt, especially appropriate to the picture.

Extensive Campaigns Used For "Pinocchio"

ROCHESTER, N. Y.—Manager Jay Golden, RKO Palace, had no less than 30 notable angles to his "Pinocchio" campaign. Eleven stores had big displays. Restaurant got out a "Pinocchio" menu featuring name specialties and also used a big ad linking with film.

WHAM broadcast plugs thrice weekly for four weeks on its morning organ program and also featured recorded sequences from the picture in "Music You Want." Democrat and Chronicle printed the full "Pinocchio" film story in installments. Peanuts sold at the Shrine Circus, playing to 50,000, were in special bags carrying the Pinocchio ad. Dailies carried stories and pictures of two local youths who aided in animation of the film. Democrat and Chronicle also printed coupons good for nickel towards admission, at early morning show featuring Bradley Kincaid, radio cowboy entertainer.

WILKES-BARRE, PA.—Manager Fred Lee and assistant Jim Riley, Capitol, left few stones unturned.

They received unusual co-operation from manager of four stores in town, getting six windows in all in the four stores in addition to floor displays. Local department store gave them outstanding display tie-up with "Pinocchio" soap and a co-op ad. A candy manufacturer also went for a window display featuring figures in picture in candy form and capped it with co-op ad. Special lobby display was used for entire week preceding opening and it attracted much attention. Radio tie-up included WBAX using records by Frances Langford with picture plugs before and after while WBRE orchestra used songs in show with plugs.

"Road To Singapore"

SYRACUSE, N. Y.—Manager Harry Unterfort, RKO-Schine-Keith's, through a tie-up with a music company gave Ocarinas as prizes and devoted entire window to information on contest. A young man in sailor outfit similar to that worn by Bing Crosby walked around the streets carrying sign giving picture, and play dates. He also carried a portable victrola on which he played records from the picture at busy corners.

Forty spot announcements were promoted on radio station time by tying up with Bing Crosby and the Kraft-Music Hall with the picture.

"Adventure in Diamonds"

READING, PA.—Paul E. Glase, manager, featured an intensive publicity campaign by tying in with a jewelry company for the award of four diamond rings.

Three girls and a man, winners, appeared with the store representatives on the Embassy stage for the award of the four rings.

SYRACUSE, N. Y.—Manager Gene Curtis, RKO-Schine-Paramount, planted diamond cutting equipment in action in a furniture store window.

Paramount's gratis jewelry store tie-up cards and stills were used in various spots together with a display of diamond rings and jewelry in a window, with the owner coming through with a co-op ad.

"Cave Girl Prints" Set To Help "Million B. C."

NEW YORK CITY—"Cave girl" motif culled from Hal Roach's "One Million B. C." is being picked up by numerous garment and accessories manufacturers who will assure and insure national merchandising for their products and the United Artists release, it was announced last week. Amiritex, a division of Cohn-Hall-Marx, has designed three "Cave Girl Prints," as inspired by the costumes and atmosphere of the picture. The fabrics have been adapted by leading manufacturers.

Another tie-up arranged by Grace Rosenfield, Hal Roach New York publicist, is with the makers of necklaces and pins, which designed several trinket styles from suggestions offered by the future and will advertise them as such. Sinclair Oil, whose advertisements have always emphasized prehistoric backgrounds and animals finding a natural in "One Million B. C.", is using stills from the picture in a broad national ad campaign.

Other promotions arranged are with dresses, hats, swimsuits, Florists' Telegraph Delivery Association, powder base, mascara, and novelty fashions' sportswear.

"Too Many Husbands"

READING, PA.—Lester Stallman, Astor, and Ed Rosenbaum, Columbia exploiteer, shot the works on the exploitation of this Columbia feature. They secured co-op ad from music store, ads in "Lost and Found," "Help Wanted" columns, distributed 7,000 Columbia heralds. An editorial commenting on "Too Many Husbands" law was printed in the Times, and a local judge sent couples seeking a divorce to see "Too Many Husbands." Rolling pins numbering 200 were given away in hotel dining rooms on opening day. Jean Arthur sundaes were sold. Contest on "Why I Have the Best Husband" was held in conjunction with WRAW.

"Louise"

PROVIDENCE, R. I.—To sell this French film, Bob Grossman, manager, Avon, had a screening a week in advance of playdate. In addition to the local reviewers, preview was attended by 75 representatives of the Rhode Island Federation of Women's Clubs and the Rhode Island Federation of Music Clubs, with the result that the women got busy on their telephones, reaching an estimated 6,500 club members with word of the engagement. Also attending were members of the French departments at Brown University and Pembroke College, who told their students about the picture.

"Northwest Passage"

STAUNTON, VA. — Warners' Dixie here used art work to advertise the picture to their fans. They had 21 8x10 colored stills from the picture mounted on a novel background in frame made of twigs. This was achieved by pasting wall paper of grained-lumber design on a large piece of pressed wood, and then arranging stills on it. Cost of this effective display was only $2.62—the cost of the wall-paper and the lumber.

Scholarship Angle Aids In "My Son" Plugs

HARRISBURG, PA.—First exploitation program of Loew's new manager, Bill Elder, featured several contests and tie-ups. Through Paul Walker's column in the Harrisburg Telegraph, Elder announced that first son born in Harrisburg between Wednesday midnight and Thursday noon, opening day, would be given a start in a bank account. Also, pairs of tickets were given to first 10 persons answering classified ads in contest in the same newspaper which tied in with used cars.

May issue of Photoplay, containing the story, was stuffed with circulars. Walking book was used as a street bally. Local theatre tied in with national "My Son" contest.

Window was secured from downtown book store and another tie-up at "Father and Son" shoe store. Book markers were distributed.

Safety campaign with co-operation of local police department resulted in the posting of 1000 cards reading "My Son, My Son, Drive Carefully, Walk Sensibly."

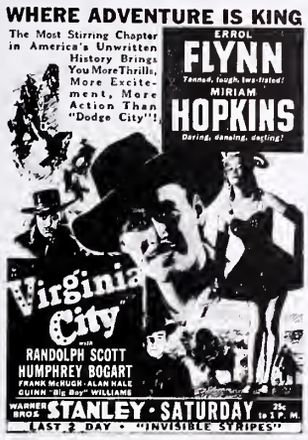
SYRACUSE, N. Y.—Manager Frank Murphy, Loew's State, used the national scholarship angle in newspaper advertising announcing the coming showing of the picture. A refrigerator display in a music store window was tied up. Orchestrations were planted at both local radio stations and in a restaurant. A "Movie Remembrance" contest was used in the press. Artist was used in down-town store window sketching stars from the picture and making liberal use of stills and theatre cards. Red Book reprints were distributed in department stores, restaurants and on bulletin boards in industrial plants. News Agency bannered trucks giving theatre and picture advertising. Little Theatre Group used a dramatic sketch from the picture. Twenty five hundred book jackets were distributed to counters in three department stores, added to which five book stores devoted window trims to the campaign of "Finding a Perfect Son."

"Drunk Driving"

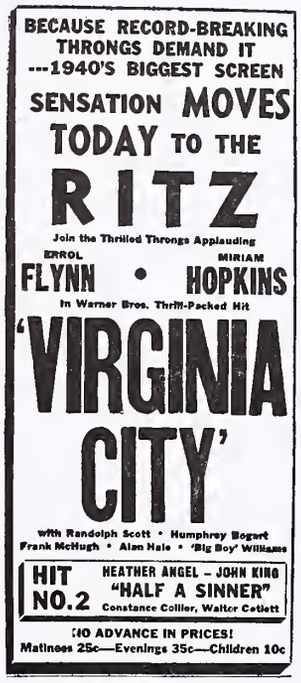
PHILADELPHIA — Jack Harris, Mayfair, Northeast, put on quite a campaign to advertise his showing of this Metro short. He used a smashed car as a "front" display, had a display by the Mayfair First Aid Corps in lobby, promoted a safety trailer through a local auto dealer, had a 60-piece drum and bugle corps on stage night of showing, through co-operation of the Veterans of Foreign Wars. While this may seem an elaborate campaign for a short subject, it must be remembered that very often the short is better than the feature.

New Quality Deal

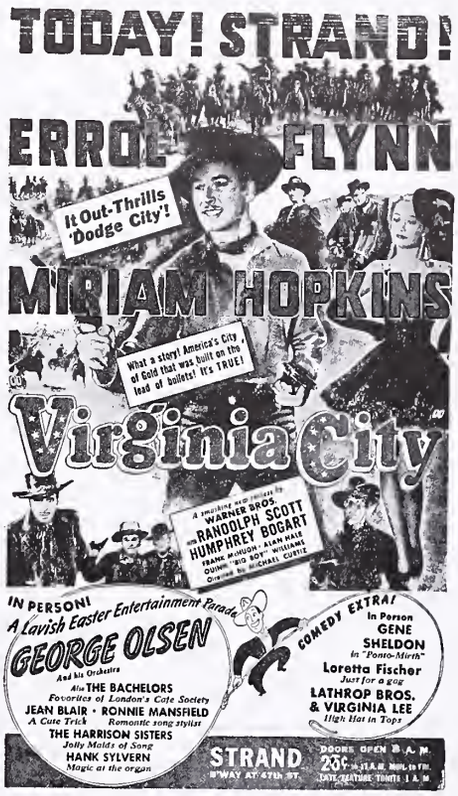
PHILADELPHIA—Reports were current last week that Quality Premium Distributors was ready to spring a new premium deal. Set, although running only 20 weeks, boasts of items with a standard recognized department value of as high as $5 each, according to the company. Molds are said to cost as high as $1200 for a single item, yet the company says there are only two splits in the deal.



BALTIMORE, MARYLAND



ALBANY, NEW YORK

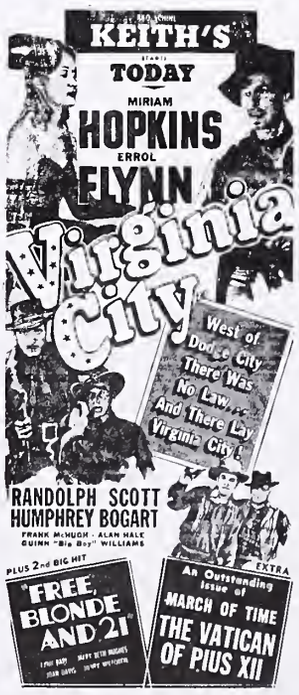


NEW YORK CITY

NEW YORK CITY

DETROIT

SYRACUSE, NEW YORK



HINTS ON NEWSPAPER ADVERTISING

No. 130—"Virginia City" (Warners)

Aided by the gigantic bally, this sock western type of picture also has the benefit of a humdinger of a pressbook from the Warner headquarters, with the page showing the effects.

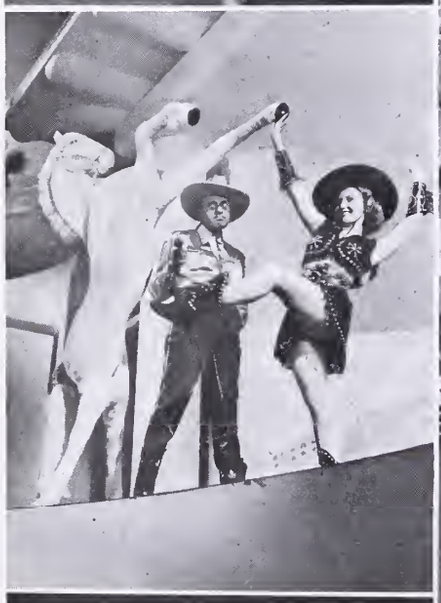
For a novelty, we note that from Albany, where a strictly type ad has a chance to dominate a page crammed with art layouts. It is a change, anyway.

Note how practically each layout includes the "Dodge City" reference. Incidentally, crowded off the page, but worthy of note is a contribution from Stamford, Conn., which used "Virginia City" slugs all over the ad in order to get away from the "Dodge City" idea.

It just depends on the point of view, we suppose.

Main attraction is, of course, Errol Flynn.

Glimpses of Paramount's "Buck Benny Rides Again" Are Noted



COME MAY 3, the public will get their first glimpse of Paramount's saga of the wild west, "Buck Benny Rides Again." Just upon what occasion Benny first rode has not as yet been recorded by historians, but, at any rate, the title (and the stills printed above) assure a not-too-deadpan oatie with laughs, music, girls, Rochester, Dennis Day's vocalizing, and, last but not least, Benny. Carmichael, the polar bear, who does not appear in the pictures above, is also a member of the cast, as are Andy Devine and Phil Harris. In "Buck Benny Rides Again," Benny plays the part of Jack Benny, a well-known radio comedian, inveigled into a Western trip and presented with the reputation of being a strong, virile dude ranch cavalier. The major part of the film shows Jack's efforts to live up to his billing, with the usual run of mistaken identities.

NEW YORK CITY

Crosstown

Search for New York City's "Perfect Son" was extended for a third week over WMCA. Competition, sponsored in conjunction with Edward Small's "My Son, My Son!" opening at the Radio City Music Hall following the engagement of "Rebecca," covered the entire metropolitan area. Winner of the "Perfect Son" competition becomes the New York City representative in the National My Son contest. The winner of the national competition will, in turn, receive the grand prize of a four-year scholarship at a recognized college or preparatory school.

"Rebecca" last week was held at the Radio City Music Hall for a fourth week, starting Thursday, April 18, it was announced by W. G. Van Schmus, managing director of the Music Hall. In the entire history of the Radio City Music Hall, "Rebecca" is the second picture to run a fourth week, the only other picture being "Snow White."

S. Schneider, Warner, home office executive, returned from a two weeks' business trip to the company's Burbank studios in California. . . . Norman H. Moray, Warner short subject sales manager, returned to his desk from his annual trip that took him to all the Warner branches and the Burbank studios where he conferred with Jack L. Warner and Hal B. Walis on short subject production plans for the 1940-41 season. He was gone about 14 weeks.

Ben Schwalb is now with Motion Picture Camera Supply as vice-president and general manager. . . . Oscar Doob left for a trip to the Loew houses in the Ohio area. . . . Neil Agnew, Paramount sales chief, came back from his vacation. . . . Leon Netter, Paramount theatre exec, travelled to the South for confabs.

Select Attractions, Inc. have signed contracts with Unity Films, Inc. for the distribution throughout the United States of Johann Strauss' "Southern Roses."

David Berk and J. Krumgold, announced that they had sold the Public, New York City, to Leroy Seventh Corporation. Public was built about fifteen years ago at a cost of $1,100,000.00. It has a seating capacity of 1,850. According to William Rowland, managing director, Leroy Seventh Corporation, the buyers intend to completely renovate and re-equip the theatre.

Frank Walker, Comerford chief and treasurer of the Franklin D. Roosevelt Library, and RKO-Radio prexy George J. Schaeffer were among the honored guests last week at the local observance of Notre Dame Night. . . . Loews publicity head Oscar A. Doob missed the Press Photogs' Ball because business called him to Cleveland. . . . Back from Florida and sepia from sun is Loews publicist Jerry Sager. . . . Among the celebrities who saw "The Baker's Wife" during the seventh week of its run at Gilbert Josephson's World were Professor Albert Einstein, Raymond Gram Swing, Max Steuer, Florence Reed, Henry Hazlitt, and Dr. Stephen S. Wise. . . . It's a seven and one-half pounder of the male species at the Ray Largos. He's head of the RKO-Radio still department.

If you can get him to do it, have Henderson Ritchey, RKO exhibitor relations man, tell that yarn on the practical joke played by some of the Metro sales biggies in Detroit some years ago. . . . UA Latin-American manager Walter Gould was in Mt. Sinai Hospital for a check-up. . . . Charles "Durocher" Cohen, member of Howard Dietz's publicity department, Metro, is still looking for rooms. He wants triple exposure. . . . Si Seadler's ego re crossword puzzling has shot up, seeing as how his standing order for the Herald-Trib puzzle suggests that he has confidence enough to beat the toughest one in town.

Welcome for Jack Benny at Grand Central was a corker. Arranged by Nick Mamula and other on Bob Gillham's staff, there was more comedy than on a Benny program. Radio cowboy Zeke Manners was on hand to sing and play with "Buck." . . . Augie Shubart, RKO exchange operations meanager, is back from Florida with enough health to last him his chores as a convention planner. . . . Toni Spitzer, Disney publicist, has returned from a vacation at Coronado Beach, Florida.

John Hurley is doing publicity for the Bell Telephone exhibit at the Fair. . . . Bernie Kranze, RKO's Albany exchange, was a local visitor. . . . RKO drive captain Herb MacIntyre returned to Boston after gabbing with execs. . . . Consolidated president Laurence Bolognino isn't feeling any too healthy and may go away for a rest shortly. . . . Oxford, Bronx, did terrific business with Hal Roach's "Chump at Oxford." . . . UA eastern district manager Charles Stern is back at his office following a four-week internment caused by an operation. . . . Another gent to return to work following an illness is Seymour Peyser, Phillips and Nizer, who was out for a week.

Officers of the corporation operating the New York Newsreel are Louis Brandt, president; Harry Brandt, vice-president; Bingo Brandt, secretary-treasurer. . . . Alvin Locks, who has the Model and Garden, Brooklyn, is the new operator of the new 14th Street. . . . MGM Theatres, Inc., will run the Bridge. Principals are Louis Chasin and Sidney Goldstein. . . . Ben Knobel is prexy of Bednob, Inc., new operator, Mosholu. . . . Louis Nizer's folks are in Florida. . . . Kent, Brooklyn, is being operated by the landlord, Kog Realty Corporation. . . . Williston, Mineola, Long Island, closed.

Metropolitan Motion Picture Council elects at the annual dinner April 25. . . . It is reported that Harry Brandt will shoot local events for the Times Square new newsreel house. . . . Budd Rogers, Alliance Film, returned from Coast conferences.

Kings Highway Amusement Center, Brooklyn, will be converted into a theatre, it is said.

An interesting example of the work of Giuseppe Trotta, brother of Paramount's art director, is on exhibition currently at the 24th Annual Exhibition of the Society of Independent Artists at the American Art Galleries. . . . Invitation to the Eddie Cantor testimonial luncheon on the East Side came in the form of a miniature milk bottle and diapers. Loew publicist Gene Murphy was the sender. . . . Film Alliance of U. S. vice-prexy Nat Wachsberger flew out to the coast. . . . Budd Rogers is back in town from the Coast. . . . The Loew publicity staff feted Ed Sullivan and his vaude contingent with a cocktail party at the new Hurricane.

Bowling

Final standings in the RKO Bowling Club competition were announced last fortnight as follows:

RKO BOWLING CLUB

FINAL STANDINGS

Place	Team No.	Team	Won	Lost	Average
1st	5	Pirates	30	12	.809
2nd	2	Rams	24	18	.810
3rd	7	Wildcats	23	19	.796
4th	8	Buckaroos	22	20	.798
5th	6	Cubs	20	22	.794
6th	3	Tigers	17	25	.790
7th	1	Lions	17	25	.792
8th	4	Bulldogs	15	27	.797

High Team Game — First Place — Buckaroos, 1,010.
High Team Game—Second Place—Pirates, 950.
High Individual Game—First Place—McEntee, 244.
High Individual Game—Second Place—Harris, 239.

NEW JERSEY

Asbury Park

Harold Van Vorst, manager, Reade's Savoy, will take over the managerial duties of Reade's Long Branch, Paramount, and James Mullen, formerly, Savoy, New York, will succeed Van Vorst at the local Savoy. . . . Lyric reopens April 20 with William I. Blumberg, manager. . . . The Asbury Park and Long Branch theatres have inaugurated a double feature policy.

Bergen County

West Side Auxiliary of Englewood Hospital held a two-day show at the Plaza, Englewood. . . . George Berkner is the new manager of the Eureka, Hackensack, succeeding Edward Maillard, transferred to the Central, Jersey City. Berkner had been assistant manager, Capitol, Passaic. . . . Norman Gluck, manager, Teaneck, Teaneck; Arthur Rotafel, Pascack, Westwood; and Louis Stahl, Palace, Bergenfield, say public response to first Family Night at theatres was encouraging.

—P. C.

Jersey City

A treasure hunt for children was held at the Cameo. . . . Fifty boy students of Stevens Hoboken Academy held "Northwest Passage' theatre party at Loew's Jersey City. . . . First of a series of Family Night shows was presented at the Orient. . . . Manager David Kane of Orpheum presented a dance team, in Congo dances, and members of the audi-

ence were given an opportunity to try some of the dances on stage also. . . . Following arrival of Jersey City International League baseball team from south, players held torchlight parade across Journal Square to Loew's Jersey City. . . . When 'My Little Chickadee" played at the State, wisecrack contest was held in co-operation with newspapers.

—P. C.

Long Branch

Manager Thomas A. Phelan, who has taken a new position at Reade's Strand, Red Bank, after serving the Paramount for the past 15 years, was feted recently by employees of his theatre and the Long Branch Strand. Phelan first came to Long Branch in 1912, after touring three years in vaudeville and since that time has been director of music in Reade's theatres in this city and Asbury Park, settling here permanently as city manager in 1925. "Billy" James, doorman, Paramount, with Mrs. Margaret Browning, manager, local Strand, entertained with songs of an earlier day.

Newark

Adams, owned by Adam Adams, owner Paramount, supervised by Robert Darcy will inaugurate a new policy presenting opera Saturday nights and Sunday matinees beginning April 20. Nicholas Nicholas will manage the house. First offering will be presented by the Newark Civic Opera Company. . . . Manager, Hawthorne, Bob Flex and Mrs. Flex, returned from a honeymoon trip to Washington.

Dick Hill and Tony Williams held their districts' annual Warner Club dinner and dance at Frank Daly's Meadowbrook, Cedar Grove. Five hundred guests enjoyed a splendid dinner. A thoroughly gay evening was had by the staffs and their guests representing the theatres of the two districts. Theatres represented were the Baker, Dover; Branford, Newark; Cameo, South Orange; Capitol, Belleville; Capitol, Newark; Castle, Irvington; Central, Newark; Clairidge, Montclair; Cranford, Cranford; Embassy, Orange; Globe, Newark; Hawthorne, Newark; Hollywood, East Orange; Hudson, Kearny; Lincoln, Kearny; Millburn, Millburn; Playhouse, Dover; Regent, Elizabeth; Regent, Newark; Ritz, Elizabeth; Ritz, Newark; Roosevelt, Newark; Sanford, Irvington; Savoy, Newark; Stanley, Newark; Tivoli, Newark; Union, Union; Wellmont, Montclair. Among those representing the Warner Newark office were Don Jacocks, zone manager, and assistant Frank Damis, booker Jordan Lipschultz, ad man Bob Paskow, contact head John Flaherty and assistant Arnold Eisen.

Paterson

Newark managers, Warner district, challenged the managers of the Paterson district to a bowling game. Patersonians are confident. . . . Manager Griswold, Garden, has been suffering from a cold. . . . Assistant manager Cusmana, Rivoli, is another who has been suffering. . . . Many changes have been taking place in the personnel of Paterson theatres. John O'Neill, assistant, Garden, has been transferred to the Montauk, Passaic, as assistant; Frank Lynch, Wellmont, Montclair, is now assistant, Garden; George Birkener, assistant, Capitol, Passaic, is now manager, Eureka, Hackensack; Edward Maillard, Eureka, Hackensack, has been transferred to Jersey City.

Charles Griswold, Garden, distributed a large number of records of Lincoln speeches to the high schools of Paterson. Records were from "Abe Lincoln in Illinois."

JOE JOEL SAYS:

Among Other Things . . .

A date drive starting May 15 and ending July 30 has been inaugurated by Merit. In conjunction with the drive, a contest for valuable prizes to be awarded to exhibitors is arranged. Drawings will be held every two weeks for the duration of the campaign. Visit Merit for full interesting details. . . . Motion Picture Bookers Club, Inc., will have its inaugural dinner dance at the Hotel Astor Roof May 19. Committee is doing everything in their power to make this affair one grand success. . . . According to an article in the papers, James J. Walker is going to appear in shorts. . . . Dorothy Barash, Bob Ellsworth's secretary, Metro, is making a collection of tin foil. She says it is for charity so if you have any, bring it to her. All donations are thankfully received.

A $300,000 theatre is to be built in Passaic, N. J., formerly occupied by the Hygeia Brewery. A. Preiskel, formerly Police Commissioner, in conjunction with John Ackerman, Arrow Carrier Corporation, are to be the owners. Preiskel says it will be the first of a circuit they were planning for New Jersey and Pennsylvania. . . . Samuel Freedman, owner, Regun Hispano, Jewell, is preparing plans for a 600-seat house that will be fully up-to-date to be located at King's Highway and East 18th Street, Brooklyn. Plans are being prepared. He expects to have the theatre completed by the Fall. . . . It is with sincere regret that I announce the death of the son of Louis Sapper, King Display Company, after a two weeks' illness. He was 19. I extend to the family my sincere sympathy.

Mecca Film Laboratories, 630 Ninth Avenue, is releasing "Rose of Tralee" and a Jewish feature, "Light Ahead." . . . Stanley Sobelson, West End, Newark, is spending the Passover week down south. . . . Ruth Horne, Warners, is going to become Mrs. Sam Berns May 12. Groom is now connected with the Bolte circuit and was formerly employed in Philadelphia.

Don't be surprised when you hear that they are going to make two reel comedies on the style of the old Keystone cops and slapstick two reelers. Those old-time comedies put Charlie Chaplin on the road to success. . . . Senator Frank, one of the pioneers in the film industry, informed me that although he is over the age limit, he is ready to give up his business and enlist to do his duty for the good old USA anytime he is needed. . . . There are now only two independent poster exchanges in New York City—Behrends and Center Poster Company. . . . Cy Seymour is now located at 326 West 44th Street where he will be pleased to see his many friends. He has something new in games. . . . Jack Cohen, one of the first in motion picture printing, was compelled to vacate his old office and is now located in the Film Center Building, 630 Ninth Avenue. . . . I met an old timer in the motion picture industry who has been up against it lately and he said, "Joel, please put this in your column 'God bless the Motion Picture Associates'."

Ramsey

Ramsey will be opened May 4 by Rose and Lester Werther and Priscilla Plesser.

Red Bank

Resignation of Tony E. Hunting, manager, Reade's Strand, was tendered recently because of other numerous business connections. Hunting, one time roommate of Al Jolson, lived in Fair Haven for the past 28 years and prior to operating the Strand, managed the Hunting, which was destroyed by fire some years ago. . . . Marquee and lobby of the Strand had its face lifted.

Union City

Committee of hostesses, composed of students of Hudson and Bergen County High Schools, greeted opening night patrons of "GWTW" at Loew's Embassy, North Bergen.

—P. C.

NEW YORK STATE

Albany

Bernie Kranze, RKO branch manager, made a flying trip around the territory, lining up dates for the Ned Depinet Drive. Among the spots covered were Oneida, Utica, Gloversville, and Cooperstown. Bernie reported the trip was successful. . . . Mrs. I. Kline, Hunter, was a row visitor. . . . Phil Baroudi, North Creek, was in, and reported the mercury fell to two below in his town during the recent cold spell. . . . Western part of the state had six to eight inches of snow.

Mrs. Max Friedman, wife of the Warner theatres' film buyer and booker, is back from a month's visit with her mother in Des Moines. . . . Nick Googin, Town Hall, Cazenovia, is still uncertain as to the exact re-opening date of his theatre. . . . Pete Vournakis, Strand, Liberty, Watertown, had a slight accident at Boonville.

Lester Coleman, Paramount home office auditor, visited the local exchange. . . . Sign of Spring (?)—Jim Faughnan, Warners, sporting a new fedora. . . . Mrs. Irving Liner, wife, Proctor's, Troy, manager, was a grippe victim. . . . Ditto Mrs. Jules Curley.

Ralph Pielow, Metro, is understood to be secretly practicing the gentle art of "mule-skinning," in preparation for the May 7 visit of Leo's "20 Mule Team" transcontinental bally. . . . R. P. vows he'll drive the team up Pearl Street personally, properly attired in a 10-gallon sombrero and everything, and when the outfit reaches the Palace Pielow will turn the reins over to Fabian executive Lou Golding, who has scheduled extra booking meetings to brush up on his vocabulary.

C. A. Smakwitz, Warner theatres district manager, moved from his apartment into a home. He needed more room because of daughter Helen. . . . Tony Ryan, former Universal salesman, was in New York for several days. . . . Another visitor was Paramount's Clayt Eastman.

Bill Benton will soon move into his newly decorated and enlarged offices in the Congress building, Saratoga Springs. . . . Frank Williams, booker, Benton-Schine circuit, also draws new offices. . . . Mrs. Harry MacNamara is making plans

to reopen her Bay, Alexandria Bay, in May. . . . Gordon Moore, former operator, Bixby, West Winfield, is now working for the township.

Charlie Ost, National Screen Service representative, advises that Advertising Accessories will soon be shipping all display material to area accounts direct from their showrooms in the Paramount exchange building. Change will mean quicker service to exhibitors who book closely.

Bernie Kranze, RKO branch manager, was in New York City for two days, conferring with sales manager Ned Depinet. . . . Si Fabian was a visitor. . . . Alec Sayles, popular manager, Fabian's Palace, is much happier now that his wife is showing such fine improvement. . . . Mrs. Agnes Birkenhauer, Warner exchange forces, is mourning the death of her husband, who was at one time personal representative of William Fox on foreign sales. He had been serving as a checker for the Warner exchange.

Mrs. M. A. Silver returned from an Atlantic City visit to play violin in the final concert of the season for the Albany Symphony Orchestra. Many film folk attended. . . . Max Friedman, Warner theatres' chief booker, made that sleeper jump to Buffalo to book upstate houses with district manager Ralph Crabill.

Joe Engel was right pleased with the business done by "It's a Date," at the Stanley, Utica. . . . F. LaVerne Winne, exhibitor and newspaper publisher, Cherry Valley, tells the film boys this has been the worst winter he ever experienced. . . . Most of the Florida vacationists are now back on the job, including Myer and Louis Schine and their families, Mr. and Mrs. M. J. Kallett, and Bill Smalley, and Charlie Gordon, Olympic, Utica, whose daughter Joan ran his theatre.

Joe Shure, Fabian circuit booker and assistant to general manager Lou Golding, took his family on a skiing trip in the Vermont mountains. With Joe on snowshoes and his wife and son on skis, they climbed a 4000-foot mountain. . . . Lieutenant-Commander Larry Cowan, supervisor, same circuit's Grand, Leland and Harmanus-Bleecker Hall, spent a few days in New York City. . . . Kallett circuit has purchased a 50 percent interest in the new Sholemson house being constructed in Ellenville, as well as 50 percent of their theatre at Woodbourne. . . . Kallett circuit already had a half-interest in Fallsburg, Woodbridge and Loch Sheldrake. . . . Mike Kallett advises business throughout his circuit during first part of April has been up 33 1/3 percent over March and February, when unusually severe winter weather hurt grosses. . . . Kallett is very optimistic about summer business, particularly in circuit's resort towns.

Bill Kennedy, Rouse's Point, Champlain, is again confined to his bed, with his many friends hoping for his speedy recovery. . . . Rossi Brothers are preparing their Schroon Lake house for a May 1 re-opening.

Ralph Pielow reports that "GWTW" exceeded exhibitor's expectations in small towns. . . . Leoite Arthur Horne is once again up and around after being laid up in his New York City home. . . Many area exhibitors have already booked 'The Flag Speaks," Metro's Technicolor featurette, for Flag Day or Decoration Day, according to resident manager Ralph Pielow.

Our Mr. Mentlik ATTENDS THE PHOTOGS' BALL

Dear Chief:

Just this morning I was gabbing with Gus Eysell of the Radio City Music Hall. He expressed amazement (and Mentlik concurred) at the terrific business "Rebecca" was doing over at the Sixth Avenoo flicker palace. When a picture does over a hundred grand three weeks running, it must have something on the ball. However, I betcha that a hundred grand a week would be chicken feed if they could put the same show in the Music Hall as they had at the Hotel Astor during the 11th Annual Press Photographers Ball last week. They had a million smackers worth of talent on the stage in the main ballroom and one "big name" followed another in the greatest "in person" show anyone—bar none—has ever put together. And the "Who's Who" of the local movie mob were on hand to ask for more.

First lemme list some of the entertainers, chief, and then I'll go on to tell you who was there and what some of 'em were doing. Harry Hershfield led off the impressive list of emcees. He was followed by Jimmy Walker, Milton Berle, Kay Kyser, Kenny Baker, and Henny Youngman.

The personal appearance parade was led off by Eddie Cantor who's in town for a p. a. at the Capitol during the run of his "Forty Little Mothers." Among those who followed were Sophie Tucker, Lupe Velez, Bert Lahr, Ethel Merman, Ginnie Simms, Arline Judge, Elliott Nugent, Lyle Talbot, Shirley Ross, Michael Whalen, Edward Arnold, Yvette, Gali-Gali, Lucy Monroe, Jack Pearl, Jack Haley, Jane Pickens, John Barrymore, Elaine Barrie, the Merry-Macs, and a lot more.

Sis and I drove through an April 12 snowstorm with Dorothy and Al (WHN) Simon to get to the Astor at a reasonable hour. If it weren't for Al's gal Friday, Vivian Brown, who saved us a mess of seats, we would have had to stand through the three-hour show. As it was, more than 3,000 people were on hand and there weren't more than 2,000 seats available.

On the way in, we bumped head-on into RKO's Irving and Mrs. Shiffrin and Jimmy Boyle with Miss Robinson who looked as if she might have hopped out of a page from Vogue. Then there were Metros Charlie Cohen and his missus; Columbia's Schorrs—Hortense and Jose; also there from Columbia were Babe Gobel and her hubby and the Al Shermans.

Looking around later on, our eyes caught hold of so darn many familiar faces that the following listing of some of the movie folk around isn't what I can honestly call complete, but here 'tis: Metro—Si Seadler, Bernie Sobel, Charlie Cohen, Margaret Tazelaar; RKO theatres —Blanche Livingston, Ed Sniderman, Johnny Cassidy; Loew's—Ernie Emerling, Gene Murphy, Ben Serkowich; Eddie Dowden, Phil Laufer; and Universal was represented by the Lou Pollocks, Hank Linets, and Dee Thompson. The only gent we saw from Paramount was Nick Mamula who was in a huddle with Milton Weiss and Hal Kemp's Mel Adams when he left. Joe Gould, Monroe Greenthal, and Arthur Jeffries made up the United Artists contingent.

It appeared as if I was chasing Hortense Schorr on accounta I kept running into her at every turn. When I wasn't rubbing shoulders with Schorr, I was saying hello to Sol Lessers' Ruth Schwerin. Over at our table, we were kept in high spirits by WHN's Sam Taylor and Florine (Alabama Pitts) Colt. Teddy Hart came over with a high-pitched inquiry as to the whereabouts of his wife. Ezra Stone came over with a high-pitched inquiry as to the whereabouts of his date.

As were leaving, we stopped off to pat Metropolitan Photos' Joe Heppner and Lefty Leftoff on their respective shoulders for providing one grand evening. The final stop was to say good-bye to and sympathize with Cosmo-Sileos Jimmy Silea. When last seen, he was waiting at the hatcheck concession for the last coat to go out so that his wife, who had lost her check, would be able to take what was left and go home. For all we know, he may still be waiting.

Luv and kisses,

Lew Mentlik,

Your New York Correspondent

THE HUMAN MONSTER. Here is a more pleasant side of the Monogram horror release.

IN THE SPOTLIGHT: EXPLOITATION AND NEWS HAPPENINGS IN THE TERRITORY

MANAGER JAY GOLDEN, RKO Palace, Rochester, used this walking display to exploit his showing of "Pinocchio."

WILLIAM DOSS (left) presents Rufe Davis, film comedian, with a pair of bowling shoes on behalf of members of Syracuse Local No. 376 and friends who invited Davis to bowl with them while in Syracuse.

JOSEPH BORRIS, 75-year-old chief operator, Warners' Cranford, Cranford, N. J., is photographed.

GEORGE KELLY, Stanley, Jersey City, N. J., designed this 24-sheet to help sell the RKO-Disney feature, "Pinocchio." Selling the show in this manner resulted in an improved night business and a smashing week's gross for the Stanley.

JACK "BUCK" BENNY, Paramount star, rode into New York City, and 5,000 people were on hand to welcome him.

300 CAMP FIRE GIRLS celebrated the 28th birthday of the national Camp Fire organization in Syracuse recently, and an autographed picture of Campfirer Shirley Temple was presented to the mob by William F. Burke, Eckel.

(*Continued from page* 23)

Joe Engel, Universal branch manager, was in New York City on business. . . . Jim Cole, Warner theatres' sound engineer, bought himself a home in Delmar, recently. . . . Welden Waters, Paramount salesman, looks very dignified in those new glasses. . . . Paramount boys expect "Buck Benny Rides Again" to equal "Road to Singapore" grosses. . . . They're already talking about "Northwest Mounted Police" and "A Night at Earl Carroll's."

Ralph Pielow, Jr.'s recently celebrated their first anniversary. . . . Walter Reade, Jr., was expected in Saratoga Springs for booking confabs with Bill Benton and circuit booker Frank Williams. He also planned to stop off in Hudson for like conferences with Henry Frieder and Henry Grossman.

Some mob of youngsters, many accompanied by their mothers, swarmed the DeWitt Clinton Hotel, bent on "getting in the movies" in the role of "Jody" in "The Yearling." Metro talent scout Benn Jacobsen was in town conducting tests for the part.

Artie Newman, Republic, left a sick bed to arrange a screening for Republic's big super-special "Dark Command," also making a trip to New York to confer with Si Fabian and Walter Reade on bookings. . . . Wife of Cecil Patten, Adams, is mourning the death of her mother. Friends extend their condolences. . . . Woody Campbell, Jim Faughnan's Warner theatre contact department, is scheduled to be out sick for several weeks, with Bernie Rosenzweig, home office, substituting temporarily. . . . Warnerites were glad to hear the cheery voice of Kitty Hickey back on the switchboard.

Joe Sternberg, Avon, Boonville, has his motor cruiser, the "Dollie K" all freshly painted and in the water. . . . Salesmen report Canadian money is being discounted as much as 25% in border towns. . . . Joe Miller has been burning up the roads, bad weather or not, in a determined effort to get the Albany office back at the top in the Montague 15th Anniversary drive. His sales force is fighting tooth and nail.

M. J. "Mike" Kallett was in town on his semi-annual visit, having dinner with Mr. and Mrs. Ralph Pielow. . . . Courtland Mark, son of famed theatre pioneer Moe Mark, was in town on a visit, and is reported as having announced his engagement to a local girl. . . . Harold Tyler, Chittenango, was a row visitor, recovered from a cold that had him confined to his home. . . . Also seen were Tony Alfieri, Milbrook and Al Christie, Strand, Watervliet; Frank Weitung, Cobleskill.

When and if the European war is over, Alec Papyanakos and his wife plan to visit Greece, where Alec's 92-year old mother lives. . . . Here is hoping he is able to make the trip. . . . Leo Politis, formerly assistant to Alec Papyanakos, American, Canton, is now located in Oil City, Pa., working for his brother. . . . Jim Papyanakos, Gouverneur, Pottsdam, is another who has his golf clubs all polished and ready.

Binghamton

Marie Lake, cashier, Strand, had a birthday April 12. . . . Dave Cohen had one April 13. A surprise party was given. . . . Cecily Reynolds, Strand cashier, birthdayed April 17 as did Mrs. Jerry Burke. . . . An eight-pound girl, to be named Carol Ann, was born to Ozella Mincolla, former cashier, thereby making Catherine Mincolla, Riviera cashier, an aunt. . . . Rumors have it that a local Comerford golf team is shaping up. . . . Mr. and Mrs. T. J. Walsh were recent visitors in New York City. . . . Sid Sampson was a local visitor. . . . Letters of co-operation were sent to all civic and school heads by J. L. Fitzpatrick, Riviera, for the March of Time "American Youth of 1940." . . . New 600-seat theatre on Court Street will be named the Cort. . . . Managers and doormen bowled their last game of the season. . . . Cecily Reynolds and Lela Merritt have returned from Florida with hardly any tan at all. . . . Paul Bruing, usher, Riviera, has taken up cigar smoking.

—F. D. R.

Buffalo

Ed Frank, superintendent of buildings, says rapid strides are being made in the construction of Shea's Niagara. . . . Bill (Shea publicity) Breretons have packed up and hied away to the Canadian shore. . . . Bob Moredock, Shea office, has returned from a trip to relatives. . . . Vern Bundrock, Shea Art Studio, is seen sporting another car. . . . Chief Barker Bob Murphy postcarded his regards to the film gang from the Dallas convention of Variety Clubs.

Carl Rindeen, Shea's Kenmore, tells us the war is now affecting his dinnerware nights. . . . Special after school children's matinees were held in Shea's Kensington, Seneca and Elmwood during "Pinocchio."

What local secretary continually puts the "onus" on her handsome boy friend? . . . Emma Abplanalp made a brief stopover. . . . Bert (Happy) Freese has a Cape Cod holiday every time he hits Buffalo, what with those lobsters. . . . Entire Republic office is enthused over "Dark Command." After screening this picture the unanimous comment was that Republic had a smash. According to Jack Bellman, Republic has another top picture in production, "Doctors Don't Tell." . . . Harry Berman is positive the weather man has given him the evil eye. . . . Clyde Lathrop is sharpening his woods and irons for a killing. . . . First lesson of the season was given Harry Berman. . . . Elmer and Nina Lux spent time in Toronto. . . . Bill Tishkoff took his daughter to the train but forgot to get off in time. . . . Visiting Film Row were Sunderland, Smith, Warsaw; Jim Fater, Universal; Jack Bullwinkle, Columbia; Bert Freese, Republic; George Tooker; Ray Pashley, Moravia; Jack Karp, Sam Slotnick, Syracuse; Alex Weisman, Abe Harris, Metro.

Phil Fox, Columbia branch manager, and wife left for a two weeks' vacation Friday, planning to spend part of it in Boston and balance in New York City. . . . Mr. and Mrs. Tom J. Walsh, Comerford circuit, Binghamton, spent a week end in New York City as guests of Mabel and Ted O'Shea. . . . Jay Golden predicts that Charley Boasberg will sell his golf clubs in disgust by June 15. . . . Buffalo office, RKO, is still in second place in the Depinet Drive. . . . Bill Cadoret, genial general manager, Monroe Amusement Corporation, and Jay Golden, Palace, Rochester, were visitors.

Charles Boasberg, RKO, is back at his desk. . . . RKO screened "Irene." . . . Film boys were beating the season at the Irondequoit Golf Course, Rochester. . . . RKO is reissuing March of Time's "Battle Fleets of England." . . . Alberta Daugherty and Cecile Febrey, 20th Century-Fox office staff, won a gold trophy in a badminton match at the YWCA recently. . . . Chuck Harter, office manager, Columbia, is serving on the jury. . . . Charley Klausner is moving his popular restaurant from present quarters to the "Cove." . . . Bob Boasberg (twin brother of RKO's Charley) celebrated his first wedding anniversary.

Anita Samson returned to Ann Arbor after her vacation. . . . Syd Samson, salesmen and bookers returned from 20th Century-Fox convention. . . . Film Row is most concerned over the illness of Gene Murphy, Warner Brothers' accessory manager. . . . Now we know why Max Friedman is so jittery lately. He is being initiated into the Masonic Organization in Albany and sponsored by Moe Silver, his boss. Max takes his third degree May 9 and unquestionably his Masonic brothers in Buffalo will all be in Albany to see that Max is taken care of properly. Ralph Crabill, his side kick, has been a Mason for years. . . . Joint Charity Committee of the Motion Picture Division held a meeting at the local Metro office at which certain theatres were assigned to each exchange in the Buffalo area.

Muriel Woronov is still walking around. Metro's new baby lion will be born any day now! . . . Sidney Cohen, Jubilee, is very jubilant due to the fact that a new arrival is expected. . . . May 11 is designated as United Artists studio night at the Variety Club. . . . All Film Row will be on hand to attend the Coterie Ball May 4 on which committee Dorothy Gammel is working so intently. . . . Bob Murphy, Chief Barker, Variety Club, and Stanley Kozanowski, Rivoli, went to Dallas to attend the Variety Club national convention.

N. L. Googin is closing his Town Hall, Cazenovia, for alterations. . . . Glad to report that Mrs. Murphy, mother of Leo, Pam-O-Film; Bob Shea's, and Gene, Warners, is recuperating. . . . Congratulations, doctor! Sylvia Singer, secretary to Harry Berkson, Monogram, is engaged to Dr. Milton Hoos, a dentist practicing in New York City. . . . A "date" a day, for Depinet, will keep away "The Rainy Day" is the slogan used in the current RKO drive. . . . Harry Berkson, Monogram, went to Dallas.

—M. G.

Cornwall

Storm King closed.

Ellinville

Jim Spadaro, Shadowland, spent a short vacation in Florida. . . . Construction on Eddie Scholemson's new Nobury is propressing rapidly and May 1 has been set as a tentative opening date.

Elmira

Ray Fahrenholz, Strand, for a measure of economy in his campaigns, uses covers of pressbooks, when flashy, for window cards. . . . Eddie Yarbrough, Keeney, ran an "early bird" matinee on "Pinocchio" opening. . . . Lewis Augustine, Keeney service staff, resigned to accept hotel position. James Waters was transferred from the Regent to fill a vacancy. William Wilson replaces Leo Kaminski as head of service staff, Keeney. . . . Alden Allen, assistant Keeney, can't seem to find any inter-theatre bowling competition.

Fleischmann's

Whipple re-opens July 1, after a big improvement program. Kallet operates it.

Gloversville

Schine Home Office News

Herbert Brown, manager, fire-destroyed New Waller, Laurel, Delaware, was a home office visitor, giving a complete report on the $50,000 blaze. . . . David Goodman, manager, Schine's Cameo, Rochester, was also a home office visitor. . . . George V. Lynch, chief film buyer, was kept to his home with a bad cold. . . . Comptroller John A. May is back at his desk after a business trip through Maryland and Delaware.

Lou Weinberg, division manager, Columbia, and Joe Miller, Columbia's Albany branch manager, were in for conferences with Lou Goldstein and Bill Kraemer. Artie Newman, RKO branch manager, was also a visitor. . . . Lou Hart, Hipp manager, put over a guessing contest tie-up for "Adventure in Diamonds" with a local jewelry store contributing a $25 diamond ring. Store, which wanted to emphasize the values it gives at low prices, warned guessers to set a low figure on the attractive piece of jewelry. Then the person nearest correct was adjudged the winner, the prize being awarded on th stage of the Hippodrome.

—J. B.

Jamestown

Joe Florio, sound engineer, is getting along nicely at his home in Kenmore following an operation. . . . Daylight time becomes effective as follows: Hornell, April 28 to September 29; Jamestown, April 28 to September 29; Olean, April 28 to August 29; Dunkirk, April 28 to September 29; Medina, April 28 to September 29; Elmira, April 28 to September 29. . . . Franz M. (Doc) Westfall, started as manager of Charles Martina's new Empire, Syracuse, April 12.

Livingston Manor

Joe Kutcher and Carl Bogner, Manor, are rebuilding the old Community Hall adjacent to the theatre for commercial purposes.

Middletown

Paramount, formerly operated by Netco Theatres Corporation, has been taken over by Fabian. . . . Observed at lunch at a local eatery were Al Reid, Fabian district manager; Vince Lauder, State; Jack Carroll, Altec.

Newburgh

Netco Theatres Corporation has renewed the lease on the Broadway from the Hanemore estate for a long term. . . . George Cohen, former Newburgh exhibitor, was in. . . . Entrance and lobby of the Ritz will be remodeled. . . . Harry Popken, manager, Selwyn, New York York City, visited Jack Carroll. . . . Jimmy Brennan, I. A. vice-prexy, was a visitor.

Olean

Bill Kamas, assistant, Haven, cuts quite a figure. . . . Helen Norrell, cashier, Schine's Andrews, Salamanca, was bereaved by loss of her sister.

Rochester

John Murphy, assistant to Joe Vogel, Loew general manager, accompanied Charles Kurtzman, new district manager, on a visit to Loew's Rochester. . . . Manager Jay Golden, RKO Palace, ran a Saturday morning kids show April 20, featuring "The Ugly Duckling" and six other cartoons in addition to the theatre's two regular features. . . . Tom Jefferson, paramount exploiteer was in at the Century ahead of "Dr. Cyclops."

Most beauteous cashier: Nan Barbehenn, Howard G. Carroll's Strand. Pleasant, businesslike secretary: Marguerite Trickey, Schine's city headquarters in the Madison. . . . William Cadoret, Comerford city manager; Jay Golden, Palace; Lester Pollock, Loew's, were named to Citizens' Traffic Committee. . . . Douglas Shearer, Metro sound technician and brother of Norma, visited. . . . Mrs. John Fenyvessy gets the lowdown on conditions in the Near East from her brother, an officer on a steamer operating out of Singapore.

Strand, Little Murray, and some Schine houses have done all right single-featuring ace films that had been double-featured first run. Manager Albert Fenyvessy, Arnett, tried triple feature program and Temple and Strand are using double features plus serial, all showing wide difference of opinion. . . . B. J. Nathan came in to help promote "My Son, My Son," Loew's.

Manager Charlie Freeman, Century, arranged "Did I Feel Small" contest over WSAY for "Dr. Cyclops." . . . Piano constructed in 1861 for the White House and valued at $50,000 by the Smithsonian Institution, made a notable lobby display at RKO during run of "Young Mr. Lincoln." . . . Lester Pollock, manager, Loew's plans to make visit of "20 Mule Team" outfit here May 4 a civic event. . . . Manager Jay Golden, RKO Palace, obtained original Deanna Durbin gowns for display in a department store and found a prototype of the actress to wear one of the gowns at opening of "It's A Date."

—D. N.

Rome

Strand is getting a renovation and remodeling, closing for two months.

Schenectady

Marvin Dwore, manager, Lincoln, and brother of circuit owner Sid Dwore, was married to Miss Dorothy Sommers, Albany. . . . Phil Rapp arranged a special morning show at Fabian circuit's Palace. . . . Proctor house manager Dick Murphy is impatient for the opening of the golf season. . . . Windup of the bowling season was celebrated with a banquet at the Holland Inn. League championship team was that of the Colonie, with Dick Murphy's Proctorites right on their heels. . . . Fabian City manager Saul Ullman and his forces busy preparing for the visit of Metro's "20 Mule Team" ballyhoo.

Syracuse

Gus Lampe gave a preview of Syracuse Chiefs and Rochester Red Wings by presenting both teams at Keith's before league opening, followed by program broadcast from theatre console over WSYR. . . . Kallets' State, Fulton, has a new marquee. . . . Don Blair, Kallets' Pulaski, presented original drug store window trim for "GWTW." . . . We extend our sincere sympathy to Mrs. William Maxson, whose brother died suddenly. . . . Fire Marshal Charles Wilkes finally got the two-way radio.

Mrs. John Eccles underwent an operation. . . . We understand a recent attraction at the Rivoli booth was "Of Mice and Phil." . . . Manager Frank Murphy, Loew's State, is making a hit as speaker at women's club meetings. . . . John Murphy, assistant to Joe Vogel and Charles Kurtzman, New England divisional manager, Loew's, paid a visit. . . . Note to Lou Leiser: It is improper to change pills after you have been killed. . . . Genial Mike Kallet was seen along the Rialto. . . . Alfred DeBello and George (Altec) Brown have made up. . . . Joe Freedman, National Screen, and Murray Briskin tried hard to keep warm in Homer. . . . Abe Harris had difficulties reaching home after checking "GWTW" at Marathon.

Our sympathy goes to Genevieve Carpenter, Cameo cashier, and Elmo Carpenter, U. S. N., whose sister died recently. . . . Warren Williams is singing the praises of his merry new car. . . . We understand Jane Cocks hopes to become a ballerina. . . . New Tungar rectifiers were installed in the Community, Solvay, by Altec. . . . Spring weather brought Fred Donahue in often. . . . P. A. system in Kallets' Danceland, Sylvan Beach, was installed by Syracuse Altec. . . . Martin Bender, New York City Altec, will take over the local office during George Brown's trip to New York, where he will take his wife (Miss McGillicudy) to celebrate 12 years of married bliss.

Note: Trailers should always be run in advance of picture showing. . . . Mitch Fitzer and wife were on a visit to New York City. . . . Sandy Sanford, National Theatre Supply, made a trip to Albion. . . . Bill (Altec) Graham was expected in. . . . Gus Lampe is trying to get advice on the best time to paint. . . . Jack Karp is still holding his own, according to the scales. . . . Lou Beyer and Rube Canter are still making regular trips to Buffalo. . . . We hear Al Gilbert has prospects for the chairs. . . . Members of Local 376 and friends gathered at Recreation alleys after hours to learn a few points of the game from Rufe Davis and present him with bowling shoes.

Wonder if Jack Sanford liked the way we handled the situation? . . . That new noise reducing antenna at 505 worked wonders with our radio. . . . Sam Weltman is busy selling advertising, tickets and accessories. . . .George Spicer, Local 9, is in Memorial Hospital. . . . Eddie Whitford is out again with the gallon jug. . . . Lloyd Tracy, George Doss and Harry Burley went to Detroit to roll in the ABC tournament.

The combination bunting trim is off the front of the Empire building. . . . Note to Joe Schwartzwalder, Auburn: the ice is finally out of Skaneateles. . . . We hear that John May and Walter Powers were quite busy in Oswego. . . . Manager Bill Burke, RKO-Schine Eckel, used signed letter from board of education to all schools in which "The Mill on the Floss" was endorsed.

Troy

Proctor's, Fabian house, will be air-conditioned.

Utica

What's this we hear about a young lady at the Avon checking her new shoes? . . . Colonial burlesque ended after 16 weeks. New policy will be announced later.

Wellsville

Frankie Bartholomay, assistant, Babcock, has received settlement in his auto accident case.

The Feature Check-Up

Of All Features Released Nationally Since October 20, 1939

COLUMBIA

(1939-1940 releases from 1001 up.)

AMAZING MR. WILLIAMS, THE—C—Melvyn Douglas, Joan Blondell, Edward S. Brophy — Top-ranking comedy—86m.—see Nov. 29 issue—(1007).
BEWARE SPOOKS!—C—Joe E. Brown, Mary Carlisle—So-so Brown—68m.—see Nov. 15 issue—(1011).
BLAZING SIX SHOOTERS — W—Charles Starrett, Iris Meredith, Dick Curtis, Al Bridge—Just fair—61m.—see March 20 issue—(1205).
BLONDIE BRINGS UP BABY—CD—Penny Singleton, Arthur Lake, Larry Simms—Top-half of dualler, or nabe single feature—69m. — see Nov. 15 issue—(1013).
BLONDIE ON A BUDGET—CD—Penny Singleton, Arthur Lake, Larry Simms—Tops for Blondie—73m.—see March 6 issue—(1014).
BULLETS FOR RUSTLERS—W—Charles Starrett, Lorna Gray, Bob Nolan—Very good Starrett—58m.—see Feb. 21 issue—(1204).
CAFE HOSTESS—MD — Preston Foster, Ann Dvorak, Douglas Fowley—Bottom dualler—63m.—see Dec. 13 issue—(1030)—(A).
CONVICTED WOMAN—MD—Rochelle Hudson, Lola Lane, Frieda Inescort—Just a dualler—66m.—see Feb. 7 issue—(1034).
FIVE LITTLE PEPPERS AT HOME — Edith Fellows, Dorothy Ann Seese, Clarence Kolb—Dual fare for the kinds, women—65m.—see Feb. 7 issue—(1020).
HIS GIRL FRIDAY—CD—Cary Grant, Rosalind Russell, Ralph Bellamy—Should hit high grosses—92m.—see Jan. 10 issue—(1003).
LONE WOLF STRIKES, THE — MY—Warren William, Joan Perry, Alan Baxter—Medioore programmer for the nabes—67m.—see Jan. 24 issue—(1019).
MAN WITH NINE LIVES, THE—MD—Boris Karloff, Roger Pryor, Jo Ann Sayers—Good Karloff chiller; a natural for exploitation—71m.—see April 17 issue—(—).
MEN WITHOUT SOULS—MD—John Litel, Barton MacLane, Rochelle Hudson — Run-of-the-mill action drama, okay for nabes, duals—62m.—see March 20 issue—(1035).
MIRACLE ON MAIN STREET—MD—Margot, Walter Abel—Weak dualler—78m.—see Nov. 15 issue—(1032).
MUSIC IN MY HEART—MDMU—Tony Martin, Rita Hayworth, Andre Kostalanetz—Pleasing musical dualler—70m.—see Dec. 27 issue—(1018).
MY SON IS GUILTY—D—Bruce Cabot, Jacqueline Wells, Harry Carey—Lower-half nabe dualler—63m.—see Jan. 10 issue—(1033).
OUTSIDE THE THREE-MILE LIMIT—Jack Holt, Harry Carey, Sig Rumann—Top-notch Holt—65m. — see Feb. 21 issue—(1027).
PIONEERS OF THE FRONTIER—W—Bill Elliott, Linda Winters, Dick Curtis—Actionful western—58m.—see Feb. 21 issue—(1212).
SCANDAL SHEET—MD—Otto Kruger, Ona Munson, Edward Norris—Pleasing newspaper meller — 67m.—see Nov. 1 issue—(1031).
STRANGER FROM TEXAS, THE—W—Charles Starrett, Lorna Grey, Sons of the Pioneers—Near the top for Starrett—54m.—see Dec. 13 issue—(1202).
TEXAS STAGECOACH—W—Charles Starrett, Iris Meredith—Much better than average Starrett—59m.—see April 3 issue—(1206).
TOO MANY HUSBANDS—C—Jean Arthur, Fred MacMurray, Melvyn Douglas—All frothy fun—84m.—see March 20 issue—(1004).
TWO-FISTED RANGERS — W — Charles Starrett, Iris Meredith, Bob Nolan—A good Starrett getting better—62m.—see Jan. 10 issue—(1203).

TO BE REVIEWED OR IN PRODUCTION

ARIZONA—Jean Arthur, William Holden, Warren William.
BABIES FOR SALE — Glenn Ford, Rochelle Hudson, Miles Mander.
BLOCK "K" RIDES TONIGHT—Bill Elliott—(1213).
DOCTOR TAKES A WIFE, THE—Loretta Young, Ray Milland, Gail Patrick.
FIVE LITTLE PEPPERS ABROAD, THE—Edith Fellows, Tommy Bond, Dorothy Peterson.
FUGITIVES FROM A PRISON CAMP—Jack Holt, Marian Marsh, Robert Barrat.
HOWARDS OF VIRGINIA, THE—Cary Grant, Richard Carlson, Martha Scott, Nigel Bruce.
I MARRIED ADVENTURE—Jungle picture produced by Osa (Mrs. Martin) Johnson—(1110).
ISLAND OF DOOMED MEN—Peter Lorre, Rochelle Hudson, Robert Wilcox.
KEEP 'EM ALIVE—Jack Holt, Vicki Lester, Doris Lloyd.
LONE WOLF MEETS A LADY, THE—Warren William, Jean Muir, Eric Blore.
MAN FROM THE TUMBLEWEEDS, THE—Bill Elliott, Iris Meredith, Walter "Dub" Taylor.
PASSPORT TO ALCATRAZ—Jack Holt, Cecelia Callejo, Noah Beery, Jr., C. Henry Gordon—59m.
SINGAPORE—Miriam Hopkins, Melvyn Douglas.
10 DAYS IN PARIS—Rex Harrison, Keren Verne—(English-made).
21 DAYS TOGETHER—Laurence Olivier, Vivien Leigh, Leslie Banks—(English-made).

METRO

(1939-1940 releases from 1 up)

AND ONE WAS BEAUTIFUL — D—Robert Cummings, Laraine Day, Jean Muir, Billie Burke—Better than average in low budget class—69m.—see April 17 issue—(32).
ANOTHER THIN MAN—CD—William Powell, Myrna Loy, C. Aubrey Smith—In the better grosses—102m.—see Nov. 29 issue—(13).
BAD LITTLE ANGEL—D—Virginia Weidler, Gene Reynolds—Good entertainment for family trade; preachment is softened with delightful comedy—72m.—see Nov. 1 issue—(10).
BALALAIKA—DMU—Nelson Eddy, Ilona Massey, Charles Ruggles—Expensive production; exploit for best box-office returns — 102m.—see Dec. 27 issue—(17).
BROADWAY MELODY OF 1940—CMU—Fred Astaire, Eleanor Powell, George Murphy—Good program with plenty to sell—102m.—see Feb. 21 issue—(21).
CONGO MAISIE—MD—Ann Sothern, John Carroll, Rita Johnson—Dueller with selling angles—70m.—see Jan. 24 issue—(19).
DR. KILDARE'S STRANGE CASE — MD—Lew Ayres, Lionel Barrymore, Laraine Day—Satisfactory Kildare; capitalize on previous successes—77m.—see April 17 issue—(30).
EARL OF CHICAGO, THE—CD—Robert Montgomery, Edward Arnold, Reginald Owen—Highly exploitable program—87m.—see Jan. 10 issue—(18).
FLORIAN—MD—Robert Young, Helen Gilbert, Charles Coburn — Off-the-beaten-track program; play up unique angles of story—92m.—see April 3 issue—(29).
FORTY LITTLE MOTHERS — C—Eddie Cantor, Rita Johnson, Judith Anderson, Baby Quintanilla—Good program—90m.—see May 1 issue—(34).
GHOST COMES HOME, THE—C—Frank Morgan, Billie Burke, Ann Rutherford—Just a filler—79m.—see March 6 issue—(27).
GONE WITH THE WIND — D — Clark Gable, Vivien Leigh, Olivia de Havilland, Leslie Howard, Thomas Mitchell—Par excellence—228m.—see Dec. 27 issue—(Technicolor)—(A).
HENRY GOES ARIZONA—W—Frank Morgan, Virginia Weidler, Guy Kibbee — Pleasing western-comedy dualler—67m.—see Dec. 13 issue—(2).
I TAKE THIS WOMAN—MD—Spencer Tracy, Hedy Lamarr, Verree Teasdale—For the women; Lamarr will get the men—97m.—see Feb. 7 issue—(26).
JOE AND ETHEL TURP CALL ON THE PRESIDENT—CD—Ann Sothern, William Gargan—Pleasing nabe dualler—70m.—see Dec. 13 issue—(14).
JUDGE HARDY AND SON—CD—Lewis Stone, Mickey Rooney, Cecilia Parker—Top-ranking Hardy—90m.—see Dec. 27 issue—(16).
MAN FROM DAKOTA, THE—MD—Wallace Beery, John Howard, Dolores Del Rio—Okay for the duallers—74m.—see Feb. 21 issue—(24).
MARX BROS. "AT THE CIRCUS"—F—Marx Brothers, Kenny Baker, Florence Rice, Nat Pendleton—Headed for the higher grosses—87m.—see Nov. 1 issue—(8).
NICK CARTER, MASTER DETECTIVE—MD — Walter Pidgeon, Rita Johnson, Henry Hull—Fast-moving action meller; dueller—60m.—see Dec. 27 issue—(15).
NORTHWEST PASSAGE (Book One: Rogers' Rangers)—D—Spencer Tracy, Robert Young, Walter Brennan, Ruth Hussey—Production is tops but this needs strong selling—126m.—see Feb. 21 issue—(25).
REMEMBER?—C—Robert Taylor, Greer Garson, Lew Ayres—Will have to be sold—83m.—see Nov. 15 issue—(11).
SECRET OF DR. KILDARE, THE — D — Lew Ayres, Lionel Barrymore, Helen Gilbert—Standard Kildare—82m.—see Nov. 29 issue—(12).
SHOP AROUND THE CORNER, THE—CD—Margaret Sullavan, James Stewart, Frank Morgan—Good entertainment with box-office names—100m.—see Jan. 10 issue—(20).
STRANGE CARGO—MD—Clark Gable, Joan Crawford, Ian Hunter—High-rating program — 113m. — see March 6 issue—(23).
TWO GIRLS ON BROADWAY—M—Lana Turner, George Murphy, Joan Blondell—Okay musical programmer—71m.—see May 1 issue—(33).
YOUNG TOM EDISON—D—Mickey Rooney, Fay Bainter, George Bancroft—A high rating film; sell to the limit for top returns—85m.—see Feb. 21 issue—(28).

TO BE REVIEWED OR IN PRODUCTION

ANDY HARDY MEETS DEBUTANTE — Lewis Stone, Mickey Rooney, Fay Holden, Diana Lewis.
BOOM TOWN—Clark Gable, Spencer Tracy, Claudette Colbert, Hedy Lamarr.
BUSMAN'S HONEYMOON — Robert Montgomery, Constance Cummings, Leslie Banks—(English-made).
EDISON, THE MAN—Spencer Tracy, Charles Coburn, Gene Reynolds.
ESCAPE—Norma Shearer, Robert Taylor.
GOLD RUSH MAISIE—Ann Sothern, John Hamilton, Virginia Weidler.
I LOVE YOU AGAIN—William Powell, Myrna Loy, Walter Pidgeon.
MORTAL STORM, THE—Margaret Sullavan, James Stewart, Robert Young.
NEW MOON—Jeanette MacDonald, Nelson Eddy, Dick Purcel—(31).
OLD LADY 31—Helen Broderick, Beulah Bondi, Billie Burke.
ONE CAME HOME—Robert Young, Lewis Stone.
PHANTOM RAIDERS—Walter Pidgeon, Nat Pendleton, Florence Rice.
PRIDE AND PREJUDICE—Greer Garson, Laurence Olivier, Maureen O'Sullivan.
STARS LOOK DOWN, THE—Margaret Lockwood, Michael Redgrave, Emlyn Williams—(English-made).
SUSAN AND GOD—Joan Crawford, Fredric March, Rita Hayworth.
STRIKE UP THE BAND—Mickey Rooney, Judy Garland, June Preisser.
TO OWN THE WORLD—Lew Ayres, Lana Turner.
20 MULE TEAM—Wallace Beery, Leo Carrillo, Noah Beery, Jr.—(35).
WATERLOO BRIDGE — Vivien Leigh, Robert Taylor, Maria Ouspenskaya.

MONOGRAM

(1938-1939 releases from 3801 up; 1939-1940 releases from 3901 up.)

CHASING TROUBLE — MD — Frankie Darro, Marjorie Reynolds, George Cleveland—Week dual support—63m.—see Jan. 24 issue—(3917).
CHEYENNE KID, THE—W—Jack Randall, Louise Stanley—Below-average western—49m.—see March 20 issue—(3962).
DANGER AHEAD—AD—James Newill, Dorothea Kent, Dave O'Brien—Good action Renfrew — 57m. — see Feb. 21 issue—(3939).
DANGER FLIGHT—MD—John Trent, Marjorie Reynolds, Tommie Baker—Nice action show for the family trade—61m.—see Nov. 15 issue—(3816).
EAST SIDE KIDS — D — Leon Ames, Dennis Morgan, Vince Barnett—Okay for the nabes, duallers—62m.—see Feb. 21 issue—(3924).
FATAL HOUR, THE—MY—Boris Karloff, Grant Withers, Marjorie Reynolds—Wong wows 'em—68m.—see Jan. 24 issue—(3907).
FIGHTING MAD—AD—Jimmy Newill, Sally Blane—The kids should like it—55m.—see Nov. 15 issue—(3937).
FOUR JUST MEN, THE—see The Secret Four.
GENTLEMAN FROM ARIZONA, THE—WMU—J. Farrell MacDonald, Joan Barclay, John King—Pleasing dual supporting fare; color should help—71m.—see Dec. 27 issue—(Cinecolor)—(3912).
HEROES IN BLUE—MD—Dick Purcell, Bernadene Hayes—Cops-and-robbers for the family—58m.—see Nov 15 issue—(3919).

HIDDEN ENEMY—MD—Warren Hull, Kay Linaker, William von Brincken—Nice dual fare; plug timeliness—65m.—see Feb. 21 issue—(3922).
HUMAN MONSTER, THE—MD—Bela Lugosi, Hugh Williams, Greta Gynt—Excellent horror show—75m.—see March 6 issue—(English-made)—(3916).
MIDNIGHT LIMITED—MY—John King, Marjorie Reynolds—Fair support on nabe duals — 61m. — see April 3 issue—(3921).
MURDER ON THE YUKON—AD—James Newill, Polly Ann Young, Dave O'Brien—Routinely good Renfrew—56m.—see April 3 issue—(3942).
OVERLAND MAIL, THE—W—Jack Randall, Claire Rochelle—Just about top. for Randall and Monogram—51m.—see Nov. 15 issue—(3857).
PIONEER DAYS—W—Jack Randall, June Wilkins, Frank Yaconelli—Not so hot—59m.—see Feb. 21 issue—(3961).
PHANTOM STRIKES, THE—MY—Wilfrid Lawson, Sonnie Hale, Louise Henry—Okay English mystery program—58m.—see Nov. 29 issue—(English-made)—(3923).
RAIDERS OVER ENGLAND — see Shorts Check-Up—(3830).
RHYTHM OF THE RIO GRANDE—W—Tex Ritter, Suzan Dale—Good Ritter—53m.—see March 20 issue—(3953).
ROLL WAGONS ROLL—W—Tex Ritter, Nelson McDowell, Muriel Evans—Standard Ritter — 54m. — see Dec. 13 issue—(3951).
SECRET FOUR, THE (The Four Just Men)—MY—Hugh Sinclair, Griffith Jones, Francis L. Sullivan—High-rating English melodrama—79m.—see Dec. 13 issue—(English-made)—(3918).
SON OF THE NAVY—CD—James Dunn, Jean Parker, Martin Spellman—Pleasing family program—71m.—see April 17 issue—(3902).
TORPEDO RAIDER—MD—John Mills, Barry Mackay, Betty Balfour—Topical British entrant—60m.—see Feb. 21 issue—(English-made)—(3925).
WESTBOUND STAGE — W — Tex Ritter, Nelson MacDowell, Muriel Evans—Good Ritter — 58m.—see Jan. 10 issue—(3952).
YUKON FLIGHT—MD—James Newill, Louise Stanley, Dave O'Brien—Standard bottom duallier—57m.—see Dec. 13 issue—(3938).

TO BE REVIEWED OR IN PRODUCTION

AMATEUR DETECTIVE — Frankie Darro, Marcia Mae Jones, Jackie Moran.
COVERED WAGON TRAILS—Jack Randall, Sally Cairns, David Sharp—(3963).
COWBOY FROM SUNDOWN, THE—Tex Ritter, Roscoe Ates—(3955).
KID FROM SANTA FE—Jack Randall—(3965).
LAND OF THE SIX GUN—Jack Randall, Louise Stanley, Frank LaRue—(3964).
MYSTERIOUS MR. REEDER—Will Fyffe, Kay Walsh—(English-made).
PALS OF THE SILVER SAGE—Tex Ritter—(3954).
SKY BANDITS—James Newill, Louise Stanley—(3941).
RIP VAN WINKLE—Marcia Mae Jones, Martin Spellman, Jackie Moran—(3901).
TOMBOY — Jackie Moran, Marcia Mae Jones, Grant Withers.

PARAMOUNT

(1939-1940 releases from 3901 up.)

ADVENTURE IN DIAMONDS—MD—George Brent, Isa Miranda, John Loder—Miranda's possibilities should help—76m.—see Jan. 24 issue—(3928).
ALL WOMEN HAVE SECRETS—CD—Virginia Dale, Joseph Allen, Jr., Jean Cagney—Lower-half duallier—63m.—see Dec. 13 issue—(3914)—(A).
BISCUIT EATER, THE—CD—Billy Lee, Cordell Hickman, Ilelene Millard—Very pleasing family duallier—81m.—see April 17 issue—(3935).
BUCK BENNY RIDES AGAIN—CMU—Jack Benny, Ellen Drew, Eddie Anderson—Sell the names and radio angles—85m.—see May 1 issue—(3932).
DR. CYCLOPS — MD — Albert Dekker, Janice Logan, Thomas Coley—Field day for the exploiters—75m.—see March 20 issue—(Technicolor)—(3929).
EMERGENCY SQUAD — AD — William Henry, Louise Campbell, Richard Denning—Lower nabe duallier—58m.—see Dec. 27 issue—(3917).
FARMER'S DAUGHTER, THE—Martha Raye, Charles Ruggles, Richard Denning — Entertaining comedy program, sell Raye and Ruggles—61m.—see Feb. 21 issue—(3927).
FRENCH WITHOUT TEARS — C—Ray Milland, Ellen Drew, Roland Culver—Okay English-made program comedy; build up title—66m.—see April 3 issue—(3930)—(English-made).
GERONIMO!—MD—Preston Foster, Ralph Morgan, Andy Devine, Ellen Drew—Highly exploitable—90m.—see Nov. 29 issue—(3918).
GREAT VICTOR HERBERT, THE—DMU—Walter Connolly, Allan Jones, Mary Martin—Can be sold big—91m.—see Dec. 13 issue—(3916).
GULLIVER'S TRAVELS—Fantasy—Full-length cartoon, produced by Max Fleischer—Can be exploited for big returns—77m.—see Dec. 27 issue—(Technicolor)—(3915).
KNIGHTS OF THE RANGE—AD—Russell Hayden, Victor Jory, Jean Parker—Western fans will thoroughly enjoy this one—70m.—see March 8 issue—(3923).
LAW OF THE PAMPAS—W — William Boyd, Russell Hayden, Sidney Toler—Top-notch western—74m.—see Nov. 1 issue—(3956).
LIGHT OF WESTERN STARS, THE—W—Victor Jory, Jo Ann Sayers, Russell Hayden—Program western—63m.—see May 1 issue—(3931).
LIGHT THAT FAILED, THE — MD—Ronald Colman, Walter Huston, Muriel Angelus—Sell Colman, Kipling names—99m.—see Dec. 27 issue—(3921).
LLANO KID, THE—MD—Tito Guizar, Gale Sondergaard—Highly saleable western—70m.—see Nov. 15 issue—(3918).
NIGHT OF NIGHTS, THE—MD—Pat O'Brien, Olympe Bradna, Roland Young—Good cast helps make this pleasing duallar — 86m. — see Dec. 13 issue—(3912).
OUR NEIGHBORS, THE CARTERS—CD—Fay Bainter, Frank Craven, Edmund Lowe—High-rating fare for small town and nabe houses—84m.—see Nov. 1 issue—(3911).
PAROLE FIXER—MD—William Henry, Virginia Dale, Robert Paige—Anemic duallar—59m.—see Feb. 7 issue—(3920).
REMEMBER THE NIGHT—D—Barbara Stanwyck, Fred MacMurray, Beulah Bondi—Sell this for good grosses—94m.—see Jan. 10 issue—(3919).
ROAD TO SINGAPORE, THE — CMU — Bing Crosby, Dorothy Lamour, Bob Hope—Sell the names—85m.—see March 6 issue—(3926).
SANTA FE MARSHAL—W—William Boyd, Russell Hayden, Bernadene Hayes—Standard Hopalong—68m.—see Jan. 10 issue—(3956).
SEVENTEEN — C — Jackie Cooper, Betty Field, Otto Kruger — Pleasing program — 78m. — see Nov. 1 issue—(3924).
SHOWDOWN, THE—W—William Boyd, Russell Hayden, Britt Wood—High standard Hopalong—65m.—see March 20 issue—(3957).
SIDEWALKS OF LONDON—CD—Charles Laughton, Vivien Leigh, Rex Harrison—Sell the names—86m.—see Feb. 7 issue—(English-made)—(3922).
WOMEN WITHOUT NAMES—MD—Ellen Drew, Robert Paige, Judith Barrett — Above-average supporting fare—63m.—see March 6 issue—(3925).

TO BE REVIEWED OR IN PRODUCTION

COMIN' ROUND THE MOUNTAIN—Bob Burns, Una Merkel, Don Wilson.
DANCING ON A DIME — Grace MacDonald, William Frawley.
DATE WITH DESTINY, A—Basil Rathbone, John Howard, Ellen Drew, Kitty Kelly, Ralph Morgan.
DOWN WENT McGINTY—Brian Donlevy, Akim Tamiroff, Muriel Angelus.
GHOST BREAKERS, THE—Bob Hope, Paulette Goddard, Paul Lukas.
GHOST MUSIC—Bing Crosby, Mary Martin, Basil Rathbone.
GOLDEN GLOVES—Richard Denning, Jean Cagney, Robert Paige.
HENRY ALDRICH, No. 1—Jackie Cooper, Lella Ernst, Eddie Bracken.
HIDDEN GOLD—William Boyd, Russell Hayden, Britt Wood, Ruth Rogers—(3958).
I WANT A DIVORCE—Joan Blondell, Dick Powell, Frank Fay.
NIGHT AT EARL CARROLL'S, A—Ken Murray, Rose Hobart, Kay Sutton.
NORTH WEST MOUNTED POLICE—Gary Cooper, Madeleine Carroll, Preston Foster—(Technicolor).
OPENED BY MISTAKE—Charles Ruggles, Janice Logan, Robert Paige, William Frawley—67m.—(3933).
QUEEN OF THE MOB—Ralph Bellamy, William Henry, Paul Kelly, Jean Cagney.
RANGERS OF FORTUNE—Fred MacMurray, Patricia Morison, Joseph Schildkraut.
SAFARI—Madeleine Carroll, Douglas Fairbanks, Jr., Tullio Carminati—81m.
STAGE COACH WAR—William Boyd, Russell Hayden, Britt Wood, Julie Carter—(3959).
TEXAS RANGERS RIDE AGAIN—John Howard, Ellen Drew, Harvey Stephens.
THOSE WERE THE DAYS — William Holden, Bonita Granville, Judith Barrett, Vaughan Glaser.
THREE MEN FROM TEXAS—William Boyd, Russell Hayden.
TYPHOON — Dorothy Lamour, Robert Preston, Lynne Overman—(Technicolor)—71m.—(3934).
UNTAMED—Ray Milland, Patricia Morison, Akim Tamiroff—(Technicolor)—83m.
VICTORY—Fredric March, Betty Field.
VIRGINIA—Carolyn Lee.
WAY OF ALL FLESH, THE—Akim Tamiroff, William Henry, Gladys George, Muriel Angelus.

RKO-RADIO

(1938-1939 releases from 901 up; 1939-1940 releases from 001 up.)

ABE LINCOLN IN ILLINOIS — D — Raymond Massey, Gene Lockhart, Mary Howard, Ruth Gordon — A great picture; to be exploited to the limit—110m.—see Jan. 24 issue—(009).
ALLEGHENY UPRISING — MD — Claire Trevor, John Wayne, George Sanders—Exploitable frontier drama—81m.—see Nov. 1 issue—(006).
BEYOND TOMORROW — D — Harry Carey, C. Aubrey Smith, Charles Winninger, Richard Carlson, Jean Parker—A hard one to predict, but give it every break; it may be a surprise at the boxoffice—84m.—see April 3 issue—(031).
BILL OF DIVORCEMENT, A — D — Maureen O'Hara, Adolphe Menjou, Fay Bainter, Herbert Marshall—Strong drama; sell title reputation and names—74m.—see March 20 issue—(028)—(A).
BULLET CODE—W — George O'Brien, Virginia Vale, Robert Stanton—Fair O'Brien—58m.—see March 6 issue—(055).
COURAGEOUS DOCTOR CHRISTIAN, THE—MD—Jean Hersholt, Dorothy Lovett, Robert Baldwin—Tops in the series; good duallar—67m.—see April 3 issue—(030).
CURTAIN CALL—C — Barbara Read, Alan Mowbray, Helen Vinson—For the duals and nabes—63m.—see April 17 issue—(027).
ESCAPE TO PARADISE—CDMU—Bobby Breen, Kent Taylor, Marla Shelton — Mild offering for lower brackets—62m.—see Dec. 13 issue—(945).
HUNCHBACK OF NOTRE DAME, THE — D — Charles Laughton, Sir Cedric Hardwicke, Thomas Mitchell—Immense production, worthy of elaborate exploitation—117m.—see Dec. 27 issue—(015)—(A).
IRENE — CDMU — Anna Neagle, Ray Milland, Roland Young, Alan Marshall, May Robson, Billie Burke—Sell this big—101m.—see April 17 issue—(024).
ISLE OF DESTINY—MD—William Gargan, Wally Ford, June Lang—Weak dual offering—83m.—see Jan. 24 issue—(Cosmocolor)—(017).
LEGION OF THE LAWLESS—W—George O'Brien, Virginia Vale—Okay for O'Brien fans—59m.—see Nov. 29 issue—(082).
LITTLE ORVIE — MD — John Sheffield, Ernest Truex, Dorothy Tree—Pleasant for the family, dual trade—66m.—see March 6 issue—(020).
MARINES FLY HIGH, THE—AD—Richard Dix, Lucilla Ball, Chester Morris—Strong dual support; small situation feature—68m.—see Feb. 7 issue—(018).
MARRIED AND IN LOVE—MD—Alan Marshall, Barbara Read, Patric Knowles—Program; duallar, chiefly for women—59m.—see Dec. 27 issue—(014).
MEET DR. CHRISTIAN—D — Jean Hersholt, Dorothy Lovett—Good family and nabe entertainment; radio following should help at box office—70m.—see Nov. 1 issue—(005).
MEXICAN SPITFIRE—C—Lupe Velez, Leon Errol, Donald Woods—Good slapstick comedy—67m. — see Dec. 27 issue—(016).
MILLIONAIRE PLAYBOY—C—Joe Penner, Linda Hayes, Russ Brown—Satisfactory Penner offering—64m.—see March 6 issue—(022).
PINOCCHIO — Fantasy — Feature-length cartoon, produced by Walt Disney—A natural all the way—87m.—see Feb. 21 issue—(Technicolor)—(091).
PRIMROSE PATH — D — Ginger Rogers, Joel McCrea, Miles Mander, Marjorie Rambeau—Off the beaten path; it should be handled with care—93m.—see March 20 issue—(023)—(A).
QUEEN OF DESTINY (Sixty Glorious Years) — D — Anna Neagle, Anton Walbrook, C. Aubrey Smith—Box-office importation, if exploited—95m.—see Nov. 30, 1938, issue—(Technicolor)—(English-made)—(061).
RENO—D—Richard Dix, Gail Patrick—Nice program; okay top duallar — 73m.—see Nov. 15 issue—(008).
SAINT'S DOUBLE TROUBLE, THE—MY—George Sanders, Jonathan Hale, Helene Whitney—Good Saint entry—68m.—see Jan. 24 issue—(021).
SIXTY GLORIOUS YEARS—see Queen of Destiny.
SWISS FAMILY ROBINSON — MD — Thomas Mitchell, Edna Best, Freddie Bartholomew—It has the angles; get behind it—93m.—see Feb. 7 issue—(019).
THAT'S RIGHT, YOU'RE WRONG—CMU—Kay Kyser & Orchestra, Adolphe Menjou, Lucille Ball—Money musical—95m.—see Nov. 29 issue—(011).
TWO THOROUGHBREDS—D—Jimmy Lydon, Joan Brodel, Arthur Hohl — Very nice family duallar; a sleeper which might surprise—62m.—see Dec. 13 issue—(013).
VIGIL IN THE NIGHT — D — Carole Lombard, Brian Aherne, Doris Lloyd—One of the best, but it needs selling—96m.—see Feb. 21 issue—(007).

TO BE REVIEWED OR IN PRODUCTION

ANNE OF WINDY POPLARS—Anne Shirley, James Ellison, Patric Knowles.
CROSS COUNTRY ROMANCE—Gene Raymond, Wendy Barrie.
HAVE IT YOUR OWN WAY—Maureen O'Hara, Louis Hayward, Joel McCrea.
HEART OF DARKNESS—Orson Welles, Edgar Barrier, Everett Sloan, Ray Collins.
LOVE ON A DIET—Jean Hersholt, Frank Albertson, Dorothy Lovett.
LUCKY PARTNERS—Ginger Rogers, Ronald Colman, Ralph Forbes.
MILLIONAIRES IN PRISON—Lee Tracy, Linda Hayes, Patric Knowles.
MY FAVORITE WIFE—Irene Dunne, Cary Grant, Randolph Scott, Gail Patrick—(025).
PRAIRIE LAW—George O'Brien, Virginia Vale, Dick Hogan.
SAINT TAKES OVER, THE — George Sanders, Wendy Barrie, Paul Guilfoyle.
THOUSAND DOLLAR MARRIAGE — Dennis O'Keefe, Walter Catlett, Marjorie Gateson.
TOM BROWN'S SCHOOLDAYS—Sir Cedric Hardwicke, Freddie Bartholomew, Jimmy Lydon—(029).
VILLAIN STILL PURSUED HER, THE—Buster Keaton, Hugh Herbert, Anita Louise.
YOU CAN'T FOOL YOUR WIFE—James Ellison, Lucille Ball, Emma Dunn.

REPUBLIC

(1938-1939 releases from 801 up; 1939-1940 releases from 901 up.)

COVERED TRAILER, THE, THE HIGGINS FAMILY IN—CD—James, Lucile, Russell Gleason, Tommy Ryan—Entertaining Higgins entry—66m.—see Nov. 29 issue—(915).

COWBOYS FROM TEXAS—W—Robert Livingston, Raymond Hatton, Duncan Renaldo, Carole Landis—How are the great fallen!—57m.—see Dec. 13 issue—(962).

DARK COMMAND — AD—Claire Trevor, John Wayne, Roy Rogers, Gabby Hayes, Walter Pidgeon—Republic's best—94m.—see April 17 issue—(901).

DAYS OF JESSE JAMES — W — Roy Rogers, George Hayes, Donald Barry—Rogers' best—63m.—see Dec. 27 issue—(963).

FORGOTTEN GIRLS—MD—Louise Platt, Donald Woods, Eduardo Ciannelli, Robert Armstrong, Wynne Gibson—Support on nabe duals—66m.—see April 3 issue—(920).

GHOST VALLEY RAIDERS—W—Donald Barry, Lona Andre, Leroy Mason—A new star arises—57m.—see April 3 issue—(991).

GRANDPA GOES TO TOWN—C—James Gleason, Russell Gleason, Harry Davenport—Higgins family at its dizziest—65m.—see May 1 issue—(922).

HEROES OF THE SADDLE—W — Robert Livingston, Raymond Hatton, Duncan Renaldo, Patsy Lee Parsons—Sub-par Mesquiteers—56m.—see Jan. 24 issue—(963).

HI-YO SILVER—W—The Lone Ranger, Silver, Tonto, Lynn Roberts—Superior feature edition of the "Lone Ranger" serial—69m.—see April 17 issue—(129).

IN OLD MISSOURI—C—Leon Weaver, Frank Weaver, June Weaver—Field day for the houses which like this type—67m.—see May 1 issue—(921).

JEEPERS CREEPERS—C—Weaver Brothers & Elviry, Roy Rogers, Maris Wrixton—Strictly for the provinces—69m.—see Nov. 15 issue—(914).

MAIN STREET LAWYER — D — Edward Ellis, Anita Louise, Robert Baldwin—Pleasing family program—72m.—see Nov. 15 issue—(905).

MONEY TO BURN, THE HIGGINS FAMILY IN—C—James, Lucile, Russel Gleason, Harry Davenport—Pleasing nabe dualler—69m.—see Jan. 10 issue—(917).

PIONEERS OF THE WEST—W—Robert Livingston, Raymond Hatton, Duncan Renaldo—Best of the recent Mesquiteers—56m.—see March 20 issue—(964).

RANCHO GRANDE—W—Gene Autry, Smiley Burnette, June Storey, Mary Lee—Standard Autry—68m.—see April 3 issue—(942).

ROVIN' TUMBLEWEEDS—W—Gene Autry, Smiley Burnette, Mary Carlisle—Weak Autry—64m.—see Nov. 29 issue—(848).

SABOTAGE — MD — Arleen Whelan, Gordon Oliver, Charles Grapewin—Lower-half dualler; plug timeliness—69m.—see Oct. 18 issue—(913).

SAGA OF DEATH VALLEY—W—Roy Rogers, George Hayes, Doris Day—One of Rogers' best—58m.—see Nov. 29 issue—(952).

SOUTH OF THE BORDER — W—Gene Autry, Smiley Burnette, June Storey—Auspicious entry for the new series—71m.—see Dec. 13 issue—(941).

THOU SHALT NOT KILL—D—Charles Bickford, Owen Davis, Jr., Doris Day—Dualler—68m.—see Dec. 27 issue—(016).

VILLAGE BARN DANCE — MDU — Richard Cromwell, Doris Day, George Barbier—Darned good musical for the sticks and slicks; sell radio draw—74m.—see Feb. 7 issue—(919).

WOLF OF NEW YORK—MD—Edmund Lowe, Rose Hobart, James Stephenson—Good program; top dualler—68m.—see Feb. 7 issue—(918).

YOUNG BUFFALO BILL — W — Roy Rogers, George "Gabby" Hayes, Pauline Moore—Topnotch western—58m.—see May 1 issue—(954).

TO BE REVIEWED OR IN PRODUCTION

COVERED WAGON DAYS—Robert Livingston, Raymond Hatton, Duncan Renaldo.

CROOKED ROAD, THE—Irene Hervey, Edmund Lowe, Henry Wilcoxon.

DOCTORS DON'T TELL—Charles Coburn, John Wayne, Sigrid Gurie.

GANGS OF CHICAGO—Lloyd Nolan, Lola Lane, Barton MacLane.

GAUCHO SERENADE—Gene Autry, Smiley Burnette, June Storey.

ROCKY MOUNTAIN RANGERS—Robert Livingston, Duncan Renaldo, Raymond Hatton.

SCATTERBRAIN—Judy Canova.

WAGONS WESTWARD—Buck Jones, Ona Munson, Chester Morris.

WOMEN IN WAR—Elsie Janie, Wendy Barry, Patric Knowles.

20th CENTURY-FOX

(1939-1940 releases from 001 up.)

BARRICADE—MD—Alice Faye, Warner Baxter—Just a programmer—71m.—see Nov. 29 issue—(026).

BLUE BIRD, THE—Fantasy—Shirley Temple, Spring Byington, Nigel Bruce—Must be sold in the "different" manner—83m.—see Feb. 7 issue—(Technicolor)—(025).

CHARLIE CHAN IN CITY IN DARKNESS—MD—Sidney Toler, Lynn Bari, Harold Huber—Run-of-the-mill Chan dualler—74m.—see Nov. 1 issue—(021).

CHARLIE CHAN IN PANAMA—MD—Sidney Toler, Jean Rogers, Lionel Atwill—High-rating Chan—67m.—see Jan. 24 issue—(035).

CISCO KID AND THE LADY, THE—W—Cesar Romero, Cris-Pin Martin, Virginia Fields—Pleasing outdoor drama—73m.—see Nov. 13 issue—(012).

CITY OF CHANCE, THE — MD—Lynn Bari, Donald Woods, C. Aubrey Smith—Pleasing dualler—57m.—see Jan. 10 issue—(027).

DAY-TIME WIFE—C—Tyrone Power, Linda Darnell—Sell the names—72m.—see Nov. 29 issue—(020).

DRUMS ALONG THE MOHAWK—MD—Claudette Colbert, Edna May Oliver, Henry Fonda—High rating—103m.—see Nov. 1 issue—(Technicolor)—(015).

EVERYTHING HAPPENS AT NIGHT—CD—Sonja Henie, Ray Milland, Robert Cummings—Can be sold—77m.—see Dec. 27 issue—(029).

FREE, BLONDE AND 21—D—Lynn Bari, Mary Beth Hughes, Joan Davis—Okay for the lower brackets—75m.—see Feb. 21 issue—(037).

GRAPES OF WRATH, THE—D — Henry Fonda, Jane Darwell, John Carradine — Superb photoplay, but has to be sold—128m.—see Feb. 7 issue—(040)—(A).

HE MARRIED HIS WIFE — CD—Joel McCrea, Nancy Kelly, Mary Boland—Fair program; plug the cast—83m.—see Jan. 10 issue—(023).

HIGH SCHOOL—CD—Jane Withers, Joe Brown, Jr., Lloyd Corrigan—Swell for the 'teen-agers—74m.—see Dec. 13 issue—(028).

HONEYMOON'S OVER, THE—CD—Stuart Erwin, Marjorie Weaver—Okay dual program — 70m. — see Nov. 15 issue—(024).

INSPECTOR HORNLEIGH ON HOLIDAY—CMY—Gordon Harker, Alastair Sim, Linden Travers—Pleasant English murder mystery—74m.—see Dec. 13 issue—(English-made)—(022).

JOHNNY APOLLO—D—Tyrone Power, Dorothy Lamour, Edward Arnold—The Power-Lamour combo can be paid for good returns—93m.—see March 20 issue—(042).

LITTLE OLD NEW YORK—MD—Alice Faye, Fred MacMurray, Richard Greene—Title and names in cast will help sell this; push it—100m.—see Feb. 7 issue—(031).

MAN WHO WOULDN'T TALK, THE—MD—Lloyd Nolan, Jean Rogers, Richard Clarke—Well-made dramatic dualler—72m.—see Dec. 27 issue—(030).

ON THEIR OWN—C—Spring Byington, Ken Howell, George Ernest—Standard Jones Family—65m.—see April 17 issue—(044).

SHOOTING HIGH—W—Jane Withers, Gene Autry, Marjorie Weaver—Dualler for family trade—65m.—see March 20 issue—(041).

SO THIS IS LONDON—C — Berton Churchill, George Sanders, Fay Compton—English import for the bottom half—84m.—see May 1 issue—(English-made)—(043).

STAR DUST—MDMU—Linda Darnell, John Payne, Roland Young, Charlotte Greenwood—Nice program offering; top dualler—84m.—see April 3 issue—(036).

SWANEE RIVER—DMU—Don Ameche, Al Jolson, Andrea Leeds—Should do well, if sold properly—86m.—see Jan. 10 issue—(Technicolor)—(017).

THEY CAME BY NIGHT—MD—Will Fyffe, Phyllis Calvert, Anthony Hulme—High-rating English meller—73m.—see March 6 issue — (English-made)—(033).

20,000 MEN A YEAR—MD—Randolph Scott, Margaret Lindsay, Preston Foster—Exploitable air dualler—84m.—see Nov. 1 issue—(Cosmopolitan)—(013).

VIVA CISCO KID—MD—Cesar Romero, Jean Rogers, Chris-Pin Martin—Strictly for Cisco's fans—71m.—see April 3 issue—(039).

YOUNG AS YOU FEEL, THE JONES FAMILY IN—CD—Jed Prouty, Spring Byington, Russell Gleason—Weaker Jones family effort—59m. — see Jan. 24 issue—(032).

TO BE REVIEWED OR IN PRODUCTION

BRIGHAM YOUNG—Tyrone Power, Linda Darnell, Dean Jagger.

BRAT, THE—Jane Withers, Laura Hope Crews, Jessie Ralph.

CHARLIE CHAN'S MURDER CRUISE — Sidney Toler, Marjorie Weaver, Robert Lowery—75m.—(048).

EARTHBOUND — Warner Baxter, Andrea Leeds, Lynn Bari—(034).

FOUR SONS—Don Ameche, Mary Beth Hughes, Alan Curtis—(047).

GIRL IN 313, THE—Florence Rice, Kent Taylor, Joan Valerie, Marguerite Chapman—(051).

GIRL MUST LIVE, A—Margaret Lockwood, Mill Palmer, Renee Houston—(English-made)

GREAT COMMANDMENT, THE—Tyrone Power, Linda Darnell.

I WAS AN ADVENTURESS — Vera Zorina, Richard Greene, Peter Lorre, Eric von Stroheim—(038)

LILLIAN RUSSELL — Alice Faye, Don Ameche, Henry Fonda, Edward Arnold—(045).

LUCKY CISCO KID—Cesar Romero, Mary Beth Hughes, Evelyn Venable—(049).

MARYLAND — Walter Brennan, John Payne, Brenda Joyce—(Technicolor)—(050).

MARRIAGE IN TRANSIT—Joan Davis, Virginia Gilmore, Robert Sterling.

PIER 13—Lynn Bari, Lloyd Nolan.

PUBLIC DEB NO. 1—George Murphy, Brenda Joyce, Elsa Maxwell.

SAILOR'S LADY—Jon Hall, Nancy Kelly, Joan Davis—(052).

STREET OF MEMORY—Guy Kibbee, Lynne Roberts, Jerome Cowan.

YOUNG PEOPLE—Shirley Temple, Jack Oakie, Arleen Whalen.

UNITED ARTISTS

CHUMP AT OXFORD, A — C — Stan Laurel, Oliver Hardy, Forrester Harvey—Just dual support—63m.

HOUSE ACROSS THE BAY—MD—George Raft, Joan Bennett, Walter Pidgeon, Lloyd Nolan — Okay meller for supporting spot; sell the names—89m.—see March 20 issue—(Wanger).

LION HAS WINGS, THE—Documentary—Merle Oberon, Ralph Richardson, June Duprez—Propaganda piece; will need selling—73m. — see Jan. 24 issue—(English-made)—(Korda).

MY SON, MY SON!—D—Madeleine Carroll, Brian Aherne, Louis Hayward—Box-office, if sold properly—117m.—see March 20 issue—(Small).

OF MICE AND MEN—D—Burgess Meredith, Betty Field, Lon Chaney, Jr.—May be a big surprise, if properly sold—106m.—see Jan. 10 issue—(Roach)—(A).

ONE MILLION B. C.—MD—Victor Mature, Carole Landis, Lon Chaney, Jr.—Lends itself to novel lobby display and exploitation through prehistoric data; must be sold—80m.—see May 1 issue—(Roach).

OVER THE MOON—CD—Merle Oberon, Rex Harrison, Ursula Jeans—Very good British program; sell Oberon—78m.—see Feb. 7 issue—(English-made)—(Technicolor)—(Korda).

RAFFLES—CD—David Niven, Olivia de Havilland, Dame May Whitty—Light meller—71m.—see Dec. 27 issue—(Goldwyn).

REBECCA—D—Laurence Olivier, Joan Fontaine, George Sanders, Judith Anderson—Class offering that can be sold to the mass if properly exploited—129m.—see April 3 issue—(Selznick)—(A).

SLIGHTLY HONORABLE—MD — Pat O'Brien, Edward Arnold, Jean Terry, Broderick Crawford—Not too strong murder yarn; play up cast—85m.—see Jan. 24 issue—(Wanger).

TO BE REVIEWED OR IN PRODUCTION

CAPTAIN CAUTION—Victor Mature, Louise Platt, Bruce Cabot—(Roach).

FOREIGN CORRESPONDENT — Joel McCrea, Herbert Marshall, Laraine Day—(Wanger).

LONG VOYAGE HOME, THE—John Wayne, Thomas Mitchell, Ian Hunter—(Wanger).

OUR TOWN—Frank Craven, Thomas Mitchell, William Holden, Martha Scott—(Lesser).

PRODUCTION No. 6—Charles Chaplin, Paulette Goddard, Reginald Gardner—(Chaplin).

SAPS AT SEA—Stan Laurel, Oliver Hardy, James Finlayson—(Roach).

SOUTH OF PAGO-PAGO—Jon Hall, Victor McLaglen, Frances Farmer—(Small).

THIEF OF BAGDAD, THE—Sabu, Conrad Veidt, Jean Duprez—(technicolor)—(English-made)—(Korda).

TURNABOUT—John Hubbard, Adolphe Menjou, Carol Landis—(Roach).

WESTERNER, THE—Gary Cooper, Walter Brennan, Fred Stone, Doris Davenport—(Goldwyn).

UNIVERSAL

(1939-1940 releases from 4001 up.)

ALIAS THE DEACON—CMD—Bob Burns, Mischa Auer, Peggy Moran—Weak Burns comedy, needs bolstering—72m.—see May 1 issue—(—).

BIG GUY, THE—MD—Victor McLaglen, Jackie Cooper, Edward Brophy—Top dualler, okay for McLaglen following—78m.—see Dec. 13 issue—(4016).

BLACK FRIDAY—D—Boris Karloff, Stanley Ridges, Bela Lugosi—Top-ranking horror program — 69m.—see March 6 issue—(4018).

CHARLIE McCARTHY, DETECTIVE—CMD—Edgar Bergen, Charlie McCarthy, Robert Cummings, Constance Moore—Okay for the Bergen-McCarthy fans—77m.—see Dec. 27 issue—(4011).

CHIP OF THE FLYING U—W—Johnny Mack Brown, Bob Baker, Doris Weston—Up to the series' high standard—55m.—see Nov. 15 issue—(4060).

DANGER ON WHEELS—AD—Richard Arlen, Andy Devine, Peggy Moran — Okay Arlen-Devine entry—61m.—see Jan. 24 issue—(4055).

DESTRY RIDES AGAIN—W—James Stewart, Marlene Dietrich, Charles Winninger, Mischa Auer, Brian Donlevy—High-rating, highly exploitable—94m.—see Dec. 13 issue—(4002).

DOUBLE ALIBI—MD—Wayne Morris, Margaret Lindsay, William Gargan—Just a dualler—60m.—see March 6 issue—(4031).

ENEMY AGENT—MD—Richard Cromwell, Helen Vinson, Robert Armstrong—Routine spy meller for the duals—61m.—see April 17 issue—(4033).

FRAMED—AD—Frank Albertson, Frances Robinson, Sidney Blackmer—Adequate bottom-dualler—60m.—see Jan. 10 issue—(4032).

GREEN HELL—D—Douglas Fairbanks, Jr., Joan Bennett, John Howard—Highly exploitable program—87m.—see Jan. 10 issue—(4011)—(A)

HALF A SINNER—C—Heather Angel, John King, Walter Catlett—Lightweight bottom dualler—59m.—see April 3 issue—(4040).

HONEYMOON DEFERRED—MY—Edmund Lowe, Margaret Lindsay, Elisabeth Risdon — Okay mystery duallier—59m.—see Feb. 21 issue—(4038).
HOUSE OF SEVEN GABLES, THE—D—George Sanders, Margaret Lindsay, Vincent Price—Okay dual fare—88m.—see March 20 issue—(4013).
INVISIBLE MAN RETURNS, THE — MD — Sir Cedric Hardwicke, Vincent Price, Nan Grey—Can be sold—81m.—see Jan. 10 issue—(4009).
IT'S A DATE—CMU—Deanna Durbin, Kay Francis, Walter Pidgeon, Eugene Pallette, Henry Stephenson, Samuel S. Hinds, Fritz Feld, Lewis Howard—No. 7 rings the bell — 103m. — see April 3 issue—(4001).
LAUGH IT OFF—C—Constance Moore, Johnny Downs, Marjorie Rambeau—Pleasing duallier — 63m.—see Nov. 15 issue—(4026).
LITTLE ACCIDENT—C—"Baby Sandy," Richard Carlson, Joy Hodges — Family program, lower-half duallier—65m.—see Nov. 1 issue—(4019).
MA! HE'S MAKING EYES AT ME—MDMU—Tom Brown, Constance Moore, Richard Carle, Anne Nagel, Jerome Cowan—Okay nabe duallier—61m.—see March 20 issue—(4022).
MAN FROM MONTREAL—AD — Richard Arlen, Andy Devine, Anne Gwynne—Nabe duallier—60m.—see Nov. 15 issue—(4054).
MY LITTLE CHICKADEE—C—Mae West, W. C. Fields, Joseph Calleia, Dick Foran—Sell the names—84m.—see Feb. 21 issue—(4004).
OH, JOHNNY, HOW YOU CAN LOVE—MDMU—Tom Brown, Peggy Moran, Juanita Quigley — Pleasing musical duallier — 63m. — see Jan. 24 issue — (4021).
RIDERS OF PASCO BASIN—W—Johnny Mack Brown, Bob Baker, Fuzzy Knight, Frances Robinson—High-rating member of the series—56m.—see Dec. 27 issue—(4062).
ROAD BACK, THE—MD—John Emery, Spring Byington, Andy Devine, John King—Topical version has selling angle—79m.—see Nov. 15 issue—("Outspoken Version")—(4074)—(A).
TOWER OF LONDON—MD—Basil Rathbone, Boris Karloff, Barbara O'Neill—Exploitable for best returns—92m.—see Nov. 29 issue—(4012).
WEST OF CARSON CITY—W—Johnny Mack Brown, Bob Baker, Fuzzy Knight—High-rating western—55m.—see Nov. 29 issue—(4061).
ZANZIBAR — MD—Lola Lane, James Craig, Eduardo Cianelli—Okay for the nabes, duallers—69m.—see March 6 issue—(4025).

TO BE REVIEWED OR IN PRODUCTION

ARIZONA CYCLONE—John Mack Brown, Bob Baker, Fuzzy Knight.
BAD MAN FROM RED BUTTE—John Mack Brown, Bob Baker, Anne Gwynne.
BOYS FROM SYRACUSE, THE—Allan Jones, Joe Penner, Irene Hervey.
DOUBLE SADDLED LAW—Johnny Mack Brown, Bob Baker—(4063).
HOT STEEL—Richard Arlen, Andy Devine, Anne Nagel.
I CAN'T GIVE YOU ANYTHING BUT LOVE, BABY—Johnny Downs, Peggy Moran, Broderick Crawford.
IF I HAD MY WAY—Bing Crosby, Gloria Jean, Charles Winninger.
LA CONGA NIGHTS—Hugh Herbert, Constance Moore, Dennis O'Keefe.
NO EXIT — Wallace Ford, Donald Woods, Kathryn Adams.
ONE OF THE BOSTON BULLERTONS—Nancy Kelly, Robert Cummings, Hugh Herbert.
SANDY IS A LADY—Sandra (Baby Sandy) Henville, Mischa Auer, Billy Lenhart.
SKI PATROL—Lulu Deste, Philip Dorn, Kathryn Adams.
SOUTH TO KARANGA—Luli Desti, James Craig, Charles Bickford.
YOU'RE NOT SO TOUGH—Billy Halop, Bobby Jordan, Nan Grey.

WARNERS-FIRST NATIONAL

(1939-1940 releases from 401 up.)

(FN)—First National; (W)—Warners
(V)—Vitagraph, not on either split

ANGEL FROM TEXAS — C — Eddie Albert, Rosemary Lane, Wayne Morris—Pleasing comedy program—69m.—see April 17 issue—(468)—(FN).
BRITISH INTELLIGENCE—MD—Boris Karloff, Margaret Lindsay, Bruce Lester—Average programmer, duallier—62m.—see Jan. 10 issue—(W)—(416).
BROTHER RAT AND A BABY—C—Eddie Albert, Wayne Morris, Priscilla Lane—Pleasing comedy program—87m.—see Jan. 10 issue—(W)—(406).
CALLING PHILO VANCE — MD — James Stephenson, Margot Stevenson, Henry O'Neill—Better than average dual fare—62m.—see Jan. 10 issue—(W)—(420).
CASTLE ON THE HUDSON — D — John Garfield, Ann Sheridan, Pat O'Brien — Can do okay business — 77m.—see Feb. 7 issue—(FN)—(459).
CHILD IS BORN, A—Jeffrey Lynn, Gladys George, Geraldine Fitzgerald, Gale Page—Well made; it deserves handling of a special nature — 70m.—see Aug. 9 issue—(W)—(415)—(A).
"DEAD END" KIDS ON DRESS PARADE, THE—MD—Dead End Kids, John Litel, Frankie Thomas—Okay dual program—62m.—see Nov. 15 issue—(W)—(418).
DR. EHRLICH'S MAGIC BULLET, THE STORY OF—D—Edward G. Robinson, Ruth Gordon, Otto Kruger—Great biographical drama; to be exploited for high returns—103½m.—see Feb. 7 issue—(FN)—(457).
FIGHTING 69th, THE—D—James Cagney, Pat O'Brien, George Brent—A blue-chip special—90m.—see Jan. 24 issue—(FN)—(451).
FOUR WIVES—CD—Claude Rains, May Robson, Jeffrey Lynn, the Lane Sisters—Good domestic fare; should sell big to screen Lane fans—99m.—see Dec. 13 issue—(FN)—(458).
GAMBLING ON THE HIGH SEAS—MD—Wayne Morris, Jane Wyman, Gilbert Roland—Okay for the action, dual fans—58m.—see March 6 issue—(W).
GRANNY GET YOUR GUN—CD—May Robson, Harry Davenport, Hardie Albright—Nice duallier—56m.—see Jan. 10 issue—(W)—(421).
INVISIBLE STRIPES—D — George Raft, Jane Bryan, William Holden—Sell names in cast for good grosses—82m.—see Dec. 27 issue—(W)—(408).
IT ALL CAME TRUE—CD—Ann Sheridan, Jeffrey Lynn, Humphrey Bogart, Zasu Pitts, Una O'Connor, Grant Mitchell, Felix Bressart—Fair program—96m.—see April 3 issue—(W).
JUAREZ AND MAXIMILIAN—see The Mad Empress.
KING OF THE LUMBERJACKS — MD — John Payne, Gloria Dickson, Stanley Fields — Okay program meller—58m.—see March 6 issue—(W)—(422).
MAD EMPRESS, THE (Juarez and Maximilian)—D—Mede Novera, Conrad Nagel, Lionel Atwill—Duallier—72m.—see May 3 issue, under Miscellaneous, and Nov. 5 issue—(Foreign-made)—(481).
MURDER IN THE AIR—MD—Ronald Reagan, Lya Lys, Eddie Foy, Jr.—Duals and nabes—58m.—see March 6 issue.
PRIVATE DETECTIVE—MY—Jane Wyman, Dick Foran—Okay for dual support—56m.—see Nov. 29 issue—(471).
RETURN OF DOCTOR X, THE—MD—Wayne Morris, Humphrey Bogart, Rosemary Lane—Enjoyable action-packed melodrama—62m.—see Nov. 29 issue—(FN)—(464).
ROARING TWENTIES, THE—MD—James Cagney, Priscilla Lane, Humphrey Bogart—Top-notch meller, needed for big returns—106m.—see Nov. 1 issue—(W)—(403).
SATURDAY'S CHILDREN—D—John Garfield, Anne Shirley, Claude Rains—Good entertainment, rates top billing—101m.—see April 17 issue—(—)—(W).
SMASHING THE MONEY RING—MD—Ronald Reagan, Margot Stevenson—Good action duallier—57m.—see Nov. 1 issue—(FN)—(470).
TEAR GAS SQUAD—AD—Dennis Morgan, John Payne, Gloria Dickson, George Reeves—Okay action supporting fare—58m.—see April 3 issue—(W)—(423).
THREE CHEERS FOR THE IRISH—MD—Priscilla Lane, Thomas Mitchell, Dennis Morgan—High rating family program—100m.—see March 20 issue—(FN)—(465).
'TIL WE MEET AGAIN—D—Merle Oberon, George Brent, Pat O'Brien—The women will make it profitable in a big way—99m.—see April 17 issue—(456)—(FN).
VIRGINIA CITY—MD—Errol Flynn, Miriam Hopkins, Randolph Scott, Humphrey Bogart — Important money show—120m.—see March 20 issue—(W)—(404).
WE ARE NOT ALONE—D—Paul Muni, Jane Bryan, Flora Robson—Excellent drama for discriminating audiences—112m.—see Nov. 15 issue — (FN)—(458).

TO BE REVIEWED OR IN PRODUCTION

ALL THIS AND HEAVEN, TOO—Bette Davis, Charles Boyer, Jeffrey Lynn—(FN).
BROTHER ORCHID—Edward G. Robinson, Ann Sothern, Humphrey Bogart.
EPISODE—Olivia de Havilland, Eddie Albert, Jeffrey Lynn.
FLIGHT ANGELS—Virginia Bruce, Wayne Morris, Ralph Bellamy.
FUGITIVE FROM JUSTICE — Morgan Conway, Roger Pryor, Sheila Bromley.
LIFE OF KNUTE ROCKNE, THE—Pat O'Brien, Gale Page, Ronald Reagan, Albert Basserman.
SEA HAWK, THE — Errol Flynn, Brenda Marshall, Claude Rains.
THEY DRIVE BY NIGHT—George Raft, Humphrey Bogart, Ann Sheridan.
TORRID ZONE—James Cagney, Pat O'Brien, Ann Sheridan.

MISCELLANEOUS

Listed here are only those independently produced pictures, not handled by companies of nation-wide scope. Addresses of producers or distributors will be furnished on request.

ADVENTURES OF THE MASKED PHANTOM, THE—W—Monte Rawlins, Larry Mason, Betty Burgess—Low-grade western—55m.—see Dec. 27 issue—(Equity).
AMERICAN GANG BUSTERS—Documentary — No production credits—For sensational salesmanship only—64m.—see April 3 issue—(Times).
BAD BOY—D—Johnny Downs, Rosalind Keith, Helen MacKellar—Very weak indo. sell Downs—65m.—see Dec. 27 issue—(Atlas)—(A).
BEASTS OF BERLIN—see Goose Step.
BURIED ALIVE—MD—Beverly Roberts, Robert Wilcox—Exploitable prison duallier—71m.—see Dec. 13 issue, under PDC.
BURNING QUESTION, THE (Tell Your Children)—MD—Lilian Miles, Dave O'Brien, Thelma White—Exploitable anti-marijuana film—62m.—see Dec. 13 issue—(G. & H. Productions).
CITY, THE—Documentary—From an original by Pare Lorentz, with narration by Morris Carnovsky—Excellent; can be exploited—44m.—see May 31 issue—(World).
DEATH RIDES THE RANGE—W—Ken Maynard, Fay McKenzie, Charles King—Good Maynard—56m.—see Feb. 7 issue—(Colony).
DOUBLE DEAL—MD—Jeni LeGon, Monte Hawley, F. E. Miller—High-rating all-Negro entertainment—60m.—see Feb. 21 issue — (International Road Shows).
EL DIABLO RIDES—W—Bob Steele, Claire Rochelle—May do okay with the youngsters—55m.—see May 1 issue—(Metropolitan).
FIGHT FOR LIFE, THE—Documentary-D—Myron McCormick, Dudley Digges, Will Geer, Storrs Haynes—Tops for its type—69m.—see March 20 issue—(U. S. Film Service).
GEORGE WASHINGTON CARVER — HD—Dr. George Washington Carver, Booker T. Washington III, Ralph Edwards—Excellent for negroes—69m.—see May 1 issue—(Bryant).
GOOSE STEP (Hitler—Beast of Berlin; Beasts of Berlin)—MD—Roland Drew, Steffi Duna—Exploitable, topical meller, with obvious selling angles—85m.—see Nov. 1 issue, under PDC.
HELL'S ANGELS—AD—Ben Lyon, James Hall, Jean Harlow—Okay re-issue—100m.—see March 6 issue—(Astor).
HITLER—BEAST OF BERLIN—see Goose Step.
HITLER'S REIGN OF TERROR — Documentary—Narrated by Edwin C. Hill, photographed by Cornelius Vanderbilt, Jr.—Exploitation offering—56m.—see Nov. 29 issue—(Samuel Cummins).
HORRORS OF WAR—Documentary—Produced by Maple Attractions—Dual preachment picture; can be exploited—51m.—see Feb. 21 issue—(Merit).
INVISIBLE KILLER, THE—MD—Grace Bradley, Roland Drew, William Newell—Fast-moving duallier—60m.—see Jan. 24 issue, under PDC.
KEEP PUNCHING — MDMU — Henry Armstrong, Mae Johnson, Willie Bryant—Should gross okay in Negro nabes—81m.—see Dec. 13 issue—(M-O Pictures).
KILLERS OF THE WILD (Times)—see Children of the Wild.
LIGHTNING STRIKES WEST—Ken Maynard, Claire Rochelle, Dennis King—Standard Maynard—56m.—see March 6 issue—(Colony).
LIGHTS OUT IN EUROPE—Documentary—Commentary by James Hilton delivered by Fredric March — Money-making documentary—66m.—see April 17 issue—(Mayer-Burstyn).
LOST ON THE WESTERN FRONT—D—Paul Cavanaugh, Marcelle Chantel—Exploitable duallier—68m.—see Nov. 1 issue—(Standard).
MERCY PLANE—AD — James Dunn, Frances Gifford, Matty Fain—For the dual, action houses—71m.—see March 6 issue—(Producers Dist. Corp.).
MONKEY INTO MAN—Documentary—Supervised by Julian Huxley and S. Zuckerman. Commentary by John Martin—Exploitable program offering—56m.—see April 17 issue—(World Pictures Corporation).
MR. WASHINGTON GOES TO TOWN—C—F. E. Miller, Mantan Moreland, Maceo B. Sheffield—Can be sold for good returns in colored houses—65m.—see May 1 issue—(Dixie National).
NOTORIOUS ELINOR LEE, THE—MD—Edna Mae Harris, Carman Newsome, Gladys Williams—Weak offering for all-Negro houses—104m.—see Jan. 24 issue—(Micheaux Productions).
ONE DARK NIGHT—DMU — Mantan Moreland, Betty Treadville, Josephine Pearson—Tops for Negro audiences—81m.—see Dec. 13 issue—(Million Dollar Productions).
PAL FROM TEXAS, THE—W—Bob Steele, Claire Rochelle, Josef Swickard—Our Bob is done better by—52m.—see March 6 issue—(Metropolitan).
PHANTOM RANCHER — Ken Maynard, Dorothy Short, Harry Harvey—Actionful Maynard—60m.—see Jan. 24 issue—(Colony).
POCOMANIA—MD—Nina Mae McKinney, Jack Carter, Ida James—Top Negro entry—65m.—see Dec. 13 issue—(Lenwal).
PORT OF HATE—MD—Polly Ann Young, Kenneth Harlan—Weak indo for bottom of nabe duals—57m.—see Aug. 23 issue—(Metropolitan).
SAGEBRUSH FAMILY TRAILS WEST, THE—W—Bobby Clark, Earl Hodgins, Joyce Bryant—Just another western, with a kid star—58m.—see March 6 issue—(PDC).
SECRETS OF A MODEL — MD — Sharon Lee, Harold Daniells, Julien Madison—Very low-rating duallier—58m.—see Feb. 21 issue—(Time Pictures)—(A).
SHE GOES TO WAR—MD—Eleanor Boardman, John Holland—War from the women's angle—55m.—see Nov. 15 issue—(Mitchell Leichter).
SON OF INGAGI—MD—Alfred Grant, Daisy Bickford, Laura Bowman—Exploitable for the Negro trade—66m.—see Jan. 24 issue—(Sack).
STRAIGHT SHOOTER—W—Tim McCoy, Julie Sheldon, Ben Corbett, Ted Adams—All McCoy and an hour long!—60m.—see Nov. 15 issue—(Victory).

TELL YOUR CHILDREN—see The Burning Question.

TEN NIGHTS IN A BARROOM—MD—Hal Skelly, Zita Johann—Those nights are here again!—61m.—see Nov. 15 issue—(B&M Pictures).

TEXAS RENEGADES — W — Tim McCoy, Nora Lane, Harry Harvey—Tim McCoy returns — 56m. — see March 6 issue—(Producers Distributing Corp.).

THEY WENT TO WAR (Let's Pretend We're Sweetheerts; Flirting With Death)—CD—Lola Lane, Chic Chandler, George Meeker—Better than average independent—68m.—see May 31 issue—(Imperial).

TORTURE SHIP—MD—Lyle Talbot, Jacqueline Wells, Irving Pichel—Entertaining indie programmer—62m. see Nov. 1 issue, under PDC.

TUMBLEWEEDS—W—William S. Hart, Barbara Bedford—Revival which can get results if exploited—88m.—see May 17 issue—(Astor).

UNASHAMED, THE—Sex—Rae Kidd, Robert Stanley, Lucille Shearer—Sexer, depends on locality—66m. —see April 17 issue—(Cine-Grand)—(A).

WHY THIS WAR?—Documentary—No credits—Exploitable documentary—81m.—see Nov. 1 issue—(Samuel Cummins).

FOREIGN

Listed here are imported productions and all foreign-language pictures of whatever origin, when such pictures are not a part of the regular release schedule of an independently listed producer-distributor.

ALPINE PASSION (Amore sulle Alpi)—MD—Gustave Diesel, Simona Bourday—Esperia has done better—74m.—see Nov. 15 issue—(Esperia)—(A).

AMICIZIA—see Friendship.

AMORE SULLE ALPI—see Alpine Passion.

ARIA DEL CONTINENTE, L'—see The Continental Way.

BAKER'S WIFE, THE (La Femme du Boulanger)—MD —Raimu, Ginette Leclerc, Charles Moulin—Corking French success; can reap a box-office harvest among the arty—99m.—see Feb. 7 issue — (The Baker's Wife, Inc.)—(A).

BETE HUMAINE, LA—see Human Beast.

BETWEEN TWO WORLDS (Una Donna tra Duo Mondi) —MD—Isa Miranda, Vassa Prihoda, Assia Noris—Very satisfactory Italian fare—80m.—see Feb. 21 issue—(Esperia).

BLACK PIRATE, THE—see Il Corsaro Nero.

BLESSED MOTHER CABRINI, THE—Documentary—For Catholics in general; the Italian ones in particular —71m.—see April 3 issue—(Roma Film).

CAPTAIN MOONLIGHT—MD—John Garrick, Winifred Shotter, Stanley Holloway—Satisfactory for bottom of nabe duallers—64m.—see May 1 issue—(English-made)—(Atlas).

CITADEL OF SILENCE, THE (La Citadel de Silence)— D—Annabelle, Pierre Renoir, Bernard Lancret—Swell art and French stuff—90m.—see Jan. 10 issue—(Film Alliance)—(A).

CLAUDINE—MD—Blanchette Brunoy, Max Dearly, Margo Lion—Gallic picture making at its best—82m.— see April 17 issue—(French Motion Picture Corporation).

CONDOTTIERI (The Leaders) — Same as Giovanni de Medici, the Leader, q. v.

CONFLICT—see The Affair Lafont.

CONTINENTAL WAY, THE (L'Aria del Continente)— CD—Angelo Musco, Leda Gloria—Excellent Italian comedy—82m.—see Nov. 29 issue—(Esperia).

CORSARO NERO, IL (The Black Pirate)—MD—Ciro Verrati, Silvana Jachino — For foreign-language, particularly Italian, houses—96m.—see Dec. 27 issue—(Esperia).

DEVIL IS AN EMPRESS, THE (Le Jouer d'Echecs)—D —Conrad Veidt, Francoise Rosay, Micheline Francey—Among the better French films—75m.—see Dec. 13 issue—(Columbia).

DOCTOR ANTONIO (Il Dottor Antonio)—D — Ennio Cerlesi, Maria Gambarelli, Lamberto Picasso—Box-office success for Italian nabes—103m.—see Dec. 27 issue—(Itala Films).

DONNA TRA DUO MONDI, UNA — see Between Two Worlds.

DOTTER ANTONIO, IL—see Doctor Antonio.

ENTENTE CORDIALE—D—Victor Francen, Gaby Morlay, Arlette Marchal—Timely Gallic import—93m. —see Jan. 10 issue—(Concord).

ERAVAMO SETTE VEDOVE — see We Were Seven Widows.

FACE BEHIND THE SCAR, THE—MD—Griffith Jones, Rosalyn Boulter, Ellis Jeffreys—Bottom dualler—73m.—see March 20 issue—(Film Alliance of

FEMME DU BOULANGER, LA—see The Baker's Wife.

FIRST FILM CONCERT, THE—MU — No production credits available—Extremely attractive fare for the arty—52m.—see Nov. 15 issue—(World).

FLORJAN—D—Kazimierz Junosza-Stepowski, Stanislawa Engelowna, Tadewsz Fijewski — Strictly for the Poles—95m.—see April 3 issue—(Elektra Film).

FRIENDSHIP (Amicizia)—CD—Elsa Merlini, Nino Besozzi, Enrico Viarisio—Roman holiday for Italian houses—75m.—see March 20 issue—(Esperia).

GHOST CAMERA, THE—MD—Ida Lupino, Henry Kendall, John Mills—British import for the nabes and duals—52m.—see Feb. 21 issue—(Olympia).

GIOVANNI DE MEDICI, THE LEADER (Condottieri [The Leaders])—D — Lula Trenker, Loris Gizzi, Laure Nucci—Okay for Italian audiences—88m.—see Jan. 24 issue—(Esperia).

GOLDEN KEY, THE—Fantasy—Puppets and voices operated by A. Shagin, et al.—Corking foreign fantasy —70m.—see Jan. 10 issue—(Amkino).

GREAT LIGHT, THE (Montevergine)—D—Amadeo Nazzari, Leda Gloria, Carlo Duse—Great fare for Italians and Catholics—88m. — see April 3 issue— (Esperia).

HIDDEN MENACE, THE—MD—Otto Kruger, Gertrude Michael, John Clements—Okay English production for nabe dual support—56m.—see April 17 issue— (Alliance).

HO PERDUTO MIO MARITO—see My Husband Is Lost.

HUMAN BEAST (La Bete Humaine)—D—Jean Gabin, Simone Simon, Ledoux—For art houses; for others, sell sex, Simon, and Gabin—79m.—see March 6 issue—(Juno Films)—(A).

IDEAL MARRIAGE (Un Matrimonio Ideale) — CD — Assia Noris, Umberto Melnati, Gino Cervi—Very good Italian product—84m.—see Dec. 27 issue— (Esperia).

IRELAND'S BORDER LINE—CD—Jimmy O'Dea, Myrette Morven—Top Irish product—64½m.—see Nov. 1 issue—(William Alexander).

JAAKARIN MORSIAN—see Soldier's Bride.

JOUER D'ECHECS, LE—see The Devil is an Empress.

JUST LIKE A WOMAN—CD—Gertrude Michael, John Lodge—Fair English production—73m.—see Nov. 1 issue—(Alliance).

KATIA—D—Danielle Darrieux, John Loder—Superb Gallic production; exploitable—80m. — see Dec. 13 issue—(Mayer-Burstyn)—(A).

KING OF DIAMONDS (Re de Denari)—CD — Angelo Musco, Rosina Anselmi, Mario Pisu—Great Italian comedy—84m.—see Jan. 10 issue—(Esperia).

KLIATSHE, DI—see Light Ahead.

LAST DESIRE—D—Raimu, Jacqueline Delubac, Pierre Brasseur—Sell sex—77m. — see Jan. 24 issue— (Transatlantic)—(A).

LEADERS, THE—see Condottieri (same as Giovanni de Medici, the Leader, q. v.).

LET'S PRETEND WE'RE SWEETHEARTS — see They Went to War.

LIFE OF GUISEPPE VERDI, THE—DMU—Beniamino Gigli, Gaby Morlay, Fosco Ginchetti—Box office per se for Italians; exploit for arty profit—115m.—see April 3 issue—(Esperia).

LIFE ON THE HORTOBAGY—Documentary—Janos Cinega, Mrs. Janos Cinega, Istvan Kanyasi—Exploitable Hungarian bit — 70m.—see Feb. 7 issue— (Cummins).

LITTLE MISS MOLLY—MD—Maureen O'Hara, Binkie Stuart, Tom Burke—Pleasant Irish offering—64m. —see March 20 issue—(Alliance Films).

LOVE IN OLD NAPLES (Napoli d'Altri Tempi)—MDMU —Emma Grammatica, Vittorio de Sica, Elisa Cegani—Excellent Roman fare—93m.—see Feb. 7 issue—(Esperia).
U. S.).

LOUISE—Opera — Grace Moore, Georges Thill, Andre Pernet—Worthy of playing time anywhere—72m.— see Feb. 21 issue—(Mayer-Burstyn).

MACUSHLA (My Darlin')—MD—Pamela Wood, Jimmy Magooan, Max Adrian—Can be sold nicely to sons and daughters of Erin—80m.—see Jan. 24 issue— (Transatlantic).

MADAM MINISTER DANCES (Pani Minister Tanczy)— CMU — Aleksander Zabczynski, Tola Mankiewiczowna, Joseph Orwid — Strictly for the Polish— 87m.—see April 17 issue—(Polish-American).

MARSEILLAISE — D — Pierre Renoir, Lise Delamare— Fair French cinema—80m.—see Nov. 15 issue— (World Pictures).

MATRIMONIO IDEALE, UN—see Ideal Marriage.

MILL ON THE FLOSS, THE—D—Geraldine Fitzgerald, Frank Lawton — Outstanding British attraction— 78m.—see Nov. 15 issue—(Standard).

MIRELE EFROS—MD—Berta Gersten, Michael Rosenberg—Should pull tears and cash—87m.—see Nov. 1 issue—(Credo Pictures).

MR. MAX (il Signor Max)—C—Vittoria DeSico, Assia Noris—Outstanding Italian comedy—86m.—see Oct. 18 issue—(Esperia).

MONTEVERGINE—see The Great Light.

MOTEL, THE OPERATOR—DMU—Chaim Tauber, Malvina Rappel, Seymour Rechzeit—Mediocre Yiddish celluloid—80m.—see Jan. 24 issue—(Cinema Service Corporation).

MY DARLIN'—see Macushla.

MY HUSBAND IS LOST (Ho Perduto Mio Marito)—CD —Nino Besozzi, Paola Borboni—Okay Italian comedy—87m.—see Nov. 1 issue—(Esperia)—(A).

NAPLES THAT NEVER DIES (Napoli che Non Muore) —Maria Glory, Fosco Giacchetti, Paola Barbara— Italian fans will go big for this—90m.—see March 20 issue—(Itala Films).

NAPOLI CHE NON MUORE—see Naples That Never Dies.

NAPOLI D'ALTRI TEMPI—see Love in Old Naples.

NORTH SEA PATROL—MD—Geoffrey Toone, Judy Kelly —Pleasing, timely programmer that can be sold— 69m.—see Nov. 15 issue—(Alliance Films).

OUTSIDER, THE—MD—George Sanders, Mary Maguire, Barbara Blair—High-rating English import—90m. —see March 20 issue—(Alliance Films).

OVERTURE TO GLORY—D—Moishe Oysher, Florence Weiss, Baby Winkler—Fair tear-jerker; sell Moishe Oysher—85m.—see Feb. 21 issue—(Elite).

PANI MINISTER TANCZY—see Madam Minister Dances.

PEOPLE, ETERNAL, A—D—Conrad Veidt, Marie Ney— Weak Yiddish offering—65m.—see Nov. 15 issue— (Henry Lynn).

RASPUTIN—D—Harry Baur, Marcelle Chantal—Superb Gallic production—93m.—see Nov. 1 issue—(Concord Films)—(A).

RE DI DENARI—see King of Diamonds.

SECOND BUREAU—D—Marta LaBarr, Charles Oliver— Okay spy drama—66m.—see Nov. 1 issue—(Film Alliance of U. S.).

SHORS—D—E. Samoilov, I. Skuratov — For left-wing audiences—92m.—see Nov. 29 issue—(Amkino).

SIGNOR MAX, IL—see Mr. Max.

SKELETON ON HORSEBACK—D—Hugh Haas, Zdanek Stepanek, Bedrich Karen—Exploitable Czecho-Slovak attraction—78m.—see Feb. 21 issue—(Carl Laemmle, Jr.).

SOLDIER'S BRIDE (Jaakarin Morsian)—MD—Tuulikki Paananen, Ritva Aro, Tuli Arjo — Should make dough for Finnish houses—83m.—see Dec. 27 issue —(Werner F. Savela).

SORPRESE DE UN MATRIMONION, LE—see The Surprises of Matrimony.

SOS MEDITERRANEAN — MD — Pierro Fresnay, Rolf Wanka, Kim Peacock, Nadine Vogel—Should make money for foreign and art theatres—78m.—see Jan. 24 issue—(Vedis Films).

SUICIDE LEGION—MD—Tullio Carminati, Lilli Palmer, John Garrick—Inferior English-made offering—54m. see April 17 issue—(Film Alliance)—(A).

SURPRISES OF MATRIMONY, THE (Le Sorprese de un Matrimonion)—CD—Vittorio DeSica, Elisa Cegani —For Italians only—118m.—see Nov. 1 issue—(Columbe)—(A).

SQUADRONE BIANCO, LO (The White Squadron)— D—Fosco Giachetti, Antonio Centa, Fulvia Lanzi— Good drama for the art-foreign, Italian houses— 98m.—see Nov. 29 issue—(Esperia).

TEVYA—MD—Maurice Schwartz, Miriam Riselle, Rebecca Weintraub—Box office for Yiddish houses— 93m.—see Jan. 24 issue—(Mayman).

THAT THEY MAY LIVE—D—Victor Francen, Line Noro, Marie Lou, Jean-Max—Spectacular French anti-war piece—73m.—see Nov. 1 issue—(Mayer-Burstyn) —(A).

THEY WANTED PEACE — D—F. Bagashvili, Tamara Markarova, S. Smirnova—Left-wing fare—73m.— see Jan. 24 issue—(Amkino).

THUNDER OVER PARIS—D—Erich von Stroheim, Mareille Balin—Plug timeliness and Von Stroheim— 82m.—see Nov. 29 issue—(Transatlantic)—(A).

TIMBERLAND TERROR (Paid to Kill) — AD — Frank Leighton, Shirley Ann Richards, Campbell Coplin— Good action dual support—66m.—see Feb. 21 issue—(Hoffberg).

TWO'S COMPANY—C—Ned Sparks, Mary Brian, Patric Knowles—Bottom dualler for houses which can play British product—64m.—see Dec. 27 issue — (B. & D.).

ULTIMATUM—D—Erich von Stroheim, Dita Parlo, Bernard Lancret—Excellent Gallic cinema—73m.— see Feb. 21 issue—(Hoffberg).

UNDER THE SOUTHERN CROSS (Sotto la Croce del Sud)—D—Doris Duranti, Antonio Centa—Tops for Italian houses — 81m.—see June 18 issue—(Esperia).

VENGEANCE OF THE DEEP—MD—Lloyd Hughes, Shirley Richards, Sidney Wheeler—Poor English-made offering—62m.—see Feb. 21 issue — (Time Pictures).

WE WERE SEVEN WIDOWS (Eravamo Sette Vedove)— CD—Antonio Gandusio, Nino Taranto, Vincent Scarpetta — Great for Italian audiences — 82m. — see March 6 issue—(Esperia).

WHITE SAVAGE (Uncivilized)—D—Dennis Hoey, Margot Rhys, Ashton Jerry—Dualler, but can be exploited to advantage—72m.—see Dec. 27 issue— (Box-Office Attractions)—(A).

The Shorts Check-Up

Of All Shorts Released Nationally Since October 20, 1939

COLUMBIA

Two Reel

COMEDIES

'39-'40 (26)

Andy Clyde Gets Spring Chicken (F) — A. Clyde — Dec. 15 — 19m.
A-Plumbing We Will Go (G) — 3 Stooges — Apr. 19 — 17m.
Awful Goof, The (G) — C. Chase — Dec. 22 — 17m.
Glove Slingers (G) — N. Beery, Jr. — Nov. 24 — 18m.
Heckler, The (G) — C. Chase — Feb. 16 — 17m.
Money Squawks — A. Clyde — Apr. 5 — —m.
Mr. Clyde Goes to Broadway (G) — A. Clyde — Feb. 2 — 17m.
Nothing But Pleasure (G) — B. Keaton — Jan. 5 — 17½m.
Pardon My Berth Marks (F) — B. Keaton — Mar. 22 — 16m.
Rockin' Thru the Rockies (G) — 3 Stooges — Mar. 8 — 18m.
South of the Boudoir — C. Chase — May 17 — —m.
Teacher's Pest (G) — C. Chase — Nov. 3 — 16½m.
Three Sappy People (E) — 3 Stooges — Dec. 1 — 18½m.
You Natzy Spy (E) — 3 Stooges — Jan. 19 — 18m.
You're Next! — W. Catlett — May 3 — —m.

SERIALS

'39-'40 (4)

Deadwood Dick — July 19 — 15 ep.
Shadow, The (E) — V. Jory, V. Borg — Jan. 5 — 15 ep.
Terry and the Pirates (G) — Apr. 12 — 15 ep.

One Reel

CINESCOPES

'39-'40 (6)

Berth of a Queen, The (F) — 10m.
Fashion Takes a Holiday (F) (Color) — Mar. 8 — 11m.
Threads of a Nation, The (F) (Cinecolor) — Feb. 9 — 11m.
World of 1960 (E) — Dec. 22 — 9m.

COLOR RHAPSODIES

'39-'40 (16)

Blackboard Revue (F) — Mar. 15 — 7m.
Boy, a Gun and Birds, A (F) — Jan. 12 — 7½m.
Egg Hunt, The — May 31 — 7½m.
Greyhound and the Rabbit, The (F) — Apr. 19 — 7½m.
Happytots' Expedition, The (G) — Feb. 9 — 6½m.
Mother Goose in Swingtime (G) — Dec. 8 — 7m.
Mountain Ears (G) — Nov. 3 — 7m.

COMMUNITY SINGS

'39-'40 (10)

No. 4—Stephen Foster Songs (E) — Nov. 17 — 11m.
No. 5—Gypsy Songs (F) — Dec. 29 — 10m.
No. 6—Songs of Hit Parade — May 10 — —m.

FABLES

'39-'40 (6)

Barnyard Babies — June 14 — —m.
Park Your Baby (F) — Dec. 22 — 6m.
Practice Makes Perfect (B) — Apr. 5 — 6m.

FOOLS WHO MADE HISTORY

'39-'40 (6)

Goodyear, Charles, The Story of (G) — Oct. 6 — 10½m.

HAPPY HOUR SPECIALS

'39-'40

Building of Boys (E) — Oct. 12 — 11m.

NEWS WORLD OF SPORTS

'39-'40 (12)

Flying Targets (G) — Feb. 16 — 10m.
Jai Alai (G) — Nov. 30 — 8½m.
Roughouse Fiesta (E) — Mar. 8 — 10m.
Skiing Technique (G) — Jan. 19 — 9½m.
Sport of Kings — May 24 — —m.
Tomorrow's Stars (E) — Apr. 19 — 9m.

PHANTASIES

'39-'40 (10)

Man of Tin (F) — Feb. 23 — 6½m.
Millionaire Hobo (B) — Nov. 24 — 7m.
Mouse Exterminator, The (F) — Jan. 26 — 6½m.
News Oddities — May 10 — —m.

SCREEN SNAPSHOTS

'39-'40 (12)

No. 2 — Animal Actors and Trainers (E) — Nov. 10 — 10m.
No. 3—Outdoor Parties (G) — Dec. 1 — 10m.
No. 4—Behind the Scenes in Hollywood (G) — Jan. 5 — 10m.
No. 5 — Art and Artists (E) — Feb. 23 — 11m.
No. 6—Hollywood Recreations (F) — Mar. 29 — 9m.
No. 7 — May 3 — —m.
No. 8 — June 7 — —m.

TOURS

'39-'40 (8)

Beautiful Switzerland (G) — Nov. 17 — 10m.
Historic Cities of India (G) — Oct. 27 — 10m.
Life in Paris (E) — Dec. 22 — 11m.
New Hampshire, the Ninth State (F) (Cosmocolor) — Feb. 9 — 11m.
Pleasurebound in Canada — May 3 — —m.
Unveiling Algeria (E) — Mar. 1 — 10m.

WASHINGTON PARADE

'39-'40 (6)

No. 1—Smithsonian Institution (G) — Nov. 10 — 11m.
No. 2—U. S. Treasury, Bureau of Printing and Engraving (G) — Dec. 29 — 11m.
No. 3—Inside the Federal Bureau of Investigation (E) — Feb. 9 — 11m.
No. 4—Social Security — Apr. 26 — —m.

METRO

Two Reel

SPECIALS

(Technicolor)

Flag Speaks, The (E) — June 14 — 20m.

CRIME DOESN'T PAY (6)

Drunk Driving (E) — Oct. 28 — 21m.

'39-'40 (6)

Jack Pot (E) — Mar. 9 — 20m.
Know Your Money (E) — Jan. 27 — 21m.
Pound Foolish (E) — Dec. 23 — 20m.

One Reel

CARTOONS (11)

(Technicolor)

Blue Danube, The (E) — Dec. 16 — 7m.

'39-'40 (18)

Fishing Bear, The (G) — Jan. 10 — 8m.
Home on the Range (G) — Mar. 23 — 9m.
Mad Maestro, The (G) — Dec. 30 — 8m.
Peace on Earth (E) — Dec. 9 — 8m.
Puss Gets the Boot (G) — Feb. 10 — 9m.

FITZPATRICK TRAVELTALKS

(Technicolor)

'39-'40 (12)

Calling on Colombia (G) — Mar. 16 — 10m.
Land of Alaska Nellie (F) — Dec. 23 — 9m.
Night Descends on Treasure Island (E) — Jan. 26 — 9m.
Old Natchez on the Mississippi (G) — Dec. 30 — 9m.
Quaint Saint Augustine (E) — Nov. 4 — 9m.
Seattle, Gateway to the Pacific Northwest (G) — Feb. 17 — 9m.
Sitka and Juneau — Apr. 13 — 9m.

MINIATURES

'39-'40 (9)

Door Will Open, A (E) — Mar. 9 — 11m.
Mendelssohn's Wedding March (G) (Technicolor) — Nov. 4 — 8m.
Miracle at Lourdes (E) — Dec. 30 — 11m.
Northward Ho! (E) — Feb. 10 — 9m.
Old South, The (E) — Jan. 20 — 10m.
When Turf Meets Surf (G) — Jan. 6 — 11m.

OUR GANG COMEDIES

'39-'40 (8)

Alfalfa's Double (F) — Jan. 20 — 11m.
All About Hash — Mar. 30 — 11m.
Big Premiere, The (F) — Mar. 9 — 10m.
Dad for a Day (G) — Oct. 21 — 11m.
New Pupil, The — Apr. 27 — —m.
Time Out for Lessons (G) — Dec. 2 — 11m.

PASSING PARADE

'39-'40 (8)

Forgotten Victory (E) — Dec. 9 — 11m.
XXX Medico (E) — Mar. 23 — 10m.

PETE SMITH SPECIALTIES (15)

'39-'40 (13)

Domineering Male, The (E) — Mar. 30 — 10m.
Let's Talk Turkey (G) — Oct. 26 — 10m.
Maintain the Right (G) — Jan. 13 — 10m.
Romance of the Potato (G) — Dec. 9 — 9m.
Ski Birds (E) — Nov. 18 — 8m.
Stuffie (G) — Mar. 2 — 9m.
What's Your I. Q.? (G) — Feb. 10 — 8m.

ROBERT BENCHLEYS

'39-'40 (4)

Home Movies (G) — Feb. 17 — 7m.
See Your Doctor (G) — Dec. 16 — 8m.
That Inferior Feeling (G) — Jan. 20 — 9m.

PARAMOUNT

One Reel

COLOR CLASSICS

(Technicolor)

'39-'40 (5)

Ants in the Plants (G) — Mar. 15 — 7m.
Kick in Time, A — May 3 — —m.
Little Lambkin (G) — Feb. 2 — 7m.

COLOR CRUISES

(Cinecolor)

'39-'40 (7)

Argentina (F) — Apr. 5 — 9m.
Chile (B) — Nov. 10 — 10m.
Cuba (B) — Jan. 5 — 9m.
Isle of Columbus (F) — Feb. 9 — 10m.

HEADLINERS

'39-'40 (10)

Dorsey, Jimmy, & Orchestra (G) — Feb. 2 — 11m.
Have You Met Yvette?
Paul Baron and Orchestra — Apr. 19 — —m.
Here's Hal (E) — Hal Kemp and Orch. — Nov. 24 — 10m.
Moments of Charm of 1940 (E)
Phil Spitalny and Girl Orchestra (Technicolor) — Oct. 27 — 10m.
Olsen, George, and His Music (G) — Mar. 8 — 11m.
Paramount Presents Frankie Masters (F) — Dec. 29 — 11m.

PARAGRAPHICS

'39-'40 (10)

Bits of Life (G) — Nov. 17 — 11m.
Not So Dumb (E) — Mar. 15 — 10m.
Paramount Pictorial (F) — Feb. 16 — 11m.
Sugar Wind (F) — Jan. 19 — 9m.
Television Preview — Apr. 19 — —m.
Touchdown Review (G) — Dec. 22 — 10m.

POPEYE CARTOONS

'39-'40 (12)

Females Is Fickle (G) — Mar. 8 — 7m.
Me Feelin's Is Hurt (F) — Apr. 12 — 7m.
Never Sock a Baby (G) — Nov. 3 — 6m.
Onion Pacific — May 10 — —m.
Shakespearean Spinach (G) — Jan. 19 — 7m.
Stealin' Ain't Honest (F) — Mar. 29 — 6m.
Wimmin Is a Myskery — May 31 — —m.

POPULAR SCIENCE

(Cinecolor)

'39-'40 (6)

No. 2 (E) — Nov. 3 — 11m.
No. 3 (G) — Dec. 15 — 11m.
No. 4 (E) — Feb. 16 — 11m.
No. 5 — Apr. 26 — —m.

SPORTLIGHTS

'39-'40 (13)

Aqua-Rhythm (G) — Nov. 24 — 10m.
Blue Streak, The (G) — Apr. 19 — 10m.
Bowling Skill (G) — Jan. 26 — 10m.
Dog is Born, A (G) — Nov. 3 — 10m.
Human Fish (G) — Feb. 23 — 10m.
Judo Experts (G) — Dec. 15 — 10m.
Two of a Kind (G) — Mar. 22 — 10m.

STONE AGE CARTOONS

'39-'40

Foul Ball Player, The — May 10 — —m.
Granite Hotel — Apr. 26 — —m.
Ugly Dino, The — May 24 — —m.
'Way Back When a Night Club Was a Stick — Apr. 12 — —m.
'Way Back When a Nag Was Only a Horse (F) — Mar. 15 — 7m.
'Way Back When a Triangle Had Its Points (G) — Feb. 9 — 8m.

SYMPHONIC SERIES

'39-'40 (3)

Merry Wives of Windsor (E) — Oct. 27 — 9m.
William Tell (E) — Nov. 24 — 11m.

UNUSUAL OCCUPATIONS

(Cinecolor)

'39-'40 (6)

No. 2 (E) — Nov. 17 — 11m.
No. 3 (G) — Jan. 19 — 11m.
No. 4 (G) — Mar. 29 — 10m.
No. 5 — May 31 — —m.

RKO-RADIO

Two Reel

EDGAR KENNEDY COMEDIES

'39-'40 (6)

Kennedy the Great (G) — Dec. 8 — 19m.
Mutiny in the County — May 3 — 17m.
Slightly at Sea (F) — Feb. 9 — 16m.

LEON ERROL COMEDIES

'39-'40 (6)

Scrapplly Married (F) — Mar. 1 — 20m.
Truth Aches (G) — Nov. 3 — 19m.

THE MARCH OF TIME

'39-'40 (13)

No. 3 — Uncle Sam, the Farmer (G) — Oct. 27 — 18m.
No. 4 — Newsfronts of War, 1940 (E) — Nov. 24 — 19m.
No. 5—Crisis in the Pacific (G) — Dec. 22 — 17m.
No. 6—The Republic of Finland, 1919-1940 (E) — Jan. 19 — 18m.
No. 7 — The Vatican of Pius XII (G) — Feb. 16 — 18m.
No. 8 — Canada at War (G) — Mar. 15 — 18m.
No. 9—America's Youth —1940 (G) — Apr. 12 — 19m.
No. 10 — May 10 — —m.

RADIO FLASH COMEDIES

'39-'40 (8)

Chicken Feed (B) B. Gilbert ..... Jan. 19 18m.
Coat Tales (G) J. Prouty ..... Nov. 17 18m.
Goodness! A Ghost (F) H. Langdon ..... July 5 16m.
Twincuplets (G) Stroud Twins ..... Apr. 12 20m.

WESTERN MUSICALS

'39-'40 (4)

Bandits and Ballads (F) . Dec. 29 17m.
Corralling a School Marm June 14 20m.
Molly Cures a Cowboy (F) ..... Mar. 22 19m.

One Reel

INFORMATION PLEASE

'39-'40 (13)

No. 3—Clarence Budington Kelland (G) ..... Nov. 3 10m.
No. 4 — Deems Taylor (E) ..... Dec. 1 11m.
No. 5—Christopher Morley (G) ..... Dec. 29 10m.
No. 6 — Gene Tunney (G) ..... Jan. 26 11m.
No. 7 — Clarence Buddington Kelland (G) . Feb. 23 10½m.
No. 8—Ruth Gordon (G) Mar. 22 10m.
No. 9—Elmer Davis .... Apr. 19 —m.
No. 10—Deems Taylor .. May 17 —m.
No. 11—Christopher Morley ..... June 14 —m.
No. 12—Ruth Gordon .. July 12 —m.
No. 13—Elmer Davis ... Aug. 9 —m.

REELISMS

'39-'40 (13)

Air Army ..... Apr. 26 —m.
American Royal (G) ... Nov. 10 9m.
Hollywood ..... July 19 —m.
Men of Muscle (G) .... Jan. 5 9m.
Navajo Land (F) ..... Mar. 1 10m.
Pursuit Planes ..... June 21 —m.
Siege (E) ..... Mar. 29 10m.
Stray Lamb ..... May 24 —m.
Unarmed ..... Aug. 16 —m.
Vacation Diary (G) .... Feb. 2 10m.
West Wall, The (E) .... Dec. 8 10m.

SPORTSCOPES

'39-'40 (13)

Aqua Poise (G) ..... Jan. 19 9m.
Court Favorites (G) .... Apr. 12 9m.
Flycasting (E) ..... Mar. 15 9m.
Hurdle Hoppers ..... May 10 —m.
Ice Cutters (F) ..... Oct. 27 9m.
Ponnant Chasers (G) ... Feb. 16 9m.
Sky Game (E) ..... Dec. 22 9m.
Sky Sailors ..... July 5 —m.
Wind Blown ..... June 7 —m.
Winter Playground (E) . Nov. 24 9m.

WALT DISNEY CARTOONS (18)

(Technicolor)

'39-'40 (18)

Billposters, The ..... May 17 —m.
Day in a Dog's Life .... —m.
Donald's Dog Laundry (E) ..... Apr. 5 8m.
Donald's Outboard Motor. June 28 —m.
Donald's Vacation ..... —m.
Magician Mickey ..... —m.
Mr. Duck Steps Out .... June 7 —m.
Riveter, The (E) ..... Mar. 15 7m.
Tugboat Mickey (G) ... Apr. 26 7m.

REPUBLIC

SERIALS (4)

Zorro's Fighting Legion R. Hadley, S. Darcy .. Dec. 16 12 ep.

'39-'40 (4)

Adventures of Red Ryder Don Red Barry ..... 12 ep.
Drums of Fu Manchu (E) H. Brandon ..... Mar. 15 15 ep.
King of the Royal Mounted ..... 12 ep.
Lone Texas Ranger, The. 15 ep.

20th CENTURY-FOX

One Reel

ADVENTURES OF A NEWSREEL CAMERAMAN

'39-'40 (4)

Filming the Fleet (E) .. Oct. 27 11m.
Sky Fighters (E) ..... Dec. 8 10m.

DRIBBLEPUSS PARADE

'39-'40 (6)

Labor Savers (G) ..... Apr. 12 9m.
Silly Season, The (F) .. Jan. 5 10m.

FASHION FORECAST

(Technicolor)

'39-'40 (4)

No. 6—Winter Fashions (E) ..... Dec. 22 10m.
No. 7 — Spring Fashions (E) ..... Mar. 29 10m.

MAGIC CARPET OF MOVIETONE

'39-'40 (6)

Aghilcen Pinnacles, The (G) ..... Nov. 10 11m.
Climbing the Spirit's Home (E) ..... May 10 10m.
Flying Stewardess (G) .. Mar. 15 10m.
Kangaroo Country (F) .. Feb. 2 10m.
Valley of Ten Thousand Smokes (E) ..... Feb. 16 10m.

SPORTS REVIEWS

'39-'40 (6)

Clocking the Jockies (G) . Nov. 24 11m.
Following the Hounds (E) ..... Mar. 1 10m.
(Technicolor)
Over the Seven Seas (E) Apr. 26 10m.
Topnotch Tennis (F) .. Jan. 19 10m.

TERRYTOONS

'39-'40 (26)

Black and White

All's Well That Ends Well (F) ..... Mar. 8 6m.
Dog in a Mansion (B) .. Jan. 12 7m.
Edgar Runs Again (F) . Jan. 26 6m.
Hare and Hounds (F) .. Feb. 23 7m.
Hitch-Hiker, The ..... Dec. 1 7m.
Ice Pond, The (F) .... Dec. 15 7m.
It Must Be Love (F) ... Apr. 5 7m.
One Mouse in a Million (F) ..... Nov. 3 7m.
Wot's All the Shootin' Fer ..... May 3 —m.

Technicolor

Catnip Capers ..... May 31 —m.
First Robin, The (F) .. Dec. 29 7m.
Harvest Time (F) ..... Feb. 9 7m.
Just a Little Bull (F) .. Apr. 19 7m.
Much Ado About Nothing (G) ..... Mar. 22 6m.
Wicky-Wacky Romance (F) ..... Nov. 17 7m.

UNIVERSAL

Two Reel

COMEDY RE-ISSUES

Ooh, La, La (F) S. Summerville ..... Jan. 1 19m.
We, We, Marie (F) S. Summerville ..... Jan. 1 20m.

MUSICALS

'39-'40 (13)

Bullets and Ballads (F) Fanchonettes, Armida . Feb. 14 17½m.
Folies Parisienne (F) .. Apr. 17 18m.
International Revels (G) W. Sabbot, J. Collins . Mar. 13 17m.
Rhumba Land (G) W. Shaw ..... Nov. 15 18m.
Rhythm Jamboree (E) J. Starr ..... Jan. 17 18m.
Snow Follies (F) L. Roth, King Sisters . Dec. 13 18m.
Swingin' in the Barn Texas Jim Lewis and Band ..... May 15 —m.

SERIALS

'39-'40 (4)

Flash Gordon Conquers the Universe (E) L. Crabbe ..... Apr. 9 12 ep.
Green Hornet, The (G) G. Jones, A. Nagel .. Jan. 9 13 ep.

One Reel

GOING PLACES

'39-'40 (15)

No. 68 (G) ..... Nov. 13 9m.
No. 69 (G) ..... Dec. 11 8m.
No. 70 (G) ..... Dec. 25 8m.
No. 71 (G) ..... Jan. 15 9m.
No. 72 (G) ..... Feb. 5 9m.
No. 73 (F) ..... Feb. 26 8½m.
No. 74 (E) ..... Mar. 18 9m.
No. 75 (G) ..... Apr. 29 9m.
No. 76 ..... May 13 9m.
No. 77 ..... May 20 —m.

STRANGER THAN FICTION

'39-40 (15)

No. 68 (F) ..... Nov. 6 9m.
No. 69 (G) ..... Dec. 4 9m.
No. 70 (G) ..... Dec. 18 9m.
No. 71 (G) ..... Jan. 8 9m.
No. 72 (F) ..... Jan. 29 8½m.
No. 73 (F) ..... Feb. 19 9m.
No. 74 (G) ..... Mar. 11 8½m.
No. 75 (F) ..... Apr. 15 9m.
No. 76 ..... May 6 9m.
No. 77 ..... May 27 —m.

WALTER LANTZ CARTUNES

(Technicolor)

'39-'40 (13)

Adventures of Tom Thumb, Jr. (G) .... Mar. 4 9m.
Andy Panda Goes Fishing
Kittens Mittens (G) ... Feb. 12 8m.
100 Pigmies and Andy Panda (G) ..... Apr. 22 7m.
Scrambled Eggs (G) ... Nov. 20 9m.
Sleeping Princess, The (G) ..... Dec. 4 9m.

VITAPHONE

Two Reel

BROADWAY BREVITIES

'39-'40 (10)

Alex in Wonderland (G) W. Catlett, C. Foy ... Mar. 9 14m.
Double or Nothing (E) L. Dixon, Doubles ... Apr. 20 19m.
Ice Frolics (G) E. Gardner, Merry Macs ..... Oct. 28 17m.
One for the Book (F) ... Feb. 3 20m.
Remember When? (E) Eton Boys, R. Ragland. Jan. 20 20m.
World's Fair, Jr. (F) Kiddie Revue ..... Dec. 9 20m.

TECHNICOLOR PRODUCTIONS

'39-'40 (8)

Cinderella's Feller Meglin Kiddies ..... May 4 —m.
Old Hickory (E) H. Sothern, V. Killian . Dec. 23 17m.
Royal Rodeo (E) J. Payne ..... Nov. 25 15m.
Singin' Dude, The (E) D. Morgan, L. Fairbanks ..... Apr. 6 18m.
Teddy the Roughrider (E) S. Blackmer ..... Feb. 24 19m.

One Reel

COLOR PARADE

'39-'40 (10)

American Saddle Horses (E) ..... Nov. 11 10m.
Gun Dog's Life ..... May 11 —m.
Mechanix Illustrated
No. 2—(G) ..... Dec. 2 10m.
No. 3—(G) ..... Feb. 17 10m.
Men Wanted (F) ..... Mar. 23 8m.
New Horizons (F) ... Jan. 6 10m.

LOONEY TUNES

'39-'40 (16)

Africa Squeaks (E) ... Jan. 27 7m.
Ali Baba Bound (G) ... Feb. 17 7m.
Film Fan, The (F) ..... Dec. 16 7m.
Pied Piper Porky (G) .. Nov. 4 7m.
Pilgrim Porky (E) .... Mar. 16 7m.
Porky's Last Stand (F) . Jan. 6 7m.
Porky's Poor Fish ..... May 18 —m.
Porky the Giant Killer (F) ..... Nov. 18 7m.
Slap Happy Pappy (G) . Apr. 13 7m.
You Ought to Be In Pictures ..... Apr. 27 —m.

MELODY MASTERS

'39-'40 (10)

Apollon, Dave, & Orchestra (F) ..... Mar. 2 10m.
Clinton, Larry, and Orch . May 25 —m.
Coquettes, The (F) F. Carroll ..... Feb. 17 10m.
Hoff, Carl, & Orchestra (G) ..... Mar. 23 10m.
Rubinoff and His Orchestra (G) ..... Nov. 11 8m.
Shaw, Artie, and Orchestra in "Symphony of Swing" (E) ..... Dec. 30 10m.

MERRIE MELODIES

(Technicolor)

'39-'40 (26)

Bears' Tale, The (E) ... Apr. 13 7m.
Busy Bakers (F) ..... Feb. 10 7m.
Confederate Honey (E) . Mar. 30 9m.
Cross Country Detours (E) Mar. 16 7m.
Curious Puppy, The (F) . Dec. 30 7m.
Early Worm "Gets the Bird," The (G) .... Jan. 13 7m.
Elmer's Candid Camera (F) ..... Mar. 2 7m.
Fagin's Freshman (G) .. Nov. 18 7m.
Fresh Fish (E) Nov. 4 7m.
Gander at Mother Goose . May 25 —m.
Good Egg (F) ..... Oct. 21 7m.
Hardships of Miles Standish ..... Apr. 27 7m.
Mighty Hunters (G) ... Jan. 27 7m.
Screwball Football (F) . Dec. 16 7m.
Sniffles and the Bookworm (G) .. Dec. 2 7m.
Sniffles Takes a Trip .... May 11 —m.

VARIETIES

'39-'40 (6)

No Parking (G) Grouch Club ..... Mar. 30 10m.
Organ Novelty, An (G) The Crawfords ..... Jan. 13 9m.
Radio and Relatives .... May 18 —m.
Sword Fishing (E) H. Hill ..... Oct. 21 10m.

COMMERCIAL

Addresses of the producers or distributors will be furnished on request.

Aristocrats of Fashion (E)—Al O. Bondy .. 10m.
Beauty in Ball (G) — Ball Bra Company .... 19m.
(16 mm. only)
Behind the Flood Headlines (G) — American Red Cross ..... 10m.
Circus Daze (G)—Handy 9m.
Five Grand and a Girl (E) — Wilding Picture Productions .... 15m.
Free and Easy (G) — Jam Handy ..... 9m.
Here's Looking (G) — Handy ..... 9m.
Life Is What You Make It (F)—Stark Films. 10m.
Miami Miracle (F) — Paramount ..... 10m.
Miracle of Milk, The (E) —Principal Productions ..... 10m.
Modeled for Distinction (G)—Handy ..... 10m.
More Power to You (E) —Handy ..... 10m.
(Also: 1-reel version)
Noiseless News (G) — Handy ..... 10m.
Vacuum Control (E) — Handy .. 11m.
Washington (G)—Baltimore & Ohio Railroad 10m.

MISCELLANEOUS

Addresses of the producers or distributors will be furnished on request.

Afternoon at a Bull Fight (F)—Emanuel. 10m.
Aida (G)—Guaranteed. 9m.
Anti-Mutuel Talk—Soc. Prev. of Crime ..... 3m.
Birth of a Champion (G)—Fistic Films .. 14m.
Broken Earth (G)—Sack Amusement ..... 8m.
Colored America on Parade (G) — Million Dollar-Sack ..... 10m.
Colored Champions of Sports, No. 3 (E)—Million Dollar-Sack .. 10m.
Country Fair (E)—Central Films ..... 10m.
Disinherited, The (G)—Children's Aid Society of N. Y. ..... 15½m.
Excursions in Science and Engineering (F)—General Electric ..... 10m.
Finland Speaks (E)—Hoffberg ..... 10¾m.
Footsteps of Saint Patrick (F)—Guaranteed 25m.
Future Admirals (G)—Philip Provenza .... 11m.
Great Train Robbery, The (—)—Klein ... 10m.
Happy Landing, A (F)—Imperial ..... 8m.
Homes of Today (E)—Fed. Housing Administration ..... 11m.
Island of Love (F)—Principal ..... 10m.
Joe Louis — "Brown Bomber" (E) — Million Dollar-Sack .... 10m.
Finland Fights (E)—Emerson Yorke—Finnish Relief Fund.... 5½m.
Kilmainham Jail (G)—Alexander ..... 28m.
Association ..... 19m.
Know Your Money (G)—U. S. Secret Service Treasury Department.. 11m.
Know Your U. S. A. (E)—U. S. Census Bureau 4m.
Life in Harlem (E)—Million Dollar-Sack .. 10m.
Louis-Godoy Fight Pictures (G)—Banner 29m.
Making the Funnies (G)—Meredith-Clancy .. 10m.
Montmartre (F) — French Cinema Center 15m.
Napoli E Canzone (G)—Roma Film ..... 22m.
News Comics (F)—Ideal 9m.
1939 — Year of Dark Contrasts (E)—Paramount News ..... 16m.
Nickel Heaven (G)—Forester Films ..... 9m.
One Night Before Christmas (G)—Syndicate. 13m.
Paper Hanger, The (F)—King of Comedy... 19m.
Pyramids of Mexico, The (E)—Atlas ..... 11m.
Raiders Over England (F)—Monogram ... 18m.
Recovery Road (G)—Children's Aid Society 9m.
Serum to Windham (G)—N. Y. State Department of Health .... 9m.
She Shall Have Music (F) — Imperial.... 35m.
Southern Beauties (F)—Imperial ..... 10m.
Spy Menace, The (F)—Screen Classics ..... 11m.
Warning, The (G)—Alliance ..... 36m.
What Goes Up (G)—Sepia Art Pictures... 20m.
Wild Innocence (—)—Garfield ..... 34m.
With These Weapons (E)—Amer. Social Hygiene Assn. ..... 11m.
Xochmilco (G)—Atlas 11m.
Young America (G) — Atlas ..... 10m.
Your Town (G)—Modern Talking Picture Service ..... 10m.
Zoo in Manhattan (E)—Central 10m.

THE EXHIBITOR'S ORIGINAL NATIONAL RELEASE DATE GUIDE

ANOTHER SERVICE OF THE JAY EMANUEL PUBLICATIONS CREATED IN THE INTERESTS OF BETTER MANAGEMENT

Pictures listed are in the order of their release by the several companies, placed as closely as possible to the correct date. This Guide is subject to changes in dates, titles, and casts, as made by the companies' home office. For convenience, series westerns are designated by a W following the title, not to be confused with (W) in the Warner-First National column, where the letter designates a Warner picture.

	COLUMBIA	METRO	MONOGRAM	PARAMOUNT	RADIO	REPUBLIC	20th-FOX	UNITED ARTISTS	UNIVERSAL	WARNERS FIRST NAT.
MAR 29		**Florian** R. Young, H. Gilbert, C. Coburn	**Son of the Navy** J. Dunn, J. Parker, M. Spellman	**The Farmer's Daughter** M. Raye, C. Ruggles, W. Frawley		**Ghost Valley Raiders, W** D. Barry, L. Andre, L. Mason	**Free, Blonde and 21** L. Bari, J. Davis, H. Wilcoxon	**Over the Moon** M. Oberon, R. Harrison, U. Jeans (Technicolor) (Korda)		
APR 5	**Blazing Six Shooters, W** C. Starrett, I. Meredith	**And One Was Beautiful** J. Muir, L. Day, B. Burke		**Adventure in Diamonds** G. Brent, I. Miranda **Dr. Cyclops** A. Dekker, J. Logan (Technicolor)	**The Courageous Dr. Christian** J. Hersholt, D. Lovett, R. Baldwin	**Hi-Yo Silver** Silver Chief, L. Roberts, S. Andrews	**Star Dust** L. Darnell, J. Payne, R. Young	**One Million B. C.** L. Chaney, Jr., C. Landis, V. Mature (Roach)	**Half a Sinner** H. Angel, J. King, C. Collier **Riders of Pasco Basin, W** J. Brown, B. Baker	**It All Came True (W)** A. Sheridan, J. Lynn, H. Bogart
12		**Dr. Kildare's Strange Case** L. Barrymore, L. Ayres, L. Day	**Covered Wagon Trails, W** J. Randall, B. Cairns **Sky Bandits** J. Newill		**Bullet Code, W** G. O'Brien, V. Vale	**Dark Command** J. Wayne, C. Trevor, W. Pidgeon **Young Buffalo Bill, W** R. Rogers, G. Hayes	**Viva Cisco Kid** C. Romero, J. Rogers, C-P. Martin	**Rebecca** L. Olivier, J. Fontaine, G. Sanders (Selznick)	**Black Friday** B. Karloff, B. Lugosi **House of Seven Gables** M. Lindsay, G. Sanders, V. Price	**King of the Lumberjacks (W)** J. Payne, G. Dickson, S. Fields
19	**The Man With Nine Lives** B. Karloff, J. Sayers, R. Pryor	**Two Girls on Broadway** G. Murphy, L. Turner, J. Blondell	**Tomboy** J. Moran, M. Jones **Pals of the Silver Sage, W** T. Ritter	**The Light of Western Stars** V. Jory, J. Sayers, R. Hayden	**Abe Lincoln in Illinois** R. Massey, R. Gordon, G. Lockhart	**In Old Missouri** Weaver Bros. and Elviry, J. Storey **Grandpa Goes to Town** J.. L., R. Gleason	**Johnny Apollo** T. Power, D. Lamour, E. Arnold		**Enemy Agent** R. Cromwell, H. Vinson, R. Armstrong	**'Til We Meet Again (FN)** M. Oberon, G. Brent, P. O'Brien
26	**The Doctor Takes a Wife** R. Milland, L. Young	**Forty Little Mothers** E. Cantor, R. Johnson, B. Granville	**Mysterious Mr. Reeder** W. Fyffe, K. Walsh (English-made)	**French Without Tears** R. Milland, E. Drew (English-made)	**Curtain Call** B. Read, J. Archer, A. Mowbray	**Covered Wagon Days, W** 3 Mesquiteers	**Shooting High** J. Withers, G. Autry, M. Weaver			**An Angel From Texas (FN)** E. Albert, W. Morris, R. Lane
MAY 3	**The Man from Tumbleweeds, W** B. Elliott, I. Meredith	**20 Mule Team** W. Beery, L. Carillo, N. Beery, Jr.	**Land of the Six Guns, W** J. Randall	**Buck Benny Rides Again** J. Benny, E. Anderson, E. Drew	**Irene** A. Nagle, R. Milland, A. Marshall	**Crooked Road** E. Lowe, I. Hervey, H. Wilcoxon	**So This Is London** B. Churchill, G. Sanders (English-made)	**Saps at Sea** S. Laurel, O. Hardy (Roach)	**If I Had My Way** B. Crosby, G. Jean, E. Brendel	**Tear Gas Squad (W)** D. Morgan, J. Payne, G. Dickson
10	**Babies for Sale** G. Ford, R. Hudson M. Mander	**Edison, the Man** S. Tracy, C. Coburn, G. Reynolds	**The Cowboy From Sundown, W** T. Ritter, R. Ates	**Opened by Mistake** C. Ruggles, J. Logan, R. Paige	**Beyond Tomorrow** C. Winninger, H. Carey, J. Parker	**Gaucho Serenade, W** G. Autry, S. Burnette J. Storey	**I Was an Adventuress** V. Zorina, R. Greene, P. Lorre		**Ski Patrol** L. Deste, P. Dorn, K. Adams	**Saturday's Children (W)** J. Garfield, A. Shirley, C. Rains
17	**Island of Doomed Men** P. Lorre, R. Hudson, R. Wilcox	**Waterloo Bridge** V. Leigh, R. Taylor, M. Ouspenskaya	**Kid From Santa Fe, W** J. Randall	**Typhoon** D. Lamour, R. Preston, L. Overman (Technicolor)	**My Favorite Wife** I. Dunne, C. Grant, R. Scott	**Gangs of Chicago** L. Nolan, L. Lane, B. MacLane	**Jones Family On Their Own** J. Prouty, S. Byington, H. Armetta	**Turnabout** J. Hubbard, C. Landis, A. Menjou (Roach)	**Alias the Deacon** B. Burns, M. Auer, D. O'Keefe	**Flight Angels (FN)** V. Bruce, R. Bellamy, W. Morris
24	**Lone Wolf Meets a Lady** W. William, J. Muir, E. Blore		**Amateur Detective** F. Darro, M. M. Jones, J. Moran	**The Biscuit Eater** B. Lee, C. Hickman, R. Lane	**You Can't Fool Your Wife** J. Ellison, L. Ball, E. Dunn		**Lillian Russell** A. Faye, D. Ameche, H. Fonda	**Our Town** W. Holden, M. Scott, T. Mitchell (Lesser)	**Hot Steel** R. Arlen, A. Devine, A. Nagel	**Torrid Zone (FN)** J. Cagney, P. O'Brien, A. Sheridan
31	**Five Little Peppers at School** E. Fellows, D. Peterson	**Susan and God** J. Crawford, F. March, R. Hayworth	**Queen of the Yukon**	**Way of All Flesh** A. Tamiroff, W. Henry, G. George	**Bill of Divorcement** M. O'Hara, A. Menjou, H. Marshall		**Marriage in Transit** J. Davis, V. Gilmore, R. Sterling		**La Conga Nights** H. Herbert, D. O'Keefe, C. Moore **Bad Man From Red Butte** J. M. Brown, A. Gwynne	**Murder in the Air (FN)** R. Reagan, L. Lys, E. Foy, Jr.
JUN 7	**Texas Stagecoach, W** C. Starrett, I. Meredith **Passport to Alcatraz** J. Holt, N. Beery, Jr.			**Hidden Gold, W** W. Boyd, R. Hayden, B. Wood	**The Saint Takes Over** G. Sanders, W. Barry **Prairie Law, W** G. O'Brien, V. Vale		**Earthbound** W. Baxter, A. Leeds, L. Bari		**No Exit** W. Ford, K. Adams, M. Barrie	**Brother Orchid (W)** E. G. Robinson, A. Sothern, H. Bogart

The public says:

"Thank you for keeping his memory alive. You who take part in this glorious enterprise do honor to a beloved American and win the respect and gratitude of your theatre patrons."

THE MOTION PICTURE INDUSTRY'S ANNUAL TRIBUTE TO WILL ROGERS

Starting Thursday, April 25th
Will Rogers National Theatre Week

1— GRATIS SHORT SUBJECT

All exhibitors taking audience collections will receive the All-Star Short Subject free of charge. Running time 11 minutes.

2— BOOKED EVERYWHERE

It is already booked day-and-date in every theatre operated by or affiliated with Paramount, 20th Century-Fox, RKO, Loew's, Warner Bros. and by thousands of public spirited independent exhibitors.

3— PROCEEDS TO CHARITY

For the benefit of the Will Rogers Memorial Hospital, Saranac Lake, N. Y., and for other hospital, charitable and educational purposes. And for the aid of local institutions specializing in the care of handicapped children. **Note!** The Will Rogers Memorial Hospital is open to anyone actively engaged in the motion picture industry afflicted with tuberculosis.

BETTE DAVIS (*Warner's*)

KAY KYSER (*R.K.O.*)

JUDY GARLAND (M-G-M)

THESE STARS APPEAR IN THE SHORT SUBJECT "IF I FORGET YOU"

(Theme Song "If I Forget You" Lyrics and Music by Irving Caesar)

WILL ROGERS NATIONAL THEATRE WEEK

WEEK BEGINNING THURSDAY, APRIL 25th • MAJOR L. E. THOMPSON, Chairman

Order prints from the following Zone Chairmen of WILL ROGERS NATIONAL THEATRE WEEK...or from any branch manager or film salesman. Shipments made through National Screen Service.

Zone	Zone Chairman and Company
ONE	
ALBANY	Joe Miller, Columbia
ATLANTA	John Ezell, Universal
BOSTON	Morris Wolf, Metro
BUFFALO	Sydney Samson, Fox
CHARLOTTE	Robert J. Ingram, Columbia
CHICAGO	T. R. Gilliam, Warner Bros.
CINCINNATI	Edwin Booth, Metro
CLEVELAND	Frank D. Drew, Metro
DALLAS	L. W. McClintock, Paramount
DENVER	H. A. Friedel, Metro
DES MOINES	R. M. Capeland, Paramount
DETROIT	Lester Sturm, Fox
INDIANAPOLIS	George T. Landis, Fox
KANSAS CITY	William E. Truog, United Artists
LOS ANGELES	Clayton T. Lynch, Metro
MEMPHIS	James Rogers, Columbia
MILWAUKEE	Arthur N. Schmitz, RKO
MINNEAPOLIS	C. K. Olson, Warner Bros.
NEW HAVEN	Lou Wechsler, United Artists
NEW ORLEANS	E. B. Price, Paramount
NEW YORK CITY	Harry H. Buxbaum, Fo
OKLAHOMA CITY	Ralph B. Williams, RK
OMAHA	Al Mendenhall, Paramou
PHILADELPHIA	F. L. McNamee, RK
PITTSBURGH	Harry Seed, Warner Bro
PORTLAND	Louis Amacher, Met
ST. LOUIS	John E. Garrison, Univers
SALT LAKE CITY	Charles Walker, Fo
SAN FRANCISCO	Barney Rose, Univers
SEATTLE	Lawrence J. McGinley, Univers
WASHINGTON	Sam Wheeler, Fo

THE EXHIBITOR

READE, HIRSHBLOND POOL TOMS RIVER HOUSES

SERVISECTION: 53 FEATURES, SHORTS REVIEWED

ALPHABETICAL INDEX TO 1939-1940 FEATURES

PERTINENT HINTS ON NEWSPAPER ADVERTISING

EDITORIAL:

"PUT OUT THE FIRE WHILE THERE IS STILL TIME"

BETTER MANAGEMENT:

SELLING IDEAS CLASSIFIED BY SIZE OF TOWN

NEW YORK STATE EDITION

ENTERED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST OFFICE AT PHILADELPHIA, PA., UNDER THE ACT OF MARCH 3, 1879

MAY 1, 1940
VOL. 23 No. 25 PRICE 10 CENTS

PREVIEW!

Inglewood, California— **"WATERLOO BRIDGE"** stampeded a cheering Preview audience into ecstatic raves as another M-G-M hit was unreeled here at the Academy Theatre. Vivien Leigh's first production since her acclaim in "Gone With The Wind" and Robert Taylor's most powerfully romantic role combined to elicit "ohs" and "ahs" from the femme fans. Eyes of the motion picture colony are on the M-G-M Studio. Last week it was the sensational Preview of Spencer Tracy's "*Edison, The Man.*" This week it's "*Waterloo Bridge.*" Next week it will be the Preview of Wallace Beery's "*20 Mule Team*" and more triumphs to come in Leo the Lion's parade of successes!

E D I T O R I A L

THE
EXHIBITOR

VOLUME 23, No. 25 MAY 1, 1940

MEMBER AUDIT BUREAU OF CIRCULATIONS

A Jay Emanuel Publication. Covering the film territories in the Metropolitan East. Published weekly by Jay Emanuel Publications, Incorporated. Publishing office: 1225 Vine Street, Philadelphia, Pennsylvania. New York City office, 1600 Broadway. West Coast office, 1119 Poinsettia Drive, Hollywood, California. Representatives in Washington, D. C.; Albany, Buffalo, Boston, New Haven. Jay Emanuel, publisher; Paul J. Greenhalgh, business manager; Herbert M. Miller, managing editor. Subscription rates: $2 for one year; $5 for three years. Address all communications to 1225 Vine Street, Philadelphia, Pennsylvania.

Just In Passing

THE SOUNDMEN PRESENT

The industry is interested in anything the technical division accomplishes, so the development of the new sound devices by Bell Telephone Laboratories and the Radio Corporation of America deserves more than passing interest. Bell demonstrated in New York City recently and the spectators were knocked off their seats. RCA should show off its offspring in the Fall when Walt Disney's "Fantasia" arrives.

New apparatus in the studios and theatres will be necessary if these are adopted commercially. Now if someone would invent a mechanism for making good pictures, everything would be fine. To our mind, some of the shows are bad enough with the present apparatus.

PRAISE FOR GEORGE F. DEMBOW

Having known George F. Dembow since he started with Box Office Attractions in Philadelphia, it is a personal privilege to note his rise to a vice-presidency with National Screen Service.

He is well known and popular in the trade. Dealing with circuits and independents as he does, he has a good chance to employ the highest principles of selling, and it is to his credit that he does.

A WORD ON "REBECCA"

The grosses being recorded by "Rebecca" have already been told. Suffice it to say that this makes David O. Selznick the Production Man of the Year, first with "Gone With the Wind" and now with "Rebecca."

We don't know exactly what it takes to hit the nail on the head in the matter of story selection, cast, and director, but whatever it is David O. has it. We imagine that his father would be pretty pleased with all this.

PUT OUT THE FIRE WHILE THERE IS STILL TIME

MUCH HAS BEEN WRITTEN HERE in the past about what we think of the lawyers and legal departments (upon investigation, these viewpoints have been shared with many others in the industry); and how we believe that at the present time the diggings in the motion picture field are the richest in years.

WE CAME TO THIS CONCLUSION because we had seen suits started by exhibitors which might have been arbitrated, then babied through the injunction route, various legal stages, entailing expense all the way, and finally winding up via the settlement route, whereby the exhibitor gets exactly what he was entitled to and probably more than what he would have settled for in the first place.

IT NEVER SEEMED to make much sense, and still doesn't. Of course, we realize that with the trend the way it is, there may be suits started by some exhibitors because the wind is blowing in that direction, and we can't deny that in the exhibition fraternity there are some theatremen who may have joined the suit parade for only that reason. But, generally, most of the actions are merited.

IT WAS NOT SURPRISING, therefore, when a prominent attorney, counsel for a leading circuit and a leading distributor, invited us into his office and wanted clarification on "this business of blaming the lawyers." It didn't take long to show exactly what we meant, which included a general summary of what has appeared here in the past.

"WHAT," SAID THE ATTORNEY, "would you do about it? What means would you employ to prevent this so-called 'feast,' this constant pyramiding of legal fees which, in the long run, must always be paid by the exhibitor?"

WE WERE A BIT SURPRISED at this coming from so learned counsel but we were ready.

"PUT OUT THE FIRE before it becomes a real blaze," we told him. "Delegate some member of your theatre staff, someone whom the local industry knows and trusts, to meet with these exhibitors who have complaints. Let him listen to their story, let him thrash out all the angles, and let it be known that he has power to make a recommendation which will receive serious consideration. Sell this idea to the independents, make them believe it, and show how it will work—and most of your troubles will be over. You will have to make some sacrifices but they will be less expensive than going to court. Any head of a circuit in the driver's seat is certain to be criticised. No one man can create so much trouble, unless he is being driven to it by his associates, and by the lawyers' wrong guesses, as to whether a suit should be allowed to go to court or promptly settled!

'DO YOU REALLY THINK that the theatremen would go for it?" our friend asked.

"GO FOR IT?" we replied. "Without a doubt. There isn't an exhibitor who wouldn't want to use every sensible means before finally getting into court. All any independent wants is a fair break. Give that to them and you'll see a peaceful situation instead of one cluttered up with suits and private arguments, with the exception of an occasional ——."

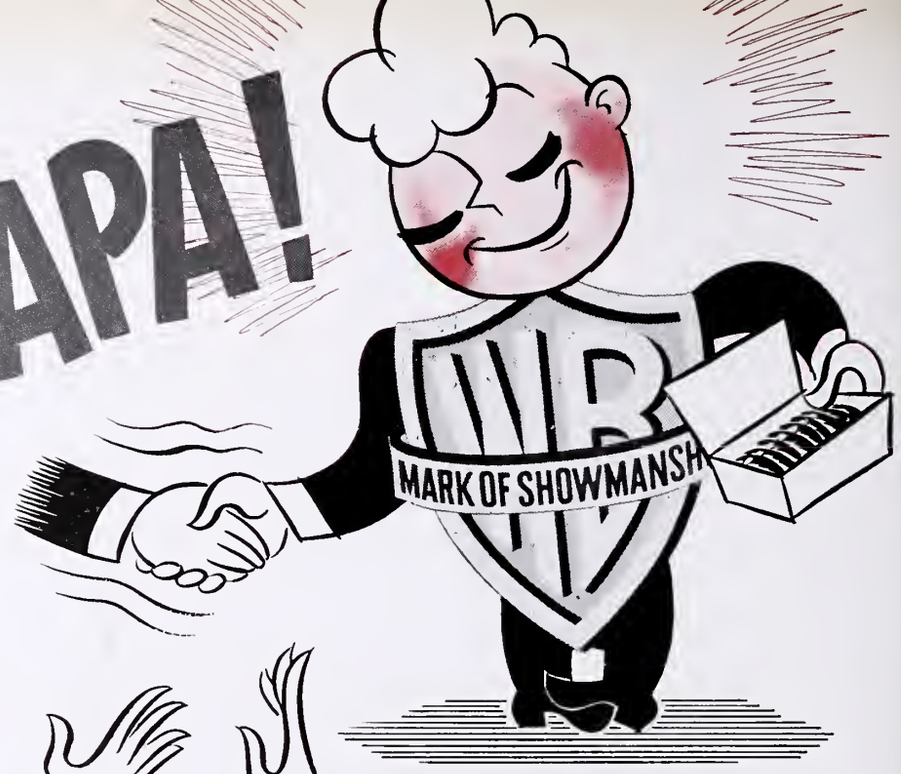
"IT'S WORTH CONSIDERING," said our friend.

WE HOPE IT IS.

Jay Emanuel

QUAD.

PROUD PAPA!



Now the boys from WARNERS are on the receiving end of the trade's hearty hand-shakes for . . .

Saturday's Children

JOHN GARFIELD
(Miles ahead of anything he's done!)
ANNE SHIRLEY
in
"SATURDAY'S CHILDREN"
with
CLAUDE RAINS
ROSCOE KARNS • LEE PATRICK • DENNIE MOORE
Directed by **VINCENT SHERMAN**
Screen Play by Julius J. and Philip G. Epstein
Based on the Pulitzer Prize Play by Maxwell Anderson
A Warner Bros.-First National Picture

We honestly feel that this attraction hits a powerful mass-appeal that no other has all season. From the Pulitzer Prize play by Maxwell Anderson.

Strictly a smash!

TERRITORIAL HIGHLIGHTS

Toms River Pooling Ends Tiffing Episode

Hirshblond to Manage Both Houses

TOMS RIVER, N. J.—Ending the tiff between the two theatres in this town, a pool goes into effect May 19 which sees the Traco and Community under one operating management, it was announced last week.

Effective that day, the Toms River Theatre Company, Inc., will operate the Community and Traco, assuming all contracts of the Toms River Amusement Company and the American Community Theatre Corporation.

Officers of the new unit are Charles N. Warner, president; Charles J. Bryan, vice-president; I. M. Hirshblond, treasurer; Walter Reade, Jr., secretary.

Hirshblond will manage and, with the assistance of the officers of both companies, will book and operate.

It is hoped that the pooling will result in general improvement of the local theatre situation.

"Birth" Still Banned

ALBANY—State Court of Appeals last week unanimously upheld the State Board of Regents and Motion Picture Division of the Department of Education in refusing a license for "Birth of a Baby" in the state.

MP Associates Meet

NEW YORK CITY—Motion Picture Associates held a business meeting April 27 to act on amending the certificate of incorporation to permit the body to act as a charitable group.

Wrong Billing

NEW YORK CITY—Mack Willard, manager, Sam Freedman's Jewel, Brooklyn, was robbed last week of $400 by bandits who forced him into an automobile and drove him to Ozone Park before he was released. Willard, accompanied by porter Hector Lebuss, was on his way to a bank when they were accosted by two men who compelled them to enter an automobile. When Lebuss began to protest, he was struck across the face by one of the robbers.

Theatre, by the way, was playing "Stolen Life" and "Beware of Spooks."

Reade Wars on Meters

ASBURY PARK, N. J.—This shore spot was threatened with loss of its first runs during the summer season and closing of theatres next winter when Walter Reade last week blamed parking meters for a business drop "far in excess of 50 percent." Four of Reade's five houses are in the zone where meters operate 24 hours daily.

Minimum meter fee is five cents for one hour.

Reade, in making the assertion, released a letter from a patron which said that because of the meters he could not continue to come to the theatres. Reade claims the parking cost is equal to 50 percent of the cost of admission, and that business is off 50 percent since the parking meters began to work. The meters allow the deposit of five nickels or a quarter.

George W. Lynch Feted By Schine Executives

20 Years with Circuit Celebrated

GLOVERSVILLE — George Lynch, chief Schine film buyer, was a special guest at the regular Tuesday executive luncheon meeting of circuit heads last week, when proper attention was given his 20th anniversary with the Sehine outfit.

In those two decades, the popular Schine executive has risen from assistant janitor at the Hippodrome here to a post where he now buys millions of dollars worth of film annually for theatres in five states.

He was presented with a huge cake decorated by 20 candles.

Louis W. Schine acted as toastmaster, while a wire expressing congratulations from J. M. Schine, away on a business trip, was read.

Musicians Favor Neely

NEW YORK CITY—Local 802, it became known last week, is in favor of the Neely Bill. A resolution has been passed in the nature of a petition urging that the bill be passed.

The local is believed taking the attitude that "if bad pictures aren't forced on exhibitors," more stage presentations (employing more musicians) might be used.

Launch Industry Drive For 1940 Charity Fund

Rubin Appoints Four Committees

NEW YORK CITY—The 1940 Greater New York Fund drive was launched last week in the local industry by J. Robert Rubin, chairman, at a luncheon held at the Hotel Astor.

Heading the sub-committees are Ned Depinet, producers-distributors; B. S. Moss, exhibitors; Herman Robbins, allied industries and accessories; Ralph I. Poucher, laboratories. A quota 50 percent higher than last year was set.

Among those present at the luncheon were Winthrop Rockefeller, Leland E. Burrell, Austin Keough, B. S. Moss, Jack Clieoate, Harold Rodner, Ralph Poucher, John Kane, Harry D. Buckley.

A luncheon given by Spyros Skouras, chairman of the entertainment section, ineluding stage, ticket agencies and sports divisions, was held at the Hotel Plaza last week as well.

Bookers Plan Dance

NEW YORK CITY—Final plans for the inaugural Motion Picture Bookers' Club of New York dinner-dance were formed April 29, at a meeting in the Hotel Lincoln. Affair will take place at the Astor Roof May 19.

The following committees were appointed by president Harold Kline, Cocalis:

Entertainment—Alec Arnswalder, Metro. Tickets—Bob Ellsworth, Metro; Max Fried, Warners; Herb Richek, UA; Ed Seider, Prudential; Arthur Schwartz, Century; Harold Klein. Publicity—Moe Rose, Metro, and Max Fried. Arrangements—Jen Dennett, Republic; Sherwood Macomber, Warners; Eddie Richter, Metro; Etta Segall, Merit; Myron Starr, Mascato; Bernie Brooks, Rosenblatt-Welt. Door committee —Dan Ponticello, Warners; Lou Salkoff, Principal; Eddie Susse, Metro; Pearl Goldstein, Republic.

A name band and "in person" entertainment have been promised by entertainment chairman Alec Arnswalder.

TMAT Receives Setback

NEW YORK CITY—Motion Picture Division of the Theatrical Managers, Agents and Treasurers Union received a setback last week when the State Labor Relations Board overruled objections and upheld the January 9 election in the Endicott circuit which saw the TMAT defeated as a collective bargaining agency by the managers, assistants and house staff.

Roselle Park Headache

ROSELLE PARK, N. J.—Noting that observance of "Bank Night" at the Park brings "added burden to the police and others," the Roselle Park Taxpayers Association wast last week taking steps to levy a tax on the house.

One suggested "remedy" was to increase the license fee from $50 to $200.

SULLIVAN PARTY, "MOTHERS" OPENING, BENNY ARRIVES, EXPLOITATION

PRETTY GIRLS with these placards picketed the State, New York City, in conjunction with the showing of Columbia's "Too Many Husbands."

"FORTY LITTLE MOTHERS," Eddie Cantor's new starring Metro vehicle, opened at Loew's Canal, New York City, recently, and here are some pictures snapped at the premiere. At left are Mr. and Mrs. Howard Dietz while at right are Mr. and Mrs. William F. Rodgers.

LIBERTY, Herkimer, arranged this Woolworth display for Warners' "A Child Is Born" and the same company's "Brother Rat and a Baby."

THE WILD WEST hit Harlem recently when Paramount's "Buck Benny Rides Again" had its premiere there. Pictured at left is Rochester, Buck's valet, arriving at New York City's 125th Street station, and at right are Mrs. Benny (Mary Livingstone) and the Buck himself.

AT THE PARTY given for Ed Sullivan upon his recent visit to New York City, are left to right, Mr. and Mrs. Fred Watters, Ernest Emerling, Oscar Doob, Gene Murphy, and John Joseph. With backs to cameras are Lloyd Seidman, Arthur Schmidt, and Perry Charles. In the next picture, seated around the table are Murray Taub, Shirley Barry, Paula Vandervelde, Herman Potsdam, Jerry Sager, and George Sharff, all well known in the industry.

LATE NEWS HIGHLIGHTS

Warners, Paramount, UA Announce Conventions

Washington, New York City, Los Angeles Chosen

NEW YORK CITY—From three companies, Warners, Paramount and UA, last week end came announcement of the 1940 conventions.

The most comprehensive sales convention in the history of Warners and its affiliated companies will take place at the Shoreham Hotel, Washington, D. C., where the company will hold an international conclave June 10-12, announced Gradwell L. Sears, the company's general sales manager.

Warner executives who will attend the meeting, presided over by Sears, are President Harry M. Warner, Jack L. Warner, vice-president in charge of production; Major Albert Warner, Hal B. Wallis, executive directors; Joseph Bernhard, vice-president and general manager, Warner theatres; Charles Einfeld, director of advertising and publicity; Carl Leserman, assistant general sales manager; Mort Blumenstock, in charge of advertising and publicity in the east; Roy Haines, eastern and Canadian sales manager; Ben Kalmenson, western and southern sales manager; Norman H. Moray, short subjects sales manager.

A delegation of Hollywood stars will be headed by Errol Flynn, Bette Davis, James Cagney, Ann Sheridan, Edward G. Robinson, Paul Muni.

Headed by Joseph Hummel, in charge of foreign sales, attending the convention will be representation of the company's operations abroad.

District and branch managers attending the convention will include: Ed Schnitzer, eastern district manager with headquarters in New York, and branch managers: Paul Krumenacker, Albany; N. J. Ayers, Boston; Charles Rich, Buffalo; R. J. Mahan, New Haven; Sam Lefkowitz, New York-metropolitan; R. Smeltzer, central district manager with headquarters in Washington, and branch managers: W. G. Mansell, Philadelphia, F. W. Beiersdorf, Washington, D. C.

Zone managers of the Warner theatres attending will include: I. J. Hoffman, New Haven; Don Jacocks, Newark; Moe Silver, Albany; Ted Schlanger, Philadelphia; John Payette, Washington; Herbert Copelan, Atlantic City.

Home office theatre executives attending will include: Clayton Bond, Ed Hinchy, Leonard Schlesinger, Harry Goldberg, Frank Phelps, Nat Fellman, Abel Vigard, W. Stewart McDonald, Harry Rosenquest, Louis Kaufman, Herman Maier, Frank Cahill. Also attending from the home office will be: Jacob Wilk, story editor; A. W. Schwalberg, supervisor of exchanges; Arthur Sachson, I. F. Dolid, Stanley Hatch and H. M. Doherty.

UA will hold two regional sales meetings—the first in New York City, May 12, 13, 14, with Harry Gold, eastern division sales manager, presiding, and the second in Chicago, May 17, 18, 19, with Jack Schlaifer, western division sales manager, presiding, it was announced last week.

Paramount will hold its annual sales meeting at the Ambassador Hotel, Los Angeles, May 24, 25, and 26, Neil Agnew, vice-president in charge of distribution, announced.

Attending the meeting will be district and branch managers from the field, One Hundred Per Cent Club salesmen, home office and studio executives.

MPPDA Discusses Ads

NEW YORK CITY—Discussion of the foreign situation, especially Italy, and the use of sponsored pictures on theatre screens highlighted a meeting of the MPPDA board of directors last week end. It was agreed that unless sponsored pictures were curbed, the industry would suffer.

Jersey Circuit Court Says "Bank Night" Is Illegal

Paterson Theatre Upheld

TRENTON, N. J.—Circuit Court Judge William A. Smith, Essex County on April 27 ruled that "Bank Night" constituted a lottery, even though persons other than ticket holders within a theatre were listed as eligible prize winners.

The ruling, filed in the Supreme Court's offices, upheld contentions of the A. and G. Amusement Company, operator of a Paterson theatre, that it could seek exemption from a $1140 claim under a "Bank Night" contract on the basis that a contract covering operation of a lottery—illegal in New Jersey—was invalid.

Suit for the $1140 was instituted by William Furst as assignee for Affiliated Enterprises, Inc., owners of the "Bank Night" copyright. The suit has not yet been tried.

"Buck Benny," "Rebecca" Overcome Good Weather

Selznick Show Sets Record

NEW YORK CITY—Nice weather over the week end hurt the grosses, but "Buck Benny Rides Again," Paramount, and "Rebecca" stood out along Broadway, a report to THE EXHIBITOR showed.

"Rebecca" set an all-time record when it was announced that it will get a sixth week at Radio City Music Hall. This tops "Snow White's" five weeks.

Gross estimates and reports, according to sources believed reliable, follow:

"REBECCA" (UA)—Did about $60,000 Thursday, Friday, Saturday, Sunday of its fifth week at the Radio City Music Hall, with stage show, very good.

"BUCK BENNY RIDES AGAIN" (Paramount)—Did $25,500 Saturday and Sunday at the Paramount, excellent, with stage show.

"ONE MILLION B. C." (UA)—About $25,500 Friday, Saturday, Sunday at the Roxy, with stage show, not bad.

"FRENCH WITHOUT TEARS" (Paramount)—Should do about $15,000 on its first week at the Rivoli, slow.

"STRANGE CARGO" (Metro)—Estimated as getting about $26,000 at the Capitol, fair.

"'TIL WE MEET AGAIN" (Warners)—Did about $16,000 Saturday, Sunday at the Strand, with stage show, fairish. Reported $36,000 the first week, pretty good.

"PIONEERS OF THE WEST"—"MEN WITH STEEL FACES" (Republic-Times)—About $1,200 Saturday, Sunday, so-so.

"MAN WITH NINE LIVES" (Columbia)—Did about $1,900 Saturday, Sunday at the Globe, below average.

"GONE WITH THE WIND" (Metro)—Turned in about $16,500 at the Astor.

"Superman" to Republic

NEW YORK CITY—Serial rights for "Superman," sensational new cartoon strip, go to Republic with the formal contract to be signed, it was indicated last week end. It will be part of the 1940-1941 release schedule.

A representative of Superman, Inc., handling the strip, will okay script and production. Superman, Inc., also has the right to cancel if it is found after the first series that the serial detracts from the air and strip popularity.

Hart Joins Law Firm

NEW YORK CITY—Announcement was made here yesterday (April 30) that Vincent G. Hart, formerly with the MPPDA, had joined Friend, Holbrook, Reiskind and Hart, engaging in the general practice of law, with offices in the RKO Building.

That WB Meeting

NEW YORK CITY—Trade impression here last week end was that the brothers Warner had scored again in having their convention in Washington June 10-12.

With the government's equity suit probably well underway here at that time, and Congress also in session, the statement by Grad Sears, that "the selection of the Washington site was prompted by desire to acquaint the nation's representatives with the executive and business machinery of the industry as represented by the annual meeting" is important.

Here We Go Again, Boys

NEW YORK CITY—Report that Walter Wanger was contemplating the production of "The Pathfinder," dealing with the life of General John Fremont, met with the wrath of various religious groups last week end.

The fact that Fremont was presidential candidate in 1856 on the Know Nothing party ticket brought about the criticism insofar as the Know Nothing platform was based upon religious intolerance and bigotry. Sam Taylor, WHN movie commentator, revealed the Fremont political angle during a recent broadcast and his mail reaction was amazing.

Paramount Shows Profit

NEW YORK CITY—Consolidated earnings of Paramount Pictures, Inc., for the year ending December 30, 1939, after all charges including all interest, federal taxes, depreciation and reserves, amounted to $2,737,533, and profit on the purchase of the company's debentures totalled $20.411, a total of $2,757,944, the company's annual report issued last week by President Barney Balaban, revealed. In addition Paramount's net interest as a stockholder in the combined undistributed earnings for the year of partially owned companies amounted to approximately $1,117,000. The combined consolidated results and share of undistributed earnings of partially owned companies for the year aggregate $3,874,944, which would be equal to $1.08 per share on the common stock outstanding, the report points out.

As with all motion-picture companies, the outbreak of the European war adversely affected Paramount's foreign revenues, the report points out. While business in foreign currencies has been restored to a reasonably normal basis, the drop in foreign exchange has had the effect of reducing the dollar equivalent of this foreign business. Paramount's investments in foreign countries other than Canada aggregate $7,100,000 of which amount $5,000,000 is invested in England and the balance in Continental European and other foreign countries.

Keith Units Report

Keith-Albee-Orpheum Corporation and Subsidiaries—Thirteen weeks to March 30: Net profit, $312,452, equal to $4.86 a share on 64,304 shares of seven percent cumulative convertible preferred stock, against $327,186 or $5.09 a share for the 13 weeks to April 1, 1939. Net profit for the 52 weeks ended March 30, after all charges including settlement of lease obligations totaling $40,000, was $961,893, or $14.96 a share on preferred stock.

Keith (B. F.) Corporation and Subsidiaries—Thirteen weeks to March 30: Net profit, $209,455, against net profit of $218,364 in similar period a year ago. Net profit for the 52 weeks ended on March 30, last, was $566,362.

Schwartz Resigns Post

NEW YORK CITY—George Schwartz, in an executive position with Consolidated Amusement Enterprises for the past five years, resigned last week.

Holman Succeeds Diamond

NEW YORK CITY—At a meeting of the directors of the Famous Music Company and the Paramount Music Corporation last week Russell Holman was named president, succeeding the late Lou Diamond. Holman will add the general supervisory duties of this office to his other activities as eastern head of production.

Other officers elected were R. F. Murray, vice-president-treasurer; Norman Collyer, secretary; Sidney Kornheiser, general manager. Murray will represent the company at both ASCAP and the Music Publishers Association and Kornheiser will direct operations.

Goldman's Name Added

NEW YORK CITY—William Goldman, of Philadelphia, was named last week by the government as another witness to alleged monopoly in Philadelphia in a supplemental equity suit answer filed in the Federal Court. The government stated that his name had been inadvertently omitted when the original answers were filed. Goldman is supposedly a witness to an incident occurring in 1935 when, according to the D of J, United Artists refused to license first-run product to him. At that time, Goldman had been negotiating for a lease on Keith's but dropped the idea when he was refused first-run play dates, the government claims. Warners subsequently leased the theatre.

Fox Accounting Okayed

NEW YORK CITY—New York Supreme Court Justice Aaron J. Levy last week end confirmed an accounting and inventory filed by M. C. Weisman and K. P. Steinreich, trustees of Fox Theatres Corporation. Allowances for certain attorneys were also approved, as well as a budget for 1940.

Mrs. Wiest Passes

ELIZAPETHVILLE, PA.—Mrs. Bryant Wiest, wife of the operator of the Hollywood, and baby son died at Keystone Hospital, Harrisburg, April 26. The trade mourns their passing.

THE EXHIBITOR

VOLUME 23, NUMBER 25 MAY 1, 1940

Advance Shots on Coming Reviews 17
Better Management 18, 20
Editorial Page 3
Hints on Newspaper Advertising 16
In the Spotlight 6
Late News Highlights 7, 8
National Mirror 9, 10
National Mirror Picture Page 11
National Release Date Guide Inside Back Cover
News of the Territory 21, et seq.
Brief Glances at Production Happenings 14
Servisection (Reviews) SS-1–SS-8
Territorial Highlights 5
Warren Stokes Hollywood Newsreel 14

Material contained in the Late News Highlights section often represents new developments in stories to be found on other pages of this issue. If the reader will bear this in mind it will avoid possible confusion. This section of THE EXHIBITOR goes to press last, with latest developments within the industry, where available.

The Worm Turns

NEW YORK CITY—The following yarn might well be entitled "The Worm Turns" or "Lugosi Turns White."

Last week Bela Lugosi, one of the screen's creepier horror men, was visiting Lou Lifton in the Monogram office when one of the company's employees entered the room wearing a mask and wig used to exploit "The Human Monster." Said mask and wig made the wearer appear more horrible than the best of the Lugosi make-believe roles.

However, when the be-masked gent entered the room, Lugosi turned white and emitted the most gosh-awful shriek ever heard in Rockefeller Center.

Pa. Union Hearing

HAZLETON, PA.—Thomas Cann, organizer for CIO in this area, announced last week State Labor Relations Board has set hearing between United Theatre Employees and Hersker theatres of Hazleton and West Hazleton will be held May 2. Cann said the Union has filed charges that the company has discriminated against members for union activities.

Harder Moves Up

NEW YORK CITY—R. N. Harder was last week elected vice-president and treasurer of General Theatre Equipment Corporation to succeed the late M. V. Carroll. R. B. LaRue has replaced Carroll on the board of directors.

All other officers and directors were reelected.

UA International Meeting

NEW YORK CITY—A United Artists international sales convention in London, for the purpose of consolidating and strengthening UA's position in the foreign field as a distributor of fine product, will be held shortly, it was announced last week by Murray Silverstone, UA chief.

Mannix, Asher, to England

NEW YORK CITY—E. J. Mannix, Merto studio manager, acompanied by Irving Asher, production executive, left California last week, en route to England to survey present conditions in Great Britain, from the standpoint of expansion of future motion-picture production activity.

"Our Town" Bows in Boston

NEW YORK CITY—World premiere of Sol Lesser's "Our Town," based on Thornton Wilder's Pulitzer Prize play, will be held in Boston May 23, where it will open simultaneously at Loew's State and Orpheum.

Celebrities, notables and motion-picture critics will attend the premiere.

Arnold Rapped By Rep.

WASHINGTON—Charging him with an attempt to destroy the film business, California Representative Leland M. Ford attacked Thurman Arnold on the floor of the House last week, aroused by Arnold's policies.

IRENE

..."bound to be a box-office smash"... says

FILM DAILY

THE HAPPIEST SHOW

DAILY VARIETY . .
"For sheer entertainment qualities 'Irene' will take its place among the better offerings of the year."

HOLLYWOOD REPORTER . .
"Not only a hit show, but a cleverly conceived revelation of another facet of Anna Neagle's talent."

LOUELLA O. PARSONS, L. A. EXAMINER . .
"The exciting beauty of Anna Neagle is Hollywood's chief topic of conversation . . . 'Irene' is what the doctor ordered in the way of entertainment."

VIRGINIA WRIGHT, L. A. DAILY NEWS . .
"Reveals a radiant new personality . . . Gay, pretty, amusing and altogether refreshing."

PAUL HARRISON, NEA SYNDICATE . .
"Anna Neagle is stunningly beautiful, artful and richly comic."

HARRISON CARROLL, KING FEATURES . .
"Anna Neagle proves herself a delightful comedienne. She is charming, versatile, and a real addition to Hollywood's roster of bright, winning stars."

HEDDA HOPPER, RADIO COMMENTATOR . .
"After seeing 'Irene' I've ordered my Alice Blue Gown."

HAROLD HEFFERNAN, NANA SYNDICATE . .
"Herbert Wilcox's direction of 'Irene' is masterly, and it is refreshing to see Miss Neagle as the young and lovely girl we know her to be."

EDWIN SCHALLERT, L. A. TIMES . .
"Decidedly in the class realm . . . Light-spirited entertainment particularly suited to the season of the year."

Produced and Directed by

HERBERT WILCOX

RKO RADIO PICTURES

Screen Play by Alice Duer Miller
From the Musical Comedy, "Irene"
Book by James H. Montgomery
Music and Lyrics by Harry Tierney
and Joseph McCarthy

YOU'LL PLAY THIS YEAR!
ANNA NEAGLE ★ RAY MILLAND
IRENE
WITH
ROLAND YOUNG • ALAN MARSHAL
MAY ROBSON • BILLIE BURKE
ARTHUR TREACHER

WESTERN UNION

1220

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

SYMBOLS
DL = Day Letter
NL = Night Letter
LC = Deferred Cable
NLT = Cable Night Letter
Ship Radiogram

NEWCOMB CARLTON
CHAIRMAN OF THE BOARD

J. C. WILLEVER
FIRST VICE-PRESIDENT

R. B. WHITE
PRESIDENT

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

1940 APR 25 AM 2 32

EAA399 132 NT=SEATTLE WASH 24

NED DEPINET, RKO RADIO PICTURES INC=
ROCKEFELLER CENTER RADIO CITY NYK=

DEAR NED: THE WORLD PREMIER OF "IRENE" AND THE PERSONAL APPEARANCES TODAY AT THE FIFTH AVENUE THEATRE OF ANNA NEAGLE AND HER PRODUCER DIRECTOR HERBERT WILCOX WERE A HUGE SUCCESS. IT IS THE BIGGEST OPENING DAY WE HAVE HAD IN SEVERAL YEARS WITH THE EXCEPTION OF "GONE WITH THE WIND". THE AUDIENCE REACTION IS TERRIFIC AND IT IS DEFINITELY IN THE AIR AND ACCEPTED AS A GREAT PICTURE. I AM CONFIDENT IT IS IN FOR A FINE RUN. ANNA NEAGLE IS ONE OF THE MOST CHARMING PERSONALITIES I HAVE EVER MET AND THE SAME GOES FOR HER PRODUCER DIRECTOR HERBERT WILCOX. "IRENE" IS JUST WHAT THE PUBLIC WANTS TODAY BECAUSE IT IS SMASH ENTERTAINMENT EVERY SECOND. MORE POWER TO RKO FOR GIVING THE EXHIBITOR A PICTURE THE PUBLIC REALLY WANTS. VERY SINCERELY=

JOHN HAMRICK.

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

THE NATIONAL MIRROR

Didn't Squawk to Gov't, Inde Exhibitors State

Jersey Alliedmen On Stand

NEW YORK CITY—Two independent exhibitors shared the pre-trial questioning spotlight last week.

James Binkov, Union City, N. J., exhibitor, on the stand in the pre-trial examination last week, and named by the Department of Justice as a person with knowledge of unfair clearance in that spot, said he had made no complaint to the government on clearance but admitted that he had frequently complained to Allied. He operates the Temple, and is an Allied New Jersey member.

It was brought out that his name had been given the government by Allied. Binkov said he had had first-run product in Union City until the major companies opened theatres, when the product "was taken away." Defense attorney drew an admission that he was a second and third run in 1928 when sound came in and his house was one of the last to install sound. Binkov said he knew of no unreasonable protection granted in 1932, as stated in the supplementary bill, but that he had complained because of alleged discrimination.

Asserting that the affiliated circuits are "more lenient to deal with" than independent theatre chains, James C. Forgione, second government witness to testify in the pre-trial examinations, declared last week that he would rather have the competition of the affiliated circuit.

Forgione, who operates the Forum, Metuchen, N. J., added that, in his opinion, his affiliated competitors in Perth Amboy and New Brunswick were entitled to clearance, but clearance extended to Walter Reade's theatres in Plainfield provoked his complaint to a government agent.

Forgione added that his name had been turned over to the Department of Justice by Allied, who had asked him if he wished to describe theatre conditions in his locality. He stated that the conference was held in the New York Allied office.

Forgione also stated that the government's statement that 1932-33 was the season when RKO theatres obtained unreasonable protection was an "error" on the government's part.

Arthur Lee Resigns

NEW YORK CITY—Arthur A. Lee, vice-president, Gaumont British Picture Corporation of America, resigned last week.

Lee has been associated with Gaumont British for the past 25 years.

U Meets May 11

NEW YORK CITY—William A. Scully, Universal general sales manager, last week announced that the company would hold two three-day regional sales conventions this year, the first at the Ambassador Hotel, Atlantic City, beginning May 11, and the second a week later at the Drake Hotel, Chicago, beginning May 18. Present plans call for the attendance of all home office and studio executives at both meetings. Canadian forces will attend at least one and possibly both.

District managers, branch managers, salesmen and bookers from the Universal exchanges in Albany, Boston Buffalo, New Haven, New York City, Philadelphia, Washington, D. C., and other eastern spots will attend the first meeting in Atlantic City.

20th-Fox Executives Ask Dismissal of Suit

Say No Trust Violation Evidence Offered

NEW YORK CITY—In a notice of motion filed in the Federal Court last week, 20th Century-Fox requested dismissal of the government's equity suit against Joseph M. Schenck, William L. Philips and Daniel O. Hastings, on the charge that the government failed to state a claim upon which relief could be granted the court against these defendants. That neither the complaint, the government bill of particulars or its answers to interrogatories affirmatively show any evidence whatsoever that the three defendants had committed acts violative of the Sherman Anti-Trust Laws, was contended in an affidavit of John F. Kaskey, 20th Century-Fox attorney.

It is believed that a favorable decision in this case may affect a large number of others named as defendants in the suit.

Later 20th Century-Fox asked the elimination as defendants of virtually every officer connected with the company.

Elder Johnston Passes

NEW YORK CITY—J. B. Johnston, 79 years old, father of president W. Ray Johnston, Monogram, died last week at his home in Waterloo, Iowa. Death was caused by infirmities due to old age.

Deceased is survived by his widow, five sons and a daughter.

Arnold Now Declares Industry "Dictatorship"

Hearing on New Neely Bill May 16

WASHINGTON — Reorganization of the movie industry, on the ground that it is a "dictatorship" and "distinctly un-American," was demanded last week by Thurman Arnold, Assistant Attorney General.

Testifying at a Congressional hearing, he stated that the Justice Department suit is moving with "incredible slowness," and urged a Senate Judiciary subcommittee to approve legislation to take control of theatres from large producers, as contained in the new Neely Bill. Arnold claimed that ownership of theatres by large companies is "a plain violation of the anti-trust laws" and tends to exclude the independent producer from the market.

He said that the big distributors, controlling the movies by a "vertical cartel like the vertical cartels of Hitler's Germany, Stalin's Russia," denied any choice in selection of films to either theatre operators or public.

MPPDA's C. C. Pettijohn, asserting that present distribution methods have given this country the lowest admission prices in the world despite the loss of a considerable foreign market in the war, objected to the bill as a representative of the film producers. "We cannot produce motion pictures by statute," he said.

Chairman Neely recessed the hearing until May 16, when Pettijohn said the industry was not fully prepared at the present time.

Arnold, during his testimony, also stated that the industry, as operated now, "controls public taste and prevents any choice by any community."

"It is the greatest contributor to waste in industry that can be conceived," he added. "The producers force their product on the theatre, whatever the cost."

Arnold prophesied that, unless changes were made now, the movies would ultimately be regulated like the railroads and other utilities. He doubted that this would be a good thing for the industry or movie-goers.

Arnold stated that the Department of Commerce consent plan does not solve the problem and is only a stop gap, that the government suit will continue whether or not the Commerce plan is adopted, that the Department of Justice is determined to abolish local as well as national monopoly, and that the New York suit and other litigation will be a long drawn-out process.

Arnold declared that the consent decree plan continues the evils that the government is trying to do away with, and is not acceptable to the independent exhibitor. His chief objection to the plan is its failure to divest production from distribution and exhibition and break up "monopoly chains."

Arnold suggested that the Neely Bill be amended to allow the producers more than 18 months in which to dispose of their theatres. "This thing is not going to ruin the industry," he said. "My belief is that if divestiture is brought about in an open manner and solved, it is going to get this industry on its feet."

Joyce Predicts Jump In Television Set Sales

Reveals Views to SMPE Convention

ATLANTIC CITY—More than 25,000 television receivers will be sold in the New York area alone within a year after the Federal Communications Commission permits commercial television programs, according to Thomas F. Joyce, vice-president and advertising manager of RCA, speaking at the Spring convention of the Society of Motion Picture Engineers last week.

Joyce said that television was potentially a great industry that would employ hundreds of thousands of workers. Applications to the FCC for television licenses have already been made by 30 stations in 18 cities, he declared.

Coast Indes Organize

HOLLYWOOD—Ground work was laid last week for an organization of independent producers releasing through major companies, which would seek representation in negotiations between studios and labor unions and interchange of personnel which would keep their production personnel active the year round, as well as joint purchase of supplies.

Interested independent producers are reported to be Frank Capra and David O. Selznick, sponsors, and David Loew, Edward Small, Frank Lloyd, Hal Roach, Walter Wanger, Samuel Goldwyn, Sol Lesser, Alexander Korda, Richard A. Rowland, and Jack Skirball Productions.

GTEC Reports Profit

NEW YORK CITY — General Theatres Equipment Corporation and subsidiaries, excluding Cinema Building Corporation, reported last week for the three months ended March 31, 1940, a consolidated net profit of $212,681 after depreciation and estimated Federal income tax, subject to year-end adjustments. This is equivalent to 36 cents per share on 592,887 shares of common stock outstanding. It compares to $145,544 after depreciation and taxes earned for the first quarter of 1939.

Feature for FitzPatrick

HOLLYWOOD—A feature, tentatively titled "Captain Cook," will be produced this year by James A. FitzPatrick, according to the terms of a new Metro deal signed last week, whereby he will make one feature picture yearly for five years. FitzPatrick travel shorts for next season, nine out of 12 of which have been completed, deal with interesting domestic, rather than foreign, locals.

Para Films Telecast

NEW YORK CITY—Starting in the Fall, Paramount features as well as shorts, after they have played local theatres, will be telecast by the Allen B. DuMont Laboratories station, it was announced last week. About $100,000 will be invested in the DuMont station and mobile transmitter, FCC approval for which was obtained recently, according to Allen B. DuMont.

Localites for Monogram

DALLAS—Consistent use of local talent to appear in support of western stars was agreed upon unanimously by Monogram franchise holders at last week's session of their national convention.

Recent experiments along these lines have resulted in heightened interest in westerns when prominent radio and orchestral talent, well-known in a definite region, is introduced in the outdoor dramas. Monogram proposes to inaugurate its new series of Tex Ritter westerns on this basis.

Franchise holders adopted a resolution expressing their condolences and sympathy to President W. Ray Johnston on the death of his father.

Neely Hearing May 13

WASHINGTON—May 13 has been set as the definite date for the start of hearings on the Neely anti-block-booking and blind-selling bill, the House Interstate Commerce Committee announced last week.

The full committee will sit, and plans are to hold "rapid fire" hearings in order to finish the testimony as quickly as possible. Witnesses' time is being cut.

The date was set back from May 7 in order to avoid conflict with the convention of the Pacific Coast Conference of Independent Theatre Owners which meets in Los Angeles May 8-10. Ed Kuykendall, president, Motion Picture Theatre Owners of America, was one of those requesting the delay.

Technicolor Reports Profit

NEW YORK CITY—Consolidated earnings for the year ended December 31, 1939 of Technicolor, Inc., and its subsidiary, Technicolor Motion Picture Corporation, amounted to $912,614.38 as against $1,050,536.06 for 1938, it was reported last week. Positive print shipments were 70,126,156, an increase.

"Mayerling" Withdrawn

NEW YORK CITY—All prints of "Mayerling" will be withdrawn from circulation and further distribution, according to an announcement last week.

"GWTW" Terms Opposed

LONDON—The British Cinematograph Exhibitors Association threatened "Gone With the Wind" with boycott last week if Metro insists upon receiving the stipulated 70 percent of the gross receipts.

The CEA, representing about 90 percent of British exhibitors, argued that Metro can afford to make a little less money while British exhibitors can not afford to lose more. A ban on the movie except in the three London houses where it is already playing was threatened. The exhibitors' association, accustomed to paying 40 and 50 percent for their pictures, pointed out that Sam Eckman, a Metro executive, makes as much per year as the British Cabinet.

Warner Zone Heads Meet

NEW YORK CITY — Joseph Bernhard, general manager, Warner Brothers theatres, presided over a meeting of the Warner theatre zone managers last week in the home office.

Those present were:

Zone managers—James Coston, Chicago; Nat Wolf, Cleveland; I. J. Hoffman, New Haven; Don Jacocks, Newark; Moe Silver, Albany; Ted Schlanger, Philadelphia; Harry Kalmine, Pittsburgh; John Payette, Washington; Herbert Copelan, Atlantic City.

Among the home office executives were Clayton Bond, Ed Hinchy, Leonard Schlesinger, Harry Goldberg, Frank Phelps, Nat Fellman, Abel Vigard, W. Stewart McDonald, Harry Rosenquest, Louis Kaufman, Herman Maier, Frank Cahill.

Sargoy Copyright Counsel

NEW YORK CITY—At a joint meeting of general counsel and general sales managers of distributing companies, Edward A. Sargoy was designated last week to take over the duties of the late Gabriel L. Hess in connection with the legal activities of the Copyright Protection Bureau and to represent the distributors in all matters of infringement of copyright arising out of unauthorized exhibitions.

Joseph L. Stein will continue as associate counsel to Sargoy.

In all respects the status of the Copyright Protective Bureau is unchanged, it was announced by Jack H. Levin, director.

"Sea Hawk" on Trip

NEW YORK CITY—Warners' publicity department will be at sea beginning June 15, when the ship used in the filming of "The Sea Hawk" is taken on a two month exploitation cruise, the itinerary being San Diego, Vera Cruz, Galveston, New Orleans, Mobile, Miami, Jacksonville, Savannah, Charleston, Norfolk, Washington, Baltimore, Phliadelphia, Boston, Providence and New Haven. Part of the trip will be through the Panama Canal. It will end August 15, in New York City.

No UA Changes

NEW YORK CITY—There have been no discussions of changes in United Artists' sales setup, according to a statement made last week by Murray Silvertone, top executive of the company, in denying reports published to the effect that a change in the UA sales setup was imminent and due for board of directors' action.

Columbia Salaries Revealed

NEW YORK CITY—Harry Cohn, president and director, Columbia Picture Corporation, received $185,520 in 1939, it was revealed last week in a company amendment to its annual report with SEC. Jack Cohn, vice-president and director, received $106,120; and A. Montague, general sales manager, $68,900.

Sherman with Birdwell

NEW YORK CITY—Joe Sherman, who formerly held executive posts with Paramount, Metro publicity, last week joined Russell Birdwell and Associates. Sherman has been in motion pictures 15 years.

THE EXHIBITOR'S SPOTLIGHT FALLS ON HAPPENINGS HERE AND IN OTHER LANDS

HUGO MAYER, well known to the industry, is entertained in Havana by Charles B. Garrett, editor, Mundo Filmico, Cubano, and an unidentified friend.

PICTURED HERE are (left) William B. Brenner, general executive, National Screen Service, in charge of branch and home-office operations since 1925; and George F. Dembow, general sales manager, National Screen Service. Dembow has been with NSS for the past eight years. Both were recently made vice-presidents.

WHEN AMERICAN PICTURES CORPORATION held a cocktail party in New York City recently present were Geza Herczeg, Julius W. Levine, president; Sydney B. Weill, vice-president in charge of production, and I. M. Ormburn, treasurer. Herczeg is scripting the company's first production.

CAPTAIN HERB MacINTYRE (right) RKO's Depinet Drive leader, congratulates Andy Smith, whose eastern division led in "Smith Month."

JOHN GARFIELD, Warner star; Leon Bamberger, president, AMPA; and Harry Carey attend the AMPA luncheon at Jack Dempsey's, New York City.

LIMA, PERU, EXHIBITORS honored E. S. Gregg, ERPI general foreign manager, at a reception during his recent visit to that city. Gregg is in the center with U. B. Ross, manager, Electric Research Products, Inc.'s office. Local exhibitors surround them with smiling faces.

Business Will
when they

Bing
CROSBY

IF I HAD MY

with

Charles WINNINGER

El BRENDEL

Allyn Joslyn · Claire Dodd · Nana Bryant

and these famous favorites of all time—

Eddie Leonard · Trixie Friganza · Grace LaRue

Julian Eltinge · Blanche Ring

Screenplay by
[illegible] CONTERMAN and James V. KERN
[illegible] Story by David Butler,
[illegible] and James V. Kern

Produced and Directed by DAVID BUTLER

A NEW UNIVERSAL PICTURE!

Hum Sing!

Gloria JEAN WAY

5 great new tunes

"Meet the Sun Halfway"
"I Haven't Time to Be a Millionaire"
"Pessimistic Character"
"If I Had My Way"
"April Played the Fiddle"

and these two never-to-be-forgotten hits, sung by the artists who made them internationally famous

"IDA"... sung by Eddie Leonard
"RINGS ON MY FINGERS"
... sung by Blanche Ring

Original Music and Lyrics by James V. Monaco and Johnny Burke

PRINTS NOW in your U Exchange for Screenings!

Warren Stokes' HOLLYWOOD NEWSREEL

Hollywood Movie Quiz

• LETTERS FROM READERS, expressing interest in the Movie Quiz idea, have been pouring into our Hollywood sanctum. To the many exhibitors who have written me personally, I take this opportunity to express my sincere thanks for the interest displayed and to assure them that their correspondence will be further acknowledged with complete details for their individual operation of the Hollywood Movie Quiz. To readers unfamiliar with our prior discussion of this subject, I suggest their perusal of the suggested plan as outlined in the April 10 issue of THE EXHIBITOR.

They Keep Trying

• THE QUIZ CORRESPONDENCE, in general, reflects the sentiments of Charles S. Nagy, Lyric, Bound Brook, N. J., who states, "I'm willing to try anything to get the patrons' minds back on motion pictures." This should be enlightening to the distributors and the producers who have been under the misapprehension that exhibitors have only been willing to try anything to get the patrons into the theatres. That they have been forced to do this is a foregone conclusion. As a result, celluloid entertainment has been playing second fiddle to "Bango," "Bunko," "Cash Night" and other marquee magnets, which play no part in getting the mind of the public back on the picture business. Consequently, the exhibitor has been doling out cash and other giveaways to further promote such enterprises instead of his main stock in trade, the motion picture, its personalities, and public interest in the picture business.

The Exhibitors' Problem

• MAIL FROM OUR READERS is of more than passing interest. In all of the correspondence received to date, it is encouraging to note that the exhibitors, with no exceptions, are not content to bolster theatre attendance through dishes and other give aways continually building up interest in premiums and detracting public attention from the celluloid commodity. This is definitely an indication that, despite Hollywood's belief to the contrary, exhibitors as a whole, are deeply concerned with the promotion of celluloid merchandise, without the aid of other business stimulators foreign to the picture business. The exhibitor's main problem is—How to get the patron's mind back on the picture business and keep it there?

Decorative Lighting • Glass and Metal Work
Exit and Direction Signs • Ornamental Plaster
Drinking Fountains • Air Distribution Plaques
36 Years in Business Is Your Assurance of Our Reliability.
VISIT OUR SHOWROOMS OR WRITE US
VOIGT Designers-Engineers-Manufacturers 1745 N. 12th Street, Phila.

The Answer

• HOLLYWOOD MOVIE QUIZ, as outlined in a prior issue of your Hollywood Newsreel, we do believe, is the answer to that problem. In presenting this plan, we took into consideration its promotional value to the exhibitor in hamlet or metropolitan situation, and its value to the industry as a whole, based upon its appeal to the natural inquisitiveness of movie patrons, and, last but not least, its value to the individual showman as a medium, born of his own stock in trade, so that he can proceed intelligently, to get the patron's mind back on motion pictures, keep it there, and eventually get himself back into the picture business.

Read It Again

• FOR A COMPLETE PICTURE of the Hollywood Movie Quiz, and its simple plan of operation, read again, your Hollywood Newsreel in the April 10 issue of THE EXHIBITOR and carry on with the additional information herewith: All the equipment necessary is a stage microphone attached to your loud speaker, and a portable microphone to be carried through the audience for the selection of a patron to answer the given question which must be answered correctly within 10 or 12 seconds. Each question is asked only of one contestant. If the question is not answered correctly within the allotted time, the cash award is saved, the contestant receiving two passes for the next week's attraction (which you always mention). The correct answer to the question is given to the audience and you proceed with the next selected contestant.

Advance Exploitation

• ONE WEEK AHEAD of your Hollywood Movie Quiz night, you place in the lobby a Movie Quiz box for the paying patrons to deposit questions about Hollywood and its personalities. To patrons whose questions are selected for use on the Quiz Program you award two tickets for the next picture attraction, (also mentioning the name of the forthcoming picture) when you award these tickets. Twelve questions, confined to pictures and Hollywood personalities, should be ample for your Movie Quiz program. Your cash outlay, divided into $5, $3, $2 and $1 awards for the correct answers to the various questions would not exceed $20. You must also remember what you save when questions are not answered correctly within the allotted time. And, now, my allotted space prevents me from any further discussion at the moment. I think you will realize, however, that the idea has a two-way pull. Your patrons have to come to the theatre to deposit the questions, come back the following week to hear the answers, plus the opportunity of taking home free tickets or a cash award. And, above all, you are selling them the picture business. If you are interested, I will tell you the entire plan; how you can obtain the legitimate answers to your patrons' questions about Hollywood and its personalities and conduct your Hollywood Movie Quiz for the betterment of your business and the motion picture business in general. Your correspondence will receive my personal attention.

Brief Glances At PRODUCTION HAPPENINGS

Columbia

Production activity is in high-gear here. "Singapore," Sam Bischoff's initial feature for this company, has Melvyn Douglas and Constance Bennett in the starring spots, under direction of Alexander Hall. . . . "Five Little Peppers Abroad" is in the making. . . . Sixth of the "Blondie" series, as yet untitled, is before the cameras. . . . Others in production are Frank Lloyd's "The Howards of Virginia," formerly "Tree of Liberty"; Wesley Ruggles' "Arizona"; "Babies for Sale," featuring Rochelle Hudson and Glenn Ford, and "The Return of Wild Bill."

Fine Arts

Newly re-organized company has five productions in preparation, two now casting and ready to go before the cameras within the new few days. First to go are "Flying Heels" and "Red Gardenias." Pictures preparing include "If This Be Treason," "King's Highway" and "Empire of the West."

Metro-Goldwyn-Mayer

Director Norman Taurog has been signed to a new long term contract. . . . Lynne Carver gets the featured feminine lead with Maureen O'Sullivan, Lewis Stone and Robert Young in "One Came Home," to be directed by S. Sylvan Simon. . . . Three shorts shooting now include "Maternity Clinic Racket," "Let the Buyer Beware," and "Waldo's Last Stand." . . . "I Love You Again," starring William Powell and Myrna Loy, is now under way with W. S. Van Dyke directing.

Paramount

Titles have been definitely set on three Harry Sherman "Hopalong Cassidy" features. First, now completed will carry the tag of "Three Men From Texas." "Doomed Caravan" is the title of the next Hoppy scheduled to start in May, and the third, to go before the cameras later this spring, will be "Pirates on Horseback." . . . . Franchot Tone will return to the screen late in June. He has been signed to play opposite Madeleine Carroll in the Edward H. Griffith production, "Virginia." . . . May Robson, almost 75 years old, will be seen as Ellen Drew's grandmother, matriarch of a pioneer Texas family, in "Texas Rangers Ride Again."

RKO-Radio

Frances Langford will have the romantic lead in the forthcoming feature starring Lum and Abner. Harold Young will direct. . . . Benny Rubin gets a character role in "Lucky Partners," now in production with Ronald Colman and Ginger Rogers co-starring.

Republic

Films currently in the cutting rooms here include, "Gangs of Chicago," Lloyd Nolan-Lola Lane co-starring feature; "The

Excitingly Together!

VIVIEN

LEIGH

the Scarlett O'Hara of "Gone With The Wind"

LAURENCE

OLIVIER

the star of "Rebecca" and "Wuthering Heights"

and LESLIE BANKS in

21 DAYS TOGETHER

with FRANCIS SULLIVAN

HAY PETRIE · ESME PERCY · ROBERT NEWTON

Based on a story by John Galsworthy · Directed by BASIL DEAN

A COLUMBIA PICTURE

COLUMBIA PICTURES

PRINTED IN U.S.A.

NEW YORK CITY

SEATTLE

DETROIT

CHICAGO

NEW YORK CITY

THE STORY OF A TRIUMPH

ON Thursday, "REBECCA" will begin its fifth week at Radio City Music Hall. Among all the fine pictures which have played at this theatre during the seven years of its existence, only "Snow White" has played so long—no picture with living actors has even approached this remarkable record.

By the end of its fifth week, in this one theatre, "REBECCA" will have been seen and applauded by some 750,000 people. A picture must, indeed, have remarkable qualities to be so honored. And "REBECCA" *has* such qualities—not one or two, but *all* the things that go to make up superlative entertainment . . .

A great story . . . made even greater, more vivid, more powerful in its translation to the screen—so that there emerges a picture that reaches the heart and enflames the imagination of all who see it—a love story so haunting and so poignant with tenderness that it becomes a moving personal experience.

Great performances . . . not only by the two stars, Laurence Olivier and Joan Fontaine, but by every member of the group of talented players who make the picture live and breathe.

Inspired direction . . . by that master of suspense, Alfred Hitchcock—direction which so welds story and acting, so creates a mood, that one forgets that it is a picture—rather life itself which is unfolding.

But over and beyond story, acting and direction, "REBECCA" takes on the stature of a truly great picture because of the sheer genius of its producer, DAVID O. SELZNICK. The man who made "Gone With The Wind" has given to the nation and to the world another film drama that is truly great—and New York has responded with an ovation of public and critical acclaim.

SAN FRANCISCO

LOS ANGELES

SEATTLE

HINTS ON NEWSPAPER ADVERTISING

No. 131—"Rebecca" (United Artists)

This is the surprise picture of the year, with the grosses proving it one of the strongest entrants in many seasons. It is noteworthy, too, that the ads which are reproduced here represent a definite diversity.

The A-1 pressbook turned out by the UA lads tells its own story, but those shown on this page are included to present different angles.

We call your special attention to the all-type ad run to announce the fifth week of the show at radio City Music Hall. It is novel and a departure from the usual run.

All in all, this is a women's and an exploiteer's show. As such it can be sold to the hilt.

Advance Shots On COMING REVIEWS

Features

CHARLIE CHAN'S MURDER CRUISE (20th Century-Fox)—Sidney Toler, Lionel Atwill, Marjorie Weaver. 75m. The latest in this interesting series becomes a competition between audience and picture along "who did it?" lines, with the net result a good entrant in the Chan group. It's Chan's picture all the way, with the other characters contributing bits here and there as need be.

I WAS AN ADVENTURESS (20th Century-Fox). Zorina, Richard Greene, Eric Von Stroheim, Peter Lorre, Cora Witherspoon. 81m. One of those sophisticated combinations of international jewel thievery and the reformation via love of one of these thieves, this entertaining meller is a pleasing program offering. Zorina gets one opportunity to get in some ballet hoofing. It was received nicely by a projection room audience.

IF I HAD MY WAY (Universal). Bing Crosby, Gloria Jean, Charles Winninger, El Brendel, Allyn Joslyn. 92m. Combining the popularity of Bing Crosby with the voice and personality of Gloria Jean, Universal delivers an entertaining piece of celluloid that should prove popular fare. The picture includes some eight musical numbers. Audience reaction was good.

LITTLE ADVENTURERS (Piccoli Avventurieri) (Esperia). Italian cast. 83m. A Mark Twainish story with a bit of propaganda injection, this proved great entertainment for a matinee audience in a metropolitan Italian film showcase. A juvenile cast headed by talented actor-singer Nello de Rossi enacts a yarn glorifying the Ethiopian conquest.

MEN WITH STEEL FACES (Radio Ranch) (Mascot). Gene Autry, Frankie Darro. 70m. Somewhere around 1934 Mascot made a serial called "Phantom Empire," one of Gene Autry's first oatie endeavors, and now the chapter play returns in condensed form. It might have been great shakes for a serial. Reincarnating this probably won't do Autry any good. It's Just a filler for the bottom duallers.

SAPS AT SEA (United Artists—Roach). Stan Laurel, Oliver Hardy, James Finlayson, Ben Turpin. 56m. For the Laurel and Hardy Fans this is a perfect full-length entry to satisfy their weekly sense of slapsick humor. Early morning patrons at a metropolitan grind house house laughed themselves silly during its unreeling, so exhibitors should have no fear of spotting it on the supporting dualler space.

SUICIDE LEGION (Edited Version) (Film Alliance of U. S.). Tullio Carminati, Lilli Palmer, John Garrick. 58m. Having previously reviewed this Herbert Wilcox production in its unedited and uncut edition, this criticism is to be construed as the official verdict: it is a pleasant bottom half dualler enacted by a pleasant band of players, and can support duallers nicely where British product can be received.

Shorts

CAVALCADE OF ACADEMY AWARD WINNERS (Vitaphone). 30m. Excellent.

HAVE YOU MET YVETTE? (Paramount-Headliner). 10m. Good.

IF I FORGET YOU (Will Rogers Memorial Commission). 9m. Excellent.

POPULAR SCIENCE NO. 5 (Paramount). 10m. Good.

TELEVISION PREVIEW (Paramount—Paragraphic). 11m. Good.

POSITION WANTED

THEATRE MANAGER: 17 years experience (with 4 companies). Can manage, buy, book, exploit . . . employed at present but seeking connection with progressive, going places outfit. Write your proposition to Box No. CCC, THE EXHIBITOR, 1225 Vine Street, Philadelphia, Penna.

Production Notes

(*Continued from page* 14)

Crooked Road," featuring Edmund Lowe, Irene Hervey and Henry Wilcoxon, and the new Gene Autry musical western, "Gaucho Serenade," with Smiley Burnette and June Storey in supporting roles.

20th Century-Fox

"Brigham Young," this company first big outdoor spectacle of the new season is now under way with Henry Hathaway directing. Cast includes Dean Jagger, recruited from the New York stage, Tyrone Power, Linda Darnell, Brian Donlevy, Vincent Price, Mary Astor and Jean Rogers.

National Legion of Decency List—May 2, 1940

UNOBJECTIONABLE FOR GENERAL PATRONAGE—"Grandpa Goes to Town," (Republic); "Hi Yo Silver," (Republic); "One Million B. C.," (United Artists); "Radio Ranch," (Mascot); "Tomboy," (Monogram).

UNOBJECTIONABLE FOR ADULTS—"Forty Littles Mothers," (Metro); "Charlie Chan's Murder Cruise," (20th Century-Fox); "Bad Boy," (Gateway); "Captain Moonlight," (A. P. and D., Twickenham-Ziehm).

Warners

Miriam Hopkins is slated for the feminine co-starring role with Edward G. Robinson in "This Man Reuter." . . . Leo White, the "French Count" of the early Charlie Chaplin films, and Tom Wilson, oldtime screen villain, have been given roles in "The Sea Hawk," new Errol Flynn starrer. . . . Leon Schlesinger, with this studio for the past ten years, has renewed his cartoon producing deal for two more year. Schlesinger will contribute 42 short subjects to the Warner 1940-41 releases—26 "Merrie Melodies," in Technicolor and 16 "Looney Tunes," starring Porky Pig. . . . "Broadway Lawyer" is scheduled as a solo starring vehicle for George Brent. . . . Peter B. Good, who made his screen debut as the baby of "Brother Rat and a Baby," has been signed to appear as Knute Rockne's eldest son in "The Life of Knute Rockne," starring Pat O'Brien.

BETTER MANAGEMENT

Check This Column For Ideas That Are Novel

(Disregarding the more obvious methods of selling pictures, via thousands of heralds, newspaper ads, radio tieups, etc., so common to big campaigns, THE EXHIBITOR will list in this column the more novel ideas submitted by managers.

The Better Management editors, also, in a desire to allow managers to see what theatremen in towns their size are doing, are including populations of the various towns.

It is not claimed that everything listed here is new, but at least these suggestions are not as commonplace as the ones not mentioned.)

"Abe Lincoln in Illinois"

PROVIDENCE, R. I. (Population, 253,000)—Manager George French and press agent Bill Morton, RKO Albee, went to town in great style. They invited each of the four Senior High Schools and the two Catholic secondary schools to send two representatives of their school paper to the Albee for a laboratory experiment in movie advertising. Youngsters were asked to prepare their own campaign on "Lincoln," and were provided with pressbooks and given an advertising budget. Morton talked to the group, outlining the purpose of theatre publicity and suggesting ways in which the students could develop their campaigns. Stunt had the approval of the superintendent of schools and the head of the R. I. Schoolastic Press Association. To prominent people around town, theatre mailed letters to which were attached Lincoln pennies, and passes were sent to all Lincolns in Providence.

ELMIRA, N. Y. (Population, 47,000): Recordings of Lincoln speeches were played at special assemblies in local schools, arranged by Regent manager Mel Conhaim. Conhaim spoke to the assemblies, explaining incidents which led up to these speeches, with excellent response.

"The Grapes of Wrath"

FALL RIVER, MASS. (Population, 115,000): A sound truck with six-sheet posters was extensively used by Bill Canning and Tommy Dried. In addition to use in a local parade, the truck was also sent out to the nearby Narragansett race track.

"Dr. Cyclops"

SYRACUSE, N. Y. (Population, 210,000)—RKO-Schine Paramount and local Sears, Roebuck and Company tied in on this to their mutual advantage. Sears displayed a "living, breathing 14-inch woman—a victim of that mad genius Dr. Cyclops." Floater went on to explain that this woman was the latest victim of Dr. Cyclop's abbreviation practices, and that the exhibition was inspired by the showing of "Cyclops" at the Paramount. Paramount manager Gene Curtis arranged to run "I Nominate for Shrinking" column in Syracuse Herald-Jouprnal, and two radio programs on "What I Would Do If I Shrank to 14 Inches" were broadcast over WFBL. A series of classified ads was run in the paper to find a young lady willing to be shrunk to 14 inches for the Sears display. Downtown windows were devoted to such overgrown objects as large fountain pens, three-foot overshoes, six-foot tires and three-foot Silex coffee makers.

"The Doctor Takes a Wife"

HARRISBURG, PA. (Population, 80,000): Manager Johnny Rogers, State, effectively used a concealed public address system during the breaks of the previous show. Recording, made especially for the State, inquired "Is there a doctor in the house? Well, you won't need one after you see the hilarious comedy, 'The Doctor Takes a Wife'." Street bally consisted of a man dressed as an interne who handed out prescriptions for "Spring Tonic."

"Young Tom Edison"

PHILADELPHIA (Population, 2,000,000): A city-wide contest to find a local "Young Tom Edison" was launched by Stanley-Warner Theatres, the Franklin Institute, the Philadelphia Daily News and radio station WPEN, with best invention submitted by a 10 to 17-year-old boy winning prize.

PLYMOUTH, MASS. (Population, 13,000): A cutup picture contest, with the pieces, when properly assembled, forming a picture of Mickey Rooney, was held with the co-operation of the local paper by John O'Leary, manager, Interstate Old Colony, Plymouth.

"My Son, My Son!"

WILKES-BARRE, PA. (Population, 87,000): Amateur reviewers competed for prizes in contest arranged by Bill Walsh, Comerford. A banner 35 feet in length was stretched over the main thoroughfare leading from the West Side to the city. A tie-up with a local auto dealer secured a 1940 chassis on which was placed giant eight-foot by five-foot book display that

(*Continued on page* 20)

ONE MILLION B. C. Hal Roach's production for UA release boasts of Victor Mature and Carole Landis, among others.

Help the Cashier

NEW YORK CITY—Catching the eyes of thousands of Broadway wayfarers was the following display placed alongside the cashier's window at Loew's Criterion by publicist Phil Laufer:

PLEASE HELP OUR CASHIER ! ! !

She is an unfortunate victim of amnesia who has forgotten her name . . . so the management of this theatre has renamed her

MISS ..... TURNER

The person or persons who can guess her first name (in the judgment of the management) will win Free Guest Tickets to see our next attraction—

"TWO GIRLS ON BROADWAY"
Starring
LANA TURNER — JOAN BLONDELL
GEORGE MURPHY
Which begins an engagement
Wednesday, April 24

It is not necessary to purchase a ticket to enter this contest . . . simply ask the doorman for an entry blank . . . fill it in and drop your selection into the ballot box!

WE HAVE BUT ONE REQUEST TO MAKE: Please DO NOT ask the cashier any questions regarding this matter. It is strictly a humanitarian gesture and has no connection with our showing of "TWO GIRLS ON BROADWAY."

Look at it from any Angle!

Flash . . . glamour . . . color is the life-blood of showmanship and that's what we're selling in ***Trailers, Lobby Displays*** and ***Accessories.*** ¶Use them like the successful merchant uses his show windows. Put your show on display. Dress up your lobby. Dress up your screen. A catch-line . . . a picture will get the prospect who shops for entertainment. ¶Maybe he's twenty percent of your audience . . . maybe he's only ten. But it's the "shopper" who makes the difference between big grosses and average takes . . . sometimes the difference between profit and loss. ¶And ***NATIONAL SCREEN SERVICE*** gives you those catch lines . . . that color . . . that flash. . . In TRAILERS . . . in LOBBY DISPLAYS . . . in GENERAL ACCESSORIES. On a straight rental basis . . . from one set of exchanges. They cost you little . . . they sell extra tickets. ¶Every exhibitor can afford the ***Best Ticket Sellers in the Business . . .***

NATIONAL SCREEN SERVICE
Advertising Accessories, Inc.
NATIONAL SCREEN ACCESSORIES

M. and P. "Biscuit" Book

BOSTON—Harry Browning, Mullin and Pinanski theatres, worked up an interesting pressbook for local use on Paramount's "The Biscuit Eater." Fronted by a colored cover, the book, which is mimeographed, goes on to quote critics' rave reviews on the picture and outline plenty of exploitation ideas to make it draw.

"Spend your last advertising dollars first where they work the hardest," suggests the books, giving a large number of relatively inexpensive stunts and ideas for exploitation.

Browning, and his M. and P. staff, deserve a lot of credit for the way in which they have worked up this supplementary press-book. Theatre-owners throughout the country, in addition to the M. and P. managers, could well well make use of it.

(*Continued from page* 18)

traveled around town. Bumper cards were placed on 100 pleasure cars, taxis, and buses.

"The Blue Bird"

WILKES-BARRE, PA. (Population, 87,000): Manager John Galvin and assistant Paul Tighe made sure that every school child in this town heard about "The Blue Bird." With the co-operation of school officials, they distributed tablets throughout the grade schools in the city to have the children sign their names to greetings to Shirley Temple on the occasion of her birthday, April 23. Youngsters attending the April 23 matinee were given a picture of Shirley as a souvenir of the occasion.

"Pinocchio"

GETTYSBURG, PA. (Population, 5,500): Syd Poppay, manager, Majestic, got plenty of co-operation from local school papers. Through the co-operation of a drug store, a candy tree was placed in the lobby opening day, and first children attending had their choice of candy. Music from the picture was plugged with records at the opening and at all intermissions two weeks in advance. The Lions Club played host at the theatre to children from a nearby orphanage.

"Johnny Apollo"

HARRISBURG, PA. (Population, 80,000): Special "doodad" novelties were distributed in lobby of Colonial, manager, Jack O'Rear, and at lunch rooms. O'Rear arranged with John Van Cronkhite, WHP commentator, to have radio series bringing out how college man's viewpoint on life became warped after the disillusionment of seeing his father sent to prison for fraud.

"Primrose Path"

SYRACUSE, N. Y. (Population, 210,000): Harry Unterfort, manager, RKO-Schine Keiths, passed out 3,000 "ginger" snaps in printed bags on opening day. Also arranged a Ginger Rogers resemblance contest in both daily papers.

"Dr. Ehrlich's Magic Bullet"

PHILADELPHIA (Population, 2,000,000): Logan here, Silvert Setron, managers situated in a partly Jewish community, sent out heralds printed half in Jewish and half in English, stressing the fact that Ehrlich was Jewish.

"Seventeen"

PHILADELPHIA (Population, 2,000,000): Silvert Setron, Logan, held a contest for "Miss Seventeen," in co-operation with local merchants. Girl of 17 who got most votes won prizes contributed by the merchants.

"Road to Singapore"

NORTH ADAMS, MASS. (Population, 22,000) —Manager Francis Faille, Paramount, had arrows posted throughout city leading to theatres. Arrows read, "The Road to Singapore."

"It All Came True"

HARRISBURG, PA. (Population, 80,000): Manager Jack O'Rear, Colonial, tied in with radio serial, "Big Sister," pointing out that ZaSu Pitts, who plays "Aunt Mamie," appears in the picture.

"Too Many Husbands"

SYRACUSE, N. Y. (Population, 210,0003: Manager Frank Murphy, Loew's State, ran a wise crack contest between Fred MacMurray and Melvin Douglas in the Syracuse Press.

TOMBOY. Marcia Mae Jones and Jackie Moran are currently in the Monogram picture.

12 NEIGHBORHOOD HOUSES in Cleveland worked this for their showings of Republic's "Rancho Grande." Although the theatres were otherwise not affiliated in any way, they all contributed to run this advertisement in the Plain Dealer—getting regular first-run attention from the paper, with advance publicity space, newspaper contest, and a review. Local Republic exchange helped arrange this inexpensive and mutually profitable advertisement.

Orchids for "Orchid"

NEW YORK CITY—A national campaign to promote Warners' "Brother Orchid," new Edward G. Robinson picture, through tie-up seeking to popularize orchids, particularly with men, has been inaugurated by the company.

Arrangements have been completed for the full co-operation of the Florists' Telegraph Delivery Association, comprising more than 7,000 retail florists throughout the country.

"Rancho Grande"

NEW YORK CITY—A special full-color streamer, calling attention to Gene Autry's air-show and to "Rancho Grande," latest film for Republic, has been forwarded for window posting to all of its dealers from coast-to-coast by the William Wrigley, Jr., Company, sponsor of the singing cowboy's Sunday radio program.

New "Command" Edition

NEW YORK CITY—A special edition of W. R. Burnett's "The Dark Command," has been released to 5,000 retail dealers in Grosset and Dunlap books. Edition is tied up with Republic's "Dark Command."

NEWS OF THE TERRITORY

NEW YORK CITY

Crosstown

James J. Walker will head the list of candidates scheduled to ride the goat at the Spring Conference Dinner, Picture Pioneers, Waldorf-Astoria, May 2. Among the other candidates to be initiated are P. J. Morgan, Gilbert Josephson, D. G. Rothacker, J. Myer Schine, J. S. Barkey, W. Ray Johnston, Samuel Strausberg, J. R. Malcolm, Louis W. Schine, Charles L. O'Reilly, Jack Bowen, Harry M. Goetz, O. F. Neu, Paul Benjamin.

"The Flag Speaks," Metro's two-reel Technicolor subject, was given a preview showing at Ellis Island April 25. Among those who attended were national officers of various patriotic organizations, as well as state officials and officers of the Army, Navy and Coast Guard, and a group of immigrants. Film's showing was arranged through the courtesy of United States Commissioner of Immigration Rudolph Reimer. "The Flag Speaks" was produced largely at the suggestion of the American Legion to the Association of Motion Picture Producers, which delegated Metro to make the picture. Motion Picture Producers and Distributors of America co-operated in the preview.

Dave Dubin, handling the Grand Central Newsreel, will manage the newsreel in the Airline Terminal Building, opposite the Grand Central Station. Mayor La Guardia laid the cornerstone of the building last week. . . . Next hearing in the Educational Pictures, Inc., bankruptcy will be held May 2.

T. E. Shea, director of engineering, ERPI, departed for the West Coast for a series of engineering conferences with the Hollywood organization on current developments. . . . William I. Hohauser is the architect for the new house to be erected at 1637-39 East 18th Street, Brooklyn. It will seat 600 persons. . . . President, Bronx, has been leased by the Stanchfield estate to the Brandeis Theatre Corporation, Mac S. Herbert, managing director. Lease is for a term of 15 years with an aggregate rental of over $150,000. House, seating 1000, will be renovated. David Berk and J. Krumgold were the brokers for the estate.

Beginning a five-day run of "A Child is Born," April 1, assistant manager Mack Schering, Alba, Brooklyn, did his bit for the campaign by inviting the stork to cooperate, so a lady patron gave birth to a six and one-half pound baby girl in the office of the theatre April 2. The lucky mother got a two weeks' supply of diapers free from a company with which the theatre had the tie-up. Matron Diana Tompkins was a big help. It is not known whether the child will be called Alba. (Ed. Note—It didn't hurt business a bit.)

Archie Mayers, sales manager, World Pictures Corporation, has closed first-run deals for "Mill On the Floss" with Warners, RKO, Schine, Smalleys and Fabian, Albany, Troy, Utica, Elmira, Jamestown, Batavia, Glens Falls, Auburn, Syracuse, Rochester, Buffalo, Norwich, Schenectady.

Sportswriters of the New York daily press and news-wire syndicates attended a special screening of Republic's "Grandpa Goes to Town," which features a prize-fight sequence between Arturo Godoy, South American heavyweight champion, and "Slapsie Maxie" Rosenbloom, former light-heavyweight champion. Mrs. Godoy, who also appears in the film, was present at the screening with the South American champ, who anticipates an early re-match with Joe Louis. Screening was arranged by Republic's publicity director Dave Whalen, through arrangements with Al Weill, Godoy's manager.

Under the auspices of the Order of Sons of Norway, six girls in Norwegian costumes have been soliciting funds for the Norwegian Red Cross, at the 48th Street, a house devoted to exhibition of Scandinavian films. . . . Loew's Oriental resumed a stage attraction policy last week. . . . Walter Gould, UA Latin American manager, returned to his desk Monday after a siege in Mt. Sinai Hospital and a week's rest at his Maryland farm.

May 7 has been definitely set as the date for the entertainment parade to be held on Broadway. . . . Lyle Talbot was on hand to personally autograph pictures of himself during the first day of "Parole Fixer," Loew's Criterion. . . . A post-season basketball game and dance takes place May 10 between Metro and National Screen at the Hotel Diplomat. . . . WHN carried the broadcast of the Harlem premiere of "Buck Benny Rides Again" at Loew's Victoria. . . . Reports that the Rivoli will present vaude along with the new Bing Crosby-Gloria Jean film, "If I Had My Way," are unfounded.

Ampa announced at its luncheon meeting last week personnel of the advisory council and committees to serve under the Leon Bamberger regime. Advisory council comprises Mort Blumenstock, Howard Dietz, Bill Ferguson, John C. Flinn, Paul Gulick, Hal Horne, Paul Lazarus, Jr., Charles E. McCarthy, Barret McCormick and Gordon White.

Committees are as follows:

ARRANGEMENTS—H. M. Richey, chairman; Jules Ziegler, Chick Lewis, Miriam Gibson.

AUDITING—Gordon White, chairman; Irving Shapiro, Donovan Hall, Red Kann.

CONSTITUTION AND BY-LAWS—Hal Horne, chairman; Paul Benjamin, John Flinn.

EMPLOYMENT—Monroe Greenthal, chairman; Ray Gallagher, Charles Alicoate.

ENTERTAINMENT—Rutgers Neilson, chairman; Bill Ferguson, Hazel Flynn.

FINANCE — Leon Bamberger, Edward Schreiber, Joe Gould, Vincent Trotta, Martin Starr.

MEMBERSHIP—Lou Pollock, chairman; Al Finestone, Wilma Freeman, Kenneth Clark.

PUBLICITY — Herb Berg, chairman; Si Seadler, Jeanette Sauer, Ruth Weisberg.

RECEPTION — Louis Lifton, chairman; Blanche Livingston, Vincent Trotta.

WELFARE—Paul Lazarus, Jr., chairman; Don Mersereau, C. C. Pettijohn, Patricia Reis.

Sam Hacker, connected for the past nine years with First National, Columbia, and Republic, last week announced the formation of Film Audit Service, to audit film exchanges throughout the country. . . . Herman Pett, who promised to call this column before he did it, sneaked himself out to the coast for a few week's vacation. . . . Eddie Sholemson was in town to inform us he was going to re-open his theatre in Ellenville. . . . Criterion's Phil Laufer was laid up with illness, but he's okay now and still doing a bang-up job. . . . National Theatre Supply branch manager James Frank, Jr., was in attendance at the SMPE convo in Atlantic City. . . . While he was away, his secretary, Blanche Polowan, was home ill.

Sun, formerly the Stadium, is being operated by Hyman Zimberg and Herman Savage. . . . Messrs. Fisher and Rollhiner, new operators, Mozart, have instituted a German film policy. . . . Mac S. Herbert will re-open the President, Bronx. . . . Alexander Weiss, Adolph Weiss, Emil Greenstein, and Adolph Mendel have taken over the Heights, Brooklyn. . . . M. Weissberg is the new operator, Criterion, East Rockaway.

Consolidated Amusement Enterprises, Inc., which originally took a 21-year lease for the New York from the New York Life Insurance Company, has sold its leasehold interest to Nyles E. Reiser. . . . Max G. Felder filed a petition in bankruptcy in Federal Court last week. He is manager of Popular Theatres, Inc., and Twin Theatres, Inc. Liabilities of $57,544 are listed. . . . Charles Cohen, the Metroite, has given up athletics (checkers) for fly-casting. . . . He is now studying up on the subject and intends to cast his first fly shortly.

Metro's Charlie "Camilli" Cohen deserted Flatbush and moved his household to the Boro Park sector of Brooklyn. . . . The Ziegfeld Club, composed of lassies who once graced the great showman's lines, were guests of the Capitol and Eddie Cantor for a performance of "Forty Little Mothers" one day last week. . . . Pressbook on "Pinocchio" was used at the University of Wisconsin School of Journalism to illustrate a certain phase of "Critical Writing."

A Coast trekker was Gilbert Josephson, operator, World, who planed there to personally supervise at the premiere of "The Baker's Wife" at the Esquire. . . . While on the subject of the World, among the guests who saw "Baker's Wife" there during the eighth week of its record run were Arthur Hornblow, Jr., H. V. Kaltenborn, William Lyon Phelps, and Giovanni Martinelli. . . . Ben R. Crisler who succeeded Frank Nugent as first-string critic of the New York Times, is reported to have landed an editorial job on P. M., forthcoming local daily sheet.

"Bucky" Harris, RKO theatres publicist, is taking a terrific ribbing on accounta winning the booby prize of 16 cents for low score during the bowling sweepstakes. Bucky, being one of the top RKO bowlers, was way off on his form—or something. . . . George H. Allen, formerly with

LUCKY AND BINGO
The ONLY GUARANTEED Theatre Games!
DENNIS GAMES, Inc.
N. E. Cor. 13th and Race Streets, Philadelphia
RUSS COHEN, 353 W. 44th Street, N. Y. C.
"Pioneer of Theatre Games"

National Theatre Supply, has joined the sales promotion department of WOR. . . . Ann Radin, shorts booker, RKO theatres, is back from Florida. . . Pathe vice-prexy Frank Donovan cast his daughter in one of the stunts which acted as a poser for the experts in the latest "Information Please."

Bill Garrett, formerly in the foreign departments of GB and Monogram, is publishing a trade paper in Havana. . . . Julien Bryan, the cameraman who brought back the film which went into "Siege," has his stills on exhibit at the Photo Mart. . . . Nello de Rossi, star of "Piccoli Avventurieri," the Italian film which bowed at the Cinecitta last week, is appearing in person during the run.

Returning from her Caribbean cruise was Madeleine White, secretary to W. Ray Johnston. . . . Mr. and Mrs. James A. FitzPatrick (he's the traveltalk producer) came to town. . . . Vacationing were Hal Horne and Dick Condon, the Disneyites.

Loew's Circuit

Leonard Mayer is now in North Queens, while Bob Frankel is a junior publicity man, both changes in Oscar A. Doob's department.

Staten Island

Popular Roy Sherkey, manager, Fabian's Stadium, is being boosted for the unofficial mayor of Tottenville. . . . Sid Deneau spent the day visiting. . . . John Firnkoess, manager, Fabian's Paramount, reports strong interest in his lobby attraction, Lee Wong, psychic sand reader. . . . Those laughs and giggles in the St. George can be traced to the collection of original Esquire cartoon drawings on exhibit. Display was arranged by Edgar Goth, director of publicity. . . . Harry Black, general manager, Fabian Staten Island theatres, and Sam Rosen, treasurer, recently made a visit to RCA's Camden plant. . . . Arthur Lane, manager, Fabian's Strand, has been showing off his radio-phonograph combination. . . . George Trilling, Ritz manager, was seen scooting all over main street of town taking pictures of his publicity stunts. . . . George Evans, manager, Fabian's St. George, arranged a "Pinocchio" puppet show to be given nightly in the window of the town's leading music store, as an exploitation stunt to sell pictures. . . . Michael Garzetta displays paternal pride in leading the songfests at his Saturday afternoon kiddie clubs at the Staten.

Harry Black, general manager, Fabian Staten Island theatres, announced last week that John Firnkoess, manager, Paramount, has been promoted to city manager to supervise the Fabian holdings in Middletown. George Trilling, manager, Ritz, Port Richmond, has been promoted to circuit booker and will make his headquarters in the Fabian home office located in the Paramount building, New York City. Alexander De Fazio, assistant manager, St. George, has been elevated to manager and in the near future will take over the reins of the Strand, Great Kills. Arthur Lane, manager, Strand, Great Kills, has been transferred to the Liberty, Stapleton, and Elihu Glass, manager, Liberty, Stapleton, has been appointed manager of the Paramount to succeed Firnkoess.

JOE JOEL SAYS:

Among Other Things . . .

George Dillon, formerly in the motion picture industry in New York, but lately representing Warners' foreign department, New Zealand, with R. H. Clark, went under an operation at the College Hospital, Brooklyn. . . . Woodrow Weinberg, brother-in-law of Jerry Wilson, Merit, is now connected with Joe Hornstein. He has just returned after serving four years with International Marines. Do you remember when the exhibitors would come to the exchange and pay their bills with rolls of silver? Well, there is only one exhibitor who keeps up that practice and that is Morris Spewak, Ritz, Cartaret, New Jersey. Morris says cash never comes back from the bank. . . . Sign outside of a theatre on Market Street, Newark, reads "We pay your rent."

It is with deep regret that I must announce the death of my beloved friend, Jack Cohen, who died April 17. He was a brother-in-law of Max Fellerman, RKO, and was employed by Monogram. He served in the navy in the World War. He leaves a wife and daughter and to them both I extend my sincere sympathy. . . . Friends of Joe Perl, Arcade, will feel sorry to hear that he has been ill at his home for the past five weeks. Your presence at the film center is certainly missed so hurry up, Joe, and get well. . . . I am pleased to announce John Dacey is now convalescing at his home after an operation at the Post Graduate Hospital. . . . Casino, Richmond Hill, L. I., had a marvelous display for "The Fighting 69th" furnished by L. J. Blank Theatrical Display Company. . . . Just a reminder—the bookers who book you the entire year want you to do your booking at the Hotel Astor Roof Garden Dinner Dance May 19, the Bookers' Club. . . . My sincere condolence is extended to Frances Greenberg on the death of her mother who passed away after a short illness. She resided at Minneapolis. Miss Greenberg has just returned from a flying trip.

Leo Jacobi, who has been connected with Warners for a number of years, has just returned from a scouting trip trying to secure talent for the Warner softball team. Leo in years gone by played with some of the leading semi-pro baseball clubs. He also managed the Bronx-Bloomer Girls Softball Club and please, Leo, who is Louise? . . . H. H. Newman, who has been with the Century circuit for the past nine years, is now managing the Mayfair, Brooklyn. . . . Thomas Dixon, who is to re-open the State, Marlboro, May 10, was a visitor to the Film Center. . . . Harry M. Fellerman has been made head booker at the big U. . . . Comet Amusement Corporation moved to the floor above the old office. . . . Nat Gerber, employed in the advertising department, 20th Century-Fox, was tendered a surprise party by his wife upon his birthday. Home was beautifully decorated and he received many floral pieces from his relatives and friends. . . . I attended a birthday party held at the home of Harry Newman, who is in charge of the shipping department, United Artists. It was given to celebrate the birthdays of his very handsome sons, Irwin and Herbert, and they received some very handsome gifts.

My good friend, Charles H. Streimer, is handling "The Birth of a Nation" in this area, with its first dates at the Albermarle, Brooklyn, and the Sunnyside, Long Island City, Century house. The show has been doing a big business in its first revival engagements, they tell me. He is located at 354 West 44th Street.

NEW JERSEY

Belleville

Nat Mutnick, Capitol, presented a Visual Education show in conjunction with his regular showing of "Abe Lincoln in Illinois." Contacting the schools, Nat obtained the support and co-operation of the local educational heads. Typical of the wholehearted support given this type of entertainment was the purchase, in advance, of 500 admissions for his students by Father Kelly, head of St. Peter's Parochial School.

Bergen County

Oritani, Hackensack, celebrated Shirley Temple's birthday April 23 with a birthday party show featuring "The Blue Bird." . . . Eureka, Hackensack, presented horror show with "We dare you to see" newspaper ads preceding it. . . . "Pop" Stahl, manager, Palace, Bergenfield, plugged coming of "Pinocchio" to his showhouse with "Pinocchio" signs under each light in the theatre.

—P. C.

Elizabeth

One-day Hungarian performance went big in St. George, Linden. . . . Lyric management, Summit, compelled children to be accompanied by parents in witnessing "The Demon Barber." . . . Manager Nichol's Liberty, Elizabeth, Saturday 11 o'clock show brings out the kiddies.

Hackensack

George Birkner, erstwhile assistant, Capitol, Pasasic, and now manager, Eureka, was presented with a beautiful pocket watch by his former associates, engraved with the legend "To a swell guy, from the gang."

Harrison

Film theatres, barred from this town because of a $10,000 municipal annual license fee, were made a campaign issue is the Council election, with the Democratic candidate pledged to fight for a lower fee if elected, it developed last week.

Jersey City

Notis Kammenos, State, has returned from a vacation. . . . Opera House, Bayonne, held special matinee at which it showed three features, three cartoons, a serial chapter and awarded 500 gifts. . . . Hoboken Kiwanis Club heard about theatre management, tuna fishing and the Arctic from George Dumond, manager, Loew's City, speaker at club's luncheon. . . . Al Unger, Capitol, recently was host at a house party. . . . Bernard Brooks, district manager for Rosenblatt-Weldt theatres, with three showhouses in this city, once was mascot for the New York Yankees. . . . Ted Meyn, organist, Loew's Jersey City, was in charge of entertainment at welcome home banquet given Jersey City team of International League when it returned from the south recently. Arthur Egberts, in charge of publicity,

Loew's, handled publicity for affair, given by Jersey Giant Boosters at Hotel Plaza, here.

—P. C.

Long Branch

Re-assignment of house officials has cancelled the scheduled transfer of Thomas A. Phelan. Reade's Paramount, to the Strand, Red Bank. Phelan will remain at Paramount, where he has been manager for 15 years.

Newark

Terminal, formerly a Skouras house, is being run by Mark, Albert, and Haskell M. Block and Jack J. Mantell.

After about a year's lapse, the Terminal has been re-opened. Leased by the Skouras interests to the Terminal Newark, Inc., Mark Block, president, house has undergone extensive alteration and renovating. New sound and projection equipment as well as a refurbished marquee have brought the expenditures up to a sum reported to be $15,000. House will operate on a subsequent run policy with a low admission price scale. Haskell M. Block, son of the president of the corporation, will manage.

Mrs. Jack Stiglitz, the former Gertrude Schlenger, Warner booking department, returned from a honeymoon trip. . . . Adams, owned and operated by Adam Adams, Paramount, discontinued the presentation of opera on week ends after a brief and unsuccessful trial.

Passaic

Joe Lefkowitz, manager, Clifton, was bedded for three days by attack of la grippe. . . . Mike Barbero, chief of service, Clifton, has quit to devote all his time and effort to vocalizing for local dance orchestras. . . . His job has gone to Jim Kirkaldy. . . . George Birkner is homesick for pals at Capitol and comes back for visits from his new job as boss, Eureka, Hackensack.

Red Bank

James J. Mullen, formerly Savoy, New York City, and Reade's Casino, Asbury Park, has taken over the managerial duties of Reade's Strand.

Ridgewood

Frank Costa, Warner, is back on the job after spending several days in the hospital.

NEW YORK STATE

Albany

First subsequent-run engagements of "Gone With the Wind" in the area will be Sammy Millberg's Ritz, Scotia, and Dave Willig's Rivoli, Schenectady, April 25 to 27, according to Metro resident manager Ralph Pielow. . . . Percy Quigley, Coxackie, is reported slowly convalescing. . . . Student booker Robert Morrell has returned to the local Metro exchange.

Colonial, Utica, has discontinued burlesque, resumed showing pictures. . . . House is operated by the Morse circuit, Boston, with J. Tuttle, Boston, new manager. . . . Morris Schulman is planning an early re-opening of his theatre at Vernon. . . . Nate Winig, film row's favorite insurance counsellor, is now a homeowner.

Johnny Milligan, Sehuylerville, tells some tall stories of his fishing success in Florida. . . . Ted Hammer, Warner checking supervisor for Buffalo and Albany, week-ended. . . . Mrs. Vincent, Enosburg Falls, Vt., has taken over the Empire, St. Albans, Vt. . . . Previous operator, Henry Sullivan, is retiring from the business, and has bought a farm in Florida.

M. A. Silver, Warner theatres zone manager, produced a novelty band act that "wowed 'em" at a show at the Colonie Country Club. . . . M. J. Kallett, head, Kallett circuit; James Spadaro, Shadowland, Ellenville; Metro's Ralph Pielow were seen dining at Keeler's. . . . Larry Carkey, operating the Family, Utica, has also resumed operation of the Rivoli.

Lew Bucken, former operator, Amenia, plans an early opening date for his new theatre at Dover Plains. . . . He will make his home there. . . . October will be the month in which wedding bells will ring out for charming Alice Smith, Vitaphone's hello girl, and Metro booker Bill Gaddoni, according to the couple's present plans.

Grover "Woody" Woodward, booker, Harry Lamonte circuit, was visitor. . . . New booking desks being installed at Metro are intended for greater convenience of exhibitors, giving them more privacy and a chance to work uninterrupted.

Eddie Selette, manager, Warners' Albany, is back on the job after being laid up in the hospital with a badly sprained knee.

Joe Engel becomes special representative in Dave Miller's district in a Universal shakeup that brings J. J. Spandau in as Albany branch manager. Engel will make his headquarters in Albany, covering also Buffalo, Cleveland, Pittsburgh and Cincinnati. Only recently, both salesmen in the local office, Tony Ryan and George Jeffries, were replaced.

Sid Stockton, Metro office manager, is driving a new sedan. . . . Ralph Pielow, Metro chieftain, is looking forward to the biggest summer in history of the local exchange with the remarkable lineup of hit attractions. . . . Dave Miller, Universal district manager, was a visitor, with Buffalo branch manager John Scully. . . . Bernie Kranze's RKO office jumped from 24th to eighth place in the Ned Depinet Drive, with his sales force making a spectacular effort to continue the climb. . . . Salesman George Tucker is making the rounds of the territory despite handicap of an injured leg.

Bill Kraemer, Schine circuit booker, was seen. . . . Bernie Kranze is pleased at holdover of "Pinocchio" a second week at Harmanus-Bleeker Hall. . . . Vic Bunz, Casino, Waterford, expects to have his Saratoga Lake camp open. . . . Bill Smalley, circuit head, was on the row booking.

M. A. Silver was in New York City, attending quarterly zone managers' meeting presided over by general manager Joseph Bernhard. . . . Bernie Kranze visited Schine headquarters at Gloversville. . . . C. A. Smakwitz, Warner district manager, is becoming quite a handball whiz. . . . Al LaFlamme, Madison, arranged a special Visual Education show sponsored by Albany Board of Education, featuring "The Bluebird," and selected short subjects of educational value topped by Vitagraph's "The Monroe Doctrine."

Alec Sayles tied up local merchants for an audience quiz program "Prof It," broadcast over Station WOKO, with $170 in cash and prizes. . . Warner theatres' western district manager, Ralph Crabill, visited the local office. . . . Dick Hayes,

Our Mister Mentlik Spends A Day With Actor Eddie Cantor

New York City—(Editor's Note: On April 17 Eddie Cantor took over his home town, lock, stock and barrel. What follows is a factual account of what was what.)

Noon—In response to an invitation mailed by Metro's Bernie Sobel, the press met at the Hotel Astor where Loew publicist Ernie Emerling and Metro press agent athlete Charlie Cohen were on hand. Before boarding a cab, the press mob was introduced to Metro's rising singing star, Douglas McPhail, being shown the town by Milton Weiss.

1.00 P. M.—Upon arriving at Henry Street our cab was halted by the police who were patrolling the entire block to save the lives of some 3,000 young and old citizens. Star of "Forty Little Mothers" was in the neighborhood to unveil a plaque placed alongside the spot next to the plot marking the house in which he was born.

1.45 P. M.—Over at the Broadway Mansion, as Kosher a caterer one has ever found, about 100 persons were gathered as guests of the Grand Street Boys Association and the East Side Chamber of Commerce. Guest of honor was Cantor, who was flanked on the dais by George Jessel, Councilman Al Smith, Jr., and Ida Cantor.

When Cantor stood up to speak, the din of applause was deafening. He supplemented Jessel's reminiscing and ribbed George in return. However, when he poured out his heart—as only he can do—and thanked all those in attendance for the privilege of being with them, even the toughies at the press table had to fight back the tears.

He spoke on, spicing his serious remarks with humor. Not only was it a memorable occasion for Cantor, but we doubt very much if one person who lunched with him that day will ever forget it. For some added laughs, there was the sign in the hatcheck room which read: "Checking 10 cents—for 25 cents we place coat on hanger and handle with care." Back to Times Square with Bernie Sobel and Charlie Cohen.

8.15 P. M.—Again down to the East Side for world premiere of "Forty Little Mothers" at Loew's Canal. The Kleiglights made a midsummer day out of Essex and Canal Streets. When the popeyed comedian arrived, about 50 police on duty aided and abetted by the entire Loew publicity staff, found it impossible to control the crowd.

Following the showing, Cantor and Jessel took the stage and each introduced their respective wives while not clowning. Eddie again waxed sentimental before the show broke.

Among the Loew and Metro representatives on hand during the proceedings were Oscar A. Doob, Marvin Schenck, Howard Dietz, Ernie Emerling, Gene Murphy, Jerry Sager, Arthur Herschman, Norman Kaphan, Gene Picker, Teddy Arnow, Si Seadler, Eddie Dowden, Colonel Schiller, producer Harry Rapf, Sidney Piermont, Ben Serkowich, Art Schmidt, and many others in the Loew publicity staff.

Paramount salesman, got a big kick out of visiting an Italian ship, largest ever to dock in the port of Albany. . . . Dick had to conduct conversations in French and Spanish. . . . Jules Berinstein, Ithaca's Berinstein circuit, was a row caller. . . . Max Friedman, Warner theatres booker, joined the May 1 moving parade. . . . Dick Hayes reported 20-foot snow drifts only 70 miles from Albany in the middle of April. . . . Disappointed golfers include Hayes, Ralph Pielow, Charlie Smakwitz, Jim Faughnan, Gene Vogel, Welden Waters, Frank Bonomo, Jules Curley, and others. . . . Mike Boumasour, Plaza, Malone, was a visitor. . . . Ditto Donald Mullin, Baimbridge. . . . Bill Kennedy, Champlain, Rouse's Point, is looking over a new dar. . . . Kingsley Ryan, Ausable Forks and Keesville, narrowly escaped serious injury when his car turned over near Westport. . . . Kingsley nearly drowned. . . . Kay Chimelin, Warner theatres contact office, resigned to devote her full time to housekeeping. She is a recent bride. . . . Ruth Millberg, secretary to Warners' C. A. Smakwitz, moved to a larger apartment.

—C.

Albion

Rialto, Martina circuit, is interspersing their movie fare with professional hillbilly and barn dance orchestras.

Auburn

Kiddie broadcast from Auburn is very entertaining. . . . Albert Green has recovered from serious ear condition. . . . Welcome Tom Brogan to THE EXHIBITOR reader circle. . . . We understand projectionists Ryan and Dean enjoy reading THE EXHIBITOR. Note to Joe Schwartzwalder, only two more months before the bass season opens.

—J. J. S.

Batavia

Ralph Booth, New Family, made up handout cards on his double program reading "The 'Ghost Comes Home' down 'The Primrose Path' and you'll go home with a happy heart along a primrose path after you've seen these two grand pictures at, etc." . . . Fronts of Lafayette and New Family were touched up.

Ralph Booth, New Family, used matching cards gag on "Strange Cargo" to stir up excitement among students. Management tied up with confectionery store which placed ad that store would give free tickets to see show, all customers to receive a numbered card, pink for ladies and blue for gentlemen—just match two of these numbers and both cards receive theatre passes. No blanks as all cards can be matched." . . . . Dean Emley, assistant, Family, secured several grills to make up a special drink to put over during "Virginia City" engagement, all mirrors being stenciled "Virginia City Invigorator with the Old Time Wallop of the Old West."

Ralph Booth, Family, and Mrs. Booth are spending a few days in Springfield, Mass., visiting their daughter, Vivien.

Binghamton

Marion Hilsinger, main office, Strand, and Laura Getter, cashier, Symphony, are both back at work following their recent hospital confinement. . . . Sudden death of Carl Winters, Capitol maintenance man, was a severe shock to all theatre employees. . . . Nick Romano, Capitol, wants to sell his car. . . . So-called theatre golfers found the course on the season's opening day a lake. . . . Paul Brunig, Riviera usher, has dropped his cigar smoking. . . . Don Minkler, Strand projectionist, walks the two-mile distance from his home to the theatre daily, rain, snow or shine. . . . Dave Cohen was a recent visitor of the Great White Way. . . . Johnny Tighe, Strand doorman, has bought himself $30 worth of golf sticks.

—F. D. R.

Buffalo

N. L. Googin has closed his Town Hall, Cazenovia, for alterations, and expects to install new seats, carpets, then re-open. . . . F. Peters expects to close his Majestic, Hornell, shortly to completely renovate, remodel. . . Nettie Price, Universal biller, was literally snowed under with birthday cards April 23. . . . Jerry Spandau, former Universal salesman, Buffalo, later manager, Des Moines, has been transferred to Albany as branch manager and will bring his new bride with him. . . . Effective April 22 Lou Levy, was appointed U branch manager of Des Moines, Joe Engel takes over as special representative out of Cleveland. . . . Harry Swerdlove, pioneer premium salesman, now with Premium Distributing Company, New York City, made his customary visit. . . . Dave Miller, Universal district manager, was in town for a one-day conference with local branch manager John Scully. . . . Bill Cadoret, Regent, Rochester, was a recent visitor, his snappy new car the cynosure of all eyes. . . . Happy to report that the father of Sylvia Singer, secretary to Harry Berkson, after his recent illness, is now on the mend. . . . Visitors on Film Row: George Tooker, Glen, Watkins Glen; Marvin Atlas, Capitol, Niagara Falls; A. D. Gould, J. Kelly, Adelphi, Franklinville; Martinas, Mt. Morris; Howard Lurie, Lincoln, Rochester; Ray Pashley, Lakes, Interlaken; Al Gilbert, Riviera, Syracuse.

Sunday meetings of RKO evidently bore fruit for "Boasberg's Buffalo Billers" sprinted into first place in the Ned Depinet Drive as of April 20. With only three weeks to go they are confident of holding their lead. . . . Charlie Boasberg does not mind being the source of a little information, while eating at the Film table Mondays.—Now do you, Charlie?

Harold B. Franklin, well known to Buffalonians has produced "The Villain Still Pursued Her" to be released by RKO soon. . . . Eleanor Paradeis, owner Pam-O-Film, announces that after two years at 265 Franklin Street, she moves to 505 Pearl Street. . . . Tom Jefferson, Paramount publicity, was in on "Dr. Cyclops," George Mason's Shea's Great Lakes. . . . Metro's Twenty Mule Team, making a cross-country trek in behalf of the picture of the same name will arrive May 3, a day in advance of the local opening at Shea's Great Lakes. . . . John W. Sawyer, supervisor of sound and projection, Shea theatres, is back from a trip to the Spring convention, Society of Motion Picture Engineers, at Atlantic City. While there, he made a trip through the Camden, N. J., plant of RCA-Photophone. . . . Bert Lapetina and Maurice Osterman are striving to organize a Theatres Softball League for the coming season. All teams are welcome to join. Lapetina and Osterman may be reached at Shea's Buffalo. . . . University of Buffalo students aided the local exploitation of Ann Sheridan's "It All Came True" by joining the picket line on the campus, taking pro and con sides. It was good. . . . The Shea publicity staff, aided by Tom Jefferson, worked out a neat lobby display stunt for "Cyclops." . . . George Hanny, Jr., Capitol, is ready to launch his miniature "yacht." . . . Ruben Farber, Commodore, is back from his California stay.

Board of directors and members of the local MPTO learned with regret of the sudden passing of Gabriel L. Hess. . . . J. Fred Strasser, who with his brother Henry, operated the Emblem for many years, died April 20. . . . Condolences go to W. E. J. Martin, Variety Club secretary and treasurer and Sunday movie editor, Buffalo Courier Express, on the demise of his wife, April 18 after an illness of 16 months. Mrs. Martin, a Barkerette, was interred April 21 at Randolph. . . . Charlie Hayman, president, MPTO, who operates the Lafayette, Buffalo; Strand, Cataract, Niagara Falls, looking very fit after his sojourn in Flamingo Land, joined the film table the first day of his return. . . . Joe and Lee Schuchert, former operators, Colonial, Columbia, Stadium, have returned home. . . . Charlie Freeman, Century, Rochester, just returned from a two weeks' vacation in North Carolina. . . . Jay Golden, RKO Palace, Rochester, was one of the New York City visitors. . . . Fran Maxwell, booker, RKO, in his usual gracious manner, co-operated wholeheartedly with the local MPTO in handling the phsyical distribution of trailers in the current Joint Charities and Community Fund Drive. . . . Gus Basil, Basil brothers circuit, is back from his Floridian stay. . . . A. A. Schubart, manager, exchange operations, came to discuss plans for RKO

PALS OF THE SILVER SAGE. Tex Ritter, aided by Sugar Dawn, conquers all odds in the Monogram western.

future housing. . . . RKO camera men are coming May 1 to photograph scenes at Niagara Falls for "Lucky Partners." . . . Anne Berman, celebrated her birthday April 24. She is the wife of Republic's Harry Berman.

After a partnership of many years with Emil Teschemacher in the Casino, Buffalo, Frank Minor is now operating solo. . . . Howard Minsky, Warners' Rochester salesman, is at present residing at YMHA. His wife and baby having left for Pittsburgh, where they will remain until September. . . . Deepest sympathy goes to Jim Fater, Universal salesman, on the sudden passing of his brother, Neal. . . . Jerry Lipow, Universal accessory manager, journeyed to New York City to visit his mother, ill. . . . Mr. and Mrs. George MacKenna, Mr. and Mrs. Dick Walsh, Mr. and Mrs. Frank Collins, were entertained at a dinner party at the home of Mr. and Mrs. Michael M. Cohen. . . . Gene Murphy, Warner accessory manager, seriously ill, is now reported slightly improved. . . . Warners' Charles Rich and wife are at the Traymore Hotel, Miami Beach, on a vacation. . . . Will Rogers Memorial Reel was screened at the 20th Century-Fox exchange with all local branch managers attending. . . . Bud Gray, RKO publicity man, returned from a three weeks' tour of the provinces. . . . H. Olson, closed his Colonial, Niagara Falls.

Theatrical Division of the Joint Charity and Community Fund held its initial meeting at the local Variety Club April 18, opening with a luncheon at which a representative gathering of film and theatre men were present. Among those noted were Bill Dipson, Gus Basil, Sam Yellen, Spence Balser, Manny Woronov, Emmie Dickman, Chuck Harter, Bud Gray, Charles Boasberg, Bill Britt, Dick Kemper, Syd Samson, Elmer Lux. . . . Marvin Atlas, Capitol, Niagara Falls, is beautifying his theatre. . . . Bert Frees, Republic, is back minus the sling.

Mel Schwartz, Jubilee, is sporting a new car. . . . Mat Konczakowski is planning upon installing new seats and completely renovating his Marlowe. . . . Clara and Herman Lorence, formerly, Cattaraugus, were seen at the final hockey play-offs. . . . Nick and Barbara Basil, Basil brothers circuit, postcarded from New Mexico, where Nick is recuperating. . . . Ann Danyla, RKO, stenographer, returned to her desk. . . . Late train at the Metro Woronov's. . . . Herman Lorence is planning on breaking ground sometime during May for his new Fredonia. . . . Bob Murphy, Chief Barker, Variety Club, and Shea booker, Stanley Kozanowski, Rivoli; Harry Berkson, Monogram; Jack Berkson, Ralph Maw, Metro, returned from the Variety National Convention at Dallas. They report that it surpassed almost anything of its kind they had ever seen. . . . Scotty McConville, Shea's Buffalo, is recuperating. . . . Art Boldt, assistant manager, Shea's Great Lakes, entertained at his apartment.

Charlie Boasberg, Elmer Lux, Jack Chinell, Jim Sper, Bud Gray and Bob Renz leave May 25 for New York City to attend the RKO convention May 25-31. Seymour Morris, Palace, Lockport, turned in a swell campaign on "Vigil In the Night" in the form of a classified ad tie-up using local names scattered through the pages for passes. . . . Manager Milt Schosberg, Rialto, Glens Falls, had his first spasm of Spring fever, so hied himself to Lake George for the cure. . . . Schines Strand at Syracuse, with Harvey Cocks at the Helm, did a tremendous business with vaudeville, featuring return engagement of Wally Brown, m.c. and master of doubletalk. Incidentally, Gus Lampe, Schines city manager, enlisted the services of the state troopers to rescue Wally's car from the flooded area. . . . Eva Weissman, wife of Metro's Alex, leaves the hospital this week, fully recovered after her recent automobile accident. . . . A. C. Hayman, back from Florida lost no time in "punching" for lunch with the film boys. . . . Arden Gould, personable owner, Adelphi, Franklinville, has returned from that well known state adjacent to the Gulf of Mexico. . . . Jack Bellman's wife and two daughters are coming from New York City. . . . Ginger Rogers resemblance contest for "Primrose Path" was used in Syracuse, Glens Falls, and Watertown. . . . Park, Geneva, will soon re-open.

—M. G.

Dunkirk

Burgett's Capitol is having its share of illness, Dalton being ill at his home, and his wife confined with scarlet fever. . . . Capitol employees combined with Jamestown theatres and held their Warner Club party at the Fluvanna, April 22, with following attendance of Capitol employees: Louis Butler, Francis Waiter, Ted Scholtes, Claud Shuart, Dorothy Schoener, A. Schoonmaker, Bertha Contner, Edna Anglim, Mary Oliver, Jim Brady, Ed Burgett, Eddie Brooks, Tom Sullivan, Dalton Burgett.

Elmira

Ray Fahrenholz, Strand, is touching up marquee and front with coat of paint. . . . Mel Conhaim, Eddie Yarbrough, Ray Fahrenholz have a co-operative automobile giveaway in work. . . . Ray Fahrenholz, for second run of "Strang Cargo," Strand, had novel paper bags made up imprinted.

April wedding bells rang for Josephine Miller and John Sullivan. Bride is the Regent cashier. . . . Mel Conhaim, Regent manager, visited his parents in New York City.

Gloversville

Schine Home Office News

Schiners Club held its annual Spring dinner dance April 27 at the Meadow Brook Country Club, Saratoga, with a grand time had by all. Mr. and Mrs. J. Myer Schine, Mr. and Mrs. L. W. Schine, and Mr. and Mrs. William Benton, Benton-Schine theatres, were special guests. Miss Elena Ardizzone headed the committee in charge, with Al Marqusee, Schiners Club president, chairman of the arrangements group.

Willard McKay, Schine general counsel, was a visitor from New York City. Other callers included Clayton Eastman, Paramount's Albany manager; Tom McCleary, Milton Walsh, RCA, New York City; Garson Jaffa, manager, Schine's Cortland; Bill Williams, National Theatre Supply, Albany; Seymour Stern, Rochester Games company. Plenty of kidding is going the rounds about the famous bridge game staged by Willard McKay, John Hay, Howard Antevil and Dewey Lederer, in which the bidding was done "by experience." Results, the boys say, were surprising—but not good! . . . Pretty Helen Phelan says she's not Harold Sliter's "private" secretary, just his secretary—and there are hints that maybe Bob objected!

Hornell

Bill Leggiero, Steuben, has issued a student card to all regular full-time Hornell school students, admitting them at special admission price. . . . Joe Armella, assistant, Steuben, took time off for a visit to his home.

Jamestown

Bud Gray, RKO exploiteer, Buffalo, spent time in Jamestown working on "Pinocchio" and "Abe Lincoln" campaigns with manager Allen B. Newhall, Palace. . . . R. E. Crabill, district manager, entrained to Albany for zone meeting with zone manager M. A. Silver.

Warner Club, comprised of employees of Warner theatres, Dunkirk, Jamestown, combined to hold their big annual party, April 22 in Fluvanna. Allen B. Newhall, Palace manager, was in general charge, assisted by Virginia Callahan, Ruth Kelley, district office. Theatre folks and their friends in attendance included Charlie Fish, Winter Garden manager; Dalton Burgett, Capitol, Dunkirk, manager; Ed Burgett, assistant manager, Capitol; Reatha Costello; Pearl Hafner; Arthur Kahle; Alfred Salmon, William Gribbin, Hugh Moss, Al Samuelson; Fenton Gustafson, Leo Larson, Paul Blood, Bill Keefe, Helen Wahlstrom, Hilma Carlson, Sebastian Armella, John McAuliffe, Jim

DARK COMMAND. Claire Trevor, John Wayne and Walter Pidgeon are current in the Republic show.

NYS.

EVERY WEDNESDAY

THERE WILL BE A NEW ISSUE OF THIS PUBLICATION COMPLETE IN COVERAGE SERVICE AND A LAST MINUTE REPORT ON WHAT'S DOING IN THIS INDUSTRY OF OURS

Boyd, Bill Bemus, Ralph Turner, Cliff Ash, Bill Stevens, Charlie Hemphill, Frank Stafford, Leo Ulander, Art McKee, Virgil Ognibene, Helen Smith, Elmer Larson, Mildred Nelson, George Anderson, Samuel Brown, and Dunkirk employees Louis Butler, Francis Waiter, Tom Scholtes, Claud Shuart, Dorothy Schoener, Gertrude Schoemaker, Betty Center, Edna Anglim, Mary Oliver, Jim Brady, Ed Brooks, Tom Sullivan. Guests from out of town included Bud Gray, RKO exploiteer from Albany; Frank Bartholomay, Babcock, Wellsville, assistant manager; Dean Emley, assistant, Family, Batavia; Fred Nicholson, Warners' New York office. Virginia Fischer, Shea's, Jamestown, and Joe Hockenberry, manager, Roosevelt, Jamestown, attended. Ladies' door prize of summer purse was won by Helen Wahlstrom and men's door prize went to Tom Sullivan, Dunkirk.

Theatres in this territory are distributing the new spring Metro Screen Forecast booklets, selling back page to pay cost of imprinting. . . . Mrs. Wallace Folkins, wife, former Palace manager, now at State, Syracuse, has recovered from a serious illness.

Liberty

A new 600-seat house to cost $60,000 will be built for Cohen and Kutcher, who have the Rialto, Monticello.

Medina

Local group was negotiating for a lease of old Park, but Warners will keep theatre dark.

Olean

Murray Lafayette, Haven, made up small envelopes containing a date with copy, "Yes, it's a date . . . now see the picture 'It's a Date,' etc." . . . Benny Bordonarro, Palace, is booking in several well known dance orchestras for stage appearances. . . . Bill Kamas, assistant, Haven, arranged window display with Indian costumes, bows and arrows, etc., and sent out 500 cards containing endorsement of scout executives on "Geronimo."

Rochester

Jack Turner, Century singing usher, warbles during Jitterbug shows Friday nights. . . . John Fenyvessy drives to Philadelphia to visit son, Stanley, who graduates this year from Wharton School of Finance. . . . Manager Jay Golden invited officials of youth organizations to see preview of March of Time film, "American Youth—1940," Palace. . . . Windy Thompson, house manager, Little, is still rebuilding the organ.

Albert Fenyvessy, Arnett, stages three hours of "Bingo" Wednesday nights with couple of shorts as only film fare. He runs two film shows a week three days each instead of usual three shows in neighborhood houses. . . . Manager Charlie Freeman, Century, is dressing up his lobby with lighted cottage effect. . . . John J. O'Neill, Auditorium, is again running downtown office of Red Wings baseball team. . . . Ushers at Arnett are now uniformed. . . . Paul Fenyvessy has returned from month vacation in Florida. His mother, Mrs. A. A. Fenyvessy, accompanied by Mr. and Mrs. Ben Belinson on a South Carolina vacation trip.

—P. K.

Syracuse

Gus Lampe has been so busy. . . . Wonder if George Raaflaub is trying to crash politics? . . . . Effie Bettigole is working on a better business plan. . . . Saturday night "Bingo" games have been discontinued at the Rivoli. . . . Anyway that Jack Meaney could figure, Denny's Pile Drivers must buy steaks for Doss' Hell Drivers after that bowling match.

Jack Gilmore, Metro exploitation man, Buffalo, was in to help Frank Murphy for the 20 mule team visit. . . . Theatres get a break in the Syracuse Post-Standard's new policy on layout of coming attractions. . . . We wonder how Frank Murphy, Loew's, got the sail boat through the doors. . . . Sidney Grossman, wife and son, Stuart, spent holidays with Mrs. Grossman's parents, Mr. and Mrs. Ned Kornblite, Binghamton. . . . It seems Harry Burley gets his days mixed up, since returning from Detroit and Alexandria Bay. . . . Phil Rossamondo should not jump every time. . . . That cartoon "Wait till the sun shines Willie" did not refer to William Doss. . . . Syracuse mail from Norfolk, Va., is getting heavy. . . . We expect Fay Woodford will join the senior class of bowlers at Bailey's since breaking 100.

Harry Gurnes is having his grinders overhauled. . . . A. J. (Rad.) Rademacher gave the boys a good workout bowling. . . . Was Lloyd Tracy surprised to find the Empire closed? . . . Local No. 376 extends its sympathy to Mrs. John Eccles, whose father died. . . . Larry Sherman will not forget those long walks home. . . . Glad to see William Cushing out again. . . . We are glad the high waters left Louis Boyd's home undamaged. . . . "Bennie" Coates was not bothered with C.O.D. birthday presents. . . . Fred Donahue received special tune up at the Regent from local Altec. . . . Altec's George Brown, Syracuse; Don Cole, Rochester, and A. J. Rademacher, New York City, attended SMPE meeting at Atlantic City, as did A. J. Seeley, projectionist, Syracuse. . . . Mike Kallet is getting his p. a. system ready for Danceland opening at Sylvan Beach. . . . RKO-Schine Paramount cooking school proved very popular.

The material which appears in these columns is gathered for THE EXHIBITOR by a hand-picked and well-paid staff of news men in and about the cities represented under separate headings. These men are constantly in touch with each local situation and this accounts for THE EXHIBITOR appearing first with such local doings.

In response to many inquiries which have reached this department, this material is not copyrighted, which probably explains why some of the material finds its way at later dates into contemporary publications.

It is the opinion of the editors of this publication that while news may be copyrighted, ability (which is far more important) cannot be. This explains why we ignore the first and value the second.

SIX-POINT FEATURE REVIEWS

METRO

Forty Little Mothers (34)

FAMILY COMEDY 90M.

Eddie Cantor, Rita Johnson, Judith Anderson, Nydia Westman, Bonita Granville, Ralph Morgan, Martha O'Driscoll, Diana Lewis, Margaret Early, Louise Seidel, Charlotte Munier, Baby Quintanilla. Directed by Busby Berkeley.

This is Eddie Cantor's first screen appearance in a dramatic role and he scores in a big way with a human interest story. Cantor is the name for the marquee, but Baby Quintanilla will be best remembered by the patrons when they are homeward bound, having received full value in entertainment from every angle. Unemployed, and walking the wharf in search of a deck hand's job, Cantor rescues Rita Johnson from attempted suicide, gets her a job as a waitress, losing out on the deck hand's job because he arrives too late. Rita meanwhile has left her baby in a waiting room with a note asking someone to take good care of him. Cantor, unaware that it is Rita's baby, appoints himself custodian, smuggling the youngster to his rooms when he secures a professor's berth at a girl's school. Cantor gets into all kinds of difficulties, with the girls at the school finding out about his baby, threatening to expose him but eventually going to work as 40 little mothers knitting doo-dads for the youngster. Judith Anderson, hard hearted head of the school, becomes suspicious of the girls' activities, forces Cantor to resign, and the mother arrives on the scene to claim the child, straightening out the mixup for a happy ending. There is a good blending of comedy and pathos and a swell job of direction. Cantor sings one song only, "Little Curlyhead in a High Chair." Audience reaction was excellent.

ESTIMATE: *Good program.*

Two Girls on Broadway (33)

FAMILY MUSICAL 71M.

Lana Turner, George Murphy, Joan Blondell, Kent Taylor, Richard Lane, Wallace Ford, Otto Hahn, Lloyd Corrigan, Don Wilson, Charles Wagonheim. Directed by S. Sylvan Simon.

Featuring a sweaterless, albeit very desirable, Lana Turner, this interesting musical programmer is pleasant cinema with which to round out twin bills or even to place on the feature spot in smaller situations. Songwriter-singer-hoofer George Murphy gets a break on Broadway when show producer Richard Lane spots him on one of those audience participation radio programs. His partner, Joan Blondell, and her sister (Turner) come in from the sticks to join him. Lane takes Turner into the show, but the best Blondell can do is to get a job as a cigarette girl. The story is familiar from here on. Although Murphy is engaged to Blondell he falls in love with her sister. To save the day for all, Turner almost marries herself off to the oft-wed Kent Taylor, but Murphy puts an end to that. There's happiness in the offing for Blondell, too, because it looks as if columnist Wallace Ford is going to chase her out to Nebraska. "My Wonderful One, Let's Dance" and "Broadway's Still Broadway" are the two picture tunes which may catch on.

ESTIMATE: *Okay musical programmer.*

MONOGRAM

Pals of the Silver Sage (3954)

FAMILY WESTERN 52M.

Tex Ritter, Sugar Dawn, Slim Andrews, Clarissa Curtis, Glen Strange, Carleton Young, John McGuinn, Chester Gann, Warner Richmond. Directed by Al Herman.

One of the better entrants in the Ritter series, although a bit overlong on the "hard riding" end of things, this will more than please the outdoor addicts. Tex is the man who comes onto the scene when the cattle of the little gal, Sugar, are being rustled by the bad 'uns. But it doesn't take Tex long to straighten things out, corral the gang, knock out the leader, and bring the group to justice. It then develops that he is the child's uncle. Tex sings one song, "Prairie Fairy Tales," and although a bit shy on the shooting, contributes plenty of fighting. The backgrounds are especially good.

ESTIMATE: *Good Ritter.*

Tomboy (3911)

FAMILY MELODRAMA 70M.

Jackie Moran, Marcia Mae Jones, Grant Withers, George Cleveland, Clara Blandick, Marvin Stephens, Charlotte Wynters, Gene Morgan. Directed by Robert McGowan.

Wholesome entertainment for the family trade is this "sequel" to "Barefoot Boy," Monogram's moderate success of a year ago. Rural spots will find this much to their liking and metropolitan exhibitors won't go wrong by placing it on the supporting end of dual bills. It's nice fare for the juvenile audience. Jackie Moran, browbeaten and cowed by his skinflint uncle (George Cleveland), is in the throes of puppy love with Marcia Mae Jones. When his uncle beats him once too often, Moran runs off, but before he leaves he helps capture two tramps who stole Cleveland's money. That incident brings a change of heart in Cleveland and Jones and Moran are given their freedom to enjoy life. Adult romantic chores are well-handled by Grant Withers and Charlotte Wynters.

ESTIMATE: *Should do okay in the provinces and nabe duals.*

PARAMOUNT

Buck Benny Rides Again (3932)

FAMILY COMEDY MUSICAL 85M.

Jack Benny, Ellen Drew, Eddie Anderson, Andy Devine, Phil Harris, Dennis Day, Virginia Dale, Lillian Cornell, Theresa Harris, Kay Linaker, Ward Bond, Morris Ankrum, Charles Lane, James Burke, and the Muriel Abbott Dancers. Directed by Mark Sandrich.

This will have the benefit of the name and radio draw and the production numbers to get into the better grosses, and it probably will. All the angles present in the yarn should be enough to help sell the show. Paramount has spent plenty of money on the picture, and has included beautiful girls, etc. The story concerns itself with the effort of Jack to prove to Ellen Drew that he is a virile, action-loving man from the wide-open spaces and not a drug-store wrangler. Drew is part of a sister act, a singing trio, trying to get a spot on the air. Benny falls for Drew and pursues his he-man destiny without much encouragement. However, when he finally rounds up two tough desperadoes with the aid of his pet polar bear, "Carmichael," he wins the affection of Miss Drew. Rochester dances in several numbers. Devine, Harris and tenor Day give Benny support. Among the musical numbers are "My, My," "Say It Over and Over Again," "My Kind of Country," and "Drums in the Night."

ESTIMATE: *Sell the names and radio angles.*

The Light of Western Stars (3935)

FAMILY WESTERN 63M.

Victor Jory, Jo Ann Sayers, Russell Hayden, Morris Ankrum, Noah Beery, Jr., J. Farrell MacDonald, Ruth Rogers, Tom Tyler, Rad Robinson, Eddie Dean, Esther Estrella, Alan Ladd, George Hawkins, Earl Askam, Lucio Villegas. Directed by Lesley Selander.

This screen version of the Zane Grey novel which lacks the zip of Sherman's Hopalong Cassidy series gets off to a slow start, failing to hold interest until well past the half way mark. Familiar story concerns the coming west of a Boston heiress (Jo Ann Sayers) to rescue her invalid brother (Russell Hayden) from his fiancee, Ruth Rogers, with Miss Sayers falling in love with Victor Jory, hard drinking, two-fisted renegade wanted by the law on both sides of the border. She manages to reform him, with marriage in the offing, and he decides to clear himself in the eyes of the law before taking the matrimonial trail. Highlight of the piece is a realistic fist fight between Jory and sheriff Tom Tyler. Action sequences are well done in typical Sherman style but the dramatic

episodes slow down the offering. Offering has been backgrounded with exceptional scenic beauty and the camera work is top notch. Audience reaction was very mild.

ESTIMATE: *Program western.*

Typhoon (3934)

FAMILY MELODRAMA 71M.

(Technicolor)

Dorothy Lamour, Robert Preston, Lynne Overman, J. Carrol Naish, Frank Reicher, Chief Thundercloud, John Rogers, Paul Harvey. Directed by Louis King.

Add Dorothy Lamour in a sarong, Robert Preston in a sarong, a trained ape, a forest fire, a tidal wave and a typhoon and the result is melodrama that might strain the intelligence but which certainly offers exploitation angles. Robert Preston, who hates the sea because he was kicked out of the navy for a reason undisclosed, is shanghaied from a South Sea Isle on a submarine owned by his friend, Lynne Overman, an ex-race track bookie who wants to hunt for pearls. Overman desires to stop Preston from drinking as well as use him for a navigator. The craft, manned by a native group headed by J. Carrol Naish, runs short of oil and puts in at an island to build a boat on which the group can return to Samoa and get oil. Living on the island is Lamour, cast adrift 10 years before when the ship on which her father was captain foundered. Since then she grew up with an ape as friend. Lamour nurses Preston back to strength after his friends think he has drowned, but the latter, falling in love with her, leaves just in time to find Overman being overpowered by the Naish gang. The two are tied up, the submarine stolen. Lamour saves them, but too late to prevent the craft from taking to the open sea where it descends with the hatch open, drowning everyone. On the scene, too, come a native chief, with whom Overman and Preston had a scrape. He starts a forest fire, a typhoon and tidal wave arrive at the same time. Lamour, Preston and Overman escape, and wind up headed for Samoa. Made in Technicolor, apparently not expensive, it has obvious angles and should be good grosser where they like their sarongs and melodramas. Miss Lamour sings "Palms of Paradise."

ESTIMATE: *Good exploitation meller.*

RKO-RADIO

The Saint Takes Over

FAMILY MELODRAMA 68M.

George Sanders, Wendy Barrie, Jonathan Hale, Paul Guilfoyle, Morgan Conway, Robert Emmett Keene, Cyrus W. Kendall, James Burke, Robert Middlemass, Roland Drew, Nella Walker, Pierre Watkin. Directed by Jack Hively.

This is one of the best in the Saint series with plenty of suspense and good comedy. Coming to America, the Saint finds his old friend, Inspector Fernack, fired from his post after being framed by race track gamblers when the racing syndicate learned he was ready to pin the goods on them. Two of the gamblers are killed, the Inspector is very much in evidence at the scene of the crime and things don't look any too good for him. The Saint saves the day with his customary trickery, getting a confession from the remaining gamblers via a concealed radio receiving set with a short wave connection to police headquarters. George Sanders continues to deliver his suave performance of the Saint role, Jonathan Hale is good as the inspector, Wendy Barrie makes a pleasing heroine while trying to avenge her brother's death and Paul Guilfoyle delivers a lot of comedy as a dull witted hoodlum. Audience reaction was good.

ESTIMATE: *Will please followers of this series.*

REPUBLIC

Grandpa Goes to Town (922)

FAMILY COMEDY 65M.

James Gleason, Lucille Gleason, Russell Gleason, Harry Davenport, Lois Ranson, Tommy Ryan, Maxie Rosenbloom, Ledda Godoy, Noah Beery, Douglas Meins, Garry Owens, Ray Turner, Lee "Lasses" White, Walter Miller, Auturo Godoy. Directed by Gus Meins.

This is the best to date in the Higgins Family series relying on gags more than story to garner plenty of laughter. Lucille Gleason purchases a hotel in a western ghost town with things going from bad to worse until the son, Russell Gleason, brings news of a gold strike. Town becomes a very active community with a rush of anxious miners, with the Higgins flock facing a possible lynching, when the crowd discovers that news of the gold strike is just a motion picture scene overheard by the Higgins boy. Harry Davenport, as Grandpa, pulls the family out of a fix by "salting" an abandoned mine with an accidental dynamite discharge uncovering a lost vein of the precious metal. The Gleasons, Jimmy, Lucille and Russell score with their usual brand of humor and, for extra measure, there is a good comedy boxing scene between Arturo Godoy and Maxie Rosenbloom. Director Gus Meins has injected every gag at his command and the result is a genuine laugh fest for the family audience.

ESTIMATE: *Higgins family at its dizziest.*

In Old Missouri (921)

FAMILY FARCE 67M.

Leon Weaver, Frank Weaver, June Weaver, June Storey, Marjorie Gateson, Thurston Hall, Alan Ladd, Loretta Weaver, Andrew Tombes, Mildred Shay, Willis Claire, Leonard Carey, Earle S. Dewey, Forbes Murray. Directed by Frank McDonald.

Proving some glimpses of the lighter side of the problem presented in "Grapes of Wrath," the Weaver Brothers and Elviry go to town in one of the screwiest farces of the year. Republic has thrown everything but the proverbial kitchen sink into seven reels of goings-on that will probably convulse the neighborhoods and family trade houses. Its all about the sharecroppers in Missouri feeling they are being gypped and sending the Weavers to owner Pittman's house to find out why. But Pittman, who has his own troubles, walks out and assigns everything to the Weavers, who, in their own manner, solve all the problems, accompanied by a pet squirrel and Cicero's duck. Owner Pittman finds out his partners are crooked, his wife still loves him and his son can make good. Thrown into the general melee are several hillbilly songs, a fur fashion revue, considerable slapstick and the Hall Johnson choir. Songs include: "Cotton and Cane," "When It's Lamp Lighting Time in the Valley," "When You Wore a Tulip and I Wore a Big Red Rose"; "Go Down Death."

ESTIMATE: *Field day for the houses which like this type.*

Young Buffalo Bill (954)

FAMILY WESTERN 58M.

Roy Rogers, George "Gabby" Hayes, Pauline Moore, Hugh Sothern, Chief Thundercloud, Julian Rivero, Trevor Bardette, Gaylord Pendleton, Wade Biteler, Anna Demetrio, Estelita Zarco. Directed by Joseph Kane

Backed by a title which ought to help a lot, the better type of Republic western production, this is a top-ranking western. It has everything, Mexicans, Indians, the U. S. cavalry, comedy, a couple of songs, hard riding, shooting, fighting, etc., and the result is topnotch. Roy Rogers is Young "Buffalo Bill," Bill Cody, who comes to the territory of New Mexico as a scout with his pal, "Gabby" to work on the survey to establish boundaries. The surveyor is the eastern-raised son of the Army colonel. Latter becomes involved with the aide of Don Regas, who owns a big area of land. When the son is faced with gambling debts, he fakes the result of the survey to show that part of Regas' claim is false. But thanks to Rogers and Hayes, the handicaps are all hurdled, Akuna, an Indian menace is killed, and the situation righted without the colonel knowing his boy had done wrong. Rogers sings two songs, and proves once again that with the right kind of story he is in the top western bracket. Songs include "Blow Breeze Blow," "Rollin' Down to Santa Fe."

ESTIMATE: *Topnotch western.*

20th CENTURY-FOX

So This is London (043)

FAMILY COMEDY 84M.

(English-made)

Berton Churchill, George Sanders, Robertson Hare, Alfred Drayton, Fay Compton. Directed by Thornton Freeland.

One of the 20th Century-Fox imports, this doesn't hit the mark set by the others, although there are two American names in the cast. Show is headed for attention on the bottom of the duallers, where the English vintage can be played. Yarn is one of those things about an American tycoon who doesn't like England, but has to close a deal with an English nobleman who doesn't like Americans. Daughter of the first falls for the son of the second. Mixed in are an allegedly humorous English businessman, his dumb but beautiful wife, a couple of Cockney maids, and a fraudulent secretary, who poses as the inventor of a valuable vitamin secret. Windup finds boy marrying girl, international amity saved, the scoundrel apprehended, and the dumb wife's reputation protected, but still an overlong import, all told.

ESTIMATE: *English import for the bottom half.*

UNITED ARTISTS

One Million B. C.
(Roach)
FAMILY MELODRAMA 80M.

Victor Mature, Carole Landis, Lon Chaney, Jr., Mamo Clark, Nigel De Brulier, Mary Gale Fisher, Edgar Edwards, Inez Palange. Hal Roach production directed by Hal Roach and Hal Roach, Jr.

Here is a fantastic drama of the prehistoric era related to a group of mountain climbers by an archaeologist in whose cave they seek shelter during a rain storm. The archaeologist's picture story shows Victor Mature, driven from his primitive tribe by rule of force into open country, where he is pursued by wild and monstrous beasts into the land of the Shell People. He meets Carole Landis, who teaches him crude lessons in kindness, gradually eliminating the instinct of brute force. Through wild territory, he takes her back to his tribe, meeting enroute terrific encounters with wild monsters. Rejoining his tribe, he teaches them the new emotions of kindness and eventually there is a peaceful reunion of the warring tribes. Comes the explosion of a huge volcano, fire and earthquake, providing thrilling and spectacular effect, even to the point of one woman being swallowed up by the flowing lava, and the final killing of a monster in a landslide with the hero rescuing the heroine for the happy fade out. It is a technical achievement. Through proper exploitation selling the novelty angles, it should prove an exploitable programmer in any situation.

ESTIMATE: *Lends itself to novel lobby display and exploitation through prehistoric data; must be sold.*

UNIVERSAL

Alias the Deacon
FAMILY COMEDY MELODRAMA 72M.

Bob Burns, Mischa Auer, Peggy Moran, Dennis O'Keefe, Edward Brophy, Thurston Hall, Spencer Charters, Jack Carson, Guinn Williams, Virginia Brissac, Bennie Bartlett, Mira McKinney, Janet Shaw. Directed by Christy Cabanne.

Despite a rather good cast, this falls a good deal short of its mark, but still has enough entertainment value. Most disappointing is Mischa Auer, who plays a French barber in a western oil town. Role is very small and contains little on which Auer can get started. Peggy Moran and Dennis O'Keefe supply the romantic interest. A gambler, card sharp, and pitchman is the part played by Bob Burns with his usual hill-billy calmness and owlish anecdotes. Burns is thrown out of a town for operating a sucker game at a circus. He poses as a deacon in the next town he arrives at and begins to right a few wrongs, at the same time lining his pockets with his winnings at "innocent" card games. He tangles with Thurston Hall, who is trying to swindle Virginia Brissac out of her hotel, gets him into a card game, proves him a cheat. There is also a prize-fight between Dennis O'Keefe and Guinn Williams during the course of the picture, but it doesn't amount to much. Edward Brophy has a minor role as a stooge for Burns.

ESTIMATE: *Weak Burns comedy; needs bolstering.*

MISCELLANEOUS

El Diablo Rides
(Metropolitan)
FAMILY WESTERN 55M.

Bob Steele, Claire Rochelle, Kit Guard, Ted Adams, Bob Walker, Bob Robinson. Directed by Ira S. Webb.

This slow-moving western features a new angle, a female Federal snooper working with her brother to apprehend the contraband smugglers who operate out of Borderville. Aside from that, picture follows the usual western formula with Bob Steele entering the picture as the cowboy who comes to Borderville to seek the man who killed his father. The man, Bob Walker, also is the head of the contraband operating from Border Cafe where Claire Rochelle is a glorified bar maid to help spy on Walker. Only action is fist fights spotted through the picture with a poorly portrayed gun battle climaxing the action. Usual exploits of the hero and heroine with the villain keep them busy. Kit Guard supplies what comedy there is as a poor practical joker. However, Guard draws more laughs repeatedly by combing his hair after each fight. Three cowboy songs by the cafe cowboy musicians helped break the monotony.

ESTIMATE: *May do okay with the youngsters.*

George Washington Carver
(Bryant)
FAMILY HISTORICAL DRAMA 69M.

Dr. George Washington Carver, Booker T. Washington, III, Ralph Edwards, Milton Sprague, Tim Campbell, Raye Gilbert. Directed by Ben Parker.

More of a documentary than celluloid fiction, this screen biography of the great Negro scientist should be a perfect exploitation natural for houses catering to colored folk. It might also serve as reelage for non-theatrical purposes. Enacted by Dr. Carver and a cast of amateurs in and around Tuskegee Institute, the film utilizes the flashback method to dramatize the scientist's climb out of slavery and into a spot high in the world of letters and science. Although the picture is technically below par, its content makes it more than worthwhile for Negro audiences.

ESTIMATE: *Excellent for Negroes.*

Mr. Washington Goes to Town
(Dixie National)
FAMILY COMEDY ALL NEGRO CAST 65M.

F. E. Miller, Mantan Moreland, Maceo B. Sheffield, Arthur Ray, Margaret Whitten, Clarence Moorehouse, Monte Hawley, Zoretta Steptoe, Florence O'Brien, Vernon McCella, and others. Produced and directed by Jed Buell.

This is the first offering from the newly-formed Dixie National Pictures and it wowed a preview audience when screened in the Negro colony of Los Angeles. The story deals with one Schenectady Washington, who claims to be the sole heir to Utica Washington of Syracuse, running into a carload of trouble when he takes over his inheritance, which is the mortgaged Grand Hotel Ethiopia. From this point on, the film becomes a cavalcade of slapstick situations with plenty of fast action replete with typical Negro humor. Offering is packed with witty dialogue much of which was lost to the preview audience which belly-laughed so loud over prior pieces of ludicrous situations. For the colored house it should be a natural.

ESTIMATE: *Can be sold for good returns in colored houses.*

FOREIGN

Captain Moonlight
(Atlas)
(English-made)
FAMILY MELODRAMA 64M.

John Garrick, Winifred Shotter, Stanley Holloway, John Stuart, Leslie Perrins, Mary Lawson, Charles Carson. Directed by Henry Edwards.

Although "Captain Moonlight" plays what amounts to an inconsequential role, his name makes a good little title. And that good little title will have to be the picture's chief selling point. We're not being hard on the film if we say that it has numerous shortcomings from production and photographic standpoints. On the other hand, it has its worth as a suspenseful and romantic costume meller which can find a place for itself on the bottom portion of nabe duals. John Garrick, an army major, falls in love with Winifred Shotter, the daughter of a man who can't control his yen for gambling. In one card game, her father (Charles Carson) loses all his money and his home to Leslie Perrins who is willing to wipe out the debt if Shotter will marry him. The girl agrees and goes through with the wedding. Garrick gets the girl back when he unmasks Perrin as a no-good bigamist. Captain Moonlight, in case you're interested, is an entirely ingratiating young highwayman in love with Shotter's maid.

ESTIMATE: *Satisfactory for bottom of nabe duallers.*

The Mayor's Dilemma
(Film Alliance of U. S.)
FAMILY MELODRAMA 91M.

Charpin, Annie Vernay, Saturnin Fabre, Jean Paqui, Larquey, Labry, Dorville, Florian, Roquevert. Directed by Raymond Bernard.

Possessing those little touches which distinguish the Gallic cinema from our own, "The Mayor's Dilemma" may not be an outstanding example of French film making, but it is nevertheless a pleasant offering for art and foreign houses. Suffering somewhat from poor lighting and a few other technical defects, the picture moves along interestingly by dint of a superb cast's enactment of Leo Mittler's original yarn. Mayor Charpin and landowner Saturnin Fabre have been feuding for years until a German regiment (the setting is 1914) takes over the town and demands five of its leading citizens as hostages until the murderer of a German officer is discovered. Charpin and Fabre become friendly while in prison and especially after they find out their offsprings had eloped. The French army, like the cowboy's posse, arrives in time to save the hostages from playing stooge for a firing squad. Raymond Bernard's direction is of top calibre, but the cutting could have been a bit smoother.

ESTIMATE: *For art and foreign trade.*

THE SHORTS PARADE

FOUR-REEL

Dramatic

LIGHTS OUT IN EUROPE. Kline. 39m. It will take a powerful feature to top this magnificently produced short dealing with the days just before and just after the start of World War II. With marquee names Fredric March, narrator; James Hilton, author; and Werner Janssen, composer, there is even a substantial credit list for the ads. This is a cut version of the feature now showing in New York City, but none of the effectiveness seems to have been lost by the deleting. EXCELLENT. J. M.

SERIAL

WINNERS OF THE WEST. Universal. Dick Foran, Anne Nagel, James Craig, Tom Fadden, Harry Woods, Charles Stevens, William Desmond, Edward Keane, Trevor Bardette. Directed by Ford Beebe and Ray Taylor. 12 episodes, first two 21 and 20 minutes respectively. Universal's top serial effort to date, "Winners of the West," moves along at a speedy clip and contains enough fast-shooting, slugging, riding, and all-around action to satisfy the most avid Saturday matinee fans. With Dick Foran carrying off the hero's chores with great aplomb, this chapter play has a headstart as far as star value is concerned. Anne Nagel is more than adequate as the gun-shooting daughter of a railroad magnate. Foran is employed by Nagel's father as the "trouble-shooter" assigned to see that his railroad is built through the pass running across Harry Woods' feudal domain. Woods is only one part of the trouble. A mean mess of Injuns take care of the rest. Foran, teamed with sincere James Craig, finds himself in and out of more trouble than Henry Aldrich on a bad night. EXCELLENT. L. S. M.

TWO-REEL

Comedy

MONEY SQUAWKS. Columbia—Andy Clyde. 17m. Teamed with Shemp Howard of the Three Stooges, Andy Clyde gallivants bravely through this so-so comedy. As a railroad station agent, Clyde receives a payroll shipment to be picked up by some mining company. Three bandits have different ideas as to who should pick up the money, but Clyde takes care of them. A matinee audience showed no symptoms of laughter. FAIR. (1432). L. S. M.

MUTINY IN THE COUNTY. RKO-Radio—Edgar Kennedy. 17m. It's still the same Edgar Kennedy and his explosive temper in this one. While playing baseball with a bunch of neighborhood kids, Kennedy slams a ball through a police car windshield, thus conking a cop. He has to appear in court the same day the kids he was playing with have taken over the government of the town for one day. What happens to Kennedy shouldn't happen to a dog. The kids may like it, but their elders will adjourn to the smoking room. FAIR. (03404). L. S. M.

Musical

FOLIES PARISIENNE. Universal. 18m. Nothing extraordinary in the way of musical shorts entertainment, this rambles through a few songs and several dance routines supposedly in a dive on the Left Bank of Paris. Vyola Vonn sings "Love Has a Way with Me" and "Ooh, La La!"—and a male quartet chimes in with a heroic little ditty named "C'est La Guerre." Others featured are the Sterner Sisters who do an acrobatic tap specialty; Peppy and Peanuts, a pair of swing eccentrics; Lafayette and LaVerne, apache dancers; and the Mercer Brothers who burlesque the apache. A brace of Can-Canettes finish off the short with a flurry of legs and petticoats. FAIR. (4228). D. O.

ONE-REEL

Color Cartoon

THE BILL POSTERS. RKO—Walt Disney. 7½m. Donald Duck and Goofy set out to plaster the countryside with advertising posters and meet with their customary misadventures. A windmill's whirling sails baffle Goofy and give him a buffeting about, while Donald gets involved with a goat who eats the posters and paste. The goat gets angry and butts the two of them all over the landscape. This is typical Disney, but not exceptional. GOOD. (04105). D. O.

THE GREYHOUND AND THE RABBIT. Columbia—Color Rhapsody. 7½m. Wherein a mess of anemic greyhounds chase a cocky mechanical rabbit around the track only to be beaten out by a mischievous mutt. The cartooning is fairly good, but the subject matter is mediocre. The kids may find it to their liking. FAIR. (1509). L. S. M.

HARDSHIPS OF MILES STANDISH. Vitaphone-Merrie Melody. 7m. Another of the bright Schlesingers, this gives Grandpa's version of the courtship, and how through "Singing Messenger" John Alden, an Edna May Oliverish type of Priscilla finally fell, but not before the usual assortment of belly laughs. GOOD. (5317). H. M.

MR. DUCK STEPS OUT. Walt Disney—RKO-Radio. 8m. The Disney outfit, expert as they are, cannot be expected to turn out a killer-diller every time. This one is apparently one of their "breathers," for although it is well executed from a technical standpoint, it lacks originality and misses out on laughs. Donald Duck goes calling on a girl friend and is heckled by his three little nephews. There is a jitterbug dancing sequence that is fairly amusing. FAIR. (04106). D. O.

100 PYGMIES AND ANDY PANDA. Universal—Color Cartoon. 8m. Andy gets a magic wand, runs into trouble with the jungle magic man, is attacked by the pygmies but beats them off, all of which includes some good gags, excellent color and a good cartoon all told. GOOD. (4268). H. M.

Cartoon

ME FEELIN'S IS HURT. Paramount—Popeye. 7m. The Popeye series no longer holds to the excellence of a few seasons back. Popeye has trouble out in the open spaces, routs the rattlesnake and the bad 'uns with the aid of his trusty spinach, but it all winds up as a fair cartoon. FAIR. (E9-5). H. M.

PRACTICE MAKES PERFECT. Columbia—Scrappy. 6m. A pretty feeble film fable, this tells the story of Scrappy's attempt to practice the piano while his kid brother and dog are wrecking the house. Perhaps the youngsters might find something to laugh at, but the adult projection room audience sat through it stoically. BAD. (1753). L. S. M.

SLAP HAPPY PAPPY. Vitaphone—Looney Tune. 7m. Though not the funniest of the lot, this has enough laughs to give it a good rating. The Eddie Cantorish type of rooster has many girl chicks, while the Bing Crosbyish type has all boys. When the latter tells the former the secret of his success, he follows it, and "Junior" arrives. This should please generally. GOOD. (5611). H. M.

WHAT'S ALL THE SHOOTING FER. 20th Century-Fox—Terry Toon. 7m. The Hatfields and the McCoys are at it again in this mountain feud, but when the cats of both sides fall in love and have kittens the feud ends. A couple of gags stand out but generally this is in the familiar groove. FAIR. (0512). H. M.

Comedy

LIFE'S LITTLE PROBLEMS. Harper. 11m. This short apparently produced some time ago with the co-operation of the old Life Magazine, has Raymond Knight as a host entertaining his unhappy guests with a quiz via the movies. Gags that must have seemed awfully, awfully funny years ago seem awfully, awfully stale now. This may meet some success on account of the present interest in quizzes, however. FAIR. J. M.

THE NEW PUPIL. Metro—Our Gang. 11m. The new pupil (a cute little girl) attracts Spanky and Alfalfa, with Darla pretty much upset, but the two lassies combine to ridicule the two boys, teaching them a lesson. The kids may like it, but the children are growing up. FAIR. (C-137). H. M.

RAYMOND KNIGHT'S CUCKOO NEWS REEL. Harper. 9m. Apparently produced several years ago, and showing its age, this short is an attempt to pull off gags in newsreel style. Unfortunately, not one of the laughs gets over, and the net result is pretty sad. BAD. J. M.

Dramatic

THE HIDDEN MASTER. Metro—Passing Parade. 10m. Just what luck means, with three striking examples for people who think the law of averages eventually catches up with you. How Clive of India escaped death by suicide when a flint failed to explode; how an accident brought forth the X-ray, and how a drunk twirling the dials rang a wrong number and saved three people from death—these are shown—and the audience can make up its own mind. EXCELLENT. (K-123). H. M.

Color Novelty

GUN DOG'S LIFE. Vitaphone—Color Parade. 10m. How pointers and setters are trained, with the color uniformly good, and the commentator's contribution a bit brighter than usual. Dog lovers will be more than satisfied. GOOD. (5407). H. M.

Novelty

AIR ARMY. RKO-Radio—Pathe. Reel-ism. Tabloidically telling the story of America's air force and the government's methods of keeping it at the height of efficiency, "Air Army" is also an editorial urging preparedness as the road to peace. Seen in action are the various types of planes which form the army's air armada. There are several exciting scenes, but for the most part it's routine reelage. GOOD. (04609). L. S. M.

INFORMATION PLEASE, No. 9. RKO-Pathe. 11m. The boys get together again and gang up on Clifton Fadiman, this time with Elmer Davis, well-known writer, as guest authority. They identify children's games, products made from animals shown them, and correct a series of jumbled maps of European countries, keeping up their usual run of witty chatter all the while. GOOD. (04209). D. O.

KNOW YOUR MONEY. United States Secret Service Treasury Department. 11m. Mediocre photography detracts from this excellent government short narrated in "March of Time" fashion by Lowell Thomas. The major part of the 11 minutes is devoted to information on ways of distinguishing between good and counterfeit money, and the distinctions are made so simple as to be immediately evident to anyone looking for them. GOOD. J. M.

STRANGER THAN FICTION, No. 75. Universal. 9 1/3m. This presents a collector of Indian tribal masks at the U. of Pennsylvania in Philadelphia, Penna.; a tourist camp for geese where birds flying South from Canada can rest and feed; a graveyard for race horses at Lexington, Kentucky, which contains the remains of some of the most famous steeds of yesteryear. Other features are a canary in Baltimore that does tricks to get its food, a man in Topeka, Kansas, who collects pencils and a salmon counter at Bonneville Dam. FAIR. (4380). D. O.

Sport

TOMORROW'S STARS. Columbia—News World of Sports. 9m. This short pictures the activities at Joe Stripp's Baseball School in Orlando, Florida, where tomorrow's stars of the diamond are made. Ambitious youngsters are shown being instructed by well-known old-timers and current favorites. A crisp commentary and excellent photography make this an especially interesting subject. EXCELLENT. (1806). J. M.

Color Travel

ARGENTINA. Paramount—Color Cruise. 9m. A trip to Argentina, and although the subject matter is interesting, the color, generally, is way below standard, thus detracting from what might otherwise be an interesting subject. On subject matter it rates fair, on the color, poor. FAIR. (K9-6). H. M.

SITKA AND JUNEAU. Metro—Fitz-Patrick Traveltalk. 9m. The two capitals of Alaska, the old and the new, with the usual FitzPatrick commentary and some interesting scenes. Because of the awakened interest in our northern possession, this should hold attention. GOOD. (T-60). H. M.

Travel

GOING PLACES, No. 75. Universal. 9 2/3m. Death Valley, its transformation from an arid graveyard of lonely prospectors to a vacationland of cool, clear springs and swanky hotels is the subject of this travel short. Although its topsoil is hard, dry, and lifeless, there is a great deal of water only a few feet underground; the hotels have tapped this water supply and pumped the life-giving fluid into gardens and luxurious swimming pools. Only man ever to get rich from mining gold in Death Valley is "Death Valley Scotty" who is shown in his "Two Million Dollar" mansion built in the heart of the desert. GOOD. (4360). D. O.

NICKEL HEAVEN. Forester Films. 9m. This film is an interesting study of Coney Island, New York City's "Heaven at the End of a Subway Ride." Both the picturization and the narration are effective, with the night shots of bright lights hiding the tawdriness of the place especially well done. The attempt to needlessly cover too many angles in the nine-minute running-time detracts slightly from the continuity of the narrative. GOOD. J. M.

UNVEILING ALGERIA. Columbia—Tour. 10m. Another exceptional piece of travel celluloid is delivered in this tour of Algeria by Andre de la Varre. Although the subject matter in itself is not unlike other travel reels, the photography and Len Sterling narrative boost it to the top rung. After showing the country's landscape and old Roman ruins, the film paints a contrast of the new and old Algiers, supposedly one of the most beautiful cities in the world. If your patrons like travelogues, they'll love this. EXCELLENT. (1556). L. S. M.

Commercial

SITTING PRETTY. Jam Handy. 10m. Another one of a smartly-produced commercial series, bringing in veiled plugs for Chevrolet, this has a name, Harry Langdon, the aide of a flag pole sitter. Knocked unconscious, Langdon imagines himself in a museum where he tries out different forms of conveyances. Naturally, he winds up in a Chevrolet. Where the commercial type of film can be used, this is tops. GOOD. H. M.

DESIGN FOR HAPPINESS. Motion Picture Section of Federal Housing Commission. 9m. An excellently produced propaganda film expounding the advantages of FHA loans, "Design for Happiness" is good enough celluloid for a nine-minute spot in all theatres, even those operated by Republicans. Photographed in Technicolor by the commercial department of Pathe News and narrated by Lowell Thomas, it shows the steps taken to obtain an FHA loan. EXCELLENT. L. S. M.

LAST MINUTE FEATURE REVIEWS

The Mysterious Mr. Reeder

FAMILY MELODRAMA 62M.

(Monogram—3926)

Will Fyffe, Kay Walsh, George Curzon, Chili Bouchier, John Warwick, Lesley Wareing, Romilly Lunge, Betty Astell, Derek Gorst, Ronald Shiner, Wally Patch, George Hayes, Dorothy Dewhurst. Directed by Jack Raymond.

This looks as if it originally was another in the Inspector Hornleigh series, and with Gordon Harkins unavailable to play the Scotland Yard sleuth, Hornleigh became Reeder, and Harkins became Fyffe. That may not be so, but it's a pretty good guess Fyffe, familiar to vaudeville fans in some American key cities, does an acceptable job in the title role of this British-made entry, but lacks Harkins' amusing acidity. The story finds Inspector Reeder on the trail of British counterfeiters, complicated by the murder of Reeder's professional pal by the head of the ring. It is strictly in the melodramatic vein, with no love interest and practically no comedy, and lighting is, as usual with British films, on the weak side. Nevertheless, its action moves fast.

ESTIMATE: *British-made B melodrama for action houses.*

Covered Wagon Trails

FAMILY WESTERN 53M.

(Monogram—3963)

Jack Randall, Sally Cairns, David Sharp, Bud Buster, Glenn Strange, Kenneth Duncan, Lafe McKee. Directed by Harry S. Webb.

This is a western plentifully supplied with fighting and action, an excellent vehicle for Jack Randall, a horse-salesman who has a herd which he is going to sell to a group of new settlers, of which his brother is a member. When his brother is killed by cattlemen trying to keep the settlers from reaching their destination, Randall, incensed, determines to avenge the crime—and also help the wagon train along. Things seem pretty black at times, with the tables turning at a whirlwind rate, but Randall's fists and ready gun win out in the end. He also gets the girl, who has been hovering discreetly in the background throughout the picture. Several rough and tumble fights have been staged. As a concession to the present trend, a song, "Under the Western Sky," has been included in the film—not sung, however, by Randall.

ESTIMATE: *High-ranking Randall.*

The Doctor Takes a Wife

FAMILY COMEDY DRAMA 88M.

(Columbia)

Loretta Young, Ray Milland, Reginald Gardiner, Gail Patrick, Edmund Gwenn, Frank Sully, Gordon Jones, Georges Metaxa, Charles Halton, Joe Eggerton, Paul McAllister. Directed by Alexander Hall.

Farcical celluloid, "The Doctor Takes a Wife" should also help raise the level of box office receipts. Loretta Young and Ray Milland turn in some grand screwball comedy sequences. Alexander Hall's deft handling of a fast-moving screen play is an aid in making this one of the frothiest bits of cinema seen in some time. Story has young professor Milland and spinster author-heroine Young the victims of circumstances which causes the world to believe they're married. It's better for both of them to keep up the gag to retain their respective jobs as well as that of Reginald Gardiner who publishes Young's books. What goes on before the two leads get married provides more laughs than a Rube Goldberg invention.

ESTIMATE: *Zanie comedy at its best.*

Feature Production Number Listing, with National Release Dates

COLUMBIA

1003	His Girl Friday	Jan. 18
1004	Too Many Husbands	Mar. 21
1007	The Amazing Mr. Williams	Nov. 23
1010	U-Boat 29	Oct. 7
1011	Beware Spooks!	Oct. 24
1013	Blondie Brings Up Baby	Nov. 9
1014	Blondie on a Budget	Feb. 29
1015	Those High Grey Walls	Sept. 21
1018	Music In My Heart	Jan. 10
1019	The Lone Wolf Strikes	Jan. 26
1020	Five Little Peppers at Home	Feb. 8
1025	Hidden Power	Sept. 7
1026	Fugitive at Large	Dec. 7
1027	Outside the Three-Mile Limit	Mar. 7
1030	Cafe Hostess	Nov. 30
1031	Scandal Sheet	Oct. 16
1032	Miracle on Main Street	Oct. 29
1033	My Son Is Guilty	Dec. 28
1034	Convicted Woman	Jan. 31
1035	Men Without Souls	Mar. 14
1071	Lost Horizon (re-issue)	June 2
1072	The Awful Truth (re-issue)	June 16
1101	Mr. Smith Goes to Washington	Oct. 19
1110	I Married Adventure	
1201	Outpost of the Mounties	Sept. 14
1202	The Stranger From Texas	Nov. 2
1203	Two-Fisted Rangers	Jan. 4
1204	Bullets for Rustlers	Mar. 5
1205	Blazing Six Shooters	Apr. 4
1206	Texas Stagecoach	June 6
1211	Taming of the West	Dec. 7
1212	Pioneers of the Frontier	Feb. 1
	The Man With Nine Lives	Apr. 18
	The Doctor Takes a Wife	Apr. 25
	The Man From Tumbleweeds	May 2
	Babies for Sale	May 10
	Island of Doomed Men	May 16
	The Lone Wolf Meets a Lady	May 24
	Passport to Alcatraz	June 6
	Five Little Peppers at School	May 31
	Ten Days In Paris	

METRO-GOLDWYN-MAYER

1	The Women	Sept. 1
2	Henry Goes Arizona	Dec. 8
3	Dancing Co-Ed	Sept. 29
4	Thunder Afloat	Sept. 15
5	Blackmail	Sept. 8
6	Fast and Furious	Oct. 6
7	Ninotchka	Nov. 3
8	Marx Bros. "At the Circus"	Oct. 20
9	Babes in Arms	Oct. 13
10	Bad Little Angel	Oct. 27
11	Remember?	Nov. 10
12	The Secret of Dr. Kildare	Nov. 24
13	Another Thin Man	Nov. 17
14	Joe and Ethel Turp Call on the President	Dec. 1
15	Nick Carter, Master Detective	Dec. 15
16	Judge Hardy and Son	Dec. 22
17	Balalaika	Dec. 29
18	The Earl of Chicago	Jan. 5
19	Congo Maisie	Jan. 19
20	The Shop Around the Corner	Jan. 12
21	Broadway Melody of 1940	Feb. 9
22	Lambeth Walk	Jan. 26
23	Strange Cargo	Mar. 1
24	The Men From Dakota	Feb. 16
25	Northwest Passage	Feb. 23
26	I Take This Woman	Feb. 2
27	The Ghost Comes Home	Mar. 8
28	Young Tom Edison	Mar. 15
29	Florian	Mar. 29
30	Dr. Kildare's Strange Case	Apr. 12
31	New Moon	
32	And One Was Beautiful	Apr. 5
33	Two Girls on Broadway	Apr. 19
34	Forty Little Mothers	Apr. 26
35	20 Mule Team	May 3
	Edison, the Man	May 10
	Waterloo Bridge	May 17
	Susan and God	May 31

MONOGRAM

3901	Rip Van Winkle	
3902	Son of the Navy	Mar. 30
3907	The Fatal Hour	Jan. 15
3912	The Gentleman From Arizona	Dec. 25
3916	The Human Monster	Mar. 8
3917	Chasing Trouble	Jan. 30
3918	The Secret Four (Four Just Men)	Jan. 15
3919	Heroes In Blue	Nov. 7
3921	The Midnight Limited	Mar. 20
3922	Hidden Enemy	Jan. 20
3923	The Phantom Strikes	Nov. 15
3924	East Side Kids	Feb. 10
3936	Crashing Through	Oct. 1
3937	Fighting Mad	Nov. 5
3938	Yukon Flight	Dec. 5
3939	Danger Ahead	Jan. 10
3940	Murder on the Yukon	Feb. 25
3941	Sky Bandits	Apr. 15
3951	Roll, Wagons, Roll	Nov. 25
3952	Westbound Stage	Dec. 15
3953	Rhythm of the Rio Grande	Mar. 2
3954	Pals of the Silver Sage	Apr. 20
3955	Cowboy From Sundown	May 10
3961	Pioneer Days	Jan. 25
3962	The Cheyenne Kid	Feb. 20
3963	Covered Wagon Trails	Apr. 10
3964	Land of the Six Gun	May 2
3965	Kid From Santa Fe	May 17
3911	Tom Boy	Apr. 20
3926	Mysterious Mr. Reeder	Apr. 30
	Amateur Detective	May 24
	Queen of the Yukon	May 31

PARAMOUNT

3901	Death of a Champion	Sept. 1
3902	Beau Geste	Sept. 15
3903	$1,000 a Touchdown	Sept. 22
3904	Honeymoon in Bali	Sept. 29
3905	What a Life!	Oct. 6
3906	Jamaica Inn	Oct. 13
3907	Television Spy	Oct. 20
3908	Disputed Passage	Oct. 27
3909	The Cat and the Canary	Nov. 10
3910	Rulers of the Sea	Nov. 17
3911	Our Neighbors, the Carters	Nov. 24
3912	The Night of Nights	Dec. 1
3913	The Llano Kid	Dec. 8
3914	All Women Have Secrets	Dec. 15
3915	Gulliver's Travels	Dec. 22
3916	The Great Victor Herbert	Dec. 29
3917	Emergency Squad	Jan. 5
3918	Geronimo!	Jan. 12
3919	Remember the Night	Jan. 19
3920	Parole Fixer	Feb. 2
3921	The Light That Failed	Feb. 9
3922	The Sidewalks of London	Feb. 16
3923	Knights of the Range	Feb. 23
3924	Seventeen	Mar. 1
3925	Women Without Names	Mar. 15
3926	The Road to Singapore	Mar. 22
3927	The Farmer's Daughter	Mar. 29
3928	Adventure In Diamonds	Apr. 5
3929	Dr. Cyclops	Apr. 5
3930	French Without Tears	Apr. 19
3931	The Light of Western Stars	Apr. 26
3932	Buck Benny Rides Again	May 3
3933	Opened by Mistake	May 10
3934	Typhoon	May 17
3935	The Biscuit Eater	May 24
3954	Range War	Sept. 8
3955	Law of the Pampas	Nov. 3
3956	Senta Fe Marshal	Jan. 26
3957	Showdown	Mar. 8
3958	Hidden Gold	June 7
3959	Stage Coach War	July 12
	The Way of All Flesh	May 31
	Safari	June 14
	Those Were the Days	June 21
	Queen of the Mob	June 28
	Untamed	July 5
	Comin' Round the Mountain	July 19

RKO-RADIO

001	Nurse Edith Cavell	Sept. 29
002	The Day the Bookies Wept	Sept. 15
003	Full Confession	Sept. 8
004	Three Sons	Oct. 13
005	Meet Dr. Christian	Nov. 17
006	Allegheny Uprising	Nov. 10
007	Vigil in the Night	Feb. 9
008	Reno	Dec. 1
009	Abe Lincoln in Illinois	Apr. 19
010	The Flying Deuces	Nov. 3
011	That's Right, You're Wrong	Nov. 24
012	Sued for Libel	Oct. 27
013	Two Thoroughbreds	Dec. 8
014	Married and In Love	Jan. 19
015	The Hunchback of Notre Dame	Dec. 29
016	Mexican Spitfire	Jan. 12
017	Isle of Destiny	Mar. 8
018	The Marines Fly High	Feb. 2
019	Swiss Family Robinson	Feb. 16
020	Little Orvie	Mar. 1
021	The Saint's Double Trouble	Jan. 26
022	Millionaire Playboy	Mar. 15
023	The Primrose Path	Mar. 22
024	Irene	May 3
025	My Favorite Wife	May 17
026	(Not set)	
027	Curtain Call	Apr. 26
028	A Bill of Divorcement	May 31
029	Tom Brown's Schooldays	June 14
030	The Courageous Dr. Christian	Apr. 5
031	Beyond Tomorrow	May 10
061	Queen of Destiny	
081	Marshal of Mesa City	Nov. 3
082	Legion of the Lawless	Jan. 5
083	Bullet Code	Apr. 12
091	Pinocchio	Feb. 23
	You Can't Fool Your Wife	May 24
	The Saint Takes Over	June 7
	George O'Brien No. 4	June 7
	Thousand Dollar Marriage	June 21
	Anne of Windy Poplars	June 28
	Love on a Diet	July 5
	Millionaires in Prison	July 12
	George O'Brien No. 5	July 26
	Lucky Partners	Aug. 2
	Cross Country Romance	Aug. 9
	Queen of Destiny	Aug. 16
	Six Girls	Aug. 23

REPUBLIC

901	Dark Command	Apr. 15
905	Main Street Lawyer	Nov. 3
911	Flight at Midnight	Aug. 25
912	Calling All Marines	Sept. 21
913	Sabotage	Oct. 13
914	Jeepers Creepers	Oct. 27
915	The Covered Trailer	Nov. 10
916	Thou Shalt Not Kill	Dec. 22
917	Money to Burn	Dec. 23
918	Wolf of New York	Jan. 25
919	Village Barn Dance	Jan. 30
920	Forgotten Girls	Mar. 15
921	In Old Missouri	Apr. 17
922	Grandpa Goes to Town	Apr. 19
941	South of the Border	Dec. 15
942	Rancho Grande	Mar. 22
951	The Arizona Kid	Sept. 29
952	Saga of Death Valley	Nov. 22
953	Days of Jesse James	Dec. 20
954	Young Buffalo Bill	Apr. 12
961	The Kansas Terrors	Oct. 6
962	Cowboys From Texas	Nov. 29
963	Heroes of the Saddle	Jan. 12
964	Pioneers of the West	Mar. 12
991	Ghost Valley Raiders	Mar. 26
129	Hi-Yo Silver	Apr. 10
	Covered Wagon Days	Apr. 22
	The Crooked Road	May 7
	Gaucho Serenade	May 10
	Gangs of Chicago	May 16
	Doctors Don't Tell	June 15
	Women in War	June 30

20th CENTURY-FOX

001	Elsa Maxwell's Hotel for Women	Aug. 4
002	Chicken Wagon Family	Aug. 11
003	Stanley and Livingstone	Aug. 18
004	Quick Millions	Aug. 25
005	The Adventures of Sherlock Holmes	Sept. 1
006	Charlie Chan at Treasure Island	Sept. 8
007	Hollywood Cavalcade	Oct. 13
008	Stop, Look and Love	Sept. 22
009	Here I Am, a Stranger	Sept. 29
010	The Escape	Oct. 6
011	The Rains Came	Sept. 15
012	The Cisco Kid and the Lady	Dec. 29
013	20,000 Men a Year	Oct. 27
014	Pack Up Your Troubles	Oct. 20
015	Drums Along the Mohawk	Nov. 10
016	Too Busy to Work	Nov. 17
017	Swanee River	Jan. 5
018	Shipyard Sally	Oct. 20
019	Heaven With a Barbed Wire Fence	Nov. 3
020	Day-Time Wife	Nov. 24
021	Charlie Chan In City In Darkness	Dec. 1
022	Inspector Hornleigh on Holiday	Dec. 1
023	He Married His Wife	Jan. 19
024	The Honeymoon's Over	Dec. 15
025	The Bluebird	Mar. 22
027	City of Chance	Jan. 12
028	High School	Jan. 26
029	Everything Happens at Night	Dec. 22
030	The Man Who Wouldn't Talk	Feb. 2
031	Little Old New York	Feb. 9
032	Young as You Feel	Feb. 16
033	They Came by Night	Feb. 23
034	Earthbound	June 5
035	Charlie Chan In Panama	Mar. 1
037	Free, Blonde and 21	Mar. 29
036	Star Dust	Apr. 5
038	I Was an Adventuress	May 10
039	Viva Cisco Kid	Apr. 12
040	The Grapes of Wrath	Mar. 15
041	Shooting High	Apr. 26
042	Johnny Apollo	Apr. 19
043	So This Is London	May 3
044	On Their Own	May 17
045	Lillian Russell	May 24
046	Marriage In Transit	May 31
047	Four Sons	June 14
048	Charlie Chan's Murder Cruise	June 21
049	Lucky Cisco Kid	June 28
050	Maryland	July 5
051	Girl In 313	July 12
052	Sailor's Lady	July 19
061	The Road to Glory (re-issue)	Oct. 13
062	The First World War (re-issue)	Oct. 27

UNITED ARTISTS

GOLDWYN

They Shall Have Music	Aug. 18
The Real Glory	Sept. 29
Raffles	Dec. 29

KORDA

The Four Feathers	Aug. 4
The Lion Has Wings	Jan. 19
Over the Moon	Mar. 29

LESSER

Our Town	May 24

ROACH

The Housekeeper's Daughter	Oct. 26
Of Mice and Men	Jan. 12
A Chump at Oxford	Feb. 16
One Million B. C.	Apr. 5
Saps at Sea	May 3
Turnabout	May 17

SELZNICK

Intermezzo, a Love Story	Sept. 22
Rebecca	Apr. 12

SMALL

The Men in the Iron Mask	Aug. 11
My Son, My Son!	Mar. 22

WANGER

Winter Carnival	July 25
Eternally Yours	Oct. 12
Slightly Honorable	Dec. 22
House Across the Bay	Mar. 1

UNIVERSAL

4001	It's a Date	Mar. 22
4002	Destry Rides Again	Dec. 29
4004	My Little Chickadee	Feb. 9
4009	The Invisible Man Returns	Jan. 12
4010	The Under-Pup	Sept. 1
4011	Charlie McCarthy, Detective	Dec. 22
4012	Tower of London	Nov. 17
4013	House of Seven Gables	Apr. 12
4014	Rio	Sept. 29
4016	The Big Guy	Nov. 24
4017	Two Bright Boys	Sept. 15
4018	Black Friday	Apr. 12
4019	Little Accident	Oct. 27

Alphabetical Guide

(Continued from page 524)

MARRIED AND IN LOVE—59m.—RKO-Radio.....441
MARSEILLAISE—80m.—World Pictures 418
MARSHAL OF MESA CITY, THE—62m.—RKO....400
MARX BROS. "AT THE CIRCUS"—87m.—Metro..407
MATRIMONIO IDEALE, UN—see Ideal Marriage
MAYOR'S DILEMMA, THE—91m.—Film All. U. S..519
MEET DR. CHRISTIAN—70m.—RKO-Radio.....408
MEN WITHOUT SOULS—60m.—Columbia.....491
MERCY PLANE—71m.—Producers Dist. Corp.....483
MEXICAN SPITFIRE—67m.—RKO-Radio 441
MIDDLETON FAMILY AT THE WORLD'S FAIR, THE—50m.—Modern Talking Picture Service..396
MIDNIGHT LIMITED—61m.—Monogram 499
MIKADO, THE—91m.—Universal 281
MILLIONAIRE PLAYBOY—64m.—RKO-Radio 482
MILL ON THE FLOSS, THE—78m.—Standard.....418
MIRACLE ON MAIN STREET—78m.—Columbia...415
MIRELE EFROS—87m.—Credo Pictures 410
MISSING EVIDENCE—64m.—Universal 401
MR. SMITH GOES TO WASHINGTON—130m.—Col..399
MR. MAX (Il Signor Max)—86m.—Esperia.....402
MR. WASHINGTON GOES TO TOWN—65m.—Dixie-National 519
MONKEY INTO MAN—56m.—World 511
MONTEVERGINE—see The Great Light
MOTEL, THE OPERATOR—80m.—Cinema Service..457
MURDER IN THE AIR—58m.—Warners 483
MURDER ON THE YUKON—56m.—Monogram....499
MUSIC IN MY HEART—70m.—Columbia.....439
MUTINY IN THE BIG HOUSE—83m.—Monogram..399
MUTINY ON THE BLACKHAWK—66m.—Universal 337
MY DARLIN'—see Macushla
MY FIFTH AVENUE GIRL—see Fifth Avenue Girl
MY HUSBAND IS LOST (Ho Perduto Mio Marito!)—87m.—Esperia 410
MY LITTLE CHICKADEE—84m.—Universal 473
MY MAN GODFREY—93m.—Universal (re-issue)..321
MY SON IS GUILTY—68m.—Columbia 447
MY SON, MY SON!—117m.—United Artists.....493
MYSTERIOUS MR. REEDER, THE—62m.—Monogram 521
MYSTIC CIRCLE MURDER—69m.—Fanchon Royer 402

N

NANCY DREW & HIDDEN STAIRCASE—60m.—WB 371
NAPLES THAT NEVER DIES (Napoli che Non Muore)—90m.—Itala Films 494
NAPOLI CHE NON MUORE—see Naples That Never Die
NAPOLI D'ALTRI TEMPI—see Love In Old Naples
NICK CARTER, DETECTIVE—60m.—Metro.....440
NIGHT OF NIGHTS, THE—86m.—Paramount.....432
NINOTCHKA—110m.—Metro 399
NO PLACE TO GO—56m.—Warners.....381
NORTH SEA PATROL—69m.—Alliance Films.....416
NORTHWEST PASSAGE—126m.—Metro 471
NOTORIOUS ELINOR LEE—104m.—Micheaux.....461
NURSE EDITH CAVELL—98m.—RKO-Radio 380

O

OF MICE AND MEN—106m.—United Artists.....448
OH, JOHNNY, HOW YOU CAN LOVE—68m.—Univ. 457
OKLAHOMA FRONTIER—58m.—Universal 461
OKLAHOMA TERROR—50m.—Monogram 379
OLD DARK HOUSE—74m.—Universal (re-issue)...321
OLD MAID, THE—95m.—Warners.....363
ONE DARK NIGHT—81m.—Million Dollar Prod...434
ONE HOUR TO LIVE—59½m.—Universal 387
ON HIS OWN—100m.—Amkino 388
ON THEIR OWN—65m.—20th Century-Fox.....510
ON YOUR TOES—94m.—Warners 402
ONE MILLION B. C.—80m.—United Artists.....519
$1,000 A TOUCHDOWN—73m.—Paramount.....392
OUR FIGHTING NAVY—see Torpedoed
OUR NEIGHBORS, THE CARTERS—84m.—Para...408
OUTPOST OF THE MOUNTIES—62m.—Columbbia..407
OUTSIDE THE THREE-MILE LIMIT—63m.—Col..471
OUTSIDER, THE—90m.—Alliance Films 494
OVER THE MOON—78m.—United Artists.....465
OVERLAND MAIL, THE—51m.—Monogram 416
OVERTURE TO GLORY—85m.—Elite 474

P

PACK UP YOUR TROUBLES—75m.—20th C.-Fox.386
PAID TO KILL—see Timberland Terror
PAL FROM TEXAS, THE—52m.—Metropolitan....483
PALS OF THE SILVER SAGE—52m.—Monogram..517
PANI MINISTER TANCZY — see Madam Minister Dances
PAROLE FIXER—59m.—Paramount 463
PEOPLE ETERNAL, A—65m.—Henry Lynn 418
PHANTOM RANCHER—60m.—Colony 457
PHANTOM STRIKES, THE—58m.—Monogram.....423
PINOCCHIO—86m.—RKO-Radio 472
PIONEER DAYS—59m.—Monogram 472
PIONEERS OF THE FRONTIER—58m.—Columbia..471
PIONEERS OF THE WEST—56m.—Republic.....492
POCOMANIA—65m.—Lenwal 454
PORT OF SHADOWS (Le Quai des Brumes)—90m.—Film Alliance of U. S. 403
PRIDE OF THE BLUE GRASS—65m.—Warners....395
PRIMROSE PATH—93m.—RKO-Radio 492
PRISONER OF CORBAL, THE—73m.—Syndicate...381
PRIVATE DETECTIVE—55m.—Warners 425
PRIVATE LIVES OF ELIZ. & ESSEX—106m.—WB 396

Q

QUAI DES BRUMES, LE—see Port of Shadows.
QUEEN OF DESTINY (60 Glorious Yrs.)—95m.—RKO.220

R

RAFFLES—71m.—United Artists 445
RAINS CAME, THE—103m.—20th Century-Fox....386
RANCHO GRANDE—68m.—Republic 500
RANGE WAR—66m.—Paramount 369
RASPUTIN—93m.—Concord Films 410
REAL GLORY, THE—96m.—United Artists.....386
REBECCA—129m.—United Artists 500
RE DI DANARI—see King of Diamonds
REEFER MADNESS—See Tell Your Children
REMEMBER?—88m.—Metro 415
REMEMBER THE NIGHT—94m.—Paramount.....447
RENO—73m.—RKO-Radio 416
RETURN OF DOCTOR X, THE—62m.—Warners....425
RETURN OF THE FROG—71m.—Select Attractions 381
RHYTHM OF THE RIO GRANDE—53m.—Mon.....491
RIDERS OF BLACK RIVER—54m.—Columbia....385
RIDERS OF PASCO BASIN—56½m.—Universal....442
RIDERS OF THE SAGE—56m.—Metropolitan.....402
RIDIN' FOOL, THE—58m.—Metropolitan.....402
RIO—77m.—Universal 393
ROAD BACK—79m.—Universal (re-issue) 417
ROAD TO GLORY—101m.—20th C.-F. (re-issue)..401
ROAD TO SINGAPORE, THE—85m.—Paramount..481
ROARING TWENTIES, THE—106m.—Warners.....409
ROLL WAGON ROLL—54m.—Monogram.....431
ROVIN' TUMBLEWEEDS—64m.—Republic 424
ROYAL DIVORCE—82½m.—Imperial 394
RULERS OF THE SEA—97m.—Paramount.....383

S

SABOTAGE—69m.—Republic 400
SAGEBRUSH FAMILY TRAILS WEST—58m.—PDC 483
SAINT'S DOUBLE TROUBLE, THE—68m.—RKO...456
SAINT TAKES OVER, THE—68m.—RKO-Radio...518
SAGA OF DEATH VALLEY—58m.—Republic.....424
SANTA FE MARSHAL—68m.—Paramount.....448
SATURDAY'S CHILDREN—101m.—Warners 513
SCANDAL SHEET—67m.—Columbia 407
SCIPIONE L'AFRICANO—115m.—Esperia 394
SCIPIO AFRICANUS MAJOR—see Scipione l'Africano
SECOND BUREAU—66m.—Film Alliance of U. S..410
SECRET FOUR (Four Just Men)—79m.—Mono...431
SECRETS OF A MODEL—58m.—Time Pictures....474
SECRET OF DR. KILDARE, THE—82m.—Metro...423
SEVENTEEN—75m.—Paramount 408
SHE GOES TO WAR—55m.—Mitchell Leichter....417
SHIPYARD SALLY—79m.—20th Century-Fox.....401
SHOOTNG HIGH—65m.—20th Century-Fox 492
SHOP AROUND THE CORNER, THE—100m.—Metro 453
SHORS—92m.—Amkino 425
SHOWDOWN, THE—65m.—Paramount 491
SIDEWALKS OF LONDON—86m.—Paramount 463
SIGNOR MAX, IL—see Mr. Max.
SIXTY GLORIOUS YEARS—see Queen of Destiny.
SKELETON ON HORSEBACK—78m.—C. Laemmle, Jr.474
SKY PATROL—61m.—Monogram 385
SLIGHTLY HONORABLE—85m.—United Artists...456
SMASHING THE MONEY RING—57m.—Warners...409
SMUGGLED CARGO—62m.—Republic 380
SOLDIER'S BRIDE (Jaakarin Morsian)—83m.—Werner F. Savela 442
SON OF INGAGI—66m.—Sack 457
SON OF THE NAVY—71m.—Monogram.....509
SONG OF THE STREET—77m.—Mayer-Burstyn....381
SONGS AND SADDLES—65m.—Road Show Attr...235
SORPRESE DI UN MATRIMONION, LE — see The Surprises of Matrimony.
SOS MEDITERRANEAN—78m.—Vedis Films 458
SO THIS IS LONDON—84m.—20th Century-Fox ..518
SOUTH OF THE BORDER—71m.—Republic.....432
SPY BUREAU—same as Second Bureau, q. v.
SQUADRONE BIANCO (White Squadron)—98m.—Esp.425
STANLEY AND LIVINGSTONE—101m.—20th C.-F. 354
STAR DUST—84m.—20th Century-Fox.....500
STOP, LOOK AND LOVE—57m.—20th Century-Fox 380
STRAIGHT SHOOTER—60m.—Victory 418
STRANGE CARGO—113m.—Metro 481
STRANGER FROM TEXAS, THE—54m.—Columbia.431
STREET OF MISSING WOMEN—see Cafe Hostess
SUED FOR LIBEL—66m.—RKO-Radio 406
SUICIDE LEGION—54m.—Film Alliance 511
SURPRISES OF MATRIMONY, THE (Le Sorprese di un Matrimonion)—118m.—Columba 410
SWANEE RIVER—86m.—20th Century-Fox 448
SWISS FAMILY ROBINSON—93m.—RKO-Radio ...463

T

TAMING OF THE WEST—55m.—Columbia.....399
TEAR GAS SQUAD—58m.—Warners 501
TELEVISION SPY—59m.—Paramount 400
TELL YOUR CHILDREN—see The Burning Question
TEN NIGHTS IN A BARROOM—61m.—B. & M....418
TEVYA—98m.—Mayman 458
TEXAS RENEGADES—56m.—Producers Dist. Corp..484
TEXAS STAGECOACH—59m.—Columbia 499
THAT'S RIGHT, YOU'RE WRONG—95m.—RKO...424
THAT THEY MAY LIVE—73m.—Mayer-Burstyn....410
THESE GLAMOUR GIRLS—78m.—Metro 379
THEY CAME BY NIGHT—73m.—20th Cent.-F....482
THEY SHALL HAVE MUSIC—101m.—United Artists 354
THEY WANTED PEACE—78m.—Amkino 458
THEY WENT TO WAR (Let's Pretend We're Sweethearts; Flirting With Death)—68m.—Imperial..321
THOSE HIGH GREY WALLS—82m.—Columbia....391
THOU SHALT NOT KILL—68m.—Republic 441
THREE CHEERS FOR THE IRISH—100m.—WB..493
THREE SONS—72m.—RKO-Radio 392
THUNDER AFLOAT—94m.—Metro 391
THUNDER OVER PARIS—82m.—Transatlantic....425
'TIL WE MEET AGAIN—99m.—Warners 510
TIMBERLAND TERROR (Paid to Kill)—66m.—Hoff.474
TOMBOY—70m.—Monogram 517
TOO MANY HUSBANDS—80m.—Columbia.....491
TORPEDOED (Our Fighting Navy)—75m. — Film Alliance of U. S. 387
TORPEDO RAIDER—60m.—Monogram 472
TORTURE SHIP—62m.—Producers Pictures 409
TOWER OF LONDON—92m.—Universal 424
TREACHERY ON THE HIGH SEAS—68m.—Times 394
TRIGGER FINGERS—53m.—Victory 381
TROPIC FURY—62½m.—Universal 370
20,000 MEN A YEAR—84m.—20th Century-Fox..409
TWO BRIGHT BOYS—70¼m.—Universal 387
TWO GIRLS ON BROADWAY—71m.—Metro 517
TWO THOROUGHBREDS—62m.—RKO-Radio 432
TWO'S COMPANY—64m.—B. & D. 442
TWO-FISTED RANGERS—62m.—Columbia 447
TYPHOON—71m.—Paramount 518

U

U-BOAT 29—79m.—Columbia 391
ULTIMATUM—73m.—Hoffberg 474
UNASHAMED—66m.—Cine-Grand 511
UNCIVILIZED—see White Savage
UNDER-PUP, THE—88m.—Universal 380

V

VENGEANCE OF THE DEEP—62m.—Time Pictures 474
VIGIL IN THE NIGHT—96m.—RKO-Radio.....472
VILLAGE BARN DANCE—74m.—Republic 464
VIRGINIA CITY—120m.—Warners 493
VIVA CISCO KID—71m.—20th Century-Fox.....500

W

WALL STREET COWBOY—66m.—Republic 386
WE ARE NOT ALONE—112m.—Warners.....417
WE WERE SEVEN WIDOWS (Eravamo Sette Vedove)—82m.—Esperia 484
WESTBOUND STAGE—58m.—Monogram 447
WEST OF CARSON CITY—55m.—Universal.....424
WHAT A LIFE!—79m.—Paramount 385
WHY THIS WAR?—81m.—Samuel Cumings.....409
WHITE SAVAGE (Uncivilized)—72m.—BO Attr. 445
WHITE SQUADRON, THE—see Lo Squadrone Bianco
WINTER CARNIVAL—91m.—United Artists 354
WITNESS VANISHES, THE—66m.—Universal.....393
WOLF OF NEW YORK—68m.—Republic 464
WOMEN, THE—184m.—Metro 379
WOMEN WITHOUT NAMES—63m.—Paramount .. 482

Y

YOUNG BUFFALO BILL—58m.—Republic ... 518
YOUNG TOM EDISON—86m.—Metro 471
YUKON FLIGHT—57m.—Monogram 431

Z

ZANZIBAR—69m.—Universal 482

4020 Call a Messenger .....Nov. 3
4021 Oh, Johnny, How You Can Love....Jan. 5
4022 Ma! He's Making Eyes at Me.....Mar. 15
4024 Hawaiian Nights .....Sept. 8
4025 Zanzibar .....Mar. 8
4026 Laugh It Off .....Dec. 1
4027 The Witness Vanishes .....Sept. 22
4028 Missing Evidence .....Dec. 15
4030 One Hour to Live.....Nov. 10
4032 Framed .....Feb. 23
4033 Enemy Agent .....Apr. 19
4034 Double Alibi .....Mar. 1
4035 Hero for a Day.....Oct. 6
4038 Honeymoon Deferred .....Feb. 16
4040 Half a Sinner .....Apr. 5
4041 Green Hell .....Jan. 26
4044 The Mikado .....Sept. 8
4051 Mutiny on the Blackhawk.....Sept. 1
4052 Tropic Fury .....Oct. 13
4053 Legion of Lost Fliers.....Nov. 3
4054 Man From Montreal .....Dec. 8
4055 Danger on Wheels .....Feb. 2
4056 Hot Steel .....May 24
4058 Desperate Trails .....Sept. 8
4059 Oklahoma Frontier .....Oct. 20
4060 Chip of the Flying U.....Nov. 24
4061 West of Carson City.....Jan. 19
4062 Riders of Pasco Basin.....Apr. 5
4063 Bad Man From Red Butte.....May 31
4064 Arizona Cyclone .....July 19
4071 My Man Godfrey (re-issue).....June 2
4072 The Old Dark House (re-issue).....June 2
4073 All Quiet on the Western Front (re-issue) .....Sept. 29
4074 The Road Back (re-issue).....Nov. 3
If I Had My Way.....May 3
Alias the Deacon .....May 17
Ski Patrol .....May 10
La Conga Nights .....May 31
No Exit .....June 7
Sandy Is a Lady.....June 14
I Can't Give You Anything But Love June 21

WARNERS-FIRST NATIONAL

WARNERS

402 The Private Lives of Elizabeth and Essex .....Nov. 11
403 The Roaring Twenties .....Oct. 28
404 Virginia City .....Mar. 23
406 Brother Rat and a Baby.....Jan. 13
408 Invisible Stripes .....Dec. 30
411 Kid Nightingale .....Nov. 4
413 "Dead End" Kids on Dress Parade..Nov. 18
415 A Child Is Born .....Jan. 6
416 British Intelligence .....Jan. 20
418 Pride of the Blue Grass.....Oct. 7
419 Nancy Drew and the Hidden Staircase .....Sept. 9
420 Calling Philo Vance .....Feb. 3
421 Granny Get Your Gun .....Feb. 10
It All Came True .....Apr. 6
422 King of the Lumberjacks .....Apr. 12
423 Tear Gas Squad .....May 4
Saturday's Children .....May 11
Brother Orchid .....June 8
Gambling on the High Seas.....June 22

FIRST NATIONAL

451 The Fighting 69th .....Jan. 27
452 The Old Maid .....Sept. 2
453 Four Wives .....Dec. 25
456 'Til We Meet Again .....Apr. 20
457 The Story of Dr. Ehrlich's Magic Bullet .....Mar. 2
458 We Are Not Alone.....Nov. 25
459 Castle on the Hudson.....Feb. 17
461 Dust Be My Destiny .....Sept. 16
462 Espionage Agent .....Sept. 30
463 On Your Toes .....Oct. 14
464 The Return of Dr. X.....Dec. 2
465 Three Cheers for the Irish.....Mar. 16
468 An Angel From Texas.....Apr. 27
469 No Place to Go.....Sept. 23
470 Smashing the Money Ring .....Oct. 21
471 Private Detective .....Dec. 9
481 The Mad Empress .....Dec. 16
Flight Angels .....May 18
Torrid Zone .....May 25
Murder in the Air .....June 1
Fugitive From Justice .....June 15
All This and Heaven, Too .....June 29

ALPHABETICAL GUIDE TO 457 FEATURES

Reviewed since September, 1939

A

ABE LINCOLN IN ILLINOIS—110m.—RKO-Radio . 455
ADVENTURE IN DIAMONDS—76m.—Paramount . . . 455
ADVENTURES OF MASKED PHANTOM — 55m.—Equity 442
ADVENTURES OF S. HOLMES—82m.—20th C.-Fox 380
AFFAIR LAFONT (Conflict)—84m.—Transat. 402
ALIAS THE DEACON—72m.—Universal 519
ALL WOMEN HAVE SECRETS—63m.—Paramount . . 437
ALLEGHENY UPRISING—78m.—RKO-Radio 408
ALLERGI MASNADIERI (The Make-Believe Pirates) —72m.—Americo Pullini 402
ALL QUIET ON WESTERN FRONT—93m.—Univ. . . 392
ALPINE PASSION (Amore sulle Alpi) — 74m. — Esperia 418
AMAZING MR. WILLIAMS, THE—86m.—Columbia 423
AMERICAN GANG BUSTERS—64m.—Times 501
AMICIZIA—see Friendship
AMORE SULLE ALPI—see Alpine Passion.
AND ONE WAS BEAUTIFUL—69m.—Metro 509
ANGEL FROM TEXAS—67m.—Warners 513
ANOTHER THIN MAN—102m.—Metro 423
ARIA DEL CONTINENTE—see Continental Way
ARIZONA KID, THE—61m.—Republic 400
AWFUL TRUTH, THE—92m.—Columbia (re-issue) 29

B

BABES IN ARMS—94m.—Metro 391
BAD BOY—65m.—Atlas 442
BAD LITTLE ANGEL—72m.—Metro 407
BALALAIKA—102m.—Metro 439
BAKER'S WIFE, THE (La Femme du Boulanger)—99m.—The Baker's Wife, Inc. 465
BARRICADE—71m.—20th Century-Fox 429
BEASTS OF BERLIN—see Goose Step
BEAU GESTE—114m.—Paramount 353
BETE HUMAINE, LA—see Human Beast
BETRAYAL—80m.—World 393
BETWEEN TWO WORLDS (Una Donna tra Duo Mondi)—80m.—Esperia 474
BEWARE SPOOKS—68m.—Columbia 407
BEYOND TOMORROW—84m.—RKO-Radio 499
BIG GUY, THE—78m.—Universal 433
BILL OF DIVORCEMENT, A—93m.—RKO-Radio . . 492
BISCUIT EATER, THE—81m.—Paramount 509
BLACK FRIDAY—70m.—Universal 482
BLACK PIRATE, THE—see Il Corsaro Nero
BLACKMAIL—81m.—Metro 385
BLAZING SIX SHOOTERS—61m.—Columbia 491
BLESSED MOTHER CABRINI, THE—71m.—Roma . 501
BLONDIE BRINGS UP BABY—69m.—Columbia . . . 415
BLONDIE ON A BUDGET—73m.—Columbia 481
BLUE BIRD, THE—83m.—20th Century-Fox 464
BOMBS OVER LONDON—78m.—Film Alliance 387
BRITISH INTELLIGENCE—62m.—Warners 449
BRIVELE DER MAMEN, A (A Letter to Your Mother)—104m.—Sphinx 393
BROADWAY MELODY OF 1940—102m.—Metro . . . 471
BROTHER RAT AND A BABY—87m.—Warners . . . 449
BUCK BENNY RIDES AGAIN—85m.—Paramount . . 517
BULLET CODE—58m.—RKO-Radio 482
BULLETS FOR RUSTLERS—58m.—Columbia 471
BURIED ALIVE—71m.—Producers 432
BURNING QUESTION, THE (Tell Your Children)—62m.—G. & H. Productions 433

C

CAFE HOSTESS—63m.—Columbia 431
CALL A MESSENGER—65m.—Universal 392
CALLING ALL MARINES—66m.—Republic 386
CALLING PHILO VANCE—63m.—Warners 449
CAPTAIN MOONLIGHT—64m.—Atlas 519
CASTLE ON THE HUDSON—77m.—Warners 465
CAT AND THE CANARY, THE—74m.—Paramount 399
CHARLIE CHAN (IN)—20th Century-Fox:
CITY IN DARKNESS—74m. 408
PANAMA—67m. 456
TREASURE ISLAND—74m. 370
CHARLIE McCARTHY, DETECTIVE—78m.—Univ. . 441
CHASING TROUBLE—68m.—Monogram 455
CHEYENNE KID, THE—49m.—Monogram 491
CHICKEN WAGON FAMILY—64m.—20th Cent.-F. . 362
CHILD IS BORN, A—79m.—Warners 363
CHILDREN OF THE WILD—57m.—Grand National 266
CHIP OF THE FLYING U—55m.—Universal 416
CHUMP AT OXFORD, A—69m.—United Artists . . . 473
CISCO KID AND THE LADY—73m.—20th C.-Fox . . 432
CITADEL DE SILENCE—see Citadel of Silence
CITADEL OF SILENCE, THE (La Citadel de Silence) —90m.—Film Alliance of U. S. 449
CITY OF CHANCE, THE—57m.—20th Cent.-F. . . . 448
CLAUDINE—82m.—French Motion Picture Corp. . . 511
CONDOTTIERI (The Leaders)—same as Giovanni de Medici, the Leader, q. v.
CONFLICT—see The Affair Lafont.
CONGO MAISIE—70m.—Metro 455
CONQUESTS OF PETER THE GREAT—96m.—Amk. 387
CONTINENTAL WAY, THE (L'Aria del Continente) —82m.—Esperia 425
CONVICTED WOMAN—66m.—Columbia 463
CORSARO NERO (Black Pirate)—96m.—Esperia 442
COVERED WAGON TRAILS—53m.—Monogram 521
COURAGEOUS DOCTOR CHRISTIAN, THE—67m.—RKO-Radio 499
COWBOYS FROM TEXAS—57m.—Republic 432
CRASHING THROUGH—55m.—Monogram 391
CURTAIN CALL—63m.—RKO-Radio 509

D

DANCING CO-ED—84m.—Metro 391
DANGER AHEAD—57m.—Monogram 472
DANGER FLIGHT—61m.—Monogram 415
DANGER ON WHEELS—61m.—Universal 457
DARK COMMAND—94m.—Republic 510
DAYS OF JESSE JAMES—68m.—Republic 441
DAY THE BOOKIES WEPT, THE—64m.—RKO . . . 381
DAY-TIME WIFE—72m.—20th Century-Fox 424
DEAD END KIDS ON DRESS PARADE—62m.—WB 417
DEATH OF A CHAMPION—67m.—Paramount 379
DEATH RIDES THE RANGE—56m.—Colony 465
DEMON BARBER OF FLEET ST.—67m.—Select . . . 381
DESPERATE TRAILS—58m.—Universal 380
DESTRY RIDES AGAIN—94m.—Universal 433
DEVIL IS EMPRESS—(Jouer d'Echees)—75m.—Col. 434
DISPUTED PASSAGE—91m.—Paramount 391
DR. ANTONIO (Dottor Antonio)—108m.—Itala 442
DR. CYCLOPS—77m.—Paramount 491
DR. EHRLICH'S MAGIC BULLET, THE STORY OF —103½m.—Warners 465
DR. KILDARE'S STRANGE CASE—77m.—Metro . . . 509
DOCTOR TAKES A WIFE, THE—88m.—Columbia . . 521
DONNA TRA 2 MONDI—see Between 2 Worlds
DOTTER ANTONIO, IL—see Doctor Antonio
DOUBLE ALIBI—60m.—Universal 482
DOUBLE DEAL—60m.—Internat. Road Shows 473
DRUMS ALONG THE MOHAWK—103m.—20th C.-F. 408
DUST BE MY DESTINY—88m.—Warners 370

E

EARL OF CHICAGO, THE—87m.—Metro 447
EAST SIDE KIDS—62m.—Monogram 472
EL DIABLO RIDES—55m.—Metropolitan 519
ELSA MAXWELL'S HOTEL FOR WOMEN—83m.—20th Century-Fox 362
EMERGENCY SQUAD—58m.—Paramount 440
END OF THE DAY (Fin du Jour)—95m.—Juno . . . 387
ENEMY AGENT—61m.—Universal 510
ENTENTE CORDIALE—93m.—Concord 449
ERAVAMO SETTE VEDOVE—see We Were 7 Widows
ESCAPE, THE—58m.—20th Century-Fox 380
ESCAPE TO PARADISE—62m.—RKO-Radio 432
ESPIONAGE AGENT—88m.—Warners 393
ETERNALLY YOURS—91m.—United Artists 401
EVERYBODY'S HOBBY—54m.—Warners 387
EVERYTHING HAPPENS AT NIGHT—77m.—Fox . . 441
EVERYTHING'S ON ICE—66m.—RKO-Radio 386

F

FACE BEHIND THE SCAR, THE—73m.—Film Alliance of U. S. 494
FARMER'S DAUGHTER, THE—61m.—Paramount . . 472
FAST AND FURIOUS—73m.—Metro 399
FATAL HOUR, THE—68m.—Monogram 455
FEMME DU BOULANGER, LA—see The Baker's Wife
5TH AVE. GIRL (My 5th Ave. Girl)—88m.—RKO . 370
FIGHT FOR LIFE, THE—69m.—U. S. Film Service 493
FIGHT FOR PEACE—68m.—Monogram 125
FIGHTING GRINGO, THE—59m.—RKO-Radio . . . 380
FIGHTING MAD—55m.—Monogram 415
FIGHTING RENEGADE—54m.—Victory 387
FIGHTING 69th, THE—90m.—Warners 457
FIN DU JOUR—see The End of the Day.
FIRST FILM CONCERT, THE—52m.—World 418
FIRST LOVE—84m.—Universal 417
FIRST WORLD WAR—78m.—20th C.-F. (re-issue) 400
FIVE LITTLE PEPPERS AND HOW THEY GREW—60m.—Col. 381
FIVE LITTLE PEPPERS AT HOME—65m.—Col. . . . 468
FLAMING LEAD—57m.—Monogram 347
FLIGHT AT MIDNIGHT—66m.—Republic 380
FLIRTING WITH DEATH—see They Went to War
FLORIAN—92m.—Metro 503
FLORJAN—95m.—Elektra Film 502
FLYING DEUCES, THE—68m.—RKO-Radio 400
FORGOTTEN GIRLS—66m.—Republic 500
FORTY LITTLE MOTHERS—90m.—Metro 517
FOUR FEATHERS, THE—115m.—United Artists . . 337
FOUR JUST MEN, THE—see The Secret Four
FOUR WIVES—99m.—Warners 433
FRAMED—60m.—Universal 448
FREE, BLONDE AND 21—75m.—20th Cent.-Fox . 473
FRENCH WITHOUT TEARS—66m.—Paramount . . 499
FRIENDSHIP (Amicizia)—75m.—Esperia 494
FUGITIVE AT LARGE—66m.—Columbia 361
FULL CONFESSION—78m.—RKO-Radio 370

G

GAMBLING ON THE HIGH SEAS—58m.—Warners . . 483
GENTLEMAN FROM ARIZONA—71m.—Monogram . . 440
GEORGE WASHINGTON CARVER—69m.—Bryant . . 519
GERONIMO!—90m.—Paramount 423
GHOST CAMERA, THE—52m.—Olympic 474
GHOST COMES HOME, THE—79m.—Metro 481
GHOST VALLEY RAIDERS—55m.—Republic 500
GIOVANNI DE MEDICI, LEADER—88m.—Esperia . . 457
GOLDEN BOY—101m.—Columbia 379
GOLDEN KEY, THE—70m.—Amkino 453
GONE WITH THE WIND—228m.—Metro 439
GOOSE STEP (Hitler—Beast of Berlin; Beasts of Berlin)—85m.—Producers 409
GRANDPA GOES TO TOWN—65m.—Republic 518
GRANNY GET YOUR GUN—55m.—Warners 449
GRAPES OF WRATH, THE—128m.—20th Cent.-F. 464
GREAT COMMANDMENT—55m.—Cathedral Films . . 402
GREAT LIGHT, THE (Montevergine) — 88m. — Esperia 502
GREAT VICTOR HERBERT, THE—91m.—Para. . . . 432
GREEN HELL—87m.—Universal 448
GULLIVER'S TRAVELS—77m.—Paramount 440

H

HALF A SINNER—59m.—Universal 501
HAWAIIAN NIGHTS—65m.—Universal 370
HE MARRIED HIS WIFE—83m.—20th Cent.-F. . . . 448
HEARTBEAT—88m.—French M. P. Corp. 388
HELL'S ANGEL—100m.—Astor 483
HEAVEN WITH A BARBED-WIRE FENCE—62m.—20th Century-Fox 400
HENRY GOES ARIZONA—67m.—Metro 431
HERE I AM A STRANGER—88m.—20th Cent.-F. . . 392
HERO FOR A DAY—65m.—Universal 387
HEROES OF THE SADDLE—56m.—Republic 456
HEROES IN BLUE—58m.—Monogram 415
HIDDEN ENEMY—63m.—Monogram 472
HIDDEN MENACE—56m.—Alliance 511
HIDDEN POWER—60m.—Columbia 319
HIGGINS FAMILY (IN)—Republic:
COVERED TRAILER—66m. 424
MONEY TO BURN—69m. 448
HIGH SCHOOL—74m.—20th Century-Fox 433
HIS GIRL FRIDAY—92m.—Columbia 447
HITLER—BEAST OF BERLIN—see Goose Step
HITLER'S REIGN OF TERROR—56m.—Cummins . . 425
HI-YO SILVER—69m.—Republic 510
HO PERDUTO MARITOI—see My Husband Is Lost
HONEYMOON IN BALI—96m.—Paramount 385
HONEYMOON DEFERRED—59m.—Universal 473
HONEYMOON'S OVER, THE—70m.—20th Cent.-F. . 416
HOLLYWOOD CAVALCADE—96m.—20th Cent.-F. . 400
HORRORS OF WAR—51m.—Merit 474
HOUSE ACROSS THE BAY—88m.—United Artists . . 492
HOUSE OF SEVEN GABLES, THE—89m.—Univ. . . . 493
HOUSEKEEPER'S DAUGHTER, THE—80m.—UA . . 386
HUMAN BEAST (Bete Humaine)—79m.—Juno Films 484
HUMAN MONSTER, THE—73m.—Monogram 481
HUNCHBACK OF NOTRE DAME—117m.—RKO . . . 440

I

IDEAL MARRIAGE (Matrimonion Ideale)—84m.—Esp. 442
I MET A MURDERER—78m.—York Pictures 402
I TAKE THIS WOMAN—98m.—Metro 463
IN OLD MISSOURI—68m.—Republic 518
IN SOVIET RUSSIA TODAY—100m.—Amkino 393
INSP. HORNLEIGH ON HOLIDAY—74m.—20 C.-Fox 433
INTERMEZZO, A LOVE STORY—70m.—UA 396
INVISIBLE KILLER, THE—60m.—Producers 455
INVISIBLE MAN RETURNS, THE—81m.—Universal 449
INVISIBLE STRIPES—82m.—Warners 442
IRELAND'S BORDER LINE—65m.—Wm. Alexander 409
IRENE—101m.—RKO-Radio 510
IRISH LUCK—58m.—Monogram 379
ISLE OF DESTINY—88m.—RKO-Radio 456
IT ALL CAME TRUE—96m.—Warners 501
IT'S A DATE—103m.—Universal 501

J

JAAKARIN MORSIAN—see Soldier's Bride
JAMAICA INN—99m.—Paramount 392
JEEPERS CREEPERS—69m.—Republic 416
JOE AND ETHEL TURP CALL ON THE PRESIDENT—70m.—Metro 431
JOHNNY APOLLO—93m.—20th Century-Fox 492
JONES FAMILY (IN)—20th Century-Fox:
QUICK MILLIONS—61m. 363
TOO BUSY TO WORK—65m. 401
YOUNG AS YOU FEEL—59m. 456
JOUER D'ECHEES, LE—see The Devil Is an Empress
JUAREZ AND MAXIMILIAN—see The Mad Empress
JUDGE HARDY AND SON—90m.—Metro 439
JUST LIKE A WOMAN—78m.—Alliance 410

K

KANSAS TERRORS, THE—57m.—Republic 408
KATIA—80m.—Mayer-Burstyn 425
KEEP PUNCHING—81m.—M-C Pictures 433
KID NIGHTINGALE—57m.—Warners 393
KILLERS OF THE WILD—see Children of the Wild
KING OF DIAMONDS (Re di Danari) — 84m. — Esperia 483
KING OF THE LUMBERJACKS—58m.—Warners . . 483
KLIATSHE, DI—see Light Ahead
KNIGHTS OF THE RANGE—70m.—Paramount 481
KOL NIDRE—90m.—Joseph Seiden 388
KONGA, THE WILD STALLION—61m.—Columbia 385

L

LAMBETH WALK—80m.—Metro 371
LAND OF LIBERTY—138m.—MPPDA 347
LAST DESIRE—77m.—Transatlantic 457
LAW OF THE PAMPAS—74m.—Paramount 407
LAUGH IT OFF—63m.—Universal 417
LEADERS, THE—see Condottieri (same as Giovanni de Medici, the Leader, q. v.)
LEGION OF LOST FLIERS—68m.—Universal 392
LEGION OF THE LAWLESS—59m.—RKO-Radio . . . 423
LET'S PRETEND WE'RE SWEETHEARTS—see They Went to War
LETTER TO YOUR MOTHER, A—see A Brivele der Mamen
LIFE OF GUISEPPE VERDI, THE—115m.—Esperia 503
LIFE ON THE HORTOBAGY—79m.—Jewel 465
LIGHT AHEAD (DI Kliatshe)—103m.—Carmel . . . 393
LIGHT OF WESTERN STARS, THE—63m.—Para. . . 517
LIGHTNING STRIKES WEST—56m.—Colony 483
LIGHTS OUT IN EUROPE—66m.—Mayer-Burstyn . . 511
LIGHT THAT FAILED, THE—99m.—Paramount . . . 440
LION HAS WINGS, THE—78m.—United Artists . . . 456
LITTLE ACCIDENT—65m.—Universal 409
LITTLE MISS MOLLY—64m.—Alliance Films 494
LITTLE OLD NEW YORK—100m.—20th Cent.-Fox 464
LITTLE ORVIE—66m.—RKO-Radio 482
LLANO KID, THE—70m.—Paramount 416
LONE WOLF STRIKES, THE—67m.—Columbia 461
LOST HORIZON—118m.—Columbia (re-issue) 1
LOST ON THE WESTERN FRONT—63m.—Standard 410
LOUISE—72m.—Mayer-Burstyn 474
LOVE IN OLD NAPLES (Napoli d'Altri Tempi)—98m.—Esperia 465

M

MA! HE'S MAKING EYES AT ME—61m.—Univ. . . 493
MACUSHLA (My Darlin')—80m.—Transatlantic . . . 457
MADAM MINISTER DANCES (Pani Minister Tanczy) —87m.—Polish-American 511
MAD YOUTH—78m.—Willis Kent 402
MADEMOISELLE MA MERE—80m.—Hoffberg 394
MAD EMPRESS, THE (Juarez and Maximilian)—72m.—Warners 305, 425
MAIN STREET LAWYER—72m.—Republic 416
MAKE-BELIEVE PIRATES, THE—see Allergi Masnadieri.
MAN FROM DAKOTA, THE—74m.—Metro 476
MAN FROM MONTREAL—60m.—Universal 417
MAN IN THE IRON MASK, THE—111m.—UA 347
MAN WHO WOULDN'T TALK—72m.—20th C.-F. . . 441
MAN WITH NINE LIVES, THE—71m.—Columbia . . 513
MARINES FLY HIGH, THE—68m.—RKO-Radio . . 463

(*Continued on page 523*)

THE EXHIBITOR'S ORIGINAL NATIONAL RELEASE DATE GUIDE

ANOTHER SERVICE OF THE JAY EMANUEL PUBLICATIONS CREATED IN THE INTERESTS OF BETTER MANAGEMENT

Pictures listed are in the order of their release by the several companies, placed as closely as possible to the correct date. This Guide is subject to changes in dates, titles, and casts, as made by the companies' home office. For convenience, series westerns are designated by a W following the title, not to be confused with (W) in the Warner-First National column, where the letter designates a Warner picture.

	COLUMBIA	METRO	MONOGRAM	PARAMOUNT	RADIO	REPUBLIC	20th-FOX	UNITED ARTISTS	UNIVERSAL	WARNERS FIRST NAT.
APR 5	Blazing Six Shooters, W C. Starrett, I. Meredith	And One Was Beautiful J. Muir, L. Day, B. Burke		Adventure in Diamonds G. Brent, I. Miranda Dr. Cyclops A. Dekker, J. Logan (Technicolor)	The Courageous Dr. Christian J. Hersholt, D. Lovett, R. Baldwin	Hi-Yo Silver Silver Chief, L. Roberts, S. Andrews	Star Dust L. Darnell, J. Payne, R. Young	One Million B. C. L. Chaney, Jr., C. Landis, V. Mature (Roach)	Half a Sinner H. Angel, J. King, C. Collier Riders of Pasco Basin, W J. Brown, B. Baker	It All Came True (W) A. Sheridan, J. Lynn, H. Bogart
12		Dr. Kildare's Strange Case L. Barrymore, L. Ayres, L. Day	Covered Wagon Trails, W J. Randall, B. Cairns Sky Bandits J. Newill		Bullet Code, W G. O'Brien, V. Vale	Dark Command J. Wayne, C. Trevor, W. Pidgeon Young Buffalo Bill, W R. Rogers, G. Hayes	Viva Cisco Kid C. Romero, J. Rogers, C-P. Martin	Rebecca L. Olivier, J. Fontaine, G. Sanders (Selznick)	Black Friday B. Karloff, B. Lugosi House of Seven Gables M. Lindsay, G. Sanders, V. Price	King of the Lumberjacks (W) J. Payne, G. Dickson, S. Fields
19	The Man With Nine Lives B. Karloff, J. Sayers, R. Pryor	Two Girls on Broadway G. Murphy, L. Turner, J. Blondell	Tomboy J. Moran, M. Jones Pals of the Silver Sage, W T. Ritter	The Light of Western Stars V. Jory, J. Sayers, R. Hayden	Abe Lincoln in Illinois R. Massey, R. Gordon, G. Lockhart	In Old Missouri Weaver Bros. and Elviry, J. Storey Grandpa Goes to Town J., L., R. Gleason	Johnny Apollo T. Power, D. Lamour, E. Arnold		Enemy Agent R. Cromwell, H. Vinson, R. Armstrong	'Til We Meet Again (FN) M. Oberon, G. Brent, P. O'Brien
26	The Doctor Takes a Wife R. Milland, L. Young	Forty Little Mothers E. Cantor, R. Johnson, B. Granville	Mysterious Mr. Reeder W. Fyffe, K. Walsh (English-made)	French Without Tears R. Milland, E. Drew (English-made)	Curtain Call B. Read, J. Archer, A. Mowbray	Covered Wagon Days, W 3 Mesquiteers	Shooting High J. Withers, G. Autry, M. Weaver			An Angel From Texas (FN) E. Albert, W. Morris, R. Lane
MAY 3	The Man from Tumbleweeds, W B. Elliott, I. Meredith	20 Mule Team W. Beery, L. Carillo, N. Beery, Jr.	Land of the Six Guns, W J. Randall	Buck Benny Rides Again J. Benny, E. Anderson, E. Drew	Irene A. Neagle, R. Milland, A. Marshall	Crooked Road E. Lowe, I. Hervey, H. Wilcoxon	So This Is London B. Churchill, G. Sanders (English-made)	Saps at Sea S. Laurel, O. Hardy (Roach)	If I Had My Way B. Crosby, G. Jean, E. Brendel	Tear Gas Squad (W) D. Morgan, J. Payne, G. Dickson
10		Edison, the Man S. Tracy, C. Coburn, G. Reynolds	The Cowboy From Sundown, W T. Ritter, R. Ates	Opened by Mistake C. Ruggles, J. Logan, R. Paige	Beyond Tomorrow C. Winninger, H. Carey, J. Parker	Gaucho Serenade, W G. Autry, S. Burnette J. Storey	I Was an Adventuress V. Zorina, R. Greene, P. Lorre		Ski Patrol L. Deste, P. Dorn, K. Adams	Saturday's Children (W) J. Garfield, A. Shirley, C. Rains
17	Babies for Sale G. Ford, R. Hudson Island of Doomed Men P. Lorre, R. Hudson, R. Wilcox	Waterloo Bridge V. Leigh, R. Taylor, M. Ouspenskaya	Kid From Santa Fe, W J. Randall	Typhoon D. Lamour, R. Preston, L. Overman (Technicolor)	My Favorite Wife I. Dunne, C. Grant, R. Scott	Gangs of Chicago L. Nolan, L. Lane, B. MacLane	Jones Family On Their Own J. Prouty, S. Byington, H. Armetta	Turnabout J. Hubbard, C. Landis, A. Menjou (Roach)	Alias the Deacon B. Burns, M. Auer, D. O'Keefe	Flight Angels (FN) V. Bruce, R. Bellamy, W. Morris
24	21 Days Together V. Leigh, L. Olivier, L. Banks (English-made)	The Stars Look Down M. Redgrave, M. Lockwood (English-made)	Amateur Detective F. Darro, M. M. Jones, J. Moran	The Biscuit Eater B. Lee, C. Hickman, R. Lane	You Can't Fool Your Wife J. Ellison, L. Ball, E. Dunn		Lillian Russell A. Faye, D. Ameche, H. Fonda	Our Town W. Holden, M. Scott, T. Mitchell (Lesser)	Hot Steel R. Arlen, A. Devine, A. Nagel	Torrid Zone (FN) J. Cagney, P. O'Brien, A. Sheridan
31	Lone Wolf Meets a Lady W. William, J. Muir, E. Blore	Susan and God J. Crawford, F. March, R. Hayworth	Queen of the Yukon	Way of All Flesh A. Tamiroff, W. Henry, G. George	Bill of Divorcement M. O'Hara, A. Menjou, H. Marshall		Marriage in Transit J. Davis, V. Gilmore, R. Sterling		La Conga Nights H. Herbert, D. O'Keefe, C. Moore Bad Man From Red Butte, W J. M. Brown, A. Gwynne	Murder in the Air (FN) R. Reagan, L. Lys, E. Foy, Jr.
JUN 7	Texas Stagecoach, W C. Starrett, I. Meredith Passport to Alcatraz J. Holt, N. Beery, Jr.			Hidden Gold, W W. Boyd, R. Hayden, B. Wood	The Saint Takes Over G. Sanders, W. Barry Prairie Law, W G. O'Brien, V. Vale		Earthbound W. Baxter, A. Leeds, L. Bari		Love, Honor and Oh, Baby! W. Ford, K. Adams, M. Barrie	Brother Orchid (W) E. G. Robinson, A. Sothern, H. Bogart
14	Military Academy			Safari M. Carroll, D. Fairbanks, Jr. T. Carminati	Tom Brown's School Days C. Hardwicke, J. Lydon, F. Bartholomew	Doctors Don't Tell C. Coburn, J. Wayne, S. Gurie	Four Sons D. Ameche, M. Hughes, A. Curtis		Sandy Is a Lady Sandy, N. Grey, T. Brown	Fugitive From Justice (FN) R. Pryor, M. Conway, S. Bromley

1940's Only NEW Premium Deal!

THE SPARKLING CUT CRYSTAL

PUNCH BOWL SET

A SHORT, SNAPPY SUMMER DEAL

VALUES UP TO $5.00 PER ITEM

ONLY TWO SPLITS

AS USUAL — EXCLUSIVE with QUALITY

QUALITY PREMIUM DISTRIBUTORS

1309-11 VINE STREET • [HOME OFFICE] • PHILADELPHIA, PA.

EASTERN OFFICES:

New York—New Haven
MAC SCHWARTZMAN
362 WEST 44th STREET, NEW YORK CITY

Boston
SI BUNCE
33 WINCHESTER STREET

Branches in Principal Cities

Call Our Representative for Sample Set—NOW!

THE EXHIBITOR

JERSEY COURT RULES "BANK NIGHT" ILLEGAL

PERTINENT HINTS ON NEWSPAPER ADVERTISING

EDITORIAL: "THE FIRST BOMBS DIDN'T EXPLODE"

THE COMPLETE FEATURE AND SHORTS CHECK-UP

HOW'S BUSINESS? "THE TIP-OFF" TELLS ALL

NEW YORK STATE EDITION

ENTERED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST OFFICE AT PHILADELPHIA, PA., UNDER THE ACT OF MARCH 3, 1879

MAY 8, 1940
VOL. 23 No. 26 PRICE 10 CENTS

Above: *M-G-M's great travelling ballyhoo, the original 20 Mule Team from the picture. It's a sensation when it rolls down the Main Streets of America. Now on tour!*

HOT OFF THE WIRE!

Raves From Coast Preview!

"'20 Mule Team' A-1 Western. Done in the grand manner, with top-flight production, direction, performance and photography. Wallace Beery at his best, playing the type of role in which he is most popular and providing extremely good entertainment. As brilliantly executed western drama as the screen has seen. Historical authenticity and presenting the most vivid panorama of the arid majesties of Death Valley ever shown on the screen. Beery is in his element in the role of the mule skinner, giving an even better characterization than in 'Bad Man of Brimstone'."

—Hollywood Reporter

"A natural for Wallace Beery and will serve further to ingratiate him with an ever-increasing audience. The story, absorbing excitement and suspense, both romantic and melodramatic. One of the best gun-fights ever seen on the screen winds up for a happy ending. High level of gripping entertainment. A topnotch job all the way. Scenically the picture is remarkable."

—Daily Variety

"Death Valley has been overlooked too long by Hollywood in picking stories for Westerns. In '20 Mule Team' M-G-M will cash in strong on the picturesque history and strangeness of this locale. Story offers excellent role for Wallace Beery, one of the most colorful parts he has had."

—Harry Friedman, L. A. Examiner

"'20 Mule Team' roaring melodrama of Death Valley. A rip-roaring tale with its desert panoramas and its bad men, with a superabundance of action and a great fight-to-the-finish wind-up. Death Valley has seldom been delved into so effectively. All in all a hit."

—Edwin Schallert, L. A. Times

"20 MULE TEAM"

starring

WALLACE BEERY

with Leo Carrillo, Marjorie Rambeau, Anne Baxter, Douglas Fowley • Screen Play by Cyril Hume, E. E. Paramore and Richard Maibaum • A Metro-Goldwyn-Mayer Picture • Directed by Richard Thorpe
Produced by J. Walter Ruben

EDITORIAL

THE
EXHIBITOR

VOLUME 23, No. 26 MAY 8, 1940

MEMBER AUDIT BUREAU OF CIRCULATIONS

A Jay Emanuel Publication. Covering the film territories in the Metropolitan East. Published weekly by Jay Emanuel Publications, Incorporated. Publishing office: 1225 Vine Street, Philadelphia, Pennsylvania. New York City office, 1600 Broadway. West Coast office, 1119 Poinsettia Drive, Hollywood, California Representatives in Washington, D. C.; Albany, Buffalo, Boston, New Haven. Jay Emanuel, publisher; Paul J. Greenhalgh, business manager; Herbert M. Miller, managing editor. Subscription rates: $2 for one year; $5 for three years. Address all communications to 1225 Vine Street, Philadelphia, Pennsylvania.

Just In Passing

A SUPER SHORT

Occasionally a super-short emerges that seems destined to be able to carry a whole program. Into this category naturally falls the three-reel subject being distributed by Warners called "Cavalcade of Academy Awards," with all the Academy "Oscar" winners including those selected early this year.

Carefully edited, with excellent descriptive narration, it provides highlights of the productions which gained early laurels, winding up with a comprehensive coverage of the 1940 event. This is the type of film that will easily support a weak feature. Packed with names, hit scenes, including even those of "Gone With the Wind," it offers a rare opportunity for institutional selling.

The house which will recognize this will benefit in the financial and good will departments.

GONE IS TRADITION

With practically all the major companies having announced their 1940 conventions plans, it becomes especially noticeable that the keynote seems to be less fanfare and more business.

A few have even dropped the national meetings in favor of regionals, while others obviously have toned down the color in favor of rolled up shirt sleeves. So thus seems to be passing another industry tradition.

THE HEARINGS BEGIN

All eyes will be turned to Washington next week as the hearings on both Neely Bills will be set to begin. That concerned with the House hearing on the first Neely Bill, against block booking, is scheduled for May 13.

At this writing, it appears as if there will be a goodly delegation.

As we said once before, if you haven't told your Congressman how you feel, do so now.

THE FIRST BOMBS DIDN'T EXPLODE

A COUPLE OF MONTHS AGO, we ventured the opinion in this column that when some of the government witnesses get on the stand in the equity suit against the majors and other defendants, all of the expected bombs might not explode. To our mind, an example of what might happen occurred in the recent pre-trial examination of some independent exhibitors listed as government witnesses.

ONE OF THEM was quoted as saying that he would rather have competition from an affiliated than an independent theatre circuit because he found the affiliated group "more lenient to deal with."

THIS MIGHT PROVE a bit embarrassing to the government officials who have been clamoring for theatre divorcement, which, if we correctly understand it, applies to circuits operated not by the independents but only by the companies with producer affiliates.

READERS OF THIS DEPARTMENT are already familiar with our viewpoint, that it does not matter much who runs a circuit but how it is operated. Exhibitors in many towns and cities will concur in the testimony of the independent exhibitor that "the affiliated group is more lenient to deal with." As a matter of fact, the affiliated circuit realizes that in many spots it is very vulnerable and that a smart independent exhibitor can easily raise public opinion against a circuit via the "old chain store agitation" route. As a result, the affiliated circuit is often careful to see that no such opportunity is given.

WE HOLD NO BRIEF for the affiliated circuit, mind you, but, on the other hand, we do not see why all the criticism should be solely directed against it.

TAKE 10 INDEPENDENT EXHIBITORS and ask them whether they would rather face affiliated or independent circuit competition (if they had to make the choice, of course) and we will wager that all of them will choose the affiliated. The latter, usually, has buying advantages, but it is also geared with plenty of home office and other types of overhead, in addition to which its management system is not so flexible.

A SECOND FACT worth noticing in the independent exhibitor testimony in the pre-trial questioning was the admission that no direct contact was made with the Department of Justice.

THIS ADMISSION will probably be heard again.

IN THE OPINION of certain observers, with the buying season about to begin, and plenty of adjustments to be requested as the result of the below average season with some companies, few independents would want to provoke arguments deliberately with the distributors by testifying against them.

Jay Emanuel

QUAD.

THE EXHIBITOR PICTORIALLY REPORTS HAPPENINGS HERE AND IN OTHER LANDS

RUSSELL HOLMAN has been named president of the directors of the Famous Music Company and the Paramount Music Corporation, succeeding late Lou Diamond.

THE FLAG SPEAKS. Metro's technicolor patriotic short was previewed at Ellis Island, New York, recently. Here Arthur De Bra, MPPDA, stops to have a word with Metroman Si Seadler, internationally known flag collector. Government officers attended. The short received much praise.

ALEXANDER AND ZOLTAN KORDA, famous English producers, discuss "The Thief of Bagdad," which they are finishing for United Artists.

TUCSON, ARIZ., MAYOR Henry O. Jaasted; Old Tucson Mayor Nick C. Hall; Wesley Ruggles, director-producer of Columbia's "Arizona"; Arizona Governor Robert T. Jones and Mrs. Jones are seen at ceremonies where Jones appointed Ruggles historian of Arizona.

THE MENSING BROTHERS, Curacao and West Indies exhibitors, as well as Monogram distributors in those areas, pose with Monogramite Madeline White.

CHARLES BOYER, star of Warners' "All This and Heaven, Too" greets his mother as she arrives from Europe aboard the SS. Washington. At the left is Boyer's wife, Pat Patterson. Boyer arrived from Hollywood recently after finishing his co-starring effort with Bette Davis.

TERRITORIAL HIGHLIGHTS

George Walsh Resigns As Netco Group Head

Decision Influenced by Pooling, Report

New York City—His resignation from the Paramount subsidiary of Netco Theatres Corporation was announced last week by George C. Walsh, president-general manager, who attributed his resignation to the great reduction in the number of theatres that will continue to be operated by Paramount, due to the various pools in Netco operating points that had been affected in Rochester, Syracuse, Newburgh, Glens Falls, Middletown, Stapleton, and Staten Island.

Walsh will announce his new plans after a brief vacation. Netco's booking office was recently shifted from Poughkeepsie to here.

Harold Greenberg will handle bookings of Netco houses not included in the pools. Sam Dembow, Jr., who has charge of Paramount houses in the northern tier, will oversee. Managerial changes upstate find George Kavanaugh handling Poughkeepsie, Henry Hoff taking the Bardavon, Stratford management in that town; Roy Powell at the State, Eugene Levy will continue to handle the Newburgh pool houses.

Plan Big "Edison" Bow

West Orange, N. J.—Elaborate plans were arranged last week by the publicity staff of Metro for the world premiere of "Edison, the Man" here May 15.

Citizens' committee of various towns in Essex County, most populous county in the state, was formed with society folk taking the initiative for an observance of two days, featuring a mammoth ball with tickets priced from $5 to $100, in the West Orange Armory, the night of the picture premiere, and a parade the second day of the festivities.

To add to the success of the two-day affair, political folk identified with the Democratic party are lending a hand in boosting the big event.

Pioneers Hold Dinner

New York City—Highlight of the local social season took place May 2 when 200 Picture Pioneers gathered in the Waldorf-Astoria with Jack Cohn, house manager, in charge.

A group of prominent film executives were admitted to membership in the body.

Unit, organized some time ago, also has a Canadian link, with Jack Cohn made an honorary president.

Boost Brooklyn

BROOKLYN—A delegation is to be appointed by the Veterans' Boost Brooklyn Committee to visit Hollywood for the dual purpose of bringing a portion of motion-picture production and corralling a decent percentage of first run film openings to this borough, it was announced last week.

Chairman Milton Solomon, through publicist Tom Barrett, can promise unlimited financing to film companies planning production in Brooklyn. There is one bank, they claim, which has millions of dollars laying idle and which has manifested interest in picture plan. Object of the concerted drive is to bring the industry back to where it started and to boost real estate.

NYC Exchangemen Plan Big Drive Co-operation

Moss Presides at Preliminary Meeting

New York City—Drive for exhibitor support for the Greater New York Fund received greater impetus last week at a luncheon meeting held at the Astor, with exchangeites and others present.

B. S. Moss presided, with exchange heads appointed to the job of contacting theatre men. Committee heads will be named later.

Present in addition to Moss were Harry Buxbaum, Larry Morris, Morris Epstein, Bob Wolff, Leo Jacobi, Arch Mandel, Lee Burrell, Saul Trauner, Joe Lee, Nat Beier, Max Cohen, David A. Levy, Moe Streimer, and others.

$550,000 Elizabeth Suit

Elizabeth, N. J.—Another anti-trust suit was filed here last week when the Battin Amusement Company, operating the State, claimed monopoly actions on the part of the major companies. A total of $550,000 damages is asked, representing alleged treble damages.

Loew Booth Opens

New York City—The Loew-Metro World's Fair Information Centre was formally re-opened to the public.

The Information Centre, located on the traffic island between Broadway and Seventh Avenue, 46th Street, will be open 12 hours daily.

N. J. Exhibs Concerned With "Bank Night" Ruling

System Called "Subterfuge" By Court

Trenton, N. J.—Games-playing exhibitors throughout the state received with interest last week the decision by Circuit Court Judge William A. Smith, Essex County, who officially ruled that "Bank Night" constituted a lottery, even though persons other than ticket holders within a theatre were listed as eligible prize winners.

The ruling upheld contentions of the A. and G. Amusement Company, operator of a Paterson theatre, that it could seek exemption from a $1140 claim under a "Bank Night" contract on the basis that a contract covering operation of a lottery—illegal in New Jersey—was invalid.

Suit for the $1140 was instituted by William Furst as assignee for Affiliated Enterprises, Inc., owners of the "Bank Night" copyright. The suit has not yet been tried, and Furst was seeking to have part of the theatre company's defense stricken.

Judge Smith in his written memorandum, pointed to a provision of the contract whereby a "Bank Night" prize must be claimed within two minutes after the lucky number was announced from the stage.

He said:

"Certainly the intention of what is to be accomplished by the scheme must be considered in the interpretation of the scheme in so far as its validity is concerned. To the theatre it certainly is not a scheme to advertise, but a scheme to procure attendance at the theatre on the night of the drawing.

"Let us look to the provision as to the award to one not a patron. The chances of a patron outside the theatre on the night of the drawing with the knowledge of the limited time that that person has to respond and claim the prize in the event his number is chosen, are very small.

"It seems to me that we cannot escape the conclusion that this provision with regard to those not attending at the theatre being entitled if registered to participate in the drawing is a mere subterfuge to escape the condemnation of the scheme as a lottery.

"It is quite evident that it is not contemplated that those who are not patrons of the theatre will obtain the prize. The patrons are the ones to whom the exhibitor is directing his allurement and it is quite evident that the award to one not a patron would not be popular."

ITOA Nominations Delayed

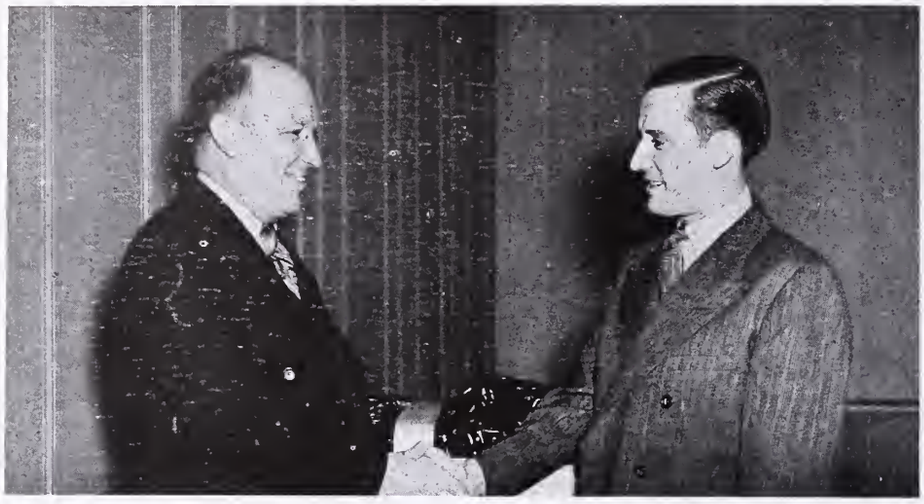
New York City—Nominations of officers, scheduled for last week's meeting of the Independent Theatre Owners' Association, was postponed until the next session.

Booking Selling Hot

NEW YORK CITY—With only a little more than a week to go before the local Bookers' Club inaugurates its social activities with its first dinner-dance at the Hotel Astor May 19, a concerted ticket-selling drive got under way last week with the appointment of a committee to contact the premium people.

The full slate of entertainers plus the identity of the "name band" has not as yet been divulged by Alec Arnswalder, in charge of entertainment.

EXPLOITATION AND NEW HAPPENINGS IN THE TERRITORY TAKE THE SPOTLIGHT



GEORGE V. LYNCH, chief film buyer, Schine circuit, receives a radio phonograph in honor of his 20 years with the circuit. Louis W. Schine, left, vice-president in charge of theatre operations for the circuit, wishes him continued good luck and many more years with the circuit.

J. L. SAWYER, sound-projection supervisor for Buffalo Theatres, Inc., sees the RCA Camden, N. J., plant with W. L. Jones, center, and W. W. Jones, right.

MARK SANDRICH, producer and director of Paramount's saga of the not-so-wild-west, "Buck Benny Rides Again," is interviewed over WEAF by Stella Unger, the Hollywood News Girl. Sandrich was in town for the premiere of the Benny opus at the Paramount recently.

THESE TWO YOUNGSTERS won first prize in the Uncle Don-Monogram talent contest and will appear in a Marcia Mae Jones-Jackie Moran film.

THIS WINDOW DISPLAY was arranged by Lester Pollock, Loew's, Rochester, for showing of United Artists' "My Son, My Son!" Bookstore exploitation is especially appropriate for the picturization of this Howard Spring novel, a best-seller for months and read by millions.

THIS DISPLAY was arranged for Loew's New York City Criterion by Phil Laufer to exploit Paramount's "Adventure in Diamonds."

LATE NEWS HIGHLIGHTS

Flexibility Keynote Of U Production List

Scully Makes Pre-Convention Statement

NEW YORK CITY—Flexibility will once again be the keynote of Universal's message to its salesmen and to the industry when general sales manager, William H. Scully, addresses the annual sales convention in Atlantic City May 11.

In a brief convention statement to the trade press this week, Scully explained that this policy has well served both the company and its exhibitors' accounts during the current year. He referred to the policy as being responsible for the casting of Marlene Dietrich opposite James Stewart in "Destry Rides Again," and the co-starring of Mae West with W. C. Fields in "My Little Chickadee," and for the production of such pictures in the future as "The Boys from Syracuse" and "Hired Wife," starring Virginia Bruce, Rosalind Russell, Brian Aherne, even though the production announcements at the beginning of the current year did not promise or contemplate them at that time. "Every opportunity that Universal will get to deliver even more than it will announce at the convention will be grasped and exploited in full measure," said Scully.

While refusing to make any public announcement of either the type of pictures the company will make during the new year, prior to the announcement at the convention, Scully nevertheless indicated that the program would fully reflect the policy of flexibility and that timeliness, action, and use will again be stressed in the larger importance of the program.

"Furthermore," says Scully, "Universal contemplates no set or rigid budget to govern the production expenditures of the coming year, despite difficulties that will be experienced as a result of the probable curtailment of revenue from the foreign market, as pictures that the company will make and release during the year will get the budget that they will require to make them outstanding in their class and hold their principles both to the exhibitors and to the public. While unquestionably the number of the productions planned for the new year will be budgeted in the top brackets, that angle will not be stressed in selling them. While Universal joins with the other production and distributing companies in the belief that the exhibitors of America always help in the fight to lead and even improve the quality of the production value in motion pictures, nevertheless it holds that such cooperation on the part of exhibitors should not be forced upon the basis of production costs alone. The resulting productions must be meritorious and progressive."

The convention, which will be attended by the eastern division, will last three days.

Stevens with Columbia

HOLLYWOOD—George Stevens has been signed to a Columbia producer-director contract, it was announced last week.

Mori Case May 10

PHILADELPHIA—The famed Mori-anti-trust suit, scheduled to have begun May 7, is now set to bow May 10, according to latest reports. Reason given is that plaintiff counsel Harry Shapiro had asked for the postponement because of his activity in connection with the special session of the legislature. Settlement rumors were still current.

Loew's, Inc. Report Shows Increase in Profit

War Causes Re-Allocation Of Costs

NEW YORK CITY—Loew's Inc., reported this week that the company's earnings, before depreciation, taxes and reserves, including its share of profits of affiliated companies, after deduction of preferred dividends of subsidiaries, amounted to $11,101,356 for the 28 weeks ended March 14, 1940, as compared with $10,516,538 for the same period in 1939.

Due mainly to war conditions abroad, Loew's, Inc., has revised its table of amortization of film costs, applicable to all pictures released subsequent to August 31, 1939, by re-allocating such costs in the proportion of 70 percent to domestic and 30 percent to foreign, instead of the previous respective allocations of 65 percent and 35 percent.

In addition, the company has accelerated the amortization rates on such pictures.

The company's share of net profits for the 28 weeks ended Mareh 14, 1940, after depreciation and taxes and reserves for contingencies, was $6,789,828, as against $6,368,847 for the like period of 1939. Such net earnings were equivalent, after preferred dividends, to $3.79 per share on the common stock outstanding in the hands of the public on March 14, 1940, as against $3.68 per share on the average number of common shares outstanding for the comparable 28 weeks in 1939.

Farley Rumor Around

NEW YORK CITY—Reports were current last week end that James Farley, Postmaster General of the United States, might soon land with a big film company in a top executive post.

"Rebecca" in Sixth Still Big B'way News

Grosses Generally Off Everywhere

NEW YORK CITY—Grosses down the line are only fair this week, with the beautiful weather keeping them out of theatres during the day, although night business has been good.

"Rebecca," still the major news on the main stem, is holding up nicely on its sixth and last week and heading for $70,000 on the stanza at the Music Hall.

Last week's grosses, as reported to THE EXHIBITOR by usually reliable sources, are as follows:

"REBECCA" (United Artists—Selznick) — Did terrific $50,000 Thursday, Friday, Saturday, Sunday of the sixth week, and is headed for $70,000 in seven days at the Music Hall, with stage show.

"BUCK BENNY RIDES AGAIN" (Paramount) —Still riding high at the Paramount, and did $20,000 Saturday, Sunday of the second week, with stage show.

"IF I HAD MY WAY" (Universal) — Okay $25,000 expected for the first week of this Crosby-Gloria Jean starrer at the Rivoli.

"STARDUST" (20th Century-Fox) — At the Roxy, with stage show, did $19,215 Friday, Saturday, Sunday of the first week, not bad.

"GONE WITH THE WIND" (Metro—Selznick) —Same as last week at the Astor with $16,500.

"STRANGE CARGO" (Metro) — Pretty good $24,000 anticipated on the second week at the Capitol.

"SATURDAY'S CHILDREN" (Warners) — Did an OK $23,000 Friday, Saturday, Sunday of the first week at the Strand, with stage show. Last week, second for "'Til We Meet Again," fair $29,000.

"SUICIDE LEGION" (Film Alliance of U. S.) —Did so-so $2,200 Saturday, Sunday at the Globe.

"THE MYSTERIOUS MR. REEDER" (Monogram) and "COVERED WAGON TRAILS" (Monogram)—Sad $1,000 Saturday, Sunday at the Central.

Blumberg Adds to Holdings

WASHINGTON—Report of Universal Corporation to the Securities Exchange Commission revealed last week that Nathan J. Blumberg has acquired 10,500 common voting trust certificates and disposed of 1,000 for an addition of 9,500 certificates. This brings his total to 13,500 certificates.

Peyton Gibson acquired 500 certificates and now holds 1,300 certificates and 26,500 through Standard Capital Company. Charles D. Prutzman has acquired 3,500 cerficates, making his total 4,400.

Blumberg also holds 10,000 common voting trust certificate warrants. Gibson holds 111,283 warrants through Standard Capital. Prutzman reported receiving 3,000 warrants from the corporation without charge, representing his total warrant holdings.

Acquisition of 300 shares of Loew's common stock by C. C. Moskowitz is reported, making his total 900 shares. Loew's also purchased another 25 shares of Loew's Boston Theatres common. Parent company holds 100,339 shares.

Martina Drops Empire

SYRACUSE, N. Y. — Representative of Charles Martina returned the keys of the Empire to the owners of the building last week. Rent was paid to May 1 with the house staff, except the unions, reported paid in full. It is believed there will be further developments.

CAMERAS ROLL ON TWO

Big ballyhoo starts these productions

In Arizona

Wesley Ruggles honored by mayors of twenty-four Arizona cities.

Ruggles Day proclaimed by Governor at reception to Wesley Ruggles in Tucson.

Governor, Wesley Ruggles and William Holden dedicate set at Old Tucson.

Wesley Ruggles' Production

JEAN ARTHUR

in

"ARIZONA"

with

WILLIAM HOLDEN

WARREN WILLIAM • PORTER HALL

and a cast of thousands. Based on the Saturday Evening Post serial and novel by Clarence Budington Kelland

Screen play by Claude Binyon

Directed by WESLEY RUGGLES

A COLUMBIA PICTURE

GREAT COLUMBIA EPICS!

off with a bang!

In Virginia

Press and Radio reps interview Frank Lloyd on arrival in Williamsburg.

Frank Lloyd welcomed to Williamsburg by proxy of William and Mary College.

Cary Grant leads the social whirl at College of William and Mary.

FRANK LLOYD PICTURES, INC., *presents*

CARY GRANT

MARTHA SCOTT

as **"THE HOWARDS of VIRGINIA"**

from the novel, "The Tree Of Liberty", by Elizabeth Page

with Sir Cedric Hardwicke, Alan Marshall, Richard Carlson,

Screen play by Sidney Buchman

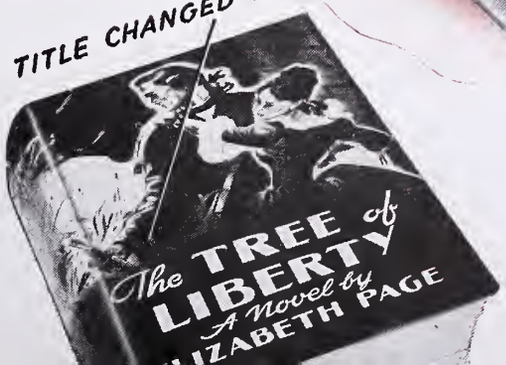
Frank Lloyd's Production

Directed by FRANK LLOYD

Jack H. Skirball, Associate Producer

A COLUMBIA PICTURE

TITLE CHANGED TO



COLUMBIA PICTURES

- Unprecedented radio coverage . . . with two coast-to-coast broadcasts from Williamsburg . . . over both major networks on successive nights.

National Legion of Decency List, May 9, 1940

UNOBJECTIONABLE FOR GENERAL PATRONAGE—"An Angel from Texas," (WB); "If I Had My Way," (U); "Pals of the Silver Sage," (Mon.); "Saps at Sea," (UA); "Suicide Legion," (Wilcox).

UNOBJECTIONABLE FOR ADULTS "The Doctor Takes a Wife," (Col.); "In Old Missouri," (Rep.); "I Was An Adventuress," (20th-Fox); "The Mayor's Dilemma," (F.A.); "Saturday's Children," (WB); "20 Mule Team," (MGM).

OBJECTIONABLE IN PART—"My Favorite Wife," (RKO); "The Man With Nine Lives," (Col).

Graphic Managers Meet

Boston — Graphic circuit, announced Newell and Kenneth Kurson last week, will hold its first annual managers meeting May 15, 16 here.

Fifteen Graphic managers will arrive May 15, and after a cocktail party and exchange preview, will be entertained at a night club. Next morning they will convene and each manager will speak on a theatre management topic of greatest personal interest. Meeting will probably continue at a in-town hotel, with guest speakers.

The brothers Kurson, sons of circuit head, Samuel Kurson, manage the Boston office, which Newell Kurson opened a year ago.

TMAT Receives Setback

New York City—State Labor Relations Board ruled last week end that all managers and assistants employed by a circuit must be included in a bargaining unit. This was on a union petition against Helgus, Inc., for a collective bargaining election at the local Liberty.

This was believed a setback for the Theatrical Managers, Agents and Treasurers Union.

Marget Purchases a House

West Springfield, Mass.—Philip M. J. Marget, Boston, announced last week that he had purchased the Majestic property here from the Medford Trust Company. Plans are being made for complete renovation of the neighborhood house, which will be operated by the Majestic Amusement Corporation.

Somerville, Mass. Games Ban

Somerville, Mass.—Local police chief last week summoned exhibitors at the behest of District Attorney Robert Bradford to suspend all games booked in theatres.

"Bank Night" has been allowed to continue in Middlesex County, pending outcome of the Tower, Lowell, test case.

E. S. Gregg Returns

New York City—E. S. Gregg, general foreign manager, ERPI, returned last week end following a three months' tour of the company's locations in Central and South America.

Comerford Estate Levy Paid to Pennsylvania

Total Reached $99,852.51

Scranton, Pa.—Frank C. Walker, executor under the will for the estate of M. E. Comerford, forwarded a check for $22,852.51 last week to John P. Gormley, head of the inheritance tax division at the local office of the State Auditor General, representing settlement of inheritance taxes assessed against the estate of the moving picture theatre chain owner.

Check brought the total inheritance tax paid to $99,852.51 since the estate previously paid $77,000 in inheritance levies.

All personal property received by Comerford's widow, to whom he bequeathed one-third of the estate, was assessed at two percent of its appraised value and the remainder of the personal holdings was assessed at 10 percent of their appraised value.

Boston Operators Frolic

Boston—Thirtieth anniversary ball of projectionists union Local 182 at the Copley-Plaza Hotel was a big success. Dinner for projectionists, wives, and friends did not begin till 12.00 P. M., when toastmaster-president Thad Barrows introduced celebrities including city notable Paul Dever. As a special surprise, Uptown operator Leo Goodman presented movies taken of projectionists themselves, as they entered, and of the guests.

"The Great Train Robbery" was shown amid film-breakage, apologies from projectionists in typical old-time style.

Warner Exec Engaged

Newark, N. J.—Announcement was made last week of the engagement of Tony Williams, district manager for 21 Warner Jersey houses, and Sue Mutnick, secretary to Warner zone chief Donald Jacocks, at a party in Radio City Rainbow Room.

THE EXHIBITOR

Volume 23, Number 26 May 8, 1940

Advance Shots on Coming Reviews 19
Better Management 18
The Check-Up (The Exhibitor's Servi-section) Yellow Section
Editorial Page 3
Hints on Newspaper Advertising 20
Late News Highlights 7, 10
National Mirror 11, 12, 16
National Mirror Picture Page 4
National Release Date Guide Inside Back Cover
News of Territory 21 et seq.
Production Happenings 17
Territorial Highlights 5
The Tip-Off 13
Warren Stokes Hollywood Newsreel 17

Material contained in the Late News Highlights section often represents new developments in stories to be found on other pages of this issue. If the reader will bear this in mind it will avoid possible confusion. This section of THE EXHIBITOR goes to press last, with latest developments within the industry, where available.

Cue Vote Begins

NEW YORK CITY—Cue Magazine and the Fifth Avenue Playhouse this week launch a three month program of film revivals selected by 5,000 Cue readers, for the benefit of the Boys' Club of New York.

Members of the audience will be given voting cards upon leaving the theatre, so they may designate their opinions of the pictures they have just seen. The pictures which get the most acclaim will receive the Cinema Hall of Fame Award at the conclusion of the series.

Loew Newport Deal

Newport, R. I.—E. M. Loew, acting for Loew's Paramount, and Joseph Arcieri, for musicians local 529, last week concluded an agreement providing that union members will be used at the Paramount for stage presentations and other programs requiring orchestra work. Agreement was made after Arcieri and local secretary Thomas Caruso conferred with Loew at Boston.

From the Coast

New York City—Among those arriving from the Coast over the week end were Murray Silverstone, chief of world-wide operations; Samuel Goldwyn, Mrs. Goldwyn; Alexander Korda and wife, Merle Oberon; Hal Roach.

New York City—Arriving last week end for conferences at the home office were Darryl F. Zanuck, William Goetz, and Sol M. Wurtzel, 20th Century-Fox studio heads.

AMPA Hears Radio Folk

New York City—Seventeen members of the National Radio Film Commentators Circle, all affiliated with local radio stations in Greater New York, will be guests of the AMPA at the forthcoming meeting May 9, Leon Bamberger, AMPA president, announced last week.

Myers in Trenton

Trenton, N. J.—Si Myers last week end took over the local Garden.

Advance Shots

THE GIRL IN 313 (20th Century-Fox). Florence Rice, Kent Taylor, Lionel Atwill. 57m. All the old clinches in cops and robbers pictures of the past were dug up and placed together for the construction of the program plot. Just nabe dual support.

SKI PATROL (Universal). Philip Dorn, Luli Deste, Stanley Fields. 84m. This timely offering tieing in with the Russian invasion of Finland has little to offer in story or marquee names. There is some meagre love interest in the film, which is just a bottom dualler with a few selling angles, but not much else.

TURNABOUT (United Artists—Roach). Adophe Menjou, John Hubbard, Carole Landis. 83m. Comedy with sexy implications reigns supreme in this film, and its appeal to general audience is therefore problematical. However, it will go over well with sophisticated audiences who enjoy risque humor. Handle it with care.

THE NATIONAL MIRROR

More Than 125 Attending Universal AC Convention

Complete List for May 11 Meet Revealed

New York City—List of those who will attend Universal's eastern regional convention at Atlantic City, May 11, 12, 13, was issued last week by W. A. Scully, vice-president and general sales manager. More than 125 home office executives and salesmen from the eastern territory will sit in on the meeting. In addition to the presence of President N. J. Blumberg, Cliff Work, head of the studio, will participate.

Western sales manager W. J. Heineman will also attend the Atlantic City gathering. In turn, F. J. A. McCarthy, eastern sales head, will take in the Chicago meeting. Scully will preside at both regionals.

A list of those who will attend the Atlantic City meeting in addition to Blumberg, Work, Scully, McCarthy and Heineman are as follows:

From the home office: Joseph H. Seidelman, vice-president in charge of foreign affairs; Leo Abrams, short subjects sales manager; Morris Alin, O. C. Binder, J. Jordan, John E. Joseph, Charles Kirby, Hank Linet, C. Margon, James Miller, F. T. Murray, Louis Pollock, Adolph Schimel, Andy Sharick, Herman Stern.

District managers attending will be Harry Graham, A. J. Herman, Dave Miller.

Exchange managers, salesmen and bookers to attend from "The Exhibitor" territory are as follows:

Albany: Exchange manager Jerrie Spandau, I. Shiffman, C. Weill.

Boston: Exchange manager W. P. Kelly, J. Callahan, F. P. Dervin, H. J. Martin, J. H. Murphy, W. Murphy, E. Warren, J. R. Wilson.

Buffalo: Exchange manager J. J. Scully, W. F. Bork, J. Fater, C. Heerdt, L. J. Leiser.

New Haven: Exchange manager M. Joseph, J. Pavone.

New York: Exchange manager D. A. Levy, W. Benson, M. Cohen, H. Furst, N. Goldberg, J. Liggett, B. Price, L. Simon, P. Winnick.

Philadelphia: Exchange manager G. F. Schwartz, W. J. Doyle, Jack Engel, F. Fortunate, M. Kopplemen, J. Leon, S. Perlsweig.

Washington: Exchange manager B. Kreisler, O. Blumenthall, W. E. Davis, B. Frank, S. Tabor, L. J. Young.

Also Joe Engel, special representative.

Immediately following the main meeting, there will be a series of district and branch meetings.

GN Decision Reserved

New York City—Decision was reserved last week by Federal Judge Vincent T. Leibell on the application of Gustave A. DeLemos to vacate and set aside sale of Grand National Pictures assets to Mohawk Pictures Corporation. Assets, all negatives, were sold March 27.

Metro Sets Four Meetings

NEW YORK CITY—In response to inquiries, William F. Rodgers, general sales manager, Metro, who left last week for California, gave out the following statement at that time:

"There will be no national sales convention this year. There will, however, be four smaller conventions with the field forces. The dates and places are May 6-7, St. Francis Hotel, San Francisco; May 13-14, Drake Hotel, Chicago; May 17-18, Astor Hotel, New York; May 20-21, Shoreham Hotel, Washington."

Rodgers and Howard Dietz, director of advertising and publicity, left for the studios.

"Edison" Getting Bow In Four Jersey Houses

Civic Celebration Is Highlight

New York City—Dramatizing the contribution of Thomas A. Edison to human welfare and scientific advance, the five New Jersey Edison "home town" communities of Orange, East Orange, West Orange, South Orange and Maplewood will join forces in co-operation with national and state authorities to present an Edison "Pageant of Progress" May 14 to 16. As one of the highlights of the celebration, arrangements have been made with Metro for a world premiere of its new picture, "Edison, the Man," May 16, simultaneously in four theatres.

It will be shown for one night only at the Hollywood, East Orange; Palace, Orange; Windsor, West Orange; Cameo, South Orange. In each case the screening will take place at 9 P. M., and will be preceded by the biggest joint civic celebration in the history of northern New Jersey. Evening of May 15, a gala "Edison premiere ball" will be held. The following afternoon a parade which will pass through the streets of the four Oranges will present in review the outstanding Edison inventions and the march of scientific progress.

Bonwick Moved Up

New York City—George J. Bonwick is the new vice-president and treasurer of Pathe Film Corporation, succeeding T. P. Loach, it was announced last week.

Copyright Decision Important to Industry

20th Century-Fox Scores in D. C. Ruling

Washington—A copyright decision of far-reaching importance was handed down last week in the case of 20th Century-Fox vs. the Register of Copyrights when Justice Bailey, District Court, granted a writ of mandamus sought by 20th Century-Fox compelling Clement Bouve, Register of Copyrights, to issue a copyright registration to 20th Century-Fox for "In Old Chicago."

Suit was filed in 1938 after the Register had refused registration of the story in book form from serial installments in newspapers. Case was heard recently with the Department of Justice representing Bouve and Fulton Brylawski representing 20th Century-Fox.

Decision is believed important in that it was the first time a mandamus had ever been sought against the Register of Copyrights. Bouve refused the copyright on the grounds that he had discretion to do so, Brylawski said, while he argued the Register had no discretion in such matters being bound by law to issue registration to all applicants and leaving it to the courts to decide conflicts between authors, etc.

Justice Bailey's decision upheld Brylawski's contention. The decision will affect the entire industry in that now all companies will be entitled to copyright registration on published stories.

Previous Registers had all believed that the law made it mandatory for them to issue copyright registration.

Allied Committees Appointed

New York City—Transportation committees, including units in the territory covered by The Exhibitor, appointed last week by Jack Kirsch for the 11th annual convention of Allied States Association of Motion Picture Exhibitors and Equipment Dealers Exposition at the Morrison Hotel, Chicago, June 19, 20, 21, are as follows:

Connecticut—Al Schumann, Lawrence C. Caplan; Maryland—Frank Hornig, Mrs. Helen Diering; Massachusetts—Frank Lydon, Arthur K. Howard; New Jersey—Leo W. Newberry, Harry Lowenstein; Eastern Pennsylvania—S. E. Samuelson, E. B. Gregory; Washington, D. C.—Charles H. Olive, W. J. Gingell; West Virginia—Richard D. Marks, Jr., Garland West.

Ritz-U Argument Ends

Hollywood—Mayfair Productions, the Ritz Brothers and Universal Studios, in a joint statement last week announced that the arbitration proceedings regarding the appearance of the Ritz Brothers in "The Boys From Syracuse" have been dismissed by mutual consent.

As a result of a settlement, the Ritz Brothers will continue their association with Universal and have been signed to appear in one production for Mayfair and one picture under the Universal banner.

D of J Would Inspect Philadelphia Records

Scrutiny of Pictures Asked

NEW YORK CITY—The Department of Justice applied last week for an order to permit it to inspect a large number of contracts and documents covering the licensing of pictures in the Philadelphia area, after serving notice of the application on all major defendants in its equity action against the majors.

Made under Rule 34 of the Federal Rules of Civil Procedure, the application sought examination of these records in the possession of the defendants on the grounds that they contain "material evidence" of discrimination in favor of Warner houses in the Philadelphia territory.

U. S. Attorney Seymour Krieger, in charge of Department of Justice's investigation in Philadelphia and environs, attached an affidavit to the motion papers stating that the government expects to contrast treatment of Warner theatres and unaffiliated theatres by distributors during certain seasons. The affidavit also states that the D of J will illustrate how independent theatres were discriminated against until they became Warner theatres, and will offer proof as to the manner in which Warners "acquired or attempted to acquire financial interests in the operation of certain theatres named in the motion." The affidavit also stressed that the government's case will rest mainly on contracts of Warners and the independent houses with the defendant distributors.

The application seeks the records covering 46 Warner houses, as well as Loew's, Reading, Pa. The Department of Justice asked for:

(1), all contracts, including deal sheets and clearance or protection provisions of these houses; (2), all memoranda and correspondence "whether inter-office or otherwise" covering negotiations for performance of the contracts listed; (3), all memoranda and correspondence "whether inter-office or otherwise" covering any refusal of license or to negotiate for licensing of film in the theatres listed; (4), feature cutoff records disclosing titles of films exhibited under the listed contracts and rentals; (5), particular information relating to any request made on behalf of the Tower and 69th Street for protection over the Terminal; and in behalf of the Ritz, York, Pa., for protection over the Hi-Way.

The Department of Justice, in its application, sought to examine records which the government has already subpoenaed for presentation by the defendants at the trial. The application was made in order to give the D of J more time to prepare its case in reference to the Philadelphia situation. Krieger indicated that he would require a minimum of three weeks before presentation of testimony.

Independents and theatres named were: Harry Fried—Suburban, Ardmore, Pa.; Seville, Bryn Mawr; Anthony Wayne, Wayne; Allen M. Benn—Belmont, Benson, Philadelphia; Herbert Elliott—Fern Rock, Philadelphia; William Goldman — Band Box, Philadelphia. Hippodrome, Strand, Victor, Pottstown. Hi-Way, York, and Terminal, Philadelphia. Henry Friedman —Lansdowne, Lansdowne; George P. Graves—Carman, Philadelphia; David Milgram—Blue Bird, Howard, Rialto, Temple, Walton, Philadelphia, and Garden, West Chester; Harry Pearlman—Lehigh, West Allegheny, Philadelphia and Yeadon, Yeadon; David Shapiro—Admiral, Philadelphia; Columbus Stamper—Great Northern, Rivoli, Forum, Frankford, Nixon, Roosevelt, Tower, Philadelphia (last five now operated by Warners); Charles Segall, Bromley, Philadelphia (owned now by Warners).

"GWTW" in Commons

LONDON — Complaints by British film exhibitors brought "Gone With the Wind" to the attention of the House of Commons last week.

Major Lloyd George, son of the World War Premier, who is the parliamentary secretary of the Board of Trade, told a questioner that the "rental charge of 70 percent is no higher than that charged in the United States."

The member had asked that charges be limited to the same percentage charged to American exhibitors "to conserve foreign exchange and enable exhibitors to pay a decent wage to employees."

IATSE Board Meets

CHICAGO—Executive board of the IATSE meeting here last week with President George E. Browne presiding made plans for the Louisville convention starting June 3.

John Amberly, St. Louis; George Busch, Chicago; Irene Sharp, Kansas City, were elected delegates from film exchange employees and ushers unions to attend the convention.

Pathe Profit $29,632.89

NEW YORK CITY—Net profit of the Pathe Film Corporation for the three months ended March 31, after provision for Federal Income Taxes, was $29,632.89, it was announced last week.

Pathe's revenue was due to a DuPont Film Manufacturing Company dividend of $35,000 received by the corporation, which owns 35 percent of the common stock of the DuPont Company.

RKO Hearing May 28

NEW YORK CITY—A hearing for final allowances in the RKO-Radio reorganization proceedings has been adjourned from May 14 to 28 by an order signed last week by Federal Judge William Bondy.

An application by the Irving Trust Company to be discharged as trustee will also be heard on the latter date.

Young Takes V-P Post

NEW YORK CITY—Kenneth K. Young, Pathe Film Corporation president, has succeeded T. P. Loach as vice-president and treasurer of Pathe Laboratories, it was learned last week.

Interrogate More Execs In Pre-Trial Progress

Indies on Stand, Too

NEW YORK CITY—Interrogation of industry execs in connection with the pre-trial questioning continued last week in the government's equity suit.

On the stand for a short period was Herman Wobber, 20th Century-Fox sales chief, who reviewed his history in the business, revealing that he was with Paramount from 1916 to 1932, when he joined Fox. He reviewed the growth of Paramount's theatre purchases, motivated by belief that stage shows, with pictures, would be attractive to the public.

He discussed distribution in Portland, Los Angeles, Denver and Salt Lake City, as well as in San Francisco, where the purchase of the Rothschild circuit in 1926 by Paramount was influenced by exhibition having become more profitable than production or distribution.

Wobber said he had no financial interests in a film company, but that he had an investment in a legitimate theatre in San Francisco.

When President George J. Schaefer, RKO, was on the stand last week in the pre-trial questioning, he rapped long-term franchises for exhibitors. He said that if the franchise was advantageous to the exhibitor, he "was only too happy to play the pictures," but if, on the other hand, it proved disadvantageous, the "exhibitor generally refused to play the pictures until the franchise was adjusted." As a result, Schaefer claimed the company, in the long run, was unable to liquidate the deal on the original terms.

Inability to foresee long range changes, such as television, for example, was another disadvantage, he claimed.

Schaefer reviewed his association with Paramount, UA and RKO. He said that "jealousy" between producers had prevented selling UA pictures in block, with producer groupings being use. Neither Paramount nor RKO, he said, allowed exchange of information between distribution and exhibition branches, with keen rivalry between the departments. He said it was often difficult to complete a deal. He was also questioned about Samuel Goldwyn's sales policy, the desirability of UA acquiring theatres (which he said he had never discussed with company officials), and the training school for salesmen inaugurated by Famous Players-Lasky, with Sidney R. Kent in charge.

Schaefer said that RKO does not subsidize its theatres. When it is not making money, the policy is changed in order to increase revenue, if possible.

NEW YORK CITY—Third independent exhibitor-witness for the government in the equity suit questioned last week end by defense attorneys in pre-trial examinations was Anthony Bannon, formerly in Newark, who said his name had been given the government by Allied, to whom he had complained about rentals and clearance for his Court. Bannon's answers

(*Continued on page* 16)

The TIP-OFF

Another Exclusive Service of Jay Emanuel Publications

A Consensus of box office results, kept as factually correct as possible, as culled by the field news staff of THE EXHIBITOR in this and neighboring territories.

PICTURE	START (First Runs)	TURN (Sub. Runs)	STRETCH (Neighborhoods)	PAYOFF (Consensus)	REMARKS
ABE LINCOLN IN ILLINOIS (RKO)	Slow	Slow	Slow		Swell picture, but not doing it.
THE BLUE BIRD (20th Century-Fox)	Slow	Slow			An expensive experiment.
BROADWAY MELODY OF 1940 (Metro)	Fair	Good	Good	Satisfactory	No smash but nice grosses.
BUCK BENNY RIDES AGAIN (Paramount)	Good				In the better money.
THE DOCTOR TAKES A WIFE (Columbia)	Fair				Early engagements varied.
DR. CYCLOPS (Paramount)	Good				With bally it seems to mean something.
DR. EHRLICH'S MAGIC BULLET (Warners)	Fair	Fair	Disappointing	Disappointing	Another one that wasn't appreciated.
DR. KILDARE'S STRANGE CASE (Metro)	Fair				Run-of-the-mill Kildare business.
FORTY LITTLE MOTHERS (Metro)	Disappointing				Cantor plays it straight.
GRAPES OF WRATH (20th Century-Fox)	Spotty	Fair	Fair	Fair	Not the smash it first appeared to be, but, all in all, not bad.
HOUSE ACROSS THE BAY (UA)	Fair	Fair	Fair	Fair	Considering the name values, this didn't do what it should.
I TAKE THIS WOMAN (Metro)	Fair	Fair	Fair	Fair	Wound up as just above program, for its classification.
IT ALL CAME TRUE (Warners)	Fair				The Sheridan bally helps.
IT'S A DATE (Universal)	Fast	Fast			Good money show.
JOHNNY APOLLO (20th Century-Fox)	Good				Change of pace for Power is resulting in good grosses.
MY SON, MY SON! (UA)	Good				Grosses generally on the better side, with a few lapses.
NORTHWEST PASSAGE (Metro)	Fast	Good	Good	Good	Okay.
ONE MILLION B. C. (UA)	Fair				Heavy exploitation boosted this in some spots.
PINOCCHIO (RKO)	Fair	Fair			Good, but not a "Snow White."
PRIMROSE PATH (RKO)	Spotty				Some initial spurts, but it seems to be lacking in gusto.
REBECCA (UA)	Fast				This is cracking records wide open.
ROAD TO SINGAPORE (Paramount)	Good	Good			A neat Paramount grosser, one of their best.
SIDEWALKS OF LONDON (Paramount)	Slow	Slow	Slow		Even with Miss Leigh, a miss.
STAR DUST (20th Century-Fox)	Fair				Nothing sensational, just program.
STRANGE CARGO (Metro)	Good	Fair			Most grosses generally on the better side, with some exceptions.
'TIL WE MEET AGAIN (Warners)	Fair				First engagements mostly fairish.
TOO MANY HUSBANDS (Columbia)	Fair				Nothing exciting.
VIRGINIA CITY (Warners)	Good				No "Dodge City."
YOUNG TOM EDISON (Metro)	Fair				Selling has helped this, but, all in all, nothing hot about it.

DARK COMM

In Great De

BY LEADING THEATRES E

Raoul Walsh ·

ROXY ..... NEW YORK CITY, N. Y.

PARAMOUNT and **FENWAY**
(DAY AND DATE) • BOSTON, MASS.

EARLE ..... PHILADELPHIA, PA.

FOX ..... ST. LOUIS, MO.

ALVIN ..... PITTSBURGH, PA.
COLONIAL ..... RICHMOND, VA.
NORVA ..... NORFOLK, VA.
STRAND ..... LOUISVILLE, KY.
ESQUIRE and UPTOWN .... KANSAS CITY, MO.
NEW MALCO ..... MEMPHIS, TENN.
STATE ..... OMAHA, NEBR.
ORPHEUM ..... PORTLAND, ORE.
PALOMAR ..... SEATTLE, WASH.
PARAMOUNT ..... DENVER, COLO.
GRAND ..... ALBANY, N. Y.
20th CENTURY ..... BUFFALO, N. Y.
CENTURY ..... ROCHESTER, N. Y.
PARAMOUNT ..... SYRACUSE, N. Y.
STRAND ..... PROVIDENCE, R. I.
WARNER ..... BRIDGEPORT, CONN.

CAST
•
CLAIRE TREVOR
JOHN WAYNE
WALTER PIDGEON
ROY ROGERS
GEORGE HAYES
PORTER HALL
MARJORIE MAIN
RAYMOND WALBURN

A REPUBL

AND

and

RYWHERE

ector

The story of

"THE BLACK KNIGHT OF KANSAS"

Who lived and loved in the Rhett Butler manner.

ARLE and AMBASSADOR
AY AND DATE) • WASHINGTON, D. C.

OX ..... DETROIT, MICH.

OOSEVELT ..... CHICAGO, ILL.

ARAMOUNT ..... SAN FRANCISCO, CALIF.

RAND ..... HARTFORD, CONN.

OGER SHERMAN ..... NEW HAVEN, CONN.

ANLEY ..... BALTIMORE, MD.

IUBERT ..... CINCINNATI, OHIO

OLONIAL ..... DAYTON, OHIO

ANLEY ..... ATLANTIC CITY, N. J.

OST ..... BATTLE CREEK, MICH.

ASHINGTON ..... BAY CITY, MICH.

TATE ..... FLINT, MICH.

AJESTIC ..... GRAND RAPIDS, MICH.

APITOL ..... JACKSON, MICH.

APITOL ..... KALAMAZOO, MICH.

LADMER ..... LANSING, MICH.

TRAND ..... PONTIAC, MICH.

AMILY ..... PORT HURON, MICH.

RANKLIN ..... SAGINAW, MICH.

WARNER'S

DOWNTOWN (DAY AND DATE) **HOLLYWOOD**

LOS ANGELES, CALIF. • HOLLYWOOD, CALIF.

RIALTO ..... TACOMA, WASH.

ORPHEUM ..... OAKLAND, CALIF.

EMPIRE ..... BIRMINGHAM, ALA.

SAVANNAH ..... SAVANNAH, GA.

PARAMOUNT ..... BATON ROUGE, LA.

SAENGER ..... PENSACOLA, FLA.

MAJESTIC ..... SHREVEPORT, LA.

CROWN ..... MOBILE, ALA.

MAJESTIC ..... HOUSTON, TEX.

MAJESTIC ..... DALLAS, TEX.

SHERIDAN ..... MIAMI, FLA.

STATE ..... OKLAHOMA CITY, OKLA.

C PICTURE

Korda Sets Up

HOLLYWOOD—Hollywood last week continued to expand its motion picture industry by the addition of a new company headed by Alexander Korda, noted British producer. Company, to be known as Alexander Korda Films, Inc., will make at least two high-budget pictures here this year. Korda has brought to Hollywood key executives and assistants, among them Zoltan Korda, director; Emmanuel Silverstone, business representative; Morris Helprin, assistant in production; Basil Bleck, legal counsel; Jack Okey, production manager; William Hornbeck, film editor. Korda also brought to this country three screen players under contract to him, Sabu, June Duprez, John Justin.

Offices of the company will be at United Artists studios, and the first production work will be to complete "The Thief of Bagdad," a Technicolor picture started in England.

Ad Film Round Robin

NEW YORK CITY—That a round table discussion of the sponsored picture question can be held so that an understanding can be reached was suggested to Will Hays last week by J. Walter Thompson advertising agency.

The agency is of the opinion that there is no basis in the fears of some exhibitors that advertising pictures may become a menace to the industry, and wishes to come to an understanding now to avoid any future antagonism. The agency reports that the 22 sponsored movies which it has produced in the last year have been well received by exhibitors, with no record of any complaints from audiences.

The MPPDA seriously discussed the problem at its last meeting.

Australian Deal Set

CANBERRA, Australia — The Australian Government has concluded an agreement with United States film companies by which half of the Australian profits, normally remitted to the United States, will be invested in Australia during the war to conserve dollar exchange, it was announced last week.

The film censor, Creswell O'Reilly, in his annual report, says British films shown in Australia are more risque than American and other foreign films. He emphasized that the censors avoided controversies over cutting and rejection which probably were started to obtain publicity.

Durbin Not to Met

BALTIMORE—Universal Pictures Company last week issued the following statement:

"Recently published reports to the effect that Deanna Durbin has signed a contract to sing for the Metropolitan Opera Company are completely unfounded. Neither Miss Durbin nor any of her representatives have been approached or consulted by any representatives of the Metropolitan Opera Company concerning this rumored proposal. Miss Durbin is under exclusive contract to Universal studios, and we are authorized to state for her, as well as ourselves that she has never considered a proposition from the Metropolitan or any other opera company."

"Wife" Bows in Louisville

LOUISVILLE, KY.—Governor Johnson of Kentucky and other officials participated in a home-coming welcome to Irene Dunne here along with the world premiere of "My Favorite Wife" as a phase of the Kentucky Derby ceremonies May 4.

Miss Dunne's latest Radio comedy drama in which she plays opposite Cary Grant had its premiere at the Rialto.

On the junket from Hollywood came Randolph Scott, featured in the cast, producer Leo McCarey of this Leo McCarey production, Garson Kanin, director, and others.

Heading a delegation from New York City were President George J. Schaefer, RKO; Ned E. Depinet, vice-president, and S. Barret McCormick, director of advertising and publicity. Sam and Bella Spewack, authors of the screenplay, also attended.

PRC Announces Lineup

NEW YORK CITY—It was announced last week that Producers Releasing Corporation will make 16 features, four exploitation specials and three series of westerns of six each, on their 1940-41 lineup. "I Take This Oath," first of the production, went before the cameras last week, with Sigmund Neufeld producing. Second picture slated for production is "Frontier Crusader," to be followed by a comedy-drama, "Hold That Woman." Bob Steele and Tim McCoy, as "Bill, the Kid," and "Frontier Marshal" respectively, will be the stars of two of the western series, while a third "Sagebrush Family" series will star a radio personality.

Officers of the company are Harry Rathner, president; Harry Asher, first vice-president; George Gill, second vice-president; Louis Rutstein, third vice-president; Bert Kulick, secretary-treasurer.

Arthur Weil Passes

NEW YORK CITY—Arthur William Weil, authority on copyright law and a member since 1919 of the firm of Frank, Weil and Strouse, died last week at his home, after a long illness. His age was 59.

Weil was the author of the standard work "Weil on Copyright" and was instrumental in making the contract for the introduction of taking pictures in 1929 when he was attorney for the Electrical Research Products, Inc., a subsidiary of Western Electric.

He did much work for the producers, representing Universal, Paramount and the Motion Picture Producers and Distributors of America, Inc., in copyright suits. He spent much time in Washington testifying before committees and helping to draft bills connected with his specialty.

B and K Ruled Violators

CHICAGO — Master in Chancery Edgar Eldredge last week filed a report in Federal District Court in which he held that Balaban and Katz had violated one major phase of its 1931 Federal consent decree. All major distributors were exonerated of complicity in the violation. As a distributor, Paramount was not guilty, although as the B and K parent company it was held jointly liable.

Both units have 20 days in which to make exceptions to the master's report.

Young Tells Everything

NEW YORK CITY—Kenneth M. Young, Pathe Film Corporation president, told stockholders last week that the company would remain as a holding company, that DuPont Film Manufacturing earnings were up over the first quarter of last year, and that it was possible a dividend would be paid by Pathe this year. Young, successor to O. Henry Briggs, presiding for the first time at the annual meeting of the stockholders, also explained the tax problems blocking liquidation, with a representative of a legal firm explaining the legal aspect of the matter. The company now owns 3500 shares of DuPont stock and 11,620 shares of Pathe Laboratories, its sole assets. Young stated that no deal was pending with DuPont for disposition of the Pathe stock.

Several stockholders criticized high operating costs and suggested dissolution of the company. While only 423 shares were represented in person, 434,273 were represented by proxy. Company's preferred stock does not vote. The incumbent Pathe board of directors was re-elected.

Meiklejohn to Paramount

HOLLYWOOD — Paramount last week signed William Meiklejohn, well known Hollywood agent, to head the company's talent and casting departments.

In revealing the deal, Y. Frank Freeman, vice-president in charge of studio operations, issued a formal announcement of studio policy.

Interrogate More Execs

(*Continued from page* 12)

concerned clearance situations which affected him. He said that his knowledge was general and not specific. He now has the Howard, Howard Beach, L. I.

Howard Lesser, operator, Rialto, Paterson, N. J., testifying as the fourth government witness in the equity suit, said last week that he had entered a complaint with the Department of Justice after Warner Brothers allegedly attempted to force him to buy the 1939-40 product in order to obtain the last 15 features of the 1938-39 season.

Lesser, whose house seats 540, also complained because the 1,500-seat Paterson house, the Regent, received seven days clearance over the Rialto, while the Regent had a considerably lower admission price and was too far away to be accorded such protection.

On further examination, Lesser revealed that he had been aware of the Regent's clearance when he had purchased the Rialto two years ago; and that he had made a "poor deal" in the purchase, as he had not looked into the licensing contracts.

Lesser claimed that, prior to his purchase of the house, the major companies refused to discuss clearance with him until he was the owner of the theatre.

Paul Williams, Special Assistant Attorney General, and his entourage moved to New York May 6 in preparation for the forthcoming trial in the government equity suit. Assisting Williams are his special assistants Robert L. Wright, John F. Clagett, James Malloy, J. Stephen Doyle and James Hayes and special attorneys Seymour Krieger, J. Frank Cunningham and William P. Farnsworth.

Warren Stokes' HOLLYWOOD NEWSREEL

• WE QUOTE JAY EMANUEL in the April 17 issue of THE EXHIBITOR: "This has been called an odd business and we can think of nothing more peculiar than the situation regarding previews and early previewing of features . . . at least two companies have requested that no previews of their pictures be printed until the official coast screenings of the shows. A reason one of them gave is that the coast papers have promised to stop carrying reviews on sneak previews of uncompleted pictures. At least one company will not let the tradepapers see its pictures but it does offer early co-operation to the National Legion of Decency and the National Board of Review. They see shows weeks ahead of the trade press, in many cases. And screenings for music, radio and other groups always come ahead of the trade press viewings, too." To make a long story short, this business is not just "odd," in most instances it is just plain screwy in its methods of favoring and fostering certain publicity outlets, and previews of its product, and allowing any printed media prior publication, instead of keeping the entire press happy with an even break.

The Sneaks Continue

• TO BEGIN WITH, the coast papers have not ceased to carry reviews on sneak previews. Nor will they do so until they have been shown that others are not enjoying that privilege. The newspaper reviewers and those of the trade press, both east and west, are often beaten to the punch, through advance private showings, in other media, prior to the so-called official screenings. When a monthly publication catches the screening of a new picture, three weeks before it has even been screened for the daily and weekly publications, to which it will not be shown for at least another week following the date on which this edition of your Hollywood Newsreel is being written, there is little hope of any change in the present previewing situation. Newspaper and tradepaper reviewers have another headache, trying to cope with the preview situation, and keep faith with the producers who are continually promising to give everyone an even break, with the producers defeating their own purpose, blinded by what they might consider a literary scoop in the way of publicity for public consumption.

• THE JUNE ISSUE OF REDBOOK, which reached the newsstands and its subscribers April 22, designates "Redbook's Picture of the Month," as selected by Douglas W. Churchill, as Sol Lesser's first production for United Artists, namely, "Our Town." With this picture so honored, several weeks before "the official coast screening" and a month before its release date, which is scheduled for May 24, it is quite obvious that Churchill was privileged to obtain a special screening that far in advance. As a consequence, the previewing fraternity is once more agitated over the preview scoop situation, impressed with the belief that there is no justification on the part of the industry contributing, or confining its advance showings to any one individual for any particular purpose.

One Instance

• THIS IS ONE INSTANCE where a sneak preview was allowed to pass and the lads and lassies of the press are kicking their shins. We can be reasonably sure that from now on the sneak preview will have a much harder time sneaking past the watchful eyes of the press representatives in Hollywood. Obviously, Redbook's selection of "Our Town" as its Picture of the Month (with the lads and lassies of the press still trying to figure out which month) is after all one man's opinion. From the following statement made by Churchill, and we quote, "It is dangerous to write of a fine picture immediately after leaving the projection room, for under such emotional stress the adjectives that come to mind are extravagant and may appear to possess the insincerity of Hollywood publicity"—it is obvious that he saw the picture screened in a projection room without benefit of audience reaction. We can take it for granted that its selection as "The Picture of the Month," since it has not yet been screened for the press or the public, is not based upon its comparative value with competitive product that will also be released and previewed during the same period. It is, in the final analysis, simply a prediction. Under the circumstances, this should be quite obvious to Redbook readers, who, after all, since Churchill has dealt with the story from beginning to end, in such a fluent manner, might even consider it as Hollywood publicity.

The Acid Test

• SOL LESSER'S "OUR TOWN" might stand the acid test of public opinion and really emerge as the best picture of the month currently showing with competitive product. Not having yet seen the picture ourselves, we cannot express even a personal opinion. We do believe, however, that Churchill has divulged so much of the story and plot that he has taken the edge off the interest it might have held for moviegoers otherwise. This might be considered good publicity but, according to the tried and tested rules of good showmanship, it is better to leave the customers wanting more than to give them an overdose. In any event, the fact still remains, that the Hollywood producers jumping the gun on previews to secure publicity from one quarter, are still making the mistake of blocking the larger avenues to success, through failure to cooperate with the press in general and fulfill their oft repeated promise of an even break.

Patronize Our Advertisers!
TELL THEM "I SAW IT IN THE EXHIBITOR"

Brief Glances At PRODUCTION HAPPENINGS

Columbia

New story purchase here following the trend of screenfare based on headlines, is made by B. P. Schulberg, who has acquired the original story, "Blitzkrieg," authored by B. P. Fineman. . . . Lola Lane is set for the feminine lead in "Girls of the Road." . . . Danny Mummert, who plays Alvin in the "Blondie" series, has been signed to a term contract.

Metro-Goldwyn-Mayer

Seymour Nebenzahl's first American film production got under way here with start of "To Own the World," Dalton Trumbo screen story which features Lana Turner and John Shelton. Direction is in the hands of Harold S. Bucquet. . . . "Maternity Clinic Racket," two-reel Crime Does Not Pay thriller, is now in the making with Joe Newman directing. This is an expose of quack maternity doctors. Marsha Hunt, C. Henry Gordon, Jane Drummond and Mary Bovard will be seen in featured parts. . . . Edmund Lowe signed for the featured role of Duke Sheldon, ace confidence man is the new William Powell-Myrna Loy production, "I Love You Again."

Paramount

Joel McCrea is set by this studio for the male lead opposite Claudette Colbert in "Arise My Love," now being scripted by Charles Bracket and Billy Wilder for Producer Arthur Hornblow. . . . "Road to Rio," an original story by Don Hartman and Sy Bartlett, has been purchased here as a starring vehicle for Bing Crosby and Bob Hope. . . . "Dancing On a Dime," musical comedy laid against background of the old Garrick, New York City, is now before the cameras under direction of Joseph Santley. Cast includes Robert Paige, Grace MacDonald, Virginia Dale, Carol Adams, Eddie Quillan, Frank Jenks and William Frawley.

RKO-Radio

Robert Stevenson, English director who recently completed "Tom Brown's Schooldays," will remain at this lot to direct the forthcoming Robert Sisk production, "Sanda Mala," from a screenplay by Gene Fowler. . . . Cliff Reid will produce "Once Around the Clock," story of the adventures of a man about to quit his job in an auto court because of lack of excitement. . . . "Cross Country Romance" is now before the cameras with Gene Raymond and Wendy Barrie in the top spots, under direction of Frank Woodruff.

20th Century-Fox

Jeffrey Household's novel "Man Hunt," a best seller in England under the title of "Rogue Male," has been purchased by this company. . . . A new term writing contract goes to Darryl Ware. . . . "Man With a Shovel," Dalton Trumbo original, will be given early Fall production by Walter Morosco and Ralph Dietrich, co-associate producers at this plant. . . . First role for Arleen Whelan under her new

(*Continued on page* 19)

BETTER MANAGEMENT

Check This Column For Ideas That Are Novel

(Disregarding the more obvious methods of selling pictures, via thousands of heralds, newspaper ads, radio tieups, etc., so common to big campaigns, THE EXHIBITOR will list in this column the more novel ideas submitted by managers.

The Better Management editors, also, in a desire to allow managers to see what theatremen in towns their size are doing, are including populations of the various towns.

It is not claimed that everything listed here is new, but at least these suggestions are not as commonplace as the ones not mentioned.)

"Dr. Cyclops"

Buffalo, N. Y. (Population, 573,000)—Shea's Great Lakes used several lobby displays for this Paramount feature. In addition to the much-used 14-inch girl, a huge chair 14-feet high was placed in the lobby, giving patrons the idea of how an ordinary chair would look to one of Cyclops' victims. Next to the chair was a glass case in which passersby could see the so-called "props" used in the making of the picture. An usher trudged through the streets in a Doctor Cyclops' outfit, consisting of a raincoat, rubber boots, and a revamped waste basket. Local hat store had a display to the effect that "No matter how small Dr. Cyclops can shrink a person, we have a hat to fit him." Shoe store advertised that it could shoe even the Doc himself (forgetting that Dr. Cyclops was only a giant in proportion to his victims and was actually of average height with probably a size 10 shoe.)

Harrisburg, Pa. (Population, 80,000)—Manager Jack O'Rear, Colonial, featured photographs in newspapers of three prominent Harrisburg officials reduced to the size of a pigmy as they might have looked if visited by Dr. Cyclops. Radio contest was held with passes given to writers-in who best described some experience where they were embarrassed to the point of feeling very small. Large footprint was painted on sidewalk as if entering theatre with words, "Watch Your Step! Dr. Cyclops is Inside!" Editor of the Harrisburg Telegraph co-operated by writing editorial on "That Diminished Feeling," pointing out how social boners can make you feel as small as the cast of "Cyclops." A bakery-sponsored trailer was also arranged, parked beside the theatre. Prince Karma, a three-inch man, inside, interviewed thousands of visitors and advised them to see the film. In return, the theatre ran a trailer on the bakery's exhibit.

"Two Girls on Broadway"

Bridgeport, Conn. (Population, 147,000)—Loew-Poli Majestic sent out leaflets in envelope reading, "Going to visit New York World's Fair this year? For what to see—first look inside." Inside leaflet purported to give "The Real Low Down on the Great White Way," and suggested that to "get an eyeful and earful so you'll know how to go places when you hit the big city's white lights—see 'Two Girls on Broadway,' so that you'll know what is new in song and dance sensations on the greatest show street in the world—" etc. Although a trifle far-fetched, this shows originality. Remainder of the leaflet contained a cut of the three stars and further matter about the film.

"Primrose Path"

Wilmington, Del. (Population, 107,000)—Lewis S. Black, manager, Warner, took full advantage of the situation when a Pierre S. DuPont High School student submitted a pen and ink drawing of Ginger Rogers to him. Black, impressed by the 16-year-old boy's work, and not blind to its publicity value, managed to secure a three-column cut in the local Journal's theatre page, as well as getting the cut on bulletin boards throughout the city's school system. Publicity resulting from this benefited the boy as well as "Primrose Path."

"It's a Date"

Syracuse, N. Y. (Population, 209,000)—Manager Harry Unterfort, RKO-Schine Keiths, had a street display featuring a young man, dressed in evening clothes, with a bouquet of flowers, ostensibly wandering about the local thoroughfares looking for his date—with publicity regarding the picture, playdate, and theatre attached. Heralds were left on the seats of taxicabs, through tie-in with taxi company, where patrons were sure to get them. Window was arranged showing Deanna with all of her various screen mothers, and also her real mother.

"One Million B. C."

Philadelphia, Pa. (Population, 2,000,000)—Manager Elmer Hollander, Stanton, and S-W exec D. L. "Skip" Weshner arranged to have this previewed in the reptile house at the Zoo for a large collection of animals and newspaper reporters. Although the reptiles were unimpressed, all the daily papers carried large stories the next day. Theatre's outside display featured a volcano with smoke (steam) pouring from the top, and a mechanical display showing two prehistoric monsters alternately biting each others' heads off.

"Young Tom Edison"

Waterbury, Conn. (Population, 100,000)—Ed Fitzpatrick, manager, Loew's Poli, had two ushers bear a five-foot sign through the streets inviting the mayor to come to the opening of this Metro feature at Fitzpatrick's house. His honor, accosted at City Hall, accepted and the result was a fine publicity stunt for all concerned.

"Adventures in Diamonds"

Taunton, Mass. (Population, 37,000)—Manager Alex Hurwitz, M. and P. Strand, secured an advantageous tie-up with a local jewelry store which ran a 45-inch advertisement in the Daily Gazette boosting the film. Jewelry giveaways were also arranged.

"The Blue Bird"

Portland, Me. (Population, 71,000)—Empire here gave a theatre party for the local deaf and dumb children at a showing of this feature. Another special showing was held for a local troop of Campfire Girls, who took the name of the Bluebird Troop.

That Personal Touch

PHILADELPHIA—In spite of the difficulty of personal relations between staff and audience in a 2,500 seat downtown house, the S-W Fox here, Harold Seidenberg manager, has attempted at least some sort of "homey" touch for its patrons. At the end of the last show, a large "Good Night" is flashed upon the screen, followed by "Thank You For Your Patronage." Which may not be as cozy as the manager bidding personal farewells in the lobby, but it is a nice thought for a deluxer anyway.

UA's Foreign Flashes

NEW YORK CITY—A foreign flash-news service tying in with Walter Wanger's forthcoming production, "Foreign Correspondent," was inaugurated last week by United Artists.

Flashes are going to circuit heads and exhibitors daily throughout the country.

With each of the 32 branches of United Artists participating, local distribution of the daily news is being taken care of. Last-minute items will be collated in each of the United Artist key cities and sent to theatres throughout each territory.

Paramount Boosts Exploiteers

New York City—Reports were current here last week end that Paramount would be the next company to line up a group of exploitation men to work throughout the year on the company's pictures. This would be in line with the policies recently adopted by UA and RKO.

(Continued from page 17)

long term contract is the ingenue lead opposite George Montgomery in the current Shirley Temple starring vehicle, "Young People."

Universal

James Craig, promising young leading man at this studio, gets a top role in "South to Karanga," African jungle melodrama. Other principles include Charles Bickford, Luli Deste. John Sutton and Paul Hurst. Harold Schuster is director. . . . "Hot Steel," co-starring Richard Arlen and Andy Devine, is now in the making under direction of Christy Cabanne. Anne Nagel and Peggy Moran, Universal starlets sharing leading lady honors.

Wanger

Sonya Levien has completed the screenplay of "So Gallantly Gleaming," scheduled for late June production. Story reveals the adventurous, romantic lives of General John C. Fremont and his adoring wife, Jessie Benton. Harvey Thew and Peter Ordway wrote the original story.

Warners

Featured roles in this company's "No Time for Comedy," which will co-star James Stewart and Rosalind Russell, go to Genevieve Tobin and Charles Ruggles. . . . "The Sentence," now being directed by Vincent Sherman, shows George Brent and Virginia Bruce in the top spots supported by Brenda Marshall and William Lundigan. . . . "Fiesta in Manhattan" is announced as the first picture for John Garfield, following his return to Hollywood at the close of his current stage appearance in "Heavenly Express." . . . "The Purple Heart," a story based on the Order founded by recipients of the honor bestowed by George Washington for heroic conduct, will be filmed here as a historical feature. Original story was written by Katherine King, studio secretary.

Literary Reviews

Pamphlets

Recent Radio Law in Review. 24 pp. Reprinted from the 1940 Radio Annual.

Written by Louis Nizer, prominent member of the New York Bar and authority on radio, screen, and stage law, this pamphlet deals with the new developments in legislation concerning radio trademarks, competition, patents, copyrights, defamation, and the procedural aspects.

Recent Developments in the Law of Motion Pictures. 28pp. Reprinted from the 1940 Film Daily Year Book.

Another pamphlet by Louis Nizer, prominent member of the New York Bar and authority on radio, screen and stage law, this pamphlet deals with recent happenings in legislation concerning screen censorship, libel, literary property, trademarks, unfair competition, restraint of trade, patents, disparagement and inducement of breach of contract, remedies of distributor against exhibitor, author versus producer, lotteries, and negligence of theatre owner.

Advance Shots On COMING REVIEWS

Features

MY FAVORITE WIFE (RKO-Radio). Cary Grant, Irene Dunne, Randolph Scott, Gail Patrick. 88m. Comparisons between this and "Too Many Husbands" are inevitable, because of their similarity in story content, but, regardless, "My Favorite Wife" should hike the box-office receipts to new heights for the simple reason that it has all the ingredients of sophisticated humor and zany situations one could possibly ask for. Besides the excellent jobs of director and players, bouquets must be tossed in the direction of writers Bella and Samuel Spewack for one of the most refreshing screenplays ever to be seen, and don't forget a few huzzahs for producer Leo McCarey. It's box office!

20 MULE TEAM (Metro). Wallace Beery, Leo Carillo, Marjorie Rambeau, Noah Beery, Jr. 83m. Weaving its horse opera threads on a loom patterned about borax prospecting, this Wallace Beery starrer gives its star an opportunity to mug all over the screen. Beery's multitude of followers will find the picture just to their liking, but to those who just take him or leave him the film will prove another mildly entertaining saga of Death Valley.

21 DAYS TOGETHER (Columbia). Vivien Leigh, Laurence Olivier, Leslie Banks. 75m. The pull of the Leigh-Olivier names should be valuable to the exploitation-wise exhibitor and plenty of stress and strain should be laid on this name appeal for, apart from that, the picture is deficient in entertainment appeal for American audiences. The story is improbable, the characters unreal, and the comedy sequences are Britannically ponderous. Vivien Leigh shows up nothing at all like the gorgeous "Scarlett" whom film fans adored. On the other hand, Olivier is as good as ever, both in appearance and histrionic technique.

FLIGHT ANGELS (Warners-FN). Virginia Bruce, Dennis Morgan, Wayne Morris, Ralph Bellamy, Jane Wyman. 74m. This wasn't made with the idea of creating a stir at the box office, but nevertheless, it will definitely satisfy the entertainment demands of the great majority of moviegoers. Perhaps it is not strong enough to stand by itself, but spot it above a fairly strong associate feature and the result should prove quite profitable.

SKY BANDITS (Monogram). James Newill, Louise Stanley, Dewey Robinson. 47m. This is the latest in the Renfrew series and proves fairly interesting even though it fails to pack the wallop that it should. It is fairish stuff done in a not too exciting manner, but not too dull either. Newill sings three songs.

BRONZE BUCKAROO (Hollywood Productions). Herbert Jeffrey, Lucius Brooks. Artie Young. 58m. Patrons of colored houses are likely to go for this sepia musical oatie.

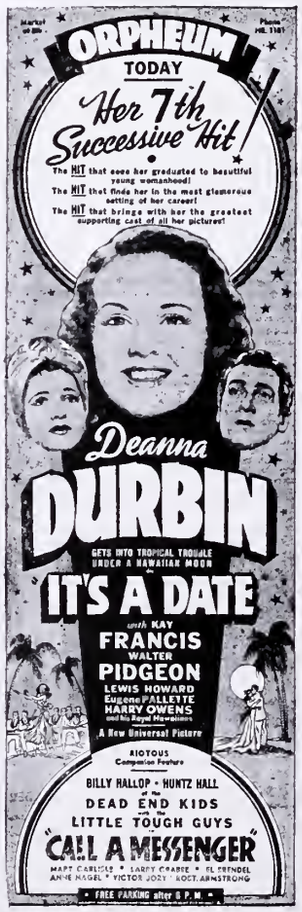
NEW HAVEN, CONNECTICUT

PHILADELPHIA

NEW YORK CITY

WASHINGTON

SAN FRANCISCO



SAINT LOUIS

SYRACUSE, NEW YORK

HINTS ON NEWSPAPER ADVERTISING

No. 132—"It's a Date" (Universal)

The seventh successive hit with Universal's young star, this is also responsible for some attractive ads, as noted above.

Particularly striking are those from New Haven and Washington, while San Francisco's sticks to a style noticed before from the Coast city. Observers also will note the magnitude of the double feature from St. Louis.

Note the selling of the Donald Duck cartoon in Syracuse, and Philadelphia and the manner in which the second features are woven in.

We think it wise to include heads of Kay Francis and Walter Pidgeon, both of whom carry some weight.

NEW YORK CITY

Crosstown

Loew's Criterion just booked exclusive first-run of James A. FitzPatrick's special short subject, "Is Modern Morality a Failure?", featuring a debate between Bertrand Russell and Doctor Stephen S. Wise.

Stanley Hand, Altec staff representative, is back in New York after a month's "swing around the circle."

Milton J. Cross has just finished recording the narration for the first nine reels of "The Parade of Progress," which will finally be a 52-reel movie series on the historical achievements of man from the beginning of time. Films are being produced by Lester Park for Pastime Pictures, and the narration is being written by Tom Bret, former scenario editor, Metro.

Herbert Elder, for many years connected with the motion picture industry, having worked for Warners and Paramount, died last week at the Will Rogers Memorial Hospital, Saranac.

Announcement was made last week that Vincent G. Hart has been admitted to the law firm of Friend, Holbrook, Reiskind and Hart, to continue to engage in the general practice of law in the RKO building. Arthur S. Friend, senior member of the firm, is well known to the legal profession and motion picture industry. He was one of the organizers of Famous Players Lasky Corporation, predecessors to Paramount Pictures, and was for many years its general counsel. Alfred H. Holbrook, former member of the law firm of Merrill A. Rogers, has specialized in real estate law and Surrogate practice. Edwin M. Reiskind has been associated with Friend for 11 years. Hart for the last 10 years has been on the staff of Will Hays, president, Motion Picture Producers and Distributors of America, Inc., as assistant to the general counsel and assistant to the director of the production code administration.

Louis Hyman, executive, Sol Lesser Productions, arrived from Hollywood for a brief visit. While here he conferred on the distribution of the Sol Lesser films with sales heads of United Artists.

Phonovision Corporation of America held a display of its automatic projector at the Sherry-Netherlands May 6. Company will sell territorial franchises.... Sidney Kornheiser is general manager of the Paramount Music Corporation and Famous Music Company, subsidiaries of Paramount. . . . Jersey Allied held a meeting in Newark May 2 along with a beefsteak dinner.

Phyllis Paige, manager, Loew's Sheridan, and former musical comedy star, has been elected president of the "Irene Club." . . . Manager Joe Feldhun, Loew's Premier, Brooklyn, promoted an honest-to-goodness wedding on his stage. It wasn't for himself. . . . Metro's Charlie "Carleton" Cohen is safely ensconced in his new Boro Park apartment. It's located nearer to his favorite tennis courts, but a bit more distant than he used to be from Ebbets Field where he lives on Saturdays when the Dodgers are in town. . . . Speaking of the Dodgers, many Brooklyn theatres are announcing the Flock's score every three innings in response to the demand.

Dick Weaver is helping Bernie Simon with the praise-agenting on Molly Picon's Broadway legit, which seems to possess enough stuff for the movies. . . . Metro photog Norman Kaphan forgets about everything except fishing these week ends. . . . Ditto for Universal's Henry Linet. . . . Player Harry Carey, Pete Harrison's old cronie, is complaining he can't get enough sleep in this burg. Carey's going to tour the summer stock circuit this summer in "Ah, Wilderness" before going back to the Coast.

Three Robert Donat pictures have been acquired by Hoffberg Productions, Inc., for the New York, Chicago, Los Angeles and San Francisco territories. First release will be "Men of Tomorrow," starring Robert Donat and Merle Oberon; the second will be "Cash," starring Robert Donat, Wendy Barrie and Edmund Gwenn; and the last, "Over Night," starring Robert Donat and Miles Mander.

The Ford Motor Company has closed a contract with RCA Photophone for High Fidelity sound equipment to be installed in the Ford Exhibit theatre at the New York World's Fair.

Leonard Goldenson and Sam Dembow, Jr., Paramount theatre executives, left for a tour of the company's western and and midwestern properties. . . . George Walsh, Netco operator for Paramount, moved into the home offices last week. . . . Harry Brandt has added the Stanley, 41st Street and Broadway to his list. . . . Paramount's Stanton Griffis went to the Coast.

Herman Pett, who resigned as manager of the St. George Playhouse to seek his fortune in Hollywood, writes from the coast that "this is really the place to live." . . . Association of Documentary Producers tossed a housewarming at its new offices in the Strand building. . . . Just when we were wondering what ex-Time critic Frank Nugent was doing on the Coast, a 20th Century-Fox press release arrived with the information that he will write the screenplay for "Lucky Baldwin." . . . Monogram publicist Miriam Gibson has resigned to take over the publicity chores for a cosmetic firm. . . . Metro's Al Lichtman and shorts producer James A. FitzPatrick trekked to the Coast.

Darryl Zanuck, William Goetz, Sol M. Wurtzel and Max Gordon were due in from the Coast last week end. . . . Select Film moved to 354 West 44th Street. . . . Friends of Jerry Kessler, formerly with Mascot here, will be pleased to hear that Jane Natalie arrived at the Kessler home just a few weeks ago. That makes two. The Kesslers are now on the Coast.

Warners played host to a group of theatre circuit operators and bookers last week at the home office where a special screening of the company's "Cavalcade of Academy Awards" was held. . . . A special trailer has been prepared on the short and has been made available gratis to all exhibitors booking the subject.

Melvyn Douglas, Columbia star, was one of the speakers at the 75th anniversary dinner of the Nation magazine May 1.

Paramount home office executives, headed by Barney Balaban, Stanton Griffis and Neil Agnew, leave on or about May 18 headed for Los Angeles and the company's three-day annual sales meeting at the Ambassador Hotel May 24, 25, 26. Griffis, chairman of the Paramount executive committee, who left for the Coast last week was the guest speaker at the weekly meeting May 6 of Town Hall, a luncheon club composed of leading Los Angeles business men. Following his speaking appearance in Los Angeles the Paramount executive will confer briefly in San Francisco, en route back to New York. He will return to the Coast with Messrs. Balaban and Agnew to attend the sales convention and studio production discussions.

Parents Magazine's medal for the May Movie-of-the-Month has been awarded to Paramount's "The Biscuit Eater," the magazine announced last week.

RKO Theatres' Great Lakes division manager Nat Holt, a visitor from Cleveland, was seen strolling along Sixth Avenue with boss John J. O'Connor. . . . Another RKO circuit man, Syracuse's Gus Lampe, was in. . . . Century will open the Hyde Park, New Hyde Park, L. I., May 11. . . . Hy Gardner, Billy Rose's press agent and a former Hollywood columnist, is suffering from a strep throat. . . . Shep Henkin, ex-publicist for Consolidated Amusements, is handling the Childs Restaurant account at the Fair.

Staten Island

George Trilling, former manager, Ritz, recently promoted to booker in the Fabian home office, was feted at a dinner given by Island Fabian managers and friends. Trilling was presented with a brief case. . . . Henry Suchman succeeds George Trilling as manager, Fabian Ritz. . . . A collection of prize prints from the Staten Island Camera Club follows the Esquire cartoon exhibit in the grand lounge of Fabian's St. George. Exhibit was arranged by manager George Evans. . . . Sid Deneau, home office booking head, went on a tour of Island theatres with district manager Harry Black. . . . John Salimando, district office secretary, is back on the job again after a brief siege of the grippe. . . . Edgar Goth, Fabian director of publicity, Island theatres, reports that several couples have already applied for privilege of being the pair selected for a stage wedding scheduled for St. George. . . . Sig Kasse, manager, Fabian Capitol, has purchased a rowing machine. . . . Bill Phillips, Paramount electrician, celebrated his second wedding anniversary. . . . Art

ANY KIND—TO SUIT YOU
BINGO CARDS
MADE ON CARD — NOT PAPER!
WITH PUSHOUT TABS — LARGE
1,000 COMBINATIONS—SIZE 4½x5
$2.25 PER THOUSAND
JOSEPH FITZER
104 GORLAND AVE.
SYRACUSE, N. Y.

Lane, manager, Fabian Liberty, made a hurried one-day trip to Albany to visit ailing kinfolk. . . . Visitors to the home of Elihu Glass, Paramount manager, are admiring those new paintings in his son's nursery.

NEW JERSEY

Bergen County

Physician was in attendance for weak-hearted when horror show was presented at Eureka, Hackensack. Management also offered lighted candles to all afraid to go home in the dark following the show. . . . Queen Anne, Bogota, was scene of a show for the benefit of the Teaneck Fire Department. . . . Comic costume party was held at meeting of 10 o'clock Club, Fox, Hackensack. . . . Rivoli, Rutherford, holding early Saturday matinees featuring three additional cartoons and serial. . . . Two hundred and eight prizes including four cash awards were given winners in coloring contest held by Fox, Hackensack, in conjunction with "Pinocchio."

—P. C.

Elizabeth

"Nick" Nichols, manager, Liberty, is contemplating the dropping of Saturday vaudevil for the summer months. . . . Clem Murphy, manager, Ritz, has downtown Elizabeth chuckling with his "Pinocchio" masked dwarf rollicking all over town. Murphy also arranged a window display with a local music store to plug the song hits from "Pinocchio."

Hackensack

Jack Maher, manager, Oritani, staged a celebration in honor of Shirley Temple's birthday April 23 by presenting a special showing of "The Bluebird" for this city's school children. Jack contacted the local schools and invited teachers as well as sisters of the parochial schools to attend as his guests. . . . George Berkner, manager, Eureka, paired up "Black Friday" and "The Human Monster" and sold the unit as a horror show.

Jersey City

Palace gave away 30 bags of groceries. . . . Orient held Miscellaneous Book Night at which patrons missing one of the books given away in past 13 weeks had an opportunity to obtain missing volume. . . . When "Pinocchio" played at Fulton, Tivoli, Capitol and Rialto, the four theatres combined to hold a coloring contest. . . . Family Night programs have been started at the Apollo and will be held weekly with special feature. Cameo gave seventy-five permanent waves to patrons.

—P. C.

Newark

In order to accommodate business generated by "Buck Benny Rides Again" and "Women Without Names" flooding the Paramount, Adam Adams ordered the Adams opened with the same show April 28 and 29.

Passaic

Samuel Ettelson, 49, brother-in-law of Simon Fabian, theatre owner, died after an operation. He was manager of Brooklyn Paramount and before that was manager of the Colonial, Pompton, and Butler, Butler. . . . His brother, Richard, district manager, the Fabian interests, died last year. . . . Work has been started on the new Preiskel-Ackerson theatre.

Paterson

Adrian Ettelson, Colonial, Pompton Lakes, has purchased a new car. . . . Paterson managers are pointing the finger of scorn at the Newark managers of the Warner district. They claim the Newark bowling team backed down on the game with the Paterson group, claiming that Paterson had too many 200 per centers. Paterson managers claim that Newark knew it would be beaten if it ventured away from home. . . . Score one for the Warner ushers. Frank Spagnola, captain, They won the Industrial League championship.

Frank Costa, Warner, Ridgewood, has returned to duty. . . . Irving Liner, former manager, United States, is now in Schenectady, representing the Fabian interests. . . . Wedding bells ring for Hugh Rosenberg, Butler, in September. . . . Miss Bessie De Boe, cashier evenings, Butler, has just finished six months of radio, as singer over station WABC. . . . Sal Constantino, head operator, Rivoli, Frank Hall, elected Alderman at the last election, is working actively for his constituents and has made a big hit with them. . . . George Brown, doorman, Butler, is boasting of trout.

Union City

Comic book was given children attending matinee at Loew's Embassy, North Bergen. . . . RKO State was scene of cooking school sessions of the Union City newspaper.

—P. C.

JOE JOEL SAYS:

Among Other Things . . .

Edith Cassell, Metro, head, billing department, is to be married May 26, to Ben Rosenberg, engaged in the textile business. . . . Phil Engel, Warners' publicity representative, has returned from a trip throughout the New England territory assisting in the campaign on "'Til We Meet Again" and "It All Came True." . . . Amusement Supply Company has modernized Crivani's Casino, Keansburg, N. J. The entire theatre has been entirely renovated from stage to projection room, with an entirely new front. Company also made extensive alterations in the Liberty, Plainfield, N. J., including new front, new seats, carpets, draperies and stage settings.

Mrs. Celer Kurtz, wife of Moe, celebrates her birthday May 11, day the World's Fair opens. She informed me she always sees that her husband renews his subscription when it is due as she says she doesn't have to ask her husband what happens around the film exchanges because she gets all the information from The Exhibitor which arrives at her home. Moe is a salesman for 20th Century-Fox.

Harry Buxbaum notified me he had received many letters congratulating him on the speech he made at the Motion Picture Associates luncheon, referring to the Will Rogers' Fund which was published in The Exhibitor April 24. I have known Harry for over 20 years and he is positively a square shooter and never hesitates to say what he means. . . . I had the pleasure of seeing my old friend, William Meinhardt, Tacme Film Service, and was surprised to see how well he looked after his four months' stay at Miami, Florida. Bill told me his happy moment was when he received The Exhibitor as then, though far away from the Film Center, he still knew what transpired. . . . I met Helen M. Matthews, Star, Jamesburg, N. J., and she informed me when the weather was stormy, no one came to the theatre. I then asked her, "Don't you give a show?" She answered, "Oh, yes, I send for all my friends and relatives so that the house would not be empty?"

I am happy to announce that the operation which was performed on George Dillon was successful and he is now on the road to recovery at the Long Island College Hospital. . . . I wonder if the Warner outfit, when they hold their convention in Washington, D. C., will get permission to hold their meetings in the White House. Nowadays, no one can ever tell what will happen in the movies. . . . Owner Ginsberg, Majestic, Paterson, N. J., informed me that in all his years in the motion picture industry, he never received anything for nothing from any exchange but much to his surprise, he learned that Merit was giving away some very beautiful prizes in their drive and he said he certainly hoped their drive would be a grand success. . . . Please don't forget the dinner dance of the Motion Picture Club, Hotel Astor Roof Garden May 19.

NEW YORK STATE

Albany

Kallet Theatres, Inc., has renewed Altec service agreements for the sixteen Kallet theatres. A. J. Rademacher negotiated for Altec.

Henry Grossman, Hudson's Frieder and Grossman, has been busy getting his summer home at the lake ready. . . . Ernie Dodds, Lake Placid, stopped off accompanied by his son, William. . . . Bill Benton, Schine-Benton circuit, also spent a few days in New York City. . . . Gene Lowe, former Monogram salesman, got a very painful dose of poison ivy working in the lot in Schenectady. . . . Mitch Pantzer and Nate Sodikman, Monogram office, called on Gene to offer their sympathy, report his condition improved.

Arthur Greenblatt, Alliance Films, was a visitor. . . . Moe Grassgreen's wife and daughter were Boston visitors. . . . Morris Slotnick, Waterville and Oriskany Falls, is up and around again after an illness. . . . Frank Kuras, Rialto, Massena, discovered someone had broken into his camp, and was relieved to learn only thing missing was his pet fishing pole. Frank is planning to build a new home.

Ralph Pielow, Metro resident manager, trimmed Gene Vogel, sales force, in their first golf game. . . . No less than four Metroites joined the Mayday moving parade. . . . Salesmen Gene Vogel and Arthur Horne, the latter moving his family up from Long Island. . . . Ad sales manager Claire Avery and exploiteer Jack Walsh, who has taken larger quarters to prepare for an impending visit from the stork. . . . Here is hoping it is a boy, Jack.

Jules Berinstein, Ithaca's Berinstein circuit, was seen along the row. . . . Cir-

cuit owner Mike Kallett's son, Robert, escaped without injury in an automobile accident in which a youth in the other car was killed. . . . Theatre artist Frank Bonomo made a flying trip to New York City. . . . Bernie Kranze hopped to Gloversville to call on Schine circuit executives.

Bill Clarke has again resumed operation part-time of his Palace, Fort Covington, with the Colonial, Waddington, which he formerly ran, being taken over by J. Allen. . . . Charlie Ost, National Screen Service representative, reports many of the boys are planning to visit Elizabethtown more regularly, the attraction being the four-bell cooking of Mrs. Dave Rosenbaum, wife of the operator of the Capital, and theatres in Keesville and Ausable Forks. . . . Last week in April saw snow at Lake Placid, according to salesmen. . . . F. LaVere Winne, Cherry Valley exhibitor and newspaper publisher, has been dogged by bad luck of late. Both his wife and mother were sick abed, while his sister was in a Utica hospital for an operation. His assistant and man-of-all-work in his printing shop picked that time to leave him.

Ralph Pielow reports the Metro summer-hit lineup is the talk of the industry. . . . Jack Levy has been made manager of the New York City office of National Screen Accessories, with jurisdiction over the Albany and Buffalo offices. . . . Nate Sodikman, Monogram branch manager, visited his family in Buffalo. . . . He has taken a home in Albany, and his wife will join him in a month, after she completes a course in social welfare at Buffalo University. . . . Booker Mitch Pantzer, same office, flew to New York City to visit his folks.

Jerry Spandow, new Universal branch manager, breezed into town with a new bride and a new car. Now he's looking for a new home. . . . Film row folk received invitations for the May 3 opening of the new theatre in Ellenville, Norbury, built by Kallett and Sholemson interests. . . . Harry Berkson, Monogram franchise-holder, attended his company convention and the Variety Club meet in Dallas. . . . Monogram lads are all enthused over their new quarters at 1046 Broadway.

Where were you on the afternoon of April 26? . . . Exchangeites report few exhibs in after 3 P. M. that day. . . . Perhaps the opening of the baseball season had something to do with it. . . . In that big New York Central smash-up at Little Falls, an RKO feature was lost, and booker Abe Van Deusen had to drive up with a new print. . . . Who was that exhib who drove down from Utica to book his house only to find he had left his date book behind? . . . George Thornton set May 3 for the opening day of his Orpheum, Tannersville.

Home office auditors William Marsh and Robert Wolfe, latter a student auditor, spent a week in Ralph Pielow's Metro office. . . . R. P. incidentally, is planning to do a great deal of air traveling in the future, having received an airline pass from his company. . . . Independent distributors Archie Mayer and Ed Barrison were visitors. . . . Ben Smith, Pamo, came back from that Toronto trip full of vim and vigor. . . . Moe Grassgreen, 20th Century-Fox, was another who welcomed the merry month of May in a new home. . . . Chris Buckley, Bennington exhib, was still confined to his bed at latest reports.

—C.

Binghamton

Fred DeRado, manager, Capitol, has introduced kiddies singing parties every Saturday afternoon, with the state shows.

Marge Shea, Capitol cashier, gave a shower for Marie Lake, Strand cashier. . . . H. J. Ammerman, Elvin, is back, following his Florida vacation. . . . Leo Clark and Frank Hawkes, projectionists, Star, Riviera respectively, became proud fathers of baby boys. . . . Billie Betrina "Two-Ton," doorman, Symphony, is on a diet. . . . A Saturday kiddie matinee including free "Pinocchio" circus sets were given away free through the courtesy of the local bakery and gratis newspaper space was promoted by Harry Balin, manager, Symphony, for "Pinocchio." . . . Opening of the new golf season found many theatre folks on the course, namely Ned Kornblite, Tom Walsh, John Tighe, Roger Edwards, Eddie Charlier, Jerry Burke, Bud Shelton, John Pugh, and for the first time in his life, your correspondent. . . . John Tighe, Roger Edwards, and Eddie Charlier played 36 holes in one day. . . . Mrs. Julie Buchmier, Star cashier, celebrated her first anniversary by a motor trip to Syracuse.

—F. D. R.

Buffalo

Joint Charity Drive is going over through Ralph Maw, Manny Woronov, Metro; Elmer Lux, RKO; Mat Sullivan, United Artists; Emmie Dickman, 20th Century-Fox; George Ferguson, Columbia. . . . E. K. O'Shea, Metro district manager was a visitor. . . . Mary Fridrich, Shea office, was a featured dancer at the inaugural ball of the Joint Charities campaign. . . . Vincent R. McFaul, general manager, Shea theatres, was in New York City.

Ed Fisher, United Artists exploitation representative, came to town to aid Charlie Taylor and staff on the "One Million B. C.", George Mason's Shea's Great Lakes. . . . Bob Case, genial manager, Shea's Lackawanna, has changed his residence to Hotel Lackawanna. . . . Lee Gross, secretary to Shea booker Bob Murphy, is delving into the mysteries of automobile driving. . . . Chuck McKernan and George Rosing were among the first Buffalonians to try out the golf courses this year. . . . Charles Rich, Warner branch manager, returned from a vacation in Florida accompanied by his wife. . . . Charlie Hayman, Lafayette, Strand, Cataract, Niagara Falls, attended the Picture Producers dinner in New York City. . . . Syd Lehman announces a Syracuse new salesman for United Artists will be on the job this week. . . . George Lynch, Fred Meyers, and Louis Schine were in Syracuse consulting with Schines' city manager Gus Lampe.

Bob Moredock, Shea office staff, took a trip to Conesus Lake and Hornell. . . . Bill Brereton and his chief, Charlie Taylor, Shea circuit, were very much in evidence when the 20-mule team caused quite a hullabaloo. . . . Bob Case, manager Shea's Lackawanna, is quite proud of his "Idea-of-the-Month" Club conducted for his service staff. . . . Howard Joel Woronov, put in an appearance April 27, at Children's Hospital, Metro's baby lion weighed in at eight pounds. Muriel is fine. . . . RKO Buffalo branch is still in first place for the second consecutive week in the Ned Depinet Drive.

Louis DePillo has re-opened his Park, Geneva. . . . George Lynch, Schine's general manager, was in. . . . Jules Berinstein, Berinstein circuit, Ithaca, sent his yacht down the ways. . . . Charlie Boasberg, RKO chieftain, predicts "Irene" and "My Favorite Wife" will be two of the biggest. . . . Condolences go to W. Ray Johnston, Monogram president, upon the recent death of his father. . . . Edith Chasen, former Monogram steno, reports from the West Coast in a pose with Preston Foster. . . . Film boys worried over increased girth, have requested Laubes to serve them soy bean bread. . . . George Hanny, Jr., Capitol, Maxine, is now Captain George. That new cruiser is the apple of his eye.

Martinas are giving up their interest in the Star, Middleport, house reverting to Toni Amerose. . . . Manager Bob Baranoff, Avon, Watertown, will soon be seen driving a new car. . . . The Woronov "bris" was held with New York members of the two families in attendance. . . . Universalites John Scully, Bill Bork, Jim Fater, Lew Leiser, Carl Heerdt will leave soon for Atlantic City to attend their company convention. . . . Al Teschemacher, booker, Republic, is on a merry-go-round, what with bookings coming in fast and furious on "Village Barn Dance," "Rancho Grande" and "Dark Command." . . . Mrs. Jack Bellman and daughter, Meriam, spent a week end with Jack (Republic) Bellman. . . . Ken Robinson, Paramount branch manager, upon his return from Syracuse, was enthused over the splendid campaign Tom Jefferson conducted for "Dr. Cyclops," which broke previous house records.

Shea golf club held its annual banquet and election. William Brett, Sr., was elected president; Charles McKernan, secretary and treasurer, with the following board of directors: George D'Anna, Carl Rindcen, George Rosing, Kenneth Cooley, John Magner. . . . Rivoli's Kozanowski's, Edna and Stanley, have moved into their new home in Williamsville. . . . Ken Robinson is getting his Summer clothes in readiness to attend the California convention. . . . Sam Giffin, Metro Premiums, sports a new car. . . . Local film folk were thrilled at the recent exploit of young Emmy Dickman, Boston Red Sox pitcher, and son of 20th Century-Fox salesman Emmy, Sr., in holding the New York Yankees to one hit.

George Sullivan, uncle of Lafayette's George MacKenna, is improving. . . . Andy Geitner, Geitner, Silver Creek, left for St. Mary's, Pa., to visit his mother. . . . Columbia held the world premiere of "21 Days Together" at the Lafayette, May 2. Lou Weinberg, in charge of circuit booking, was here. . . . Gem, Brocton, recently operated by the American Legion, has closed. . . . Otto Gratzer, Ritz, Sherman, was a visitor.

Sylvia Singer's heart beat quickened during the recent visit of her New York fiance. . . . Marg Crean, secretary to Syd Lehman, is a vision of loveliness. . . . Vera Wagner, stenographer, Universal, is proudly displaying a photo of her B. F. . . . Bud Gray returned from a tour of the territory. . . . Sophie (Massalski)

THE
FEATURE CHECK-UP
An Exclusive Service of
THE JAY EMANUEL PUBLICATIONS

Jurewicz, former steno Universal booker, is an advocate of how to eat and put on weight. . . . Jack Bellman, Republic branch manager, becomes voracious at the sight of lobsters. . . . When Alice McCarthy, Shea's Buffalo, plays nursemaid to her twin nephews, it is ordeal for the twins, too!

Bud Gray, RKO special representative, who has been in Buffalo and Albany territories since January, has been assigned to Dallas, Oklahoma, and New Orleans. Harry Reiners will cover the Buffalo area. . . . Syd Lehman says Harold Raives has his car washed once a year.

RKO put out a gorgeous "air trailer" on "Irene"—13 minutes of sparkling music and elegant singing. Bud Gray says it's a great bet for exhibitors. . . . Film row traffic at Children's Hospital is heavy these days. Metro's Woronov's leaving with that satisfied look, and their bundle from heaven, and Fred Fox, 20th Century shipper, and the missus entering with anticipation. . . . Mrs. George Sussman, wife of George, 20th Century-Fox office manager and booker, arrived. . . . It's a boy at the Ken Blakelys, Grand, Westfield, and they named him Kenneth.

Herbert Hoch, Rialto, in collaboration with West Side Merchants and the community newspaper, is conducting a 15-week gift certificate campaign; merchants distribute tickets to customers making a purchase of 50 cents or over. Theatre also distributes a ticket to each patron; drawing is then held from the stage. Prizes are of real value. Highlight of this campaign is that every Monday night features a different contest.

—M. G.

Ellenville

Eddie Scholemson, new Norbury, has negotiated a service agreement with Altec and has also entered into an agreement with Kingston Local 637 for his projectionists. George Seymour, formerly, Hudson, will be the regular projectionist. . . . Recent visitors included Teddy Rosenberg, NTS; Jack Carroll, Altec; George Hornstein. . . . Jim Spadaro, Shadowland, is now running "Lucky" twice a week.

Gloversville

Schine Home Office News

More than 75 members and friends of the Home Office Schiners Club enjoyed the club's annual Spring dinner dance at the Meadowbrook country club, Saratoga. Gayety and good fellowship reigned supreme until the wee hours April 28, when the party broke up. Miss Elena Ardizzone was chairman of the committee in charge of arrangements. Al Marqusee, club president, was general chairman.

Mr. and Mrs. Reginald Phillips, New York City, were guests of Mr. and Mrs. Harold F. Sliter recently, Mrs. Phillips being Harold's newly-married sisters. . . . Jerry Spandau, new Universal manager, Albany, was introduced around the home office by Dave Miller, U's old standby in these parts. . . . Miss Ethel Zerfass, secretary to George V. Lynch, was kept to her home by a severe cold. . . . Dick Sandford, author of the hit tune, "The Singing Hills," was a guest of his brother, James Sandford here, Jimmy being one of the Schine office force. . . . Bud Silverman, Rochester city manager, was a home office visitor, as was Ray Ferrigno, manager Schine's Grand, Rochester, and Gus DePauw, manager Schine's Capitol, Newark. . . . Now that the golfing season has started, Lou Goldstein, chief booker, is out on the links as often as possible trying to improve his game, because Lou is determined he won't be the worst duffer in the Schine organization this year!

Newburgh

Furthering the campaign of the Newburgh Chamber of Commerce Safety Council, Newburgh Netco theatres are cooperating in the showing of a safety film, "Learn to Live." Joseph P. Monihan, council chairman, explained that if the film is well received, others will be billed through the National Safety Council, and shown in the future through the co-operation of Eugene Levy. . . . Conrad Fontaine using comic books as the enticer for kiddies at the Academy Saturdays. . . . Jack Carroll has a couple of bent fenders from a hit and run driver who was later picked up by the police. . . . Big name bands and vaudeville are drawing crowds at the Ritz. . . . We miss the bowling contests on Friday nights and wonder when the boys will get the urge to get together again. With the fine Spring weather your scribe suggests a softball league.

Rochester

Rochester friends are pleased to hear of Harry L. Royster's Paramount promotion as chief aide to Sam Dembow, Jr., and Leonard Goldenson. Royster years ago managed the Eastman for Publix. . . . Manager Lester Pollock, Loew's, sat at speakers' table for address of Frances Stuart Harmon, secretary to Will Hays, before Rotary Club on "Self-regulation in Motion Pictures." . . . Producer David O. Selznick was prominent at University of Rochester industrial clinic May 7-9, bringing nation's business leaders to evaluate higher education in light of present-day needs of business. . . . Golfing days returned for manager Charlie Freeman, Century. . . . Arch McCallum, doorman, Capitol, is ill.

William Cadoret, Comerford city manager, is member of board of directors of the convention and publicity bureau. . . . Manager Clayton S. Cornell, Rialto, East Rochester, ran special Tuesday afternoon Americanization show, village schools closing to permit pupils to attend. . . . Lester Pollock, manager, Loew's, entertained Jewish War Veterans from Canandaigua Government Hospital. . . . Jay Golden, manager, RKO Palace, dropped Monday night amateur shows. . . . Gene Leonard's band is installed at the Century jitterbug contests. . . . Bill Brimmer, house manager, Madison, gives away two puppies to boost Saturday matinee business.

Manager Buddy Freeman, Dixie, brother of Century manager, resigned. Joe Deacon, West End, takes over at Dixie, and Ted Whitcomb moves in from Amsterdam, to the West End. . . . Clayton S. Cornell, manager, Rialto, East Rochester, succeeds John B. Tucker, Monroe, who goes to Fostoria, Ohio. Bill Brimmer, Madison, goes to the Rialto, with city manager Bud Silverman taking personal charge of the Madison. Harry Rockowitz, assistant manager, State, moves to Liberty to assist manager Sol Shafer. . . . Wallace Folkins, State, tries Saturday night vaudeville shows. . . . Bill Tishkoff, Murray, stages Friday night jitterbug contests, following lead of Century and Riviera. . . . Selected theatres co-operate with Community Chest campaign by running trailers.

Better Films Council members attended Loew's show after annual meeting as guests of manager Lester Pollock. . . . Manager Louis Mayer, RKO Temple, uses news bulletins outside box office to boost newsreels. . . . Albert Fenvessy, Arnett, is studying plans for a new marquee. . . . John Balch, Jr., Capitol usher, played a hero role by leaping into the Barge Canal and rescuing five youths trapped in submerged auto. Balch suffered a gashed nose requiring seven stitches and treatment for cuts and bruises, had to buy a new suit when his shrunk and lost three days' work at the theatre.

—D. R.

Syracuse

Frank Murphy, having a boat, is now Commodore. Gus Lampe only wants to be Captain, anyway. . . . Mrs. Rap Merriman is in the hospital for an operation. . . . George Phillips is reported breaking ice at Cranberry Lake. . . . George Raaflaub's son is recovering. . . . We extend our sympathy to Dominick Muratore, whose father died. . . . Andrew J. Seeley, SMP, is back from Atlantic City. . . . Over 100 gifts for patrons were promoted by Dick Sawyer, manager, Phoenix Strand, for a cooking school. . . . Mary Linda, daughter of Walter League, comes to the city for her Sunday dinners.

Lucky for Lynn Goff's son that he bounces when hit by an auto. . . . Eddie Whitford and Jack Bartle are master illuminators. . . . George Brown and wife returned from a short vacation. . . . Jack Meaney is now doing promotion work. . . . Famous steak dinner (paid for by Denny's pile drivers) is over, with apparently no casualties.

Martin Bender, Altec engineer, is a fair bowler, according to Manford Pickrell, RCA. . . . Adolph DenHaise and wife were recent dinner guests of Jack Meaney. . . . "Flash" McNulty enjoys bowling and claims his "waste" line is reducing.

We wonder why Horsewegotchie must go to Auburn for coffee. . . . Lloyd Tracy wonders if he should not have remained in Detroit. . . . Rainbow Room is one place in which union business should be taboo. . . . George Doss and Harry Burley were very well treated by members of Detroit MPMO. . . . That multiple cylinder horn on Fay Woodford's car is a fine plaything. . . . Francis Miller has the cast off his broken arm.

Frank Murphy, Loew's State manager was in Boston. Those bells should ring soon. . . . "Bingo" card king, Joe Fitzer, has added to his variety of cards and now has the most popular kind. . . . Mr. and Mrs. Joseph Boyle were out enjoying the first warm day. . . . We are still watching for the opening date of the Empire. . . . What does that sign mean on William Van Wagner's car?

Leo Dowling is reported to have added a spot in Liverpool to his ice cream business. . . . Cliff Jaquin has resumed his weekly trips to Mexico, by way of Phoenix. . . . Robert Dumas is reported to be in the small loan business. . . . S. S. and S. L. station wagon will soon be on the road distributing advertising. . . . The ushers at the Eckel are a fine bunch of boys and we enjoy bowling with them.

—J. J. S.

Warwick

Tom Wisner, Oakland, is vacationing south of the border, visiting his brother in Old Mexico. . . . Charlie Finger, Oakland projectionist, was a recent visitor in Rochester. . . . Clint and Jeff Wisner were observed in the big city.

The Feature Check-Up

Of All Features Released Nationally Since November 3, 1939

COLUMBIA

(1939-1940 releases from 1001 up.)

AMAZING MR. WILLIAMS, THE—C—Melvyn Douglas, Joan Blondell, Edward S. Brophy — Top-ranking comedy—86m.—see Nov. 29 issue—(1007).

BLAZING SIX SHOOTERS — W—Charles Starrett, Iris Meredith, Dick Curtis, Al Bridge—Just fair—61m. —see March 20 issue—(1205).

BLONDIE BRINGS UP BABY—CD—Penny Singleton, Arthur Lake, Larry Simms—Top-half of duallor, or nabe single feature—69m. — see Nov. 15 issue—(1013).

BLONDIE ON A BUDGET—CD—Penny Singleton, Arthur Lake, Larry Simms—Tops for Blondie—73m. —see March 6 issue—(1014).

BULLETS FOR RUSTLERS—W—Charles Starrett, Lorna Gray, Bob Nolan—Very good Starrett—58m.—see Feb. 21 issue—(1204).

CAFE HOSTESS—MD — Preston Foster, Ann Dvorak, Douglas Fowley—Bottom duallor—68m.—see Dec. 13 issue—(1030)—(A).

CONVICTED WOMAN—MD—Rochelle Hudson, Lola Lane, Frieda Inescort—Just a duallor—66m.—see Feb. 7 issue—(1034).

DOCTOR TAKES A WIFE, THE—CD—Loretta Young, Ray Milland, Reginald Gardiner, Gail Patrick—Zanie comedy at its best—88m.—see May 1 issue —(1005).

FIVE LITTLE PEPPERS AT HOME — Edith Fellows, Dorothy Ann Seese, Clarence Kolb—Dual fare for the kinds, women—65m.—see Feb. 7 issue—(1020).

HIS GIRL FRIDAY—CD—Cary Grant, Rosalind Russell, Ralph Bellamy—Should hit high grosses—92m.—see Jan. 10 issue—(1003).

LONE WOLF STRIKES, THE — MY—Warren William, Joan Perry, Alan Baxter—Medioore programmer for the nabes—67m.—see Jan. 24 issue—(1019).

MAN WITH NINE LIVES, THE—MD—Boris Karloff, Roger Pryor, Jo Ann Sayers—Good Karloff chiller; a natural for exploitation—71m.—see April 17 issue—(—).

MEN WITHOUT SOULS—MD—John Litel, Barton MacLane, Rochelle Hudson — Run-of-the-mill action drama, okay for nabes, duals—62m.—see March 20 issue—(1035).

MIRACLE ON MAIN STREET—MD—Margot, Walter Abel—Weak duallor—78m.—see Nov. 15 issue—(1032).

MUSIC IN MY HEART—MDMU—Tony Martin, Rita Hayworth, Andre Kostalanetz—Pleasing musical duallor —70m.—see Dec. 27 issue—(1018).

MY SON IS GUILTY—D—Bruce Cabot, Jacqueline Wells, Harry Carey—Lower-half nabe duallor—63m.—see Jan. 10 issue—(1033).

OUTSIDE THE THREE-MILE LIMIT—Jack Holt, Harry Carey, Sig Rumann—Top-notch Holt—65m. — see Feb. 21 issue—(1027).

PIONEERS OF THE FRONTIER—W—Bill Elliott, Linda Winters, Dick Curtis—Actionful western—58m.—see Feb. 21 issue—(1212).

STRANGER FROM TEXAS, THE—W—Charles Starrett, Lorna Grey, Sons of the Pioneers—Near the top for Starrett—54m.—see Dec. 13 issue—(1202).

TEXAS STAGECOACH—W—Charles Starrett, Iris Meredith—Much better than average Starrett—59m.—see April 3 issue—(1206).

TOO MANY HUSBANDS—C—Jean Arthur, Fred MacMurray, Melvyn Douglas—All frothy fun—84m.—see March 20 issue—(1004).

21 DAYS TOGETHER — MD—Vivien Leigh, Laurence Olivier, Leslie Banks—Leigh-Olivier names are the sole assets of this import—75m.—see May 15 issue —(English-made)—( ).

TWO-FISTED RANGERS — W — Charles Starrett, Iris Meredith, Bob Nolan—A good Starrett getting better—62m.—see Jan. 10 issue—(1203).

TO BE REVIEWED OR IN PRODUCTION

ARIZONA—Jean Arthur, William Holden, Warren William.

BABIES FOR SALE — Glenn Ford, Rochelle Hudson, Miles Mander.

FIVE LITTLE PEPPERS ABROAD, THE—Edith Fellows, Tommy Bond, Dorothy Peterson.

FUGITIVES FROM A PRISON CAMP—Jack Holt, Marian Marsh, Robert Barrat.

HOWARDS OF VIRGINIA, THE—Cary Grant, Martha Scott, Richard Carlson, Sir Cedric Hardwicke.

I MARRIED ADVENTURE—Jungle picture produced by Osa (Mrs. Martin) Johnson—(1110).

IN OLD MONTEREY—Rita Hayworth.

ISLAND OF DOOMED MEN—Peter Lorre, Rochelle Hudson, Robert Wilcox.

KEEP 'IM ALIVE—Jack Holt, Vicki Lester, Doris Lloyd.

LONE WOLF MEETS A LADY, THE—Warren William, Jean Muir, Eric Blore.

MAN FROM THE TUMBLEWEEDS, THE—Bill Elliott, Iris Meredith, Walter "Dub" Taylor.

PASSPORT TO ALCATRAZ—Jack Holt, Cecelia Callejo, Noah Beery, Jr., C. Henry Gordon—59m.

RETURN OF WILD BILL, THE—Bill Elliott, Iris Meredith, Walter "Dub" Taylor—(1213).

SINGAPORE—Constance Bennett, Melvyn Douglas.

10 DAYS IN PARIS—Rex Harrison, Keren Verne—(English-made).

WEST OF ABILENE — Charles Starrett, Sons of the Pioneers.

METRO

(1939-1940 releases from 1 up)

AND ONE WAS BEAUTIFUL — D—Robert Cummings, Laraine Day, Jean Muir, Billie Burke—Better than average in low budget class—69m.—see April 17 issue—(32).

ANOTHER THIN MAN—CD—William Powell, Myrna Loy, C. Aubrey Smith—In the better grosses—102m.—see Nov. 29 issue—(18).

BALALAIKA—DMU—Nelson Eddy, Ilona Massey, Charles Ruggles—Expensive production; exploit for best box-office returns — 102m.—see Dec. 27 issue—(17).

BROADWAY MELODY OF 1940—CMU—Fred Astaire, Eleanor Powell, George Murphy—Good program with plenty to sell—102m.—see Feb. 21 issue—(21).

CONGO MAISIE—MD—Ann Sothern, John Carroll, Rita Johnson—Duallor with selling angles—70m.—see Jan. 24 issue—(19).

DR. KILDARE'S STRANGE CASE — MD—Lew Ayres, Lionel Barrymore, Laraine Day—Satisfactory Kildare; capitalize on previous successes—77m.—see April 17 issue—(30).

EARL OF CHICAGO, THE—CD—Robert Montgomery, Edward Arnold, Reginald Owen—Highly exploitable program—87m.—see Jan. 10 issue—(18).

FLORIAN—MD—Robert Young, Helen Gilbert, Charles Coburn — Off-the-beaten-track program; play up unique angles of story—92m.—see April 3 issue—(29).

FORTY LITTLE MOTHERS — C—Eddie Cantor, Rita Johnson, Judith Anderson, Baby Quintanilla—Good program—90m.—see May 1 issue—(34).

GHOST COMES HOME, THE—C—Frank Morgan, Billie Burke, Ann Rutherford—Just a filler—79m.—see March 6 issue—(27).

GONE WITH THE WIND — D — Clark Gable, Vivien Leigh, Olivia de Havilland, Leslie Howard, Thomas Mitchell—Par excellence—228m.—see Dec. 27 issue—(Technicolor)—(A).

HENRY GOES ARIZONA—W—Frank Morgan, Virginia Weidler, Guy Kibbee — Pleasing western-comedy duallor—67m.—see Dec. 13 issue—(2).

I TAKE THIS WOMAN—MD—Spencer Tracy, Hedy Lamarr, Verree Teasdale—For the women; Lemarr will get the men—97m.—see Feb. 7 issue—(26).

JOE AND ETHEL TURP CALL ON THE PRESIDENT—CD—Ann Sothern, William Gargan—Pleasing nabe duallor—70m.—see Dec. 13 issue—(14).

JUDGE HARDY AND SON—CD—Lewis Stone, Mickey Rooney, Cecilia Parker—Top-ranking Hardy—90m. —see Dec. 27 issue—(16).

MAN FROM DAKOTA, THE—MD—Wallace Beery, John Howard, Dolores Del Rio—Okay for the duallors—74m.—see Feb. 21 issue—(24).

issue—(8).

NICK CARTER, MASTER DETECTIVE—MD — Walter Pidgeon, Rita Johnson, Henry Hull—Fast-moving action meller; duallor—60m.—see Dec. 27 issue—(15).

NORTHWEST PASSAGE (Book One: Rogers' Rangers)—D—Spencer Tracy, Robert Young, Walter Brennan, Ruth Hussey—Production is tops but this needs strong selling—126m.—see Feb. 21 issue—(25).

REMEMBER?—C—Robert Taylor, Greer Garson, Lew Ayres—Will have to be sold—82m.—see Nov. 15 issue—(11).

SECRET OF DR. KILDARE, THE — D — Lew Ayres, Lionel Barrymore, Helen Gilbert—Standard Kildare —82m.—see Nov. 29 issue—(12).

SHOP AROUND THE CORNER, THE—CD—Margaret Sullavan, James Stewart, Frank Morgan—Good entertainment with box-office names—100m.—see Jan. 10 issue—(20).

STRANGE CARGO—MD—Clark Gable, Joan Crawford, Ian Hunter—High-rating program — 113m. — see March 6 issue—(23).

20 MULE TEAM—W—Wallace Beery, Leo Carillo, Marjorie Rambeau—Big budget western program; sell Beery—83m.—see May 15 issue—(35).

TWO GIRLS ON BROADWAY—M—Lana Turner, George Murphy, Joan Blondell—Okay musical programmer —71m.—see May 1 issue—(33).

YOUNG TOM EDISON—D—Mickey Rooney, Fay Bainter, George Bancroft—A high rating film; sell to the limit for top returns—85m.—see Feb. 21 issue —(28).

TO BE REVIEWED OR IN PRODUCTION

ANDY HARDY MEETS DEBUTANTE — Lewis Stone, Mickey Rooney, Fay Holden, Diana Lewis.

BOOM TOWN—Clark Gable, Spencer Tracy, Claudette Colbert, Hedy Lamarr.

BUSMAN'S HONEYMOON — Robert Montgomery, Constance Cummings, Leslie Banks—(English-made).

EDISON, THE MAN—Spencer Tracy, Charles Coburn, Gene Reynolds.

ESCAPE—Norma Shearer, Robert Taylor, Paul Lukas.

GOLD RUSH MAISIE—Ann Sothern, Lee Bowman, Virginia Weidler.

I LOVE YOU AGAIN—William Powell, Myrna Loy, Walter Pidgeon.

MORTAL STORM, THE—Margaret Sullavan, James Stewart, Robert Young.

NEW MOON—Jeanette MacDonald, Nelson Eddy, Dick Purcel—(31).

OLD LADY 31—Helen Broderick, Beulah Bondi, Billie Burke.

ONE CAME HOME—Robert Young, Lewis Stone, Maureen O'Sullivan.

PHANTOM RAIDERS—Walter Pidgeon, Nat Pendleton, Florence Rice.

PRIDE AND PREJUDICE—Greer Garson, Laurence Olivier, Maureen O'Sullivan.

STARS LOOK DOWN, THE—Margaret Lockwood, Michael Redgrave, Emlyn Williams—(English-made).

SUSAN AND GOD—Joan Crawford, Fredric March, Rita Hayworth.

STRIKE UP THE BAND—Mickey Rooney, Judy Garland, June Preisser.

TO OWN THE WORLD—John Shelton, Lana Turner.

WATERLOO BRIDGE — Vivien Leigh, Robert Taylor, Maria Ouspenskaya.

MONOGRAM

(1938-1939 releases from 3801 up; 1939-1940 releases from 3901 up.)

CHASING TROUBLE — MD — Frankie Darro, Marjorie Reynolds, George Cleveland—Weak dual support—63m.—see Jan. 24 issue—(3917).

CHEYENNE KID, THE—W—Jack Randall, Louise Stanley—Below-average western—49m.—see March 20 issue—(3962).

COVERED WAGON TRAILS—W—Jack Randall, Sally Cairns, David Sharp—High-ranking Randall—53m. —see May 1 issue—(3963).

DANGER AHEAD—AD—James Newill, Dorothea Kent, Dave O'Brien—Good action Renfrew — 57m. — see Feb. 21 issue—(3939).

DANGER FLIGHT—MD—John Trent, Marjorie Reynolds, Tommie Baker—Nice action show for the family trade—61m.—see Nov. 15 issue—(3816).

EAST SIDE KIDS — D — Leon Ames, Dennis Morgan, Vince Barnett—Okay for the nabes, duallors—62m. —see Feb. 21 issue—(3924).

FATAL HOUR, THE—MY—Boris Karloff, Grant Withers, Marjorie Reynolds—Wong wows 'em—68m.—see Jan. 24 issue—(3907).

FIGHTING MAD—AD—Jimmy Newill, Sally Blane—The kids should like it—55m.—see Nov. 15 issue—(3937).

FOUR JUST MEN, THE—see The Secret Four

GENTLEMAN FROM ARIZONA, THE—WMU—J. Farrell MacDonald, Joan Barclay, John King—Pleasing dual supporting fare; color should help—71m. —see Dec. 27 issue—(Cinecolor)—(3912).

HEROES IN BLUE—MD—Dick Purcell, Bernadene Hayes—Cops-and-robbers for the family—58m.—see Nov 15 issue—(3919).
HIDDEN ENEMY—MD—Warren Hull, Kay Linaker, William vou Brincken—Nabe dual fare; plug timeliness—63m.—see Feb. 21 issue—(3922).
HUMAN MONSTER, THE—MD—Bela Lugosi, Hugh Williams, Greta Gynt—Excellent horror show—75m.—see March 6 issue—(English-made)—(3916).
MIDNIGHT LIMITED—MY—John King, Marjorie Reynolds—Fair support on nabe duals — 61m. — see April 3 issue—(3921).
MURDER ON THE YUKON—AD—James Newill, Polly Ann Young, Dave O'Brien—Routinely good Renfrew—56m.—see April 3 issue—(3942).
MYSTERIOUS MR. REEDER, THE—MD—Will Fyffe, Kay Walsh, George Curzon — British made "B" melodrama for action houses—62m.—see May 1 issue—(3926)—(British-made).
OVERLAND MAIL, THE—W—Jack Randall, Claire Rochelle—Just about tops for Randall and Monogram—51m.—see Nov. 15 issue—(3857).
PALS OF THE SILVER SAGE—W—Tex Ritter, Sugar Dawn, Musical Slim Andrews—Good Ritter—52m.—see May 1 issue—(3954).
PIONEER DAYS—W—Jack Randall, June Wilkins, Frank Yaconelli—Not so hot—59m.—see Feb. 21 issue—(3961).
PHANTOM STRIKES, THE—MY—Wilfrid Lawson, Bonnie Hale, Louise Henry—Okay English mystery program—58m.—see Nov. 29 issue—(English-made)—(3923).
RAIDERS OVER ENGLAND — see Shorts Check-Up—(3830).
RHYTHM OF THE RIO GRANDE—W—Tex Ritter, Suzan Dale—Good Ritter—53m.—see March 20 issue—(3953).
ROLL WAGONS ROLL—W—Tex Ritter, Nelson McDowell, Muriel Evans—Standard Ritter — 54m. — see Dec. 13 issue—(3951).
SECRET FOUR, THE (The Four Just Men)—MY—Hugh Sinclair, Griffith Jones, Francis L. Sullivan—High-rating English melodrama—79m.—see Dec. 13 issue—(English-made)—(3918).
SKY BANDITS—MD — James Newill, Louise Stanley, Dewey Robinson—Fair Renfrew—47m.—see May 15 issue—(3941).
SON OF THE NAVY—CD—James Dunn, Jean Parker, Martin Spellman—Pleasing family program—71m.—see April 17 issue—(3902).
TOMBOY—MD—Jackie Moran, Marcia Mae Jones, Grant Withers—Should do okay in the provinces and nabe duals—70m.—see May 1 issue—(3911).
TORPEDO RAIDER—MD—John Mills, Barry Mackay, Betty Balfour—Topical British entrant—60m.—see Feb. 21 issue—(English-made)—(3925).
WESTBOUND STAGE — W — Tex Ritter, Nelson MacDowell, Muriel Evans—Good Ritter — 58m.—see Jan. 10 issue—(3952).
YUKON FLIGHT—MD—James Newill, Louise Stanley, Dave O'Brien—Standard bottom duallier—57m.—see Dec. 13 issue—(3938).

TO BE REVIEWED OR IN PRODUCTION

AMATEUR DETECTIVE — Frankie Darro, Marcia Mae Jones, Jackie Moran.
COWBOY FROM SUNDOWN, THE—Tex Ritter, Roscoe Ates—(3955).
KID FROM SANTA FE—Jack Randall—(3965).
LAND OF THE SIX GUN—Jack Randall, Louise Stanley, Frank LaRue—(3964).
RIP VAN WINKLE—Marcia Mae Jones, Martin Spellman, Jackie Moran—(3901).

PARAMOUNT

(1939-1940 releases from 3901 up.)

ADVENTURE IN DIAMONDS—MD—George Brent, Isa Miranda, John Loder—Miranda's possibilities should help—76m.—see Jan. 24 issue—(3928).
ALL WOMEN HAVE SECRETS—CD—Virginia Dale, Joseph Allen, Jr., Jean Cagney—Lower-half duallier—70m.—see Dec. 13 issue—(3914)—(A).
BISCUIT EATER, THE—CD—Billy Lee, Cordell Hickman, Helene Millard—Very pleasing family duallier—81m.—see April 17 issue—(3935).
BUCK BENNY RIDES AGAIN—CMU—Jack Benny, Ellen Drew, Eddie Anderson—Sell the names and radio angles—83m.—see May 1 issue—(3932).
DR. CYCLOPS — MD — Albert Dekker, Janice Logan, Thomas Coley—Field day for the exploiters—77m.—see March 20 issue—(Technicolor)—(3929).
EMERGENCY SQUAD — AD — William Henry, Louise Campbell, Richard Denning—Lower nabe duallier—58m.—see Dec. 27 issue—(3917).
FARMER'S DAUGHTER, THE—Martha Raye, Charles Ruggles, Richard Denning — Entertaining comedy program, sell Raye and Ruggles—61m.—see Feb. 21 issue—(3927).
FRENCH WITHOUT TEARS — C—Ray Milland, Ellen Drew, Roland Culver—Okay English-made program comedy; build up title—67m.—see April 3 issue—(3930)—(English-made).
GERONIMO!—MD—Preston Foster, Ralph Morgan, Andy Devine, Ellen Drew—Highly exploitable—90m.—see Nov. 29 issue—(3918).
GREAT VICTOR HERBERT, THE—DMU—Walter Connolly, Allan Jones, Mary Martin—Can be sold big—91m.—see Dec. 13 issue—(3916).
GULLIVER'S TRAVELS—Fantasy—Full-length cartoon, produced by Max Fleischer—Can be exploited for big returns—77m.—see Dec. 27 issue—(Technicolor)—(3915).
KNIGHTS OF THE RANGE—AD—Russell Hayden, Victor Jory, Jean Parker—Western fans will thoroughly enjoy this one—70m.—see March 8 issue—(3923).
LIGHT OF WESTERN STARS, THE—W—Victor Jory, Jo Ann Sayers, Russell Hayden—Program western—66m.—see May 1 issue—(3931).
LIGHT THAT FAILED, THE — MD—Ronald Colman, Walter Huston, Muriel Angelus—Sell Colman, Kipling names—99m.—see Dec. 27 issue—(3921).
LLANO KID, THE—MD—Tito Guizar, Gale Sondergaard—Highly saleable western—70m.—see Nov. 15 issue—(3913).
NIGHT OF NIGHTS, THE—MD—Pat O'Brien, Olympe Bradna, Roland Young—Good cast helps make this pleasing duallier — 86m. — see Dec. 13 issue—(3912).
PAROLE FIXER—MD—William Henry, Virginia Dale, Robert Paige—Anemic duallier—59m.—see Feb. 7 issue—(3920).
REMEMBER THE NIGHT—D—Barbara Stanwyck, Fred MacMurray, Beulah Bondi—Sell this for good grosses—94m.—see Jan. 10 issue—(3919).
ROAD TO SINGAPORE, THE — CMU — Bing Crosby, Dorothy Lamour, Bob Hope—Sell the names—85m.—see March 6 issue—(3926).
SANTA FE MARSHAL—W—William Boyd, Russell Hayden, Bernadene Hayes—Standard Hopalong—68m.—see Jan. 10 issue—(3956).
SHOWDOWN, THE—W—William Boyd, Russell Hayden, Britt Wood—High standard Hopalong—65m.—see March 20 issue—(3957).
SIDEWALKS OF LONDON—CD—Charles Laughton, Vivien Leigh, Rex Harrison—Sell the names—86m.—see Feb. 7 issue—(English-made)—(3922).
TYPHOON — MD — Dorothy Lamour, Robert Preston, Lynne Overman, J. Carrol Naish—Good exploitation meller—71m.—see May 1 issue—(Technicolor)—(3934).
WOMEN WITHOUT NAMES—MD—Ellen Drew, Robert Paige, Judith Barrett — Above-average supporting fare—63m.—see March 6 issue—(3925).

TO BE REVIEWED OR IN PRODUCTION

ALDRICH FAMILY IN LIFE WITH HENRY, THE — Jackie Cooper, Leila Ernst, Eddie Bracken.
COMIN' ROUND THE MOUNTAIN—Bob Burns, Una Merkel, Don Wilson.
DANCING ON A DIME — Grace MacDonald, William Frawley, Robert Paige.
DATE WITH DESTINY, A—Basil Rathbone, John Howard, Ellen Drew, Kitty Kelly, Ralph Morgan.
DOWN WENT McGINTY—Brian Donlevy, Akim Tamiroff, Muriel Angelus.
GHOST BREAKERS, THE—Bob Hope, Paulette Goddard, Paul Lukas.
GHOST MUSIC—Bing Crosby, Mary Martin, Basil Rathbone.
GOLDEN GLOVES—Richard Denning, Jean Cagney, Robert Paige.
HIDDEN GOLD—William Boyd, Russell Hayden, Britt Wood, Ruth Rogers—(3958).
I WANT A DIVORCE—Joan Blondell, Dick Powell, Frank Fay.
MYSTERY SHIP—Carole Landis, Henry Wilcoxon, Onslow Stevens.
NIGHT AT EARL CARROLL'S, A—Ken Murray, Rose Hobart, Kay Sutton.
NORTH WEST MOUNTED POLICE—Gary Cooper, Madeleine Carroll, Preston Foster—(Technicolor).
OPENED BY MISTAKE—Charles Ruggles, Janice Logan, Robert Paige, William Frawley—67m.—(3933).
QUEEN OF THE MOB—Ralph Bellamy, William Henry, Paul Kelly, Jean Cagney.
RANGERS OF FORTUNE—Fred MacMurray, Patricia Morison, Joseph Schildkraut.
SAFARI—Madeleine Carroll, Douglas Fairbanks, Jr., Tullio Carminati—81m.
STAGE COACH WAR—William Boyd, Russell Hayden, Britt Wood, Julie Carter—(3959).
TEXAS RANGERS RIDE AGAIN—John Howard, Ellen Drew, Harvey Stephens.
THOSE WERE THE DAYS — William Holden, Bonita Granville, Judith Barrett, Vaughan Glaser.
THREE MEN FROM TEXAS—William Boyd, Russell Hayden, Andy Clyde.
UNTAMED—Ray Milland, Patricia Morison, Akim Tamiroff—(Technicolor)—83m.
VICTORY—Fredric March, Betty Field.
WAY OF ALL FLESH, THE—Akim Tamiroff, William Henry, Gladys George, Muriel Angelus.

RKO-RADIO

(1938-1939 releases from 901 up; 1939-1940 releases from 001 up.)

ABE LINCOLN IN ILLINOIS — D — Raymond Massey, Gene Lockhart, Mary Howard, Ruth Gordon — A great picture; to be exploited to the limit—110m.—see Jan. 24 issue—(009).
BEYOND TOMORROW — D — Harry Carey, C. Aubrey Smith, Charles Winninger, Richard Carlson, Jean Parker—A hard one to predict, but give it every break; it may be a surprise at the boxoffice—84m.—see April 3 issue—(031).
BILL OF DIVORCEMENT, A — D — Maureen O'Hara, Adolphe Menjou, Fay Bainter, Herbert Marshall—Strong drama; sell title reputation and names—74m.—see March 20 issue—(028)—(A).
BULLET CODE—W — George O'Brien, Virginia Vale, Robert Stanton—Fair O'Brien—58m.—see March 6 issue—(033).
COURAGEOUS DOCTOR CHRISTIAN, THE—MD—Jean Hersholt, Dorothy Lovett, Robert Baldwin—Tops in the series; good duallier—67m.—see April 3 issue—(030).
CURTAIN CALL—C — Barbara Read, Alan Mowbray, Helen Vinson—For the duals and nabes—63m.—see April 17 issue—(027).
ESCAPE TO PARADISE—CDMU—Bobby Breen, Kent Taylor, Marla Shelton — Mild offering for lower brackets—62m.—see Dec. 13 issue—(945).
HUNCHBACK OF NOTRE DAME, THE — D — Charles Laughton, Sir Cedric Hardwicke, Thomas Mitchell—Immense production, worthy of elaborate exploitation—117m.—see Dec. 27 issue—(015)—(A).
IRENE — CDMU — Anna Neagle, Ray Milland, Roland Young, Alan Marshall, May Robson, Billie Burke—Sell this big—101m.—see April 17 issue—(024).
ISLE OF DESTINY—MD—William Gargan, Wally Ford, June Lang—Weak dual offering—83m.—see Jan. 24 issue—(Cosmocolor)—(017).
LEGION OF THE LAWLESS—W—George O'Brien, Virginia Vale—Okay for O'Brien fans—59m.—see Nov. 29 issue—(082).
LITTLE ORVIE — MD — John Sheffield, Ernest Truex, Dorothy Tree—Pleasant for the family, dual trade—66m.—see March 6 issue—(020).
MARINES FLY HIGH, THE—AD—Richard Dix, Lucille Ball, Chester Morris—Strong dual support; small situation feature—68m.—see Feb. 7 issue—(018).
MARRIED AND IN LOVE—MD—Alan Marshall, Barbara Read, Patric Knowles—Program; duallier, chiefly for women—59m.—see Dec. 27 issue—(014).
MEXICAN SPITFIRE—C—Lupe Velez, Leon Errol, Donald Woods—Good slapstick comedy—67m. — see Dec. 27 issue—(016).
MILLIONAIRE PLAYBOY—C—Joe Penner, Linda Hayes, Russ Brown—Satisfactory Penner offering—64m.—see March 6 issue—(022).
MY FAVORITE WIFE—CD—Irene Dunne, Cary Grant, Randolph Scott, Gail Patrick—Boxoffice—88m.—see May 15 issue—(025).
PINOCCHIO — Fantasy — Feature-length cartoon, produced by Walt Disney—A natural all the way—87m.—see Feb. 21 issue—(Technicolor)—(091).
PRIMROSE PATH — D — Ginger Rogers, Joel McCrea, Miles Mander, Marjorie Rambeau—Off the beaten path; it should be handled with care—93m.—see March 20 issue—(023)—(A).
QUEEN OF DESTINY (Sixty Glorious Years) — D — Anna Neagle, Anton Walbrook, C. Aubrey Smith—Box-office importation, if exploited—95m.—see Nov. 30, 1938, issue—(Technicolor)—(English-made)—(061).
RENO—D—Richard Dix, Gail Patrick—Nice program; okay top duallier — 73m.—see Nov. 15 issue—(008).
SAINT'S DOUBLE TROUBLE, THE—MY—George Sanders, Jonathan Hale, Helene Whitney—Good Saint entry—68m.—see Jan. 24 issue—(021).
SAINT TAKES OVER, THE — MD — George Sanders, Wendy Barrie, Jonathan Hale—Will please followers of this series—69m.—see May 1 issue—(033).
SIXTY GLORIOUS YEARS—see Queen of Destiny.
SWISS FAMILY ROBINSON — MD — Thomas Mitchell, Edna Best, Freddie Bartholomew—It has the angles; get behind it—93m.—see Feb. 7 issue—(019).
THAT'S RIGHT, YOU'RE WRONG—CMU—Kay Kyser & Orchestra, Adolphe Menjou, Lucille Ball—Money musical—95m.—see Nov. 29 issue—(011).
TWO THOROUGHBREDS—D—Jimmy Lydon, Joan Brodel, Arthur Hohl — Very nice family duallier; a sleeper which might surprise—62m.—see Dec. 13 issue—(013).
VIGIL IN THE NIGHT — D — Carole Lombard, Brian Aherne, Doris Lloyd—One of the best, but it needs selling—96m.—see Feb. 21 issue—(007).

TO BE REVIEWED OR IN PRODUCTION

ANNE OF WINDY POPLARS—Anne Shirley, James Ellison, Patric Knowles.
CROSS COUNTRY ROMANCE—Gene Raymond, Wendy Barrie.
DREAMING OUT LOUD—Lum and Abner, Frances Langford, Frank Craven.
HAVE IT YOUR OWN WAY—Maureen O'Hara, Louis Hayward, Joel McCrea.
HEART OF DARKNESS—Orson Welles, Edgar Barrier, Everett Sloan, Ray Collins.
LOVE ON A DIET—Jean Hersholt, Frank Albertson, Dorothy Lovett.
LUCKY PARTNERS—Ginger Rogers, Ronald Colman, Ralph Forbes.
MILLIONAIRES IN PRISON—Lee Tracy, Linda Hayes, Truman Bradley.
PRAIRIE LAW—George O'Brien, Virginia Vale, Dick Hogan.
THOUSAND DOLLAR MARRIAGE — Dennie O'Keefe, Walter Catlett, Marjorie Gateson.
TOM BROWN'S SCHOOLDAYS—Sir Cedric Hardwicke, Freddie Bartholomew, Jimmy Lydon—(029).
VILLAIN STILL PURSUED HER, THE—Buster Keaton, Hugh Herbert, Anita Louise.
YOU CAN'T FOOL YOUR WIFE—James Ellison, Lucille Ball, Emma Dunn.

REPUBLIC

(1938-1939 releases from 801 up; 1939-1940 releases from 901 up.)

COVERED TRAILER, THE, THE HIGGINS FAMILY IN—CD—James, Lucile, Russell Gleason, Tommy Ryan—Entertaining Higgins entry—66m.—see Nov. 29 issue—(915).

COWBOYS FROM TEXAS—W—Robert Livingston, Raymond Hatton, Duncan Renaldo, Carole Landis—How are the great fallen!—57m.—see Dec. 13 issue—(962).

DARK COMMAND — AD—Claire Trevor, John Wayne, Roy Rogers, Gabby Hayes, Walter Pidgeon—Republic's best—94m.—see April 17 issue—(901).

DAYS OF JESSE JAMES — W — Roy Rogers, George Hayes, Donald Barry—Rogers' best—63m.—see Dec. 27 issue—(953).

FORGOTTEN GIRLS—MD—Louise Platt, Donald Woods, Eduardo Ciannelli, Robert Armstrong, Wynne Gibson—Support on nabe duals—68m.—see April 3 issue—(920).

GHOST VALLEY RAIDERS—W—Donald Barry, Lona Andre, Leroy Mason—A new star arises—57m.—see April 3 issue—(991).

GRANDPA GOES TO TOWN—C—James Gleason, Russell Gleason, Harry Davenport—Higgins family at its dizziest—65m.—see May 1 issue—(922).

HEROES OF THE SADDLE—W — Robert Livingston, Raymond Hatton, Duncan Renaldo, Patsy Lee Parsons—Sub-par Mesquiteers—56m.—see Jan. 24 issue—(963).

HI-YO SILVER—W—The Lone Ranger, Silver, Tonto, Lynn Roberts—Superior feature edition of the "Lone Ranger" serial—69m.—see April 17 issue—(129).

IN OLD MISSOURI—C—Leon Weaver, Frank Weaver, June Weaver—Field day for the houses which like this type—67m.—see May 1 issue—(921).

JEEPERS CREEPERS—C—Weaver Brothers & Elviry, Roy Rogers, Maris Wrixton—Strictly for the provinces—69m.—see Nov. 15 issue—(914).

MAIN STREET LAWYER — D — Edward Ellis, Anita Louise, Robert Baldwin—Pleasing family program—72m.—see Nov. 15 issue—(905).

MONEY TO BURN, THE HIGGINS FAMILY IN—C—James, Lucile, Russel Gleason, Harry Davenport—Pleasing nabe dualler—69m.—see Jan. 10 issue—(917).

PIONEERS OF THE WEST—W—Robert Livingston, Raymond Hatton, Duncan Renaldo—Best of the recent Mesquiteers—56m.—see March 20 issue—(964).

RANCHO GRANDE—W—Gene Autry, Smiley Burnette, June Storey, Mary Lee—Standard Autry—68m.—see April 3 issue—(942).

ROVIN' TUMBLEWEEDS—W—Gene Autry, Smiley Burnette, Mary Carlisle—Weak Autry—64m.—see Nov. 29 issue—(848).

SABOTAGE — MD — Arleen Whelan, Gordon Oliver, Charles Grapewin—Lower-half dualler; plug timeliness—69m.—see Oct. 18 issue—(913).

SAGA OF DEATH VALLEY—W—Roy Rogers, George Hayes, Doris Day—One of Rogers' best—58m.—see Nov. 29 issue—(952).

SOUTH OF THE BORDER — W—Gene Autry, Smiley Burnette, June Storey—Auspicious entry for the new series—71m.—see Dec. 13 issue—(941).

THOU SHALT NOT KILL—D—Charles Bickford, Owen Davis, Jr., Doris Day—Dualler—68m.—see Dec. 27 issue—(916).

VILLAGE BARN DANCE — MDU — Richard Cromwell, Doris Day, George Barbier—Darned good musical for the sticks and slicks; sell radio draw—74m.—see Feb. 7 issue—(919).

WOLF OF NEW YORK—MD—Edmund Lowe, Rose Hobart, James Stephenson—Good program; top dualler—68m.—see Feb. 7 issue—(918).

YOUNG BUFFALO BILL — W — Roy Rogers, George "Gabby" Hayes, Pauline Moore—Topnotch western—58m.—see May 1 issue—(954).

TO BE REVIEWED OR IN PRODUCTION

CARSON CITY KID—Roy Rogers, Pauline Moore, Noah Beery, Jr.

COVERED WAGON DAYS—Robert Livingston, Raymond Hatton, Duncan Renaldo—56m.—(965).

CROOKED ROAD, THE—Irene Hervey, Edmund Lowe, Henry Wilcoxon.

DOCTORS DON'T TELL—Charles Coburn, John Wayne, Sigrid Gurie.

GANGS OF CHICAGO—Lloyd Nolan, Lola Lane, Barton MacLane.

GAUCHO SERENADE—Gene Autry, Smiley Burnette, June Storey.

GRAND OLE OPRY—Weaver Brothers, Elviry, Henry Kolker.

ROCKY MOUNTAIN RANGERS—Robert Livingston, Duncan Renaldo, Raymond Hatton.

SCATTERBRAIN—Judy Canova.

WAGONS WESTWARD—Chester Morris, Anita Louise, Buck Jones.

WOMEN IN WAR—Elsie Janis, Wendy Barry, Patric Knowles.

20th CENTURY-FOX

(1939-1940 releases from 001 up.)

BARRICADE—MD—Alice Faye, Warner Baxter—Just a programmer—71m.—see Nov. 29 issue—(026).

BLUE BIRD, THE—Fantasy—Shirley Temple, Spring Byington, Nigel Bruce—Must be sold in the "different" manner—83m.—see Feb. 7 issue—(Technicolor)—(025).

CHARLIE CHAN'S MURDER CRUISE — MD — Sidney Toler, Lionel Atwill, Marjorie Weaver—Good Chan—75m.—see May 15 issue—(048).

CHARLIE CHAN IN PANAMA—MD—Sidney Toler, Jean Rogers, Lionel Atwill—High-rating Chan—67m.—see Jan. 24 issue—(035).

CISCO KID AND THE LADY, THE—W—Cesar Romero, Cris-Pin Martin, Virginia Fields—Pleasing outdoor drama—73m.—see Nov. 18 issue—(012).

CITY OF CHANCE, THE — MD—Lynn Bari, Donald Woods, C. Aubrey Smith—Pleasing dualler—57m.—see Jan. 10 issue—(027).

DAY-TIME WIFE—C—Tyrone Power, Linda Darnell—Sell the names—72m.—see Nov. 29 issue—(029).

EVERYTHING HAPPENS AT NIGHT—CD—Sonja Henie, Ray Milland, Robert Cummings—Can be sold—77m.—see Dec. 27 issue—(029).

FREE, BLONDE AND 21—D—Lynn Bari, Mary Beth Hughes, Joan Davis—Okay for the lower brackets—75m.—see Feb. 21 issue—(037).

GRAPES OF WRATH, THE—D — Henry Fonda, Jane Darwell, John Carradine — Superb photoplay, but has to be sold—128m.—see Feb. 7 issue—(040)—(A).

HE MARRIED HIS WIFE — CD—Joel McCrea, Nancy Kelly, Mary Boland—Fair program; plug the cast—83m.—see Jan. 10 issue—(028).

HIGH SCHOOL—CD—Jane Withers, Joe Brown, Jr., Lloyd Corrigan—Swell for the 'teen-agers—74m.—see Dec. 13 issue—(028).

HONEYMOON'S OVER, THE—CD—Stuart Erwin, Marjorie Weaver—Okay dual program — 70m. — see Nov. 15 issue—(024).

INSPECTOR HORNLEIGH ON HOLIDAY—CMY—Gordon Harker, Alastair Sim, Linden Travers—Pleasant English murder mystery—74m.—see Dec. 13 issue—(English-made)—(022).

I WAS AN ADVENTURESS—MD—Vera Zorina, Richard Greene, Eric Von Stroheim—Pleasing program offering—81m.—see May 15 issue—(038).

JOHNNY APOLLO—D—Tyrone Power, Dorothy Lamour, Edward Arnold—The Power-Lamour combo can be paid for good returns—93m.—see March 20 issue—(042).

LITTLE OLD NEW YORK—MD—Alice Faye, Fred MacMurray, Richard Greene—Title and names in cast will help sell this; push it—100m.—see Feb. 7 issue—(031).

MAN WHO WOULDN'T TALK, THE—MD—Lloyd Nolan, Jean Rogers, Richard Clarke—Well-made dramatic dualler—72m.—see Dec. 27 issue—(030).

ON THEIR OWN—C—Spring Byington, Ken Howell, George Ernest — Standard Jones Family — 63m. — see April 17 issue—(044).

SHOOTING HIGH—W—Jane Withers, Gene Autry, Marjorie Weaver—Dualler for family trade—65m.—see March 20 issue—(041).

SO THIS IS LONDON—C — Berton Churchill, George Sanders, Fay Compton—English import for the bottom half—84m.—see May 1 issue—(English-made)—(043).

STAR DUST—MDMU—Linda Darnell, John Payne, Roland Young, Charlotte Greenwood—Nice program offering; top dualler—84m.—see April 3 issue—(036).

SWANEE RIVER—DMU—Don Ameche, Al Jolson, Andrea Leeds—Should do well, if sold properly—86m.—see Jan. 10 issue—(Technicolor)—(017).

THEY CAME BY NIGHT—MD—Will Fyffe, Phyllis Calvert, Anthony Hulme—High-rating English meller—73m.—see March 6 issue — (English-made)—(033).

VIVA CISCO KID—MD—Cesar Romero, Jean Rogers, Chris-Pin Martin—Strictly for Cisco's fans—71m.—see April 3 issue—(039).

YOUNG AS YOU FEEL, THE JONES FAMILY IN—CD—Jed Prouty, Spring Byington, Russell Gleason—Weaker Jones family effort—59m. — see Jan. 24 issue—(032).

TO BE REVIEWED OR IN PRODUCTION

BRIGHAM YOUNG—Tyrone Power, Linda Darnell, Dean Jagger.

EARTHBOUND — Warner Baxter, Andrea Leeds, Lynn Bari—(034).

FOUR SONS—Don Ameche, Mary Beth Hughes, Alan Curtis—(047).

GIRL FROM AVENUE A—Jane Withers, Laura Hope Crews, Jessie Ralph.

GIRL IN 313, THE—Florence Rice, Kent Taylor, Joan Valerie, Marguerite Chapman—(051).

GREAT COMMANDMENT, THE—Tyrone Power, Linda Darnell.

I MARRIED A NAZI—Joan Bennett, Richard Greene.

LILLIAN RUSSELL — Alice Faye, Don Ameche, Henry Fonda, Edward Arnold—(045).

LUCKY CISCO KID—Cesar Romero, Mary Beth Hughes, Evelyn Venable—(049).

MARYLAND — Walter Brennan, John Payne, Brenda Joyce—(Technicolor)—(050).

MARRIAGE IN TRANSIT—Joan Davis, Virginia Gilmore, Robert Sterling.

PIER 13—Lynn Bari, Lloyd Nolan.

PUBLIC DEB NO. 1—George Murphy, Brenda Joyce, Elsa Maxwell.

RETURN OF FRANK JAMES, THE—Henry Fonda, John Carradine, Jackie Cooper.

SAILOR'S LADY—Jon Hall, Nancy Kelly, Joan Davis—(052).

STREET OF MEMORY—Guy Kibbee, Lynne Roberts, Jerome Cowan.

YOUNG PEOPLE—Shirley Temple, Jack Oakie, Arleen Whalen.

UNITED ARTISTS

CHUMP AT OXFORD, A — C — Stan Laurel, Oliver Hardy, Forrester Harvey—Just dual support—63m.—see Feb. 21 issue—(Roach).

HOUSE ACROSS THE BAY—MD—George Raft, Joan Bennett, Walter Pidgeon, Lloyd Nolan — Okay meller for supporting spot; sell the names—89m.—see March 20 issue—(Wanger).

LION HAS WINGS, THE—Documentary—Merle Oberon, Ralph Richardson, June Duprez—Propaganda piece; will need selling—73m. — see Jan. 24 issue—(English-made)—(Korda).

MY SON, MY SON!—D—Madeleine Carroll, Brian Aherne, Louis Hayward—Box-office, if sold properly—117m.—see March 20 issue—(Small).

OF MICE AND MEN—D—Burgess Meredith, Betty Field, Lon Chaney, Jr.—May be a big surprise, if properly sold—106m.—see Jan. 10 issue—(Roach)—(A).

ONE MILLION B. C.—MD—Victor Mature, Carole Landis, Lon Chaney, Jr.—Lends itself to novel lobby display and exploitation through prehistoric data, must be sold—80m.—see May 1 issue—(Roach).

OVER THE MOON—CD—Merle Oberon, Rex Harrison, Ursula Jeans—Very good British program; sell Oberon—78m.—see Feb. 7 issue—(English-made)—(Technicolor)—(Korda).

RAFFLES—CD—David Niven, Olivia de Havilland, Dame May Whitty—Light meller—71m.—see Dec. 27 issue—(Goldwyn).

REBECCA—D—Laurence Olivier, Joan Fontaine, George Sanders, Judith Anderson—Class offering that can be sold to the mass if properly exploited—129m.—see April 3 issue—(Selznick)—(A).

SAPS AT SEA—C—Stan Laurel, Oliver Hardy, James Finlayson—Okay for the Laurel-Hardy fans—56m.—see May 15 issue—(Roach).

SLIGHTLY HONORABLE—MD — Pat O'Brien, Edward Arnold, Jean Terry, Broderick Crawford—Not too strong murder yarn; play up cast—85m.—see Jan. 24 issue—(Wanger).

TO BE REVIEWED OR IN PRODUCTION

CAPTAIN CAUTION—Victor Mature, Louise Platt, Bruce Cabot—(Roach).

FOREIGN CORRESPONDENT — Joel McCrea, Herbert Marshall, Laraine Day—(Wanger).

KIT CARSON—Jon Hall, Lynn Bari—(Small).

LONG VOYAGE HOME, THE—John Wayne, Thomas Mitchell, Ian Hunter—(Wanger).

MAJOR BARBARA—Wendy Hiller, Robert Morley, Emlyn Williams—(English-made)—(Pascal).

OUR TOWN—Frank Craven, Thomas Mitchell, William Holden, Martha Scott—(Lesser).

PRODUCTION No. 6—Charles Chaplin, Paulette Goddard, Reginald Gardner—(Chaplin).

SOUTH OF PAGO-PAGO—Jon Hall, Victor McLaglen, Frances Farmer—(Small).

THIEF OF BAGDAD, THE—Sabu, Conrad Veidt, Jean Duprez—(technicolor)—(English-made)—(Korda).

TURNABOUT—John Hubbard, Adolphe Menjou, Carol Landis—(Roach).

WESTERNER, THE—Gary Cooper, Walter Brennan, Fred Stone, Doris Davenport—(Goldwyn).

UNIVERSAL

(1939-1940 releases from 4001 up.)

ALIAS THE DEACON—CMD—Bob Burns, Mischa Auer, Peggy Moran—Weak Burns comedy, needs bolstering—72m.—see May 1 issue—(4015).

BIG GUY, THE—MD—Victor McLaglen, Jackie Cooper, Edward Brophy—Top dualler, okay for McLaglen following—78m.—see Dec. 13 issue—(4016).

BLACK FRIDAY—D—Boris Karloff, Stanley Ridges, Bela Lugosi—Top-ranking horror program — 69m.—see March 6 issue—(4018).

CHARLIE McCARTHY, DETECTIVE—CMD—Edgar Bergen, Charlie McCarthy, Robert Cummings, Constance Moore—Okay for the Bergen-McCarthy fans—77m.—see Dec. 27 issue—(4011).

CHIP OF THE FLYING U—W—Johnny Mack Brown, Bob Baker, Doris Weston—Up to the series' high standard—55m.—see Nov. 15 issue—(4060).

DANGER ON WHEELS—AD—Richard Arlen, Andy Devine, Peggy Moran — Okay Arlen-Devine entry—61m.—see Jan. 24 issue—(4055).

DESTRY RIDES AGAIN—W—James Stewart, Marlene Dietrich, Charles Winninger, Mischa Auer, Brian Donlevy—High-rating, highly exploitable—94m.—see Dec. 13 issue—(4002).

DOUBLE ALIBI—MD—Wayne Morris, Margaret Lindsay, William Gargan—Just a dualler—60m.—see March 6 issue—(4034).

ENEMY AGENT—MD—Richard Cromwell, Helen Vinson, Robert Armstrong—Routine spy meller for the duals—61m.—see April 17 issue—(4033).

FRAMED—AD—Frank Albertson, Frances Robinson, Sidney Blackmer—Adequate bottom-dualler—60m.—see Jan. 10 issue—(4032).

GREEN HELL—D—Douglas Fairbanks, Jr., Joan Bennett, John Howard—Highly exploitable program—87m.—see Jan. 10 issue—(4041)—(A).

HALF A SINNER—C—Heather Angel, John King, Walter Catlett—Lightweight bottom dualler—69m.—see April 3 issue—(4040).
HONEYMOON DEFERRED—MY—Edmund Lowe, Margaret Lindsay, Elisabeth Risdon—Okay mystery dualler—59m.—see Feb. 21 issue—(4038).
HOUSE OF SEVEN GABLES, THE—D—George Sanders, Margaret Lindsay, Vincent Price—Okay dual fare—88m.—see March 20 issue—(4013).
IF I HAD MY WAY—CDMU—Bing Crosby, Gloria Jean, Charles Winninger—Good program—91m.—see May 15 issue—( ).
INVISIBLE MAN RETURNS, THE—MD—Sir Cedric Hardwicke, Vincent Price, Nan Grey—Can be sold—81m.—see Jan. 10 issue—(4009).
IT'S A DATE—CMU—Deanna Durbin, Kay Francis, Walter Pidgeon, Eugene Pallette, Henry Stephenson, Samuel S. Hinds, Fritz Feld, Lewis Howard—No. 7 rings the bell—103m.—see April 3 issue—(4001).
LAUGH IT OFF—C—Constance Moore, Johnny Downs, Marjorie Rambeau—Pleasing dualler—63m.—see Nov. 15 issue—(4026).
MA! HE'S MAKING EYES AT ME—MDMU—Tom Brown, Constance Moore, Richard Carle, Anne Nagel, Jerome Cowan—Okay nabe dualler—61m.—see March 20 issue—(4022).
MAN FROM MONTREAL—AD—Richard Arlen, Andy Devine, Anne Gwynne—Nabe dualler—60m.—see Nov. 15 issue—(4054).
MY LITTLE CHICKADEE—C—Mae West, W. C. Fields, Joseph Calleia, Dick Foran—Sell the names—84m.—see Feb. 21 issue—(4004).
OH, JOHNNY, HOW YOU CAN LOVE—MDMU—Tom Brown, Peggy Moran, Juanita Quigley—Pleasing musical dualler—63m.—see Jan. 24 issue—(4021).
RIDERS OF PASCO BASIN—W—Johnny Mack Brown, Bob Baker, Fuzzy Knight, Frances Robinson—High-rating member of the series—56m.—see Dec. 27 issue—(4062).
ROAD BACK, THE—MD—John Emery, Spring Byington, Andy Devine, John King—Topical version has selling angle—79m.—see Nov. 15 issue—("Outspoken Version")—(4074)—(A).
TOWER OF LONDON—MD—Basil Rathbone, Boris Karloff, Barbara O'Neill—Exploitable for best returns—92m.—see Nov. 29 issue—(4012).
WEST OF CARSON CITY—W—Johnny Mack Brown, Bob Baker, Fuzzy Knight—High-rating western—56m.—see Nov. 29 issue—(4061).
ZANZIBAR—MD—Lola Lane, James Craig, Eduardo Cianelli—Okay for the nabes, duallers—69m.—see March 6 issue—(4025).

TO BE REVIEWED OR IN PRODUCTION

ARIZONA CYCLONE—John Mack Brown, Bob Baker, Fuzzy Knight.
BAD MAN FROM RED BUTTE—John Mack Brown, Bob Baker, Anne Gwynne.
BLACK DIAMONDS—Richard Arlen, Andy Devine, Kathryn Adams.
BOYS FROM SYRACUSE, THE—Allan Jones, Joe Penner, Irene Hervey.
DOUBLE SADDLED LAW—Johnny Mack Brown, Bob Baker—(4063).
HOT STEEL—Richard Arlen, Andy Devine, Anne Nagel.
I CAN'T GIVE YOU ANYTHING BUT LOVE, BABY—Johnny Downs, Peggy Moran, Broderick Crawford.
LA CONGA NIGHTS—Hugh Herbert, Constance Moore, Dennis O'Keefe.
LOVE, HONOR, AND OH, BOY!—Wallace Ford, Donald Woods, Kathryn Adams.
ONE OF THE BOSTON BULLERTONS—Nancy Kelly, Robert Cummings, Hugh Herbert.
SANDY IS A LADY—Sandra (Baby Sandy) Henville, Mischa Auer, Billy Lenhart.
SKI PATROL—Lulu Deste, Philip Dorn, Kathryn Adams.
SLIGHTLY TEMPTED—Hugh Herbert.
SOUTH TO KARANGA—Luli Desti, James Craig, Charles Bickford.
YOU'RE NOT SO TOUGH—Billy Halop, Bobby Jordan, Nan Grey.

WARNERS-FIRST NATIONAL

(1939-1940 releases from 401 up.)

(FN)—First National; (W)—Warners
(V)—Vitagraph, not on either split

ANGEL FROM TEXAS—C—Eddie Albert, Rosemary Lane, Wayne Morris—Pleasing comedy program—69m.—see April 17 issue—(468)—(FN).
BRITISH INTELLIGENCE—MD—Boris Karloff, Margaret Lindsay, Bruce Lester—Average programmer, dualler—62m.—see Jan. 10 issue—(W)—(416).
BROTHER RAT AND A BABY—C—Eddie Albert, Wayne Morris, Priscilla Lane—Pleasing comedy program—87m.—see Jan. 10 issue—(W)—(406).
CALLING PHILO VANCE—MD—James Stephenson, Margot Stevenson, Henry O'Neill—Better than average dual fare—62m.—see Jan. 10 issue—(W)—(420).
CASTLE ON THE HUDSON—D—John Garfield, Ann Sheridan, Pat O'Brien—Can do okay business—77m.—see Feb. 7 issue—(FN)—(459).
CHILD IS BORN, A—Jeffrey Lynn, Gladys George, Geraldine Fitzgerald, Gale Page—Well made; it deserves handling of a special nature—79m.—see Aug. 9 issue—(W)—(415)—(A).
"DEAD END" KIDS ON DRESS PARADE, THE—MD—Dead End Kids, John Litel, Frankie Thomas—Okay dual program—62m.—see Nov. 15 issue—(W)—(413).
DR. EHRLICH'S MAGIC BULLET, THE STORY OF—D—Edward G. Robinson, Ruth Gordon, Otto Kruger—Great biographical drama; to be exploited for high returns—103½m.—see Feb. 7 issue—(FN)—(457).
FIGHTING 69th, THE—D—James Cagney, Pat O'Brien, George Brent—A blue-chip special—90m.—see Jan. 24 issue—(FN)—(451).
FLIGHT ANGELS—MD—Virginia Bruce, Dennis Morgan, Wayne Morris, Ralph Bellamy—Okay air program—74m.—see May 15 issue—( )—(FN).
FOUR WIVES—CD—Claude Rains, May Robson, Jeffrey Lynn, the Lane Sisters—Good domestic fare; should sell big to screen Lane fans—99m.—see Dec. 13 issue—(FN)—(453).
GAMBLING ON THE HIGH SEAS—MD—Wayne Morris, Jane Wyman, Gilbert Roland—Okay for the action, dual fans—58m.—see March 6 issue—(W).
GRANNY GET YOUR GUN—CD—May Robson, Harry Davenport, Hardie Albright—Nice dualler—56m.—see Jan. 10 issue—(W)—(421).
INVISIBLE STRIPES—D—George Raft, Jane Bryan, William Holden—Sell names in cast for good grosses—82m.—see Dec. 27 issue—(W)—(408).
IT ALL CAME TRUE—CD—Ann Sheridan, Jeffrey Lynn, Humphrey Bogart, Zasu Pitts, Una O'Connor, Grant Mitchell, Felix Bressart—Fair program—96m.—see April 3 issue—(W).
JUAREZ AND MAXIMILIAN—see The Mad Empress.
KING OF THE LUMBERJACKS—MD—John Payne, Gloria Dickson, Stanley Fields—Okay program meller—58m.—see March 6 issue—(W)—(422).
MAD EMPRESS, THE (Juarez and Maximilian)—D—Mede Novara, Conrad Nagel, Lionel Atwill—Dualler—72m.—see May 3 issue, under Miscellaneous, and Nov. 5 issue—(Foreign-made)—(481).
MURDER IN THE AIR—MD—Ronald Reagan, Lya Lys, Eddie Foy, Jr.—Duals and nabes—58m.—see March 6 issue.
PRIVATE DETECTIVE—MY—Jane Wyman, Dick Foran—Okay for dual support—55m.—see Nov. 29 issue—(471).
RETURN OF DOCTOR X, THE—MD—Wayne Morris, Humphrey Bogart, Rosemary Lane—Enjoyable action-packed melodrama—62m.—see Nov. 29 issue—(FN)—(464).
SATURDAY'S CHILDREN—D—John Garfield, Anne Shirley, Claude Rains—Good entertainment, rates top billing—101m.—see April 17 issue—(—)—(W).
TEAR GAS SQUAD—AD—Dennis Morgan, John Payne, Gloria Dickson, George Reeves—Okay action supporting fare—54m.—see April 3 issue—(W)—(423).
THREE CHEERS FOR THE IRISH—MD—Priscilla Lane, Thomas Mitchell, Dennis Morgan—High rating family program—100m.—see March 20 issue—(FN)—(465).
'TIL WE MEET AGAIN—D—Merle Oberon, George Brent, Pat O'Brien—The women will make it profitable in a big way—99m.—see April 17 issue—(456)—(FN).
VIRGINIA CITY—MD—Errol Flynn, Miriam Hopkins, Randolph Scott, Humphrey Bogart—Important money show—120m.—see March 20 issue—(W)—(404).
WE ARE NOT ALONE—D—Paul Muni, Jane Bryan, Flora Robson—Excellent drama for discriminating audiences—112m.—see Nov. 15 issue—(FN)—(458).

TO BE REVIEWED OR IN PRODUCTION

ALL THIS AND HEAVEN, TOO—Bette Davis, Charles Boyer, Jeffrey Lynn—(FN).
BROTHER ORCHID—Edward G. Robinson, Ann Sothern, Humphrey Bogart.
EPISODE—Olivia de Havilland, Eddie Albert, Jeffrey Lynn.
FUGITIVE FROM JUSTICE—Morgan Conway, Roger Pryor, Sheila Bromley.
HOUSE ON THE HILL, THE—Merle Oberon, Richard Ainley.
LIFE OF KNUTE ROCKNE, THE—Pat O'Brien, Gale Page, Ronald Reagan, Albert Basserman.
MAN FROM FLEET STREET, THE—Edward G. Robinson, Miriam Hopkins, Donald Crisp.
NO TIME FOR COMEDY—Rosalind Russell, James Stewart, Charles Ruggles.
SEA HAWK, THE—Errol Flynn, Brenda Marshall, Claude Rains.
SENTENCE, THE—Virginia Bruce, George Brent, Brenda Marshall.
THEY DRIVE BY NIGHT—George Raft, Humphrey Bogart, Ann Sheridan.
TORRID ZONE—James Cagney, Pat O'Brien, Ann Sheridan.

MISCELLANEOUS

Listed here are only those independently produced pictures, not handled by companies of nation-wide scope. Addresses of producers or distributors will be furnished on request.

ADVENTURES OF THE MASKED PHANTOM, THE—W—Monte Rawlins, Larry Mason, Betty Burgess—Low-grade western—55m.—see Dec. 27 issue—(Equity).
AMERICAN GANG BUSTERS—Documentary—No production credits—For sensational salesmanship only—64m.—see April 3 issue—(Times).
BAD BOY—D—Johnny Downs, Rosalind Keith, Helen MacKellar—Very weak inde, sell Downs—69m.—see Dec. 27 issue—(Atlas)—(A).
BRONZE BUCKAROO—W—Herbert Jeffrey, Lucius Brooks, Artie Young—Okay for colored audiences—58m.—see May 15 issue—(Hollywood).
BURIED ALIVE—MD—Beverly Roberts, Robert Wilcox—Exploitable prison dualler—71m.—see Dec. 13 issue, under PDC.
BURNING QUESTION, THE (Tell Your Children) (Reefer Madness)—MD—Lilian Miles, Dave O'Brien, Thelma White—Exploitable anti-marijuana film—62m.—see Dec. 13 issue—(G. & H. Productions).
CITY, THE—Documentary—From an original by Pare Lorentz, with narration by Morris Carnovsky—Excellent; can be exploited—44m.—see May 31 issue—(World).
DEATH RIDES THE RANGE—W—Ken Maynard, Fay McKenzie, Charles King—Good Maynard—56m.—see Feb. 7 issue—(Colony).
DOUBLE DEAL—MD—Jeni LeGon, Monte Hawley, F. E. Miller—High-rating all-Negro netertainment—60m.—see Feb. 21 issue—(International Road Shows).
EL DIABLO RIDES—W—Bob Steele, Claire Rochelle—May do okay with the youngsters—55m.—see May 1 issue—(Metropolitan).
FIGHT FOR LIFE, THE—Documentary-D—Myron McCormick, Dudley Digges, Will Geer, Storrs Haynes—Tops for its type—69m.—see March 20 issue—(U. S. Film Service).
GEORGE WASHINGTON CARVER—HD—Dr. George Washington Carver, Booker T. Washington III, Ralph Edwards—Excellent for negroes—69m.—see May 1 issue—(Bryant).
HELL'S ANGELS—AD—Ben Lyon, James Hall, Jean Harlow—Okay re-issue—100m.—see March 6 issue—(Astor).
HITLER'S REIGN OF TERROR—Documentary—Narrated by Edwin C. Hill, photographed by Cornelius Vanderbilt, Jr.—Exploitation offering—56m.—see Nov. 29 issue—(Samuel Cummins).
HORRORS OF WAR—Documentary—Produced by Maple Attractions—Dual preachment picture; can be exploited—51m.—see Feb. 21 issue—(Merit).
INVISIBLE KILLER, THE—MD—Grace Bradley, Roland Drew, William Newell—Fast-moving dualler—60m.—see Jan. 24 issue, under PDC.
KEEP PUNCHING—MDMU—Henry Armstrong, Mae Johnson, Willie Bryant—Should gross okay in Negro nabes—81m.—see Dec. 13 issue—(M-C Pictures).
KILLERS OF THE WILD (Times)—see Children of the Wild.
LIGHTNING STRIKES WEST—Ken Maynard, Claire Rochelle, Charles King—Standard Maynard—56m.—see March 6 issue—(Colony).
LIGHTS OUT IN EUROPE—Documentary—Commentary by James Hilton delivered by Fredric March—Money-making documentary—66m.—see April 17 issue—(Mayer-Burstyn).
MEN WITH STEEL FACES (Radio Ranch)—W—Gene Autry, Frankie Darro, Smiley Burnette—Just filler for the bottom duallers—70m.—see May 15 issue—(Mascot).
MERCY PLANE—AD—James Dunn, Frances Gifford, Matty Fain—For the dual, action houses—71m.—see March 6 issue—(Producers Dist. Corp.).
MONKEY INTO MAN—Documentary—Supervised by Julian Huxley and S. Zuckerman. Commentary by John Martin—Exploitable program offering—56m.—see April 17 issue—(World Pictures Corporation).
MR. WASHINGTON GOES TO TOWN—C—F. E. Miller, Mantan Moreland, Macco B. Sheffield—Can be sold for good returns in colored houses—65m.—see May 1 issue—(Dixie National).
NOTORIOUS ELINOR LEE, THE—MD—Edna Mae Harris, Carman Newsome, Gladys Williams—Weak offering for all-Negro houses—104m.—see Jan. 24 issue—(Micheaux Productions).
ONE DARK NIGHT—DMU—Mantan Moreland, Betty Treadville, Josephine Pearson—Tops for Negro audiences—81m.—see Dec. 13 issue—(Million Dollar Productions).
PAL FROM TEXAS, THE—W—Bob Steele, Claire Rochelle, Josef Swickard—Our Bob is done better by—52m.—see March 6 issue—(Metropolitan).
PHANTOM RANCHER—Ken Maynard, Dorothy Short, Harry Harvey—Actionful Maynard—60m.—see Jan. 24 issue—(Colony).
POCOMANIA—MD—Nina Mae McKinney, Jack Carter, Ida James—Top Negro entry—65m.—see Dec. 13 issue—(Lenwal).
PORT OF HATE—MD—Polly Ann Young, Kenneth Harlan—Weak inde for bottom of nabe duals—57m.—see Aug. 23 issue—(Metropolitan).
RADIO RANCH—see Men With Steel Faces.
REEFER MADNESS—see The Burning Question.
SAGEBRUSH FAMILY TRAILS WEST, THE—W—Bobby Clark, Earl Hodgins, Joyce Bryant—Just another western, with a kid star—58m.—see March 6 issue—(PDC).
SECRETS OF A MODEL—MD—Sharon Lee, Harold Daniels, Julien Madison—Very low-rating dualler—58m.—see Feb. 21 issue—(Time Pictures)—(A).

SHE GOES TO WAR—MD—Eleanor Boardman, John Holland—War from the women's angle—55m.—see Nov. 15 issue—(Mitchell Leichter).

SON OF INGAGI—MD—Alfred Grant, Daisy Bickford, Laura Bowman—Exploitable for the Negro trade—66m.—see Jan. 24 issue—(Sack).

STRAIGHT SHOOTER—W—Tim McCoy, Julie Sheldon, Ben Corbett, Ted Adams—All McCoy and an hour long!—60m.—see Nov. 15 issue—(Victory).

TELL YOUR CHILDREN—see The Burning Question.

TEN NIGHTS IN A BARROOM—MD—Hal Skelly, Zita Johann—Those nights are here again!—61m.—see Nov. 15 issue—(B&M Pictures).

TEXAS RENEGADES — W — Tim McCoy, Nora Lane, Harry Harvey—Tim McCoy returns — 56m. — see March 6 issue—(Producers Distributing Corp.).

THEY WENT TO WAR (Let's Pretend We're Sweethearts; Flirting With Death)—CD—Lola Lane, Chic Chandler, George Meeker—Better than average independent—68m.—see May 31 issue—(Imperial).

TUMBLEWEEDS—W—William S. Hart, Barbara Bedford—Revival which can get results if exploited—85m.—see May 17 issue—(Astor).

UNASHAMED, THE—Sex—Rae Kidd, Robert Stanley, Lucille Shearer—Sexer, depends on locality—66m.—see April 17 issue—(Cine-Grand)—(A).

FOREIGN

Listed here are imported productions and all foreign-language pictures of whatever origin, when such pictures are not a part of the regular release schedule of an independently listed producer-distributor.

ALPINE PASSION (Amore sulle Alpi)—MD—Gustave Diesel, Simona Bourday—Esperia has done better—74m.—see Nov. 15 issue—(Esperia)—(A).

AMICIZIA—see Friendship.

AMORE SULLE ALPI—see Alpine Passion.

ARIA DEL CONTINENTE, L'—see The Continental Way.

BAKER'S WIFE, THE (La Femme du Boulanger)—MD—Raimu, Ginette Leclerc, Charles Moulin—Corking French success; can reap a box-office harvest among the arty—99m.—see Feb. 7 issue — (The Baker's Wife, Inc.)—(A).

BETE HUMAINE, LA—see Human Beast.

BETWEEN TWO WORLDS (Una Donna tra Duo Mondi)—MD—Isa Miranda, Vassa Prihoda, Assia Noris—Very satisfactory Italian fare—80m.—see Feb. 21 issue—(Esperia).

BLACK PIRATE, THE—see Il Corsaro Nero.

BLESSED MOTHER CABRINI, THE—Documentary—For Catholics in general; the Italian ones in particular—71m.—see April 3 issue—(Roma Film).

CAPTAIN MOONLIGHT—MD—John Garrick, Winifred Shotter, Stanley Holloway—Satisfactory for bottom of nabe duallers—64m.—see May 1 issue—(English-made)—(Atlas).

CITADEL OF SILENCE, THE (La Citadel de Silence)—D—Annabella, Pierre Renoir, Bernard Lancret—Swell art and French stuff—90m.—see Jan. 10 issue—(Film Alliance)—(A).

CLAUDINE—MD—Blanchette Brunoy, Max Dearly, Margo Lion—Gallic picture making at its best—82m.—see April 17 issue—(French Motion Picture Corporation).

CONDOTTIERI (The Leaders) — Same as Giovanni de Medici, the Leader, q. v.

CONFLICT—see The Affair Lafont.

CONTINENTAL WAY, THE (L'Aria del Continente)—CD—Angelo Musco, Leda Gloria—Excellent Italian comedy—82m.—see Nov. 29 issue—(Esperia).

CORSARO NERO, IL (The Black Pirate)—MD—Ciro Verrati, Silvana Jachino — For foreign-language, particularly Italian, houses—96m.—see Dec. 27 issue—(Esperia).

DEVIL IS AN EMPRESS, THE (Le Jouer d'Echecs)—D—Conrad Veidt, Francoise Rosay, Micheline Francey—Among the better French films—75m.—see Dec. 13 issue—(Columbia).

DOCTOR ANTONIO (Il Dottor Antonio)—D — Ennio Cerlesi, Maria Gambarelli, Lamberto Picasso—Box-office success for Italian nabes—103m.—see Dec. 27 issue—(Itala Films).

DONNA TRA DUO MONDI, UNA — see Between Two Worlds.

DOTTER ANTONIO, IL—see Doctor Antonio.

ENTENTE CORDIALE—D—Victor Francen, Gaby Morlay, Arlette Marchal—Timely Gallic import—93m.—see Jan. 10 issue—(Concord).

ERAVAMO SETTE VEDOVE — see We Were Seven Widows.

FACE BEHIND THE SCAR, THE—MD—Griffith Jones, Rosalyn Boulter, Ellis Jeffreys—Bottom dualler—73m.—see March 20 issue—(Film Alliance of

FEMME DU BOULANGER, LA—see The Baker's Wife.

FIRST FILM CONCERT, THE—MU — No production credits available—Extremely attractive fare for the arty—52m.—see Nov. 15 issue—(World).

FLORJAN—D—Kazimierz Junosza-Stepowski, Stanislawa Engelowna, Tadewsz Fijewoki — Strictly for the Poles—95m.—see April 3 issue—(Elektra Film).

FRIENDSHIP (Amicizia)—CD—Elsa Merlini, Nino Besozzi, Enrico Viarisio—Roman holiday for Italian houses—75m.—see March 20 issue—(Esperia).

GHOST CAMERA, THE—MD—Ida Lupino, Henry Kendall, John Mills—British import for the nabes and duals—52m.—see Feb. 21 issue—(Olympia).

GIOVANNI DE MEDICI, THE LEADER (Condottieri [The Leaders])—D — Lula Trenker, Loris Gizzi, Laura Nucci—Okay for Italian audiences—88m.—see Jan. 24 issue—(Esperia).

GOLDEN KEY, THE—Fantasy—Puppets and voices operated by A. Shagin, et al.—Corking foreign fantasy—70m.—see Jan. 10 issue—(Amkino).

GREAT LIGHT, THE (Montevergine)—D—Amadeo Nazzari, Leda Gloria, Carlo Duse—Great fare for Italians and Catholics—88m. — see April 3 issue—(Esperia).

HIDDEN MENACE, THE—MD—Otto Kruger, Gertrude Michael, John Clements—Okay English production for nabe dual support—56m.—see April 17 issue—(Alliance).

HUMAN BEAST (La Bete Humaine)—D—Jean Gabin, Simone Simon, Ledoux—For art houses; for others, sell sex, Simon, and Gabin—79m.—see March 6 issue—(Juno Films)—(A).

IDEAL MARRIAGE (Un Matrimonio Ideale) — CD — Assia Noris, Umberto Melnati, Gino Cervi—Very good Italian product—84m.—see Dec. 27 issue—(Esperia).

JAAKARIN MORSIAN—see Soldier's Bride.

JOUER D'ECHECS, LE—see The Devil Is an Empress.

KATIA—D—Danielle Darrieux, John Loder—Superb Gallic production; exploitable—80m. — see Dec. 13 issue—(Mayer-Burstyn)—(A).

KING OF DIAMONDS (Re de Denari)—CD — Angelo Musco, Rosina Anselmi, Mario Pisu—Great Italian comedy—84m.—see Jan. 10 issue—(Esperia).

KLIATSHE, DI—see Light Ahead.

LAST DESIRE—D—Raimu, Jacqueline Delubac, Pierre Brasseur—Sell sex—77m. — see Jan. 24 issue—(Transatlantic)—(A).

LEADERS, THE—see Condottieri (same as Giovanni de Medici, the Leader, q. v.).

LET'S PRETEND WE'RE SWEETHEARTS — see They Went to War.

LIFE OF GUISEPPE VERDI, THE—DMU—Beniamino Gigli, Gaby Morlay, Fosco Ginchetti—Box office per se for Italians; exploit for arty profit—115m.—see April 3 issue—(Esperia).

LIFE ON THE HORTOBAGY—Documentary—Janos Cinega, Mrs. Janos Cinega, Istvan Kanyasi—Exploitable Hungarian bit — 79m.—see Feb. 7 issue—(Cummins).

LITTLE ADVENTURERS (Piccoli Avventurieri) — MDMU—Nello de Rossi, Rolando Vona, Roberto Pironti—Should click with Italian audiences—83m.—see May 15 issue—(Esperia).

LITTLE MISS MOLLY—MD—Maureen O'Hara, Binkie Stuart, Tom Burke—Pleasant Irish offering—64m.—see March 20 issue—(Alliance Films).

LOVE IN OLD NAPLES (Napoli d'Altri Tempi)—MDMU—Emma Grammatica, Vittorio de Sica, Elisa Cegani—Excellent Roman fare—93m.—see Feb. 7 issue—(Esperia).
U. S.).

LOUISE—Opera — Grace Moore, Georges Thill, Andre Pernet—Worthy of playing time anywhere—72m.—see Feb. 21 issue—(Mayer-Burstyn).

MACUSHLA (My Darlin')—MD—Pamela Wood, Jimmy Magooan, Max Adrian—Can be sold nicely to sons and daughters of Erin—80m.—see Jan. 24 issue—(Transatlantic).

MADAM MINISTER DANCES (Pani Minister Tanczy)—CMU — Aleksander Zabczynski, Tola Mankiewiczowna, Joseph Orwid — Strictly for the Polish—87m.—see April 17 issue—(Polish-American).

MARSEILLAISE — D — Pierre Renoir, Lise Delamare—Fair French cinema—80m.—see Nov. 15 issue—(World Pictures).

MATRIMONIO IDEALE, UN—see Ideal Marriage.

MAYOR'S DILEMMA, THE—MD—Charpin, Annie Vernay, Saturnin Fabre—French import for art and foreign trade—91m.—see May 1 issue—(Film Alliance of U. S.).

MILL ON THE FLOSS, THE—D—Geraldine Fitzgerald, Frank Lawton — Outstanding British attraction—78m.—see Nov. 15 issue—(Standard).

MOTEL, THE OPERATOR—DMU—Chaim Tauber, Melvina Rappel, Seymour Rechzeit—Mediocre Yiddish celluloid—80m.—see Jan. 24 issue—(Cinema Service Corporation).

MY DARLIN'—see Macushla.

NAPLES THAT NEVER DIES (Napoli che Non Muore)—Maria Glory, Fosco Giacchetti, Paola Barbara—Italian fans will go big for this—90m.—see March 20 issue—(Itala Films).

NAPOLI CHE NON MUORE—see Naples That Never Dies.

NAPOLI D'ALTRI TEMPI—see Love in Old Naples.

NORTH SEA PATROL—MD—Geoffrey Toone, Judy Kelly—Pleasing, timely programmer that can be sold—69m.—see Nov. 15 issue—(Alliance Films).

OUTSIDER, THE—MD—George Sanders, Mary Maguire, Barbara Blair—High-rating English import—90m.—see March 20 issue—(Alliance Films).

OVERTURE TO GLORY—D—Moishe Oysher, Florence Weiss, Baby Winkler—Fair tear-jerker; sell Moishe Oysher—85m.—see Feb. 21 issue—(Elite).

PANI MINISTER TANCZY—see Madam Minister Dances.

PEOPLE, ETERNAL, A—D—Conrad Veidt, Marie Ney—Weak Yiddish offering—65m.—see Nov. 15 issue—(Henry Lynn).

PICCOLI AVVENTURIERI—see Little Adventurers.

RE DI DENARI—see King of Diamonds.

SHORS—D—E. Samoilov, I. Skuratov — For left-wing audiences—92m.—see Nov. 29 issue—(Amkino).

SKELETON ON HORSEBACK—D—Hugh Haas, Zdanek Stepanek, Bedrich Karen—Exploitable Czecho-Slovak attraction—78m.—see Feb. 21 issue—(Carl Laemmle, Jr.).

SOLDIER'S BRIDE (Jaakarin Morsian)—MD—Tuulikki Paananen, Ritva Aro, Tuli Arjo — Should make dough for Finnish houses—83m.—see Dec. 27 issue—(Werner F. Savela).

SOS MEDITERRANEAN — MD — Pierre Fresnay, Rolf Wanka, Kim Peacock, Nadine Vogel—Should make money for foreign and art theatres—78m.—see Jan. 24 issue—(Vedie Films).

SQUADRONE BIANCO, LO (The White Squadron)—D—Fosco Giachetti, Antonio Centa, Fulvia Lanzi—Good drama for the art-foreign, Italian houses—98m.—see Nov. 29 issue—(Esperia).

SUICIDE LEGION—MD—Tullio Carminati, Lilli Palmer, John Garrick—Inferior English-made offering—54m. see April 17 issue—(Film Alliance)—(A).

SUICIDE LEGION—MDMU—Tullio Carminati, Lilli Palmer, John Garrick—Can support duals nicely where British product can be received—58m.—see May 15 issue—(Film Alliance of U. S.).

TEVYA—MD—Maurice Schwartz, Miriam Riselle, Rebecca Weintraub—Box office for Yiddish houses—93m.—see Jan. 24 issue—(Mayman).

THEY WANTED PEACE — D—F. Bagashvili, Tamara Markarova, S. Smirnova—Left-wing fare—73m.—see Jan. 24 issue—(Amkino).

THUNDER OVER PARIS—D—Erich von Stroheim, Mareille Balin—Plug timeliness and Von Stroheim—82m.—see Nov. 29 issue—(Transatlantic)—(A).

TIMBERLAND TERROR (Paid to Kill) — AD — Frank Leighton, Shirley Ann Richards, Campbell Coplin—Good action dual support—66m.—see Feb. 21 issue—(Hoffberg).

TWO'S COMPANY—C—Ned Sparks, Mary Brian, Patric Knowles—Bottom dualler for houses which can play British product—64m.—see Dec. 27 issue — (B. & D.).

ULTIMATUM—D—Erich von Stroheim, Dita Parlo, Bernard Lancret—Excellent Gallic cinema—73m.—see Feb. 21 issue—(Hoffberg).

UNDER THE SOUTHERN CROSS (Sotto la Croce del Sud)—D—Doris Durant, Antonio Centa—Tops for Italian houses — 81m.—see June 28 issue—(Esperia).

VENGEANCE OF THE DEEP—MD—Lloyd Hughes, Shirley Richards, Sidney Wheeler—Poor English-made offering—62m.—see Feb. 21 issue — (Time Pictures).

WE WERE SEVEN WIDOWS (Eravamo Sette Vedove)—CD—Antonio Gandusio, Nino Taranto, Vincent Scarpetta — Great for Italian audiences — 82m. — see March 6 issue—(Esperia).

WHITE SAVAGE (Uncivilized)—D—Dennis Hoey, Margot Rhys, Ashton Jarry—Dualler, but can be exploited to advantage—72m.—see Dec. 27 issue—(Box-Office Attractions)—(A).

The Shorts Check-Up

Of All Shorts Released Nationally Since November 3, 1939

COLUMBIA

Two Reel

COMEDIES

'39-'40 (26)

Andy Clyde Gets Spring Chicken (F) A. Clyde ..... Dec. 15 19m.
A-Plumbing We Will Go (G) 3 Stooges ..... Apr. 19 17m.
Awful Goof, The (G) C. Chase ..... Dec. 22 17m.
Glove Slingers (G) N. Beery, Jr. ..... Nov. 24 18m.
Hockler, The (G) C. Chase ..... Feb. 16 17m.
Money Squawks (F) A. Clyde ..... Apr. 5 17m.
Mr. Clyde Goes to Broadway (G) A. Clyde ..... Feb. 2 17m.
Nothing But Pleasure (G) B. Keaton ..... Jan. 5 17½m.
Pardon My Berth Marks (F) B. Keaton ..... Mar. 22 16m.
Rockin' Thru the Rockies (G) 3 Stooges ..... Mar. 8 18m.
South of the Boudoir (G) C. Chase ..... May 17 18m.
Three Sappy People (E) 3 Stooges ..... Dec. 1 18½m.
You Natzy Spy (E) 3 Stooges ..... Jan. 19 18m.
You're Next! W. Catlett ..... May 3 —m.

SERIALS

'39-'40 (4)

Deadwood Dick ..... July 19 15 ep.
Shadow, The (E) V. Jory, V. Borg ..... Jan. 5 15 ep.
Terry and the Pirates (G) Apr. 12 15 ep.

One Reel

CINESCOPES

'39-'40 (6)

Berth of a Queen, The (F) ..... 10m.
Fashion Takes a Holiday (F) (Color) ..... Mar. 8 11m.
Threads of a Nation, The (F) ..... Feb. 9 11m. (Cinecolor)
World of 1960 (E) .... Dec. 22 9m.

COLOR RHAPSODIES

'39-'40 (16)

Blackboard Revue (F) .. Mar. 15 7m.
Boy, a Gun and Birds, A (F) ..... Jan. 12 7½m.
Egg Hunt, The ..... May 31 7½m.
Greyhound and the Rabbit, The (F) ..... Apr. 19 7½m.
Happytots' Expedition, The (G) ..... Feb. 9 6½m.
Mother Goose in Swingtime (G) ..... Dec. 8 7m.

COMMUNITY SINGS

'39-'40 (10)

No. 4—Stephen Foster Songs (E) ..... Nov. 17 11m.
No. 5—Gypsy Songs (F) Dec. 29 10m.
No. 6—Songs of Hit Parade ..... May 10 —m.

FABLES

'39-'40 (6)

Barnyard Babies ..... June 14 —m.
Park Your Baby (F) .... Dec. 22 6m.
Practice Makes Perfect (B) Apr. 5 6m.

FOOLS WHO MADE HISTORY

'39-'40 (6)

Goodyear, Charles, The Story of (G) ..... Oct. 6 10½m.

HAPPY HOUR SPECIALS

'39-'40

Building of Boys (E) ... Oct. 12 11m.

NEWS WORLD OF SPORTS

'39-'40 (12)

Flying Targets (G) .... Feb. 16 10m.
Jai Alai (G) ..... Nov. 30 8½m.
Roughouse Fiesta (E) .. Mar. 8 10m.
Skiing Technique (G) .. Jan. 19 9½m.
Sport of Kings ..... May 24 —m.
Tomorrow's Stars (E) ... Apr. 19 9m.

PHANTASIES

'39-'40 (10)

Man of Tin (F) ..... Feb. 23 6½m.
Millionaire Hobo (B) ... Nov. 24 7m.
Mouse Exterminator, The (F) ..... Jan. 26 6½m.
News Oddities ..... May 10 —m.

SCREEN SNAPSHOTS

'39-'40 (12)

No. 2 — Animal Actors and Trainers (E) .... Nov. 10 10m.
No. 3—Outdoor Parties (G) ..... Dec. 1 10m.
No. 4—Behind the Scenes in Hollywood (G) .. Jan. 5 10m.
No. 5 — Art and Artists (E) ..... Feb. 23 11m.
No. 6—Hollywood Recreations (F) ..... Mar. 29 9m.
No. 7 ..... May 3 —m.
No. 8 ..... June 7 —m.

TOURS

'39-'40 (8)

Beautiful Switzerland (G) Nov. 17 10m.
Life in Paris (E) ..... Dec. 22 11m.
New Hampshire, the Ninth State (F) ..... Feb. 9 11m. (Cosmocolor)
Pleasurebound in Canada May 3 —m.
Unveiling Algeria (E) .. Mar. 1 10m.

WASHINGTON PARADE

'39-'40 (6)

No. 1—Smithsonian Institution (G) ..... Nov. 10 11m.
No. 2—U. S. Treasury, Bureau of Printing and Engraving (G) ..... Dec. 29 11m.
No. 3—Inside the Federal Bureau of Investigation (E) ..... Feb. 9 11m.
No. 4—Social Security . Apr. 26 —m.

METRO

Two Reel

SPECIALS

(Technicolor)

Flag Speaks, The (E) .. June 14 19m.

CRIME DOESN'T PAY (6)

Jack Pot (E) ..... Mar. 9 20m.
Know Your Money (E) . Jan. 27 21m.
Pound Foolish (E) ..... Dec. 23 20m.

One Reel

CARTOONS (11)

(Technicolor)

Blue Danube, The (E) .. Dec. 16 7m.

'39-'40 (18)

Fishing Bear, The (G) . Jan. 10 8m.
Home on the Range (G) Mar. 23 9m.
Mad Maestro, The (G) .. Dec. 30 8m.
Peace on Earth (E) ... Dec. 9 8m.
Puss Gets the Boot (G) . Feb. 10 9m.
Rainy Day, A (F) ..... Apr. 20 7m.

FITZPATRICK TRAVELTALKS

(Technicolor)

'39-'40 (12)

Calling on Colombia (G) Mar. 16 10m.
Land of Alaska Nellie (F) ..... Dec. 23 9m.
Modern New Orleans (F) May 4 8m.
Night Descends on Treasure Island (E) ..... Jan. 26 9m.
Old Natchez on the Mississippi (G) ..... Dec. 30 9m.
Quaint Saint Augustine (E) ..... Nov. 4 9m.
Seattle, Gateway to the Pacific Northwest (G) . Feb. 17 9m.
Sitka and Juneau (G) .. Apr. 13 9m.

MINIATURES

'39-'40 (9)

Door Will Open, A (E) . Mar. 9 11m.
Mendelssohn's Wedding March (G) ..... Nov. 4 8m. (Technicolor)
Miracle at Lourdes (E) . Dec. 30 11m.
Northward Ho! (E) .... Feb. 10 9m.
Old South, The (E) .... Jan. 20 10m.
When Turf Meets Surf (G) ..... Jan. 6 11m.

OUR GANG COMEDIES

'39-'40 (8)

Alfalfa's Double (F) .. Jan. 20 11m.
All About Hash (F) .... Mar. 30 11m.
Big Premiere, The (F) .. Mar. 9 10m.
New Pupil, The (F) ... Apr. 27 11m.
Time Out for Lessons (G) ..... Dec. 2 11m.

PASSING PARADE

'39-'40 (8)

Forgotten Victory (E) .. Dec. 9 11m.
Hidden Master, The (E) Apr. 20 11m.
XXX Medico (E) ..... Mar. 23 10m.

PETE SMITH SPECIALTIES (15)

'39-'40 (13)

Domineering Male, The (E) ..... Mar. 30 10m.
Maintain the Right (G) . Jan. 13 10m.
Romance of the Potato (G) ..... Dec. 9 9m.
Ski Birds (E) ..... Nov. 18 8m.
Spots Before Your Eyes .. May 4 —m.
Stuffie (G) ..... Mar. 2 9m.
What's Your I. Q.? (G) . Feb. 10 8m.

ROBERT BENCHLEYS

'39-'40 (4)

Home Movies (G) .... Feb. 17 7m.
See Your Doctor (G) ... Dec. 16 8m.
That Inferior Feeling (G) . Jan. 20 9m.

PARAMOUNT

One Reel

COLOR CLASSICS

(Technicolor)

'39-'40 (6)

Ants in the Plants (G) . Mar. 15 8m.
Kick in Time, A ..... May 3 —m.
Little Lambkin (G) .... Feb. 2 7m.

COLOR CRUISES

(Cinecolor)

'39-'40 (7)

Argentina (F) ..... Apr. 5 10m.
Chile (B) ..... Nov. 10 10m.
Cuba (B) ..... Jan. 5 9m.
Isle of Columbus (F) ... Feb. 9 10m.

HEADLINERS

'39-'40 (10)

Dorsey, Jimmy, & Orchestra (G) ..... Feb. 2 11m.
Have You Met Yvette? (F) Paul Baron and Orchestra ..... Apr. 19 11m.
Hare's Hal (E) Hal Kemp and Orch. . Nov. 24 10m.
Moments of Charm of 1940 (E)
Olsen, George, and His Music (G) ..... Mar. 8 11m.
Paramount Presents Frankie Masters (F) . Dec. 29 11m.

PARAGRAPHICS

'39-'40 (10)

Bits of Life (G) ..... Nov. 17 11m.
Not So Dumb (E) ..... Mar. 15 10m.
Paramount Pictorial (F) Feb. 16 11m.
Sugar Wind (F) ..... Jan. 19 9m.
Television Preview (G) . Apr. 19 11m.
Touchdown Review (G) . Dec. 22 10m.

POPEYE CARTOONS

'39-'40 (12)

Females Is Fickle (G) .. Mar. 8 7m.
Me Feelin's Is Hurt (F) Apr. 12 7m.
Onion Pacific ..... May 10 —m.
Shakespearean Spinach (G) ..... Jan. 19 7m.
Stealin' Ain't Honest (F) Mar. 29 6m.
Wimmin Is a Myskery .. May 31 —m.

POPULAR SCIENCE

(Cinecolor)

'39-'40 (6)

No. 3 (G) ..... Dec. 15 11m.
No. 4 (E) ..... Feb. 16 11m.
No. 5 (G) ..... Apr. 26 10m.

SPORTLIGHTS

'39-'40 (13)

Aqua-Rhythm (G) .... Nov. 24 10m.
Blue Streak, The (G) ... Apr. 19 10m.
Bowling Skill (G) .... Jan. 26 10m.
Dog Is Born, A (G) .... Nov. 3 10m.
Human Fish (G) ..... Feb. 23 10m.
Judo Experts (G) ..... Dec. 15 10m.
Two of a Kind (G) ... Mar. 22 10m.

STONE AGE CARTOONS

'39-'40

Foul Ball Player, The ... May 10 —m.
Granite Hotel ..... Apr. 26 7m.
Ugly Dino, The ..... May 24 —m.
'Way Back When a Night Club Was a Stick .... Apr. 12 7m.
'Way Back When a Nag Was Only a Horse (F) Mar. 15 7m.
'Way Back When a Triangle Had Its Points (G) ..... Feb. 9 8m.

SYMPHONIC SERIES

'39-'40 (3)

William Tell (E) ..... Nov. 24 11m.

UNUSUAL OCCUPATIONS

(Cinecolor)

'39-'40 (6)

No. 2 (E) ..... Nov. 17 11m.
No. 3 (G) ..... Jan. 19 11m.
No. 4 (G) ..... Mar. 29 11m.
No. 5 ..... May 31 —m.

RKO-RADIO

Two Reel

EDGAR KENNEDY COMEDIES

'39-'40 (6)

Kennedy the Great (G) . Dec. 8 19m.
Mutiny in the County (F) May 3 17m.
Slightly at Sea (F) .... Feb. 9 16m.

LEON ERROL COMEDIES

'39-'40 (6)

Scrappily Married (F) .. Mar. 1 20m.

THE MARCH OF TIME

'39-'40 (13)

No. 4 — Newsfronts of War, 1940 (E) ..... Nov. 24 19m.
No. 5—Crisis in the Pacific (G) ..... Dec. 22 17m.
No. 6—The Republic of Finland, 1919-1940 (E) ..... Jan. 19 18m.
No. 7 — The Vatican of Pius XII (G) ..... Feb. 16 18m.
No. 8 — Canada at War (G) ..... Mar. 15 18m.
No. 9—America's Youth —1940 (G) ..... Apr. 12 19m.
No. 10 ..... May 10 —m.

RADIO FLASH COMEDIES

'39-'40 (8)

Chicken Feed (B) B. Gilbert .....Jan. 19 18m.
Coat Tales (G) J. Prouty .....Nov. 17 18m.
Goodness! A Ghost (F) H. Langdon .....July 5 16m.
Twinouplets (G) Stroud Twins .....Apr. 12 20m.

WESTERN MUSICALS

'39-'40 (4)

Bandits and Ballads (F) .Dec. 29 17m.
Corralling a School Marm June 14 20m.
Molly Cures a Cowboy (F) .....Mar. 22 19m.

One Reel

INFORMATION PLEASE

'39-'40 (13)

No. 4 — Deems Taylor (E) .....Dec. 1 11m.
No. 5—Christopher Morley (G) .....Dec. 29 10m.
No. 6 — Gene Tunney (G) .....Jan. 26 11m.
No. 7 — Clarence Buddington Kelland (G) .Feb. 23 10½m.
No. 8—Ruth Gordon (G) Mar. 22 10m.
No. 9—Elmer Davis (G) Apr. 19 11m.
No. 10—Deems Taylor..May 17 —m.
No. 11—Christopher Morley .....June 14 —m.
No. 12—Ruth Gordon..July 12 —m.
No. 13—Elmer Davis...Aug. 9 —m.

REELISMS

'39-'40 (13)

Air Army (G) .....Apr. 26 9m.
American Royal (G)...Nov. 10 9m.
Hollywood .....July 19 —m.
Men of Muscle (G)....Jan. 5 9m.
Navajo Land (F).....Mar. 1 10m.
Pursuit Planes .....June 21 —m.
Siege (E) .....Mar. 29 10m.
Stray Lamb .....May 24 —m.
Unarmed .....Aug. 16 —m.
Vacation Diary (G)....Feb. 2 10m.
West Wall, The (E)....Dec. 8 10m.

SPORTSCOPES

'39-'40 (13)

Aqua Poise (G) .....Jan. 19 9m.
Court Favorites (G)....Apr. 12 9m.
Flyoasting (E) .....Mar. 15 9m.
Pennant Chasers (G)...Feb. 16 9m.
Silent Wings (G).....May 10 9m.
Sky Game (E) .....Dec. 22 9m.
Sky Sailors .....July 5 —m.
Wind Blown .....June 7 —m.
Winter Playground (E).Nov. 24 9m.

WALT DISNEY CARTOONS (18)

(Technicolor)

'39-'40 (18)

Billposters (G) .....May 17 7½m.
Bone Trouble .....June 28 —m.
Day in a Dog's Life.... —m.
Donald's Dog Laundry (E) .....Apr. 5 8m.
Donald's Vacation ..... —m.
Magician Mickey ..... —m.
Mr. Duck Steps Out (F) June 7 8m.
Riveter, The (E).....Mar. 15 7m.
Tugboat Mickey (G)...Apr. 26 7m.

REPUBLIC

SERIALS (4)

Zorro's Fighting Legion R. Hadley, E. Darcy..Dec. 16 12 ep.

'39-'40 (4)

Adventures of Red Ryder Don Red Barry ..... 12 ep.
Drums of Fu Manchu (E) H. Brandon .....Mar. 15 15 ep.
King of the Royal Mounted ..... 12 ep.
Lone Texas Ranger, The. 15 ep.

20th CENTURY-FOX

One Reel

ADVENTURES OF A NEWSREEL CAMERAMAN

'39-'40 (4)

Sky Fighters (E) .....Dec. 8 10m.

DRIBBLEPUSS PARADE

'39-'40 (6)

Labor Savers (G).....Apr. 12 9m.
Silly Season, The (F)..Jan. 5 10m.
Untitled .....July 5 —m.

FASHION FORECAST

(Technicolor)

'39-'40 (4)

No. 6—Winter Fashions (E) .....Dec. 22 10m.
No. 7 — Spring Fashions (E) .....Mar. 29 10m.
Untitled .....June 21 —m.

MAGIC CARPET OF MOVIETONE

'39-'40 (6)

Aghileen Finnacles, The (G) .....Nov. 10 11m.
Climbing the Spirit's Home (E) .....May 10 10m.
Flying Stewardess (G)..Mar. 15 10m.
Kangaroo Country (F)..Feb. 2 10m.
Isles of the East.....May 24 —m.
Valley of Ten Thousand Smokes (E) .....Feb. 16 10m.

SPORTS REVIEWS

'39-'40 (6)

Clooking the Jookies (G).Nov. 24 11m.
Following the Hounds (E) .....Mar. 1 10m.
(Technicolor)
Over the Seven Seas (E) Apr. 26 10m.
Topnotch Tennis (F) ..Jan. 19 10m.
Untitled .....July 19 —m.

TERRYTOONS

'39-'40 (26)

Black and White

All's Well That Ends Well (F) .....Mar. 8 6m.
Dog in a Mansion (B)..Jan. 12 7m.
Edgar Runs Again (F).Jan. 26 6m.
Hare and Hounds (F)..Feb. 23 7m.
Hitch-Hiker, The .....Dec. 1 7m.
Ice Pond, The (F).....Dec. 15 7m.
It Must Be Love (F)...Apr. 5 7m.
Love in a Cottage .....July 26 —m.
Professor Offkeyski ....June 14 —m.
Rover's Rescue .....June 28 —m.
Rupert the Runt .....July 12 —m.
Swiss Ski Yodelers.....May 17 —m.
Wot's All the Shootin' Fer (F) .....May 3 7m.

Technicolor

Catnip Capers .....May 31 —m.
First Robin, The (F)..Dec. 29 7m.
Harvest Time (F).....Feb. 9 7m.
Just a Little Bull (F)..Apr. 19 7m.
Much Ado About Nothing (G) .....Mar. 22 6m.
Wicky-Wacky Romance (F) .....Nov. 17 7m.

UNIVERSAL

Two Reel

COMEDY RE-ISSUES

Ooh, La, La (F) S. Summerville .....Jan. 1 19m.
We, We, Marie (F) S. Summerville .....Jan. 1 20m.

MUSICALS

'39-'40 (13)

Bullets and Ballads (F) Fanchonettes, Armida.Feb. 14 17½m.
Follies Parisienne (F)..Apr. 17 18m.
International Revels (G) W. Sabbot, J. Collins.Mar. 13 17m.
Rhumba Land (G) W. Shaw .....Nov. 15 18m.
Rhythm Jamboree (E) J. Starr .....Jan. 17 18m.
Snow Follies (F) L. Roth, King Sisters.Dec. 13 18m.
Swingin' in the Barn Texas Jim Lewis and Band .....May 15 —m.

SERIALS

'39-'40 (4)

Flash Gordon Conquers the Universe (E) L. Crabbe .....Apr. 9 12 ep.
Green Hornet, The (G) G. Jones, A. Nagel..Jan. 9 13 ep.

One Reel

GOING PLACES

'39-'40 (15)

No. 68 (G) .....Nov. 13 9m.
No. 69 (G) .....Dec. 11 8m.
No. 70 (G) .....Dec. 25 8m.
No. 71 (G) .....Jan. 15 9m.
No. 72 (G) .....Feb. 5 9m.
No. 73 (F) .....Feb. 26 8½m.
No. 74 (E) .....Mar. 18 9m.
No. 75 (G) .....Apr. 29 9m.
No. 76 (G) .....May 13 9m.
No. 77 .....May 20 7m.

STRANGER THAN FICTION

'39-40 (15)

No. 68 (F) .....Nov. 6 9m.
No. 69 (G) .....Dec. 4 9m.
No. 70 (G) .....Dec. 18 9m.
No. 71 (G) .....Jan. 8 9m.
No. 72 (F) .....Jan. 29 8½m.
No. 73 (F) .....Feb. 19 9m.
No. 74 (G) .....Mar. 11 8½m.
No. 75 (F) .....Apr. 15 9m.
No. 76 (G) .....May 6 9m.
No. 77 .....May 27 9m.

WALTER LANTZ CARTUNES

(Technicolor)

'39-'40 (13)

Adventures of Tom Thumb, Jr. (G) ....Mar. 4 9m.
Andy Panda Goes Fishing (F) .....Jan. 22 8m.
Kittens Mittens (G)...Feb. 12 8m.
100 Pigmies and Andy Panda (G) .....Apr. 22 7m.
Scrambled Eggs (G)...Nov. 20 9m.
Sleeping Princess, The (G) .....Dec. 4 9m.

VITAPHONE

Two Reel

BROADWAY BREVITIES

'39-'40 (10)

Alex in Wonderland (G) W. Catlett, C. Foy...Mar. 9 14m.
Double or Nothing (E) L. Dixon, Doubles...Apr. 20 19m.
One for the Book (F)...Feb. 3 20m.
Public Jitterbug No. 1 (F) Hal Le Roy.....May 4 21m.
Remember When? (E) Eton Boys, R. Ragland.Jan. 20 20m.
World's Fair, Jr. (F) Kiddie Revue .....Dec. 9 20m.

TECHNICOLOR PRODUCTIONS

'39-'40 (8)

Cinderella's Feller Meglin Kiddies ..... —m.
Old Hickory (E) H. Sothern, V. Killilen.Dec. 23 17m.
Royal Rodeo (E) J. Payne .....Nov. 25 15m.
Singin' Dude, The (E) D. Morgan, L. Fairbanks .....Apr. 6 18m.
Teddy the Roughrider(E) S. Blackmer .....Feb. 24 19m.

One Reel

COLOR PARADE

'39-'40 (10)

American Saddle Horses (E) .....Nov. 11 10m.
Gun Dog's Life (G)....May 11 10m.
Mechanix Illustrated No. 2—(G) ..... Dec. 2 10m.
No. 3—(G) .....Feb. 17 10m.
Men Wanted (F) .....Mar. 23 8m.
New Horizons (F) ....Jan. 6 10m.

LOONEY TUNES

'39-'40 (16)

Africa Squeaks (E) ...Jan. 27 7m.
Ali Baba Bound (G)...Feb. 17 7m.
Film Fan, The (F).....Dec. 16 7m.
Pied Piper Porky (G)..Nov. 4 7m.
Pilgrim Porky (E) ....Mar. 16 7m.
Porky's Last Stand (F).Jan. 6 7m.
Porky's Poor Fish.....Apr. 27 —m.
Porky the Giant Killer (F) .....Nov. 18 7m.
Slap Happy Pappy (G).Apr. 13 7m.
You Ought to Be in Pictures .....May 18 —m.

MELODY MASTERS

'39-'40 (10)

Apollon, Dave, & Orchestra (F) .....Mar. 2 10m.
Clinton, Larry, and Orch.May 25 —m.
Coquettes, The (F) F. Carroll .....Feb. 17 10m.
Hoff, Carl, & Orchestra (G) .....Mar. 23 10m.
Rubinoff and His Orchestra (G) .....Nov. 11 8m.
Shaw, Artie, and Orchestra in "Symphony of Swing" (E) .....Dec. 30 10m.

MERRIE MELODIES

(Technicolor)

'39-'40 (26)

Bears' Tale, The (E)...Apr. 13 7m.
Busy Bakers (F) .....Feb. 10 7m.
Confederate Honey (E).Mar. 30 9m.
Cross Country Detours (E) Mar. 16 7m.
Curious Puppy, The (F).Dec. 30 7m.
Early Worm "Gets the Bird," The (G) ....Jan. 13 7m.
Elmer's Candid Camera (F) .....Mar. 2 7m.
Fagin's Freshman (G)..Nov. 18 7m.
Fresh Fish (E) .....Nov. 4 7m.
Gander at Mother Goose.May 25 —m.
Herdships of Miles Standish (G) .....Apr. 27 7m.
Mighty Hunters (G) ...Jan. 27 7m.
Screwball Football (F).Dec. 16 7m.
Sniffles and the Bookworm (G) .....Dec. 2 7m.
Sniffles Takes a Trip....May 11 —m.

SPECIAL

Cavalcade of Academy Award Winners (E).. 30m.

VARIETIES

'39-'40 (6)

No Parking (G) Grouch Club .....Mar. 30 10m.
Organ Novelty, An (G) The Crawfords .....Jan. 13 9m.
Radio and Relatives....May 18 —m.
(Technicolor)

COMMERCIAL

Addresses of the producers or distributors will be furnished on request.

Aristocrats of Fashion (E)—Al O. Bondy.. 10m.
Beauty in Ball (G) — Ball Bra Company.... 19m.
(16 mm. only)
Behind the Flood Headlines (G) — American Red Cross ..... 10m.
Circus Daze (G)—Handy 9m.
Five Grand and a Girl (E) — Wilding Picture Productions ... 15m.
Free and Easy (G) — Jam Handy ..... 9m.
Here's Looking (G) — Handy ..... 9m.
Life Is What You Make It (F)—Stark Films 10m.
Miami Miracle (F) — Paramount ..... 10m.
Miracle of Milk, The (E) —Principal Productions ..... 10m.
Model for Distinction (G)—Handy ..... 10m.
More Power to You (E) —Handy ..... 10m.
(Also: 1-reel version)
Noiseless News (G) — Handy ..... 10m.
Sitting Pretty (G)—Jam Handy ..... 10m.
Vacuum Control (E) — Handy ..... 11m.
Washington (G)—Baltimore & Ohio Railroad 10m.

MISCELLANEOUS

Addresses of the producers or distributors will be furnished on request.

Afternoon at a Bull Fight (F)—Emanuel. 10m.
Aida (G)—Guaranteed. 9m.
Anti-Mutuel Talk—Soc. Prev. of Crime ..... 3m.
Birth of a Champion (G)—Fistio Films .. 14m.
Broken Earth (G)—Sack Amusement ..... 8m.
Colored America on Parade (G) — Million Dollar-Sack ..... 10m.
Colored Champions of Sports, No. 3 (E)—Million Dollar-Sack .. 10m.
Country Fair (E)—Central Films ..... 10m.
Design for Happiness (E)—Motion Pict. Section Fed. Housing Comm.. 9m.
Disinherited, The (G)—Children's Aid Society of N. Y. ..... 15½m.
Excursions in Science and Engineering (F)—General Electric ..... 10m.
Finland Speaks (E)—Hoffberg ..... 10¾m.
Future Admirals (G)—Philip Provenza .... 11m.
Great Train Robbery, The (—)—Klein ... 10m.
Happy Landing, A (F)—Imperial ..... 8m.
Homes of Today (E)—Fed. Housing Administration ..... 11m.
If I Forget You (E)—Will Rogers Memorial Commission ..... 9m.
Is Modern Morality a Failure? (F)—James A. FitzPatrick..... 8m.
Joe Louis — "Brown Bomber" (E) — Million Dollar-Sack .... 10m.
Finland Fights (E)—Emerson Yorke—Finnish Relief Fund.... 5½m.
Know Your Money (G)—U. S. Secret Service Treasury Department.. 11m.
Know Your U. S. A. (E)—U. S. Census Bureau 4m.
Life in Harlem (E)—Million Dollar-Sack .. 10m.
Life's Little Problems (F)—Harper ..... 11m.
Lights Out in Europe (E)—Kline ..... 39m.
Louis-Godoy Fight Pictures (G)—Banner .. 29m.
Making the Funnies (G)—Meredith-Clancy .. 10m.
Montmartre (F) — French Cinema Center 15m.
Napoli E Canzone (G)—Roma Film ..... 22m.
News Comics (F)—Ideal 9m.
1939 — Year of Dark Contrasts (E)—Paramount News ..... 16m.
Nickel Heaven (G)—Forester Films ..... 9m.
One Night Before Christmas (G)—Syndicate. 13m.
Paper Hanger, The (F)—King of Comedy... 19m.
Pyramids of Mexico, The (E)—Atlas ..... 11m.
Raiders Over England (F)—Monogram ... 18m.
Raymond Knight's Cuckoo News Reel (B) — Harper ..... 9m.
Recovery Road (G)—Children's Aid Society 9m.
Serum to Windham (G)—N. Y. State Department of Health .... 9m.
She Shall Have Music (F) — Imperial.... 35m.
Southern Beauties (F)—Imperial ..... 10m.
Warning, The (G)—Alliance ..... 36m.
What Goes Up (G)—Sepia Art Pictures... 20m.
Wild Innocence (—)—Garfield ..... 34m.
With These Weapons (E)—Amer. Social Hygiene Assn. ..... 11m.
Xochmilco (G)—Atlas. 11m.
Young America (G) — Atlas ..... 10m.
Your Town (G)—Modern Talking Picture Service ..... 10m.
Zoo in Manhattan (G)—Central ..... 18m.

THE EXHIBITOR'S ORIGINAL NATIONAL RELEASE DATE GUIDE

ANOTHER SERVICE OF THE JAY EMANUEL PUBLICATIONS CREATED IN THE INTERESTS OF BETTER MANAGEMENT

Pictures listed are in the order of their release by the several companies, placed as closely as possible to the correct date. This Guide is subject to changes in dates, titles, and casts, as made by the companies' home office. For convenience, serics westerns are designated by a W following the title, not to be confused with (W) in the Warner-First National column, where the letter designates a Warner picture.

	COLUMBIA	METRO	MONOGRAM	PARAMOUNT	RADIO	REPUBLIC	20th-FOX	UNITED ARTISTS	UNIVERSAL	WARNERS FIRST NAT.
APR 12		Dr. Kildare's Strange Case L. Barrymore, L. Ayres, L. Day	Covered Wagon Trails, W J. Randall, B. Cairns Sky Bandits J. Newill		Bullet Code, W G. O'Brien, V. Vale	Dark Command J. Wayne, C. Trevor, W. Pidgeon Young Buffalo Bill, W R. Rogers, G. Hayes	Viva Cisco Kid C. Romero, J. Rogers, C-P. Martin	Rebecca L. Olivier, J. Fontaine, G. Sanders (Selznick)	Black Friday B. Karloff, B. Lugosi House of Seven Gables M. Lindsay, G. Sanders, V. Price	King of the Lumberjacks (W) J. Payne, G. Dickson, S. Fields
19	The Man With Nine Lives B. Karloff, J. Sayers, R. Pryor	Two Girls on Broadway G. Murphy, L. Turner, J. Blondell	Tomboy J. Moran, M. Jones Pals of the Silver Sage, W T. Ritter	The Light of Western Stars V. Jory, J. Sayers, R. Hayden	Abe Lincoln in Illinois R. Massey, R. Gordon, G. Lockhart	In Old Missouri Weaver Bros. and Elviry, J. Storey Grandpa Goes to Town J., L., R. Gleason	Johnny Apollo T. Power, D. Lamour, E. Arnold		Enemy Agent R. Cromwell, H. Vinson, R. Armstrong	'Til We Meet Again (FN) M. Oberon, G. Brent, P. O'Brien
26	The Doctor Takes a Wife R. Milland, L. Young	Forty Little Mothers E. Cantor, R. Johnson, B. Granville	Mysterious Mr. Reeder W. Fyffe, K. Walsh (English-made)	French Without Tears R. Milland, E. Drew (English-made)	Curtain Call B. Read, J. Archer, A. Mowbray	Covered Wagon Days, W 3 Mesquiteers	Shooting High J. Withers, G. Autry, M. Weaver			An Angel From Texas (FN) E. Albert, W. Morris, R. Lane
MAY 3	The Man from Tumbleweeds, W B. Elliott, I. Meredith	20 Mule Team W. Beery, L. Carillo, N. Beery, Jr.	Land of the Six Guns, W J. Randall	Buck Benny Rides Again J. Benny, E. Anderson, E. Drew	Irene A. Neagle, R. Milland, A. Marshall	Crooked Road E. Lowe, I. Hervey, H. Wilcoxon	So This Is London B. Churchill, G. Sanders (English-made)	Saps at Sea S. Laurel, O. Hardy (Roach)	If I Had My Way B. Crosby, G. Jean, E. Brendel	Tear Gas Squad (W) D. Morgan, J. Payne, G. Dickson
10		Edison, the Man S. Tracy, C. Coburn, G. Reynolds	The Cowboy From Sundown, W T. Ritter, R. Ates	Opened by Mistake C. Ruggles, J. Logan, R. Paige	Beyond Tomorrow C. Winninger, H. Carey, J. Parker	Gaucho Serenade, W G. Autry, S. Burnette J. Storey	I Was an Adventuress V. Zorina, R. Greene, P. Lorre		Ski Patrol L. Deste, P. Dorn, K. Adams	Saturday's Children (W) J. Garfield, A. Shirley, C. Rains
17	Babies for Sale G. Ford, R. Hudson Island of Doomed Men P. Lorre, R. Hudson, R. Wilcox	Waterloo Bridge V. Leigh, R. Taylor, M. Ouspenskaya	Kid From Santa Fe, W J. Randall	Typhoon D. Lamour, R. Preston, L. Overman (Technicolor)	My Favorite Wife I. Dunne, C. Grant, R. Scott	Gangs of Chicago L. Nolan, L. Lane, B. MacLane	Jones Family On Their Own J. Prouty, S. Byington, H. Armetta	Turnabout J. Hubbard, C. Landis, A. Menjou (Roach)	Alias the Deacon B. Burns, M. Auer, D. O'Keefe	Flight Angels (FN) V. Bruce, R. Bellamy, W. Morris
24	21 Days Together V. Leigh, L. Olivier, L. Banks (English-made)	The Stars Look Down M. Redgrave, M. Lockwood (English-made)	Amateur Detective F. Darro, M. Moreland, M. Kornman	The Biscuit Eater B. Lee, C. Hickman, R. Lane	You Can't Fool Your Wife J. Ellison, L. Ball, E. Dunn		Lillian Russell A. Faye, D. Ameche, H. Fonda	Our Town W. Holden, M. Scott, T. Mitchell (Lesser)	Hot Steel R. Arlen, A. Devine, A. Nagel	Torrid Zone (FN) J. Cagney, P. O'Brien, A. Sheridan
31	Lone Wolf Meets a Lady W. William, J. Muir, E. Blore	Susan and God J. Crawford, F. March, R. Hayworth	Queen of the Yukon	Way of All Flesh A. Tamiroff, W. Henry, G. George	Bill of Divorcement M. O'Hara, A. Menjou, H. Marshall		Marriage in Transit J. Davis, V. Gilmore, R. Sterling		La Conga Nights H. Herbert, D. O'Keefe, C. Moore Bad Man From Red Butte, W J. M. Brown, A. Gwynne	Murder in the Air (FN) R. Reagan, L. Lys, E. Foy, Jr.
JUN 7	Texas Stagecoach, W C. Starrett, I. Meredith Passport to Alcatraz J. Holt, N. Beery, Jr	Phantom Raiders W. Pidgeon, F. Rice, N. Pendleton		Hidden Gold, W W. Boyd, R. Hayden, B. Wood	The Saint Takes Over G. Sanders, W. Barry Prairie Law, W G. O'Brien, V. Vale		Earthbound W. Baxter, A. Leeds, L. Bari		Love, Honor and Oh, Baby! W. Ford, K. Adams, M. Barrie	Brother Orchid (W) E. G. Robinson, A. Sothern, H. Bogart
14	Military Academy	The Mortal Storm M. Sullavan, J. Stewart, R. Young		Safari M. Carroll, D. Fairbanks, Jr. T. Carminati	Tom Brown's School Days C. Hardwicke, J. Lydon, F. Bartholomew	Doctors Don't Tell C. Coburn, J. Wayne, S. Gurie	Four Sons D. Ameche, M. Hughes, A. Curtis		Sandy Is a Lady Sandy, N. Grey, T. Brown	Fugitive From Justice (FN) R. Pryor, M. Conway, S. Bromley
21		Old Lady 31 H. Broderick, C. Coburn, B. Bondi		Those Were the Days W. Holden, B. Granville, J. Barrett	Thousand Dollar Marriage D. O'Keefe, W. Catlett, M. Gateson		Charlie Chan's Murder Cruise S. Toler, M. Weaver, L. Atwill		I Can't Give You Anything But Love, Baby B. Crawford, P. Moran, J. Downs	Gambling on the High Seas (W) W. Morris, J. Wyman, G. Roland

THEY TAKE THEM ALL IN THEIR STRIDE

DIFFICULT, unusual, routine — no matter what the shot requires, one of the three Eastman negative films will more than fill the bill. Special ability backed by unvarying uniformity has made them the mainstay of modern cameramen. Eastman Kodak Co., Rochester, N. Y.

J. E. BRULATOUR, INC., *Distributors*

Fort Lee Chicago Hollywood

PLUS-X
for general studio use

SUPER-XX
for all difficult shots

BACKGROUND-X
for backgrounds and general exterior work

EASTMAN NEGATIVE FILMS